

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2023



About the Dawes County Promotion Fund

The Dawes County Visitors Committee, also known as the Travel Board, has the duty of advising the Dawes County Commission on the use of two separate funds, the Visitors Promotion Fund and the Visitors Improvement Fund. The proceeds of a sales tax on motel/hotel/campground lodging in Dawes County provide the money for both funds, which are authorized under the Nebraska Visitors Development Act.

Under Nebraska law, the promotion fund is to be used generally to promote and attract visitors to come to the county and use the travel and tourism facilities located here. The fund can be used for marketing or operations of special events and festivals designed to attract tourists to Dawes County and will be distributed on a reimbursement basis.

The grants are available to any non-profit organization which has a primary purpose of bringing visitors to the county. Visitor events and festivals must be in a defined location, open to the public, and of educational, cultural, historical, artistic or recreational significance, or provide entertainment, or have exhibits, displays or performances of educational, cultural, historic artistic or entertainment value.

All grants awarded by the Dawes County Travel Board are subject to final approval by the Dawes County Board of Commissioners.

Promotion grant applications will be reviewed at the monthly Travel Board meeting, typically held the first Tuesday of the month. Applications must be submitted seven days prior to the meeting to:

Dawes County Travel Board
PO Box 746 (mailing) or 706 W. Third Street (physical)
Chadron, NE 69337

Submissions by email: Director@DiscoverNWNebraska.com

DAWES COUNTY TRAVEL BOARD MISSION STATEMENT:

The Dawes County Travel Board promotes Northwest Nebraska and seeks to improve visitor experiences while advising the Board of Commissioner in the administration of proceeds from tax revenue provided by the Nebraska Visitors Development Act.

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2023



1. Description	
Name of Event/Project:	Event Date(s):
Public or Non-Profit Organization Applying:	
Contact Name:	Phone:
Organization Address:	Email:
	Number of Local Members:
*By applying for this grant, your email will be added to our monthly Northwest Nebraska newsletter.	
Anticipated number of hotel/motel rooms to be used?	What is the anticipated number attending? How will you track attendance?
Why are you applying for the promotion grant?	
Signature of applicant	
I read, understand, and accept the terms and conditions pertaining to this Promotion Grant Application as outlined and explained under the Grant Application Guidelines of the Dawes County Travel Board.	
Signature:	Date:

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2023



2. Financial Value	
Total Project/Event Cost:	Amount of Grant Request:
Has the Dawes County Travel Board funded this organization before? If yes, how much? Please list all promotion grants received in the last three years.	
Other Funding Sources for Project/Event:	
How do you plan to advertise? Please refer to marketing guidelines. Copies may be attached.	
3. Looking Ahead	
How does the sponsoring organization/community plan to have this event self-supported within a few years?	
If this project is not awarded the entire request amount, will the project continue?	

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2023



4. Marketing Plan/Media Potential

What is the reach of your event? Where will your attendees come from? What is your target market/demographics of those who might attend?

Do you anticipate that your event/project will be covered by local, state or national media? If so, who?

6. Additional Comments

PLEASE NOTE:

All print material, radio advertising, websites, posters, and other forms of advertisements must use the credit line, "Produced in part by a grant from the Dawes County Travel Board." Failure to comply with this guideline will result in partial or complete withdrawal of funding. Design concepts will be included with application for printed material or posters.

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2023



Grant Submission Checklist (For office use only)

Completed Application:	Yes	No
Letters of Recommendation (if desired):	Yes	No
Complete Budget:	Yes	No
Conceptual Design of Brochure or other advertising media:	Yes	No

Approval (For office use only)

Date of application received:

By:

On the DCTB agenda for:

Amount approved by DCTB:

Commissioners meeting date:

Approved by Commissioners:

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2023



PROMOTION GRANT WORKSHEET

(Please complete this worksheet in its entirety.)

Refer to Grant Guidelines for the list of acceptable use of funds.)

Advertising	Brief Description	Total Event Advertising	Advertising to be Paid by Grant
Example: Scottsbluff Star Herald	½ Page Newspaper Ad	\$300.00	\$300
Social Media	Facebook and Instagram sponsored advertising	\$500	\$300
Grand Totals:		\$1,200	\$900.00

Advertising	Brief Description	Total Event Advertising	Advertising to be Paid by Grant
Grand Totals:			

Percentage of advertising to be covered by the Dawes County Travel Board: _____

Example Only: 75% (900 ÷ 1200)

The Travel Board will approve grant amounts at its discretion.

*Please note, it is encouraged that applicants have an investment in the total advertising costs.
(If the grant is approved, all receipts must be submitted in the grant report for reimbursement.)