



Albany County Tourism Board GUIDELINES FOR MARKETING GRANTS

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www.visitlaramie.org

Albany County Tourism Board (ACTB) Purpose

To promote travel and tourism spend throughout Albany County.

Grant Funds Overview

The goal of the grant process is to assist with the marketing of events designed to generate overnight stays in Albany County lodging facilities. As the Albany County Tourism Board is funded by a lodging tax collected from guests staying in local paid accommodations, 50% of all grant funds awarded **must be spent with marketing channels outside of Albany County.**

Grant Application Deadlines

Grant Applications are reviewed quarterly at our January, April, August, and October meetings. **Deadlines for submission are December 31, March 31, July 31, and September 30.**



PERMISSIBLE EXPENSES

- Brochures
- Posters
- Promotional flyers
- Digital marketing / social media
- Billboards
- Magazine advertising
- Newspaper advertising
- Travel trade shows (booth fees, registration fees, material production)
- Websites
- Audio-visual presentations
- Event stationery
- Event programs
- On-site event brochures
- On-site event posters
- Rented portable advertising displays
- Radio advertising



NON-PERMISSIBLE EXPENSES

- Purchase of event equipment
- Alcoholic beverages
- Venue Rental
- Permanent Structures
- Administration fees/costs
- Wages of any kind
- Operational expenses
- Attendee gifts or event giveaways
- Sales items (except for those items where profits are reinvested in the program and used for further Albany County Tourism promotion)



Grant Considerations

- Marketing Grant Funds are available to projects, events, or programs that encourage travel to Albany County. The event should draw significant visitation from outside of Albany County with the potential for overnight stays.
- Seasonality: Preference may be given to events taking place during shoulder seasons, off-peak dates, or during times that do not conflict with, or piggyback on, other larger events already taking place.
- Overall economic impact to the community and county: ACTB will consider total economic impact to the local community beyond the 5% lodging tax to determine the net benefit to local communities within Albany County.
- Retention: ACTB will consider the likelihood of the event returning to Laramie and its potential for future growth.
- Financial Assistance: ACTB will review the applicant's need for grant funding, any additional outside funding sources, and the applicant's budget or profit and loss worksheet to determine the need for financial assistance for the event.
- Logo Placement: ACTB logo is required to be printed on materials for the event.

Requirements

1. Complete the grant application and budget spreadsheet and submit them to our office by the quarterly grant deadline.
 - i. Additionally, for Grant Requests equal to or greater than \$5,000, a full 12-month profit and loss worksheet is required for review.
2. If selected for consideration, a representative for the event should prepare a 3-5 minute presentation and be present at a board meeting to answer questions from the board in order for the grant to be moved to a vote.
3. Upon board approval, 50% of grant funds will be disbursed for use. The remaining funds require a post-event project report, to be delivered to the ACTB no later than 60 days after the event. The presentation of the post-event project report should be no longer than 3-5 minutes long. Requirements can be found on the Project Report & Evaluation Form.
4. Please provide any participant registration totals, surveys, hotel occupancy rates, location data, or other information tracking gathered by the event.
5. The committee hosting the event will be responsible for determining, to the best of their ability, the number of room nights that may have been generated during the event.

***** ACTB highly recommends post-event surveys to report attendee accommodations and to receive event feedback.**



Required ACTB Recognition

The ACTB requires recognition for its financial participation. This can be made through a variety of channels and mediums, such as:

- Audible identification as “**Visit Laramie,**” and/or “**Albany County Tourism Board**” on radio advertising
- Logo and/or audible identification on television
- Logo included in print media, including brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising
- Link (www.VisitLaramie.org) and logo on websites and other forms of digital marketing
- Listing on credits for audio-visual presentations
- Logo on billboards
- ACTB Banner at the event site
- Page in event program promoting local attractions or future events
- Logo on t-shirts or other promotional items if sponsors are recognized in this way
- Any other considerations/benefits the organization provides investors or sponsors at the same level of investment
- Booth space for ACTB provided at no cost to ACTB if applicable
- Recognition on other forms of marketing/recognition not explicitly referenced above

Procedures

The applicant will receive notification by email following the Board’s decision. Upon grant approval, 50% of the approved amount will be disbursed. The remaining funds will be distributed after the completion of the Post-Event Project Report. Invoices and receipts must reflect funds that were spent on approved marketing, with 50% of the spend utilizing channels reaching outside of Albany County. Receipts must meet or exceed the total grant amount awarded to receive full reimbursement. Any unused funds will be rolled back into the grant program.

Reporting

Within **60 days** of completion of the project or event, the applicant will submit to the satisfaction of the board:

- Completed Project Report & Evaluation Form
- Lodging tracking and participant data as available
- Copies of advertising utilizing the ACTB logo
- Invoices and receipts as proof of payment for grant expenditures
- Other materials produced with the cooperation of the ACTB
- Final budget of the event

The board may, at its discretion, consider the grant application null and void if the applicant does not meet the outlined requirements. Please reach out to Partnerships@VisitLaramie.org with any questions regarding eligibility.