Lancaster County Visitors Promotion – Marketing Grant  
2022-2023 APPLICATION & GUIDELINES

*PLEASE REVIEW CAREFULLY AS NO EXCEPTIONS WILL BE MADE FROM THE GUIDELINES*

**OVERVIEW:**

The funds available through this program are from Lancaster County’s Visitor Promotion Fund. These funds are to be used to generally promote, encourage, and attract visitors to Lancaster County to use travel and tourism facilities and attend events within the County. These funds cannot be used for capital construction or physical improvements. Each Grant request may not exceed $5,000.00. **All eligible marketing expenses (see below) must be documented.** Only one marketing grant may be submitted by each travel or tourism facility and/or event per calendar year. A **project budget** must accompany application.

**ELIGIBILITY:**

* These funds are available on a competitive basis to promote, encourage, and attract visitors to the County to use the County's travel and tourism facilities by visiting travel and tourism facilities and attending public events within the County.
* Events and travel and tourism facilities must be open to the public and be of educational, cultural, historical, artistic, or recreational significance or provide entertainment or exhibits, displays, or performances of educational, cultural, historic, artistic, or entertainment value.
* The event must be organized, and the travel and tourism facilities must be owned, by the public or by a nonprofit organization. Public organization status and nonprofit status shall be determined by State and/or Federal law. **Proof of current nonprofit status must accompany the application, or the application will be ineligible for grant consideration.**
* *Top priority will be given to unique attractions & events that encourage visitors from outside the County.*
* *This funding cycle will issue a maximum of $50,000 in grant funding.*
* *Virtual events are permitted ONLY if the event is legally required to be conducted virtually by federal, state, and/or local health regulations related to the COVID-19 pandemic.*

**Requirements for reimbursement:**

1. **Cover letter with itemized list of expenses.** Tell us how your project was a success!
2. **Printed/Electronic marketing material (e.g., brochures, fliers, print ads, emails, websites, etc.) must include:**
   * “Funded in part by Lancaster County Visitor Promotion Fund”
3. **Spoken advertising (e.g., radio) must include:**
   * “Funded in part by Lancaster County Visitor Promotion Fund”
   * Script of verbiage used
4. **Websites must include:**
   * “Funded in part by Lancaster County Visitor Promotion Fund” (placed in website footer)
   * Hotlink to [www.lincoln.org](http://www.lincoln.org)
5. **Grant projects must be completed within 12 months of approval by Lancaster County. (No exceptions)**
6. **Additional analytics and data that show room nights, website interaction or response to marketing efforts.**

**ELIGIBLE EXPENSES – CONSIDERED FOR REIMBURSEMENT:**

**- All documents submitted must be legible.**

- Event advertising, brochures, posters, etc. - Website Development

- Distribution costs of event/attraction promotion - TV or radio commercials

- Postage (current charitable rates)

**INELIGIBLE EXPENSES - NOT CONSIDERED FOR REIMBURSEMENT:**

- Giveaways prior to or during the event (e.g., trophies, t-shirts, pens, etc.) - Travel expenses or charter vehicle expenses

- Reception room or social event activities prior to or during the event - Supplies or equipment

- Funds for general operating expenses - Additional or current personnel salaries

- Items not included in the Approved Grant Application - Website Hosting and/or Maintenance

- Blurry or unreadable invoices or advertising

***Grant Reviews will occur in June (DUE May 31st) & November (DUE October 31st).***

***Submit your application prior to DUE DATE!***

***Electronically: Jmaul@lincoln.org*** Confirm receipt within 5 days if not contacted.

***Standard Mail: Visit Lincoln - 1128 Lincoln Mall, Suite 100 - Lincoln, NE 68508***

NOTIFICATION OF RESULTS WILL BE SENT VIA EMAIL WITHIN 30 DAYS OF RECEIPT OF THE APPLICATION REVIEW**.**

**REVIEW OF APPLICATIONS AND DISTRIBUTION OF FUNDS**: The Visitors Promotion Committee will review applications and provide recommendations to the Lancaster County Board for final review. The Lancaster County Board reserves full authority to approve or deny any or all applications in whole or in part. Applicants approved by the Lancaster County Board will be required to enter into a grant contract with Lancaster County to receive funds. Once a contract has been established with Lancaster County, funds will be paid only upon completion of the project on a reimbursement basis. Contracts must be entered into within 60 days of notification of award. Bills and receipts with proof of requirements must be received by Lancaster County ***within 30 days of the project’s conclusion*** in order to be reimbursed. Failure to submit timely may result in a loss of funds. Obtainment of proof of delivery receipt is strongly recommended if mailed.

**Lancaster County Visitors Promotion – Marketing Grant  
2022-23 MARKETING GRANT APPLICATION**

*Please* ***type*** *on this form or use this format on separate sheet in the order presented below.*

Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ State:\_\_\_\_\_ Zip: \_­­\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of event or project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total amount of money requested: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date(s) of event or project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe the event or project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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What is the target market(s) for this event or project? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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List other funding sources for this project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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How will this project be judged for success? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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I have read and accepted the guidelines and requirements for this grant.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Applicants Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed this \_\_\_\_\_\_\_\_\_\_\_\_\_ day of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_.

( ) Event or project budget attached.

( ) Proof of nonprofit status attached.