

Sioux County Travel Board
PROMOTION GRANT APPLICATION

PO Box 158 | Harrison, NE 69346 *revised 2023



About the Sioux County Promotion Fund

The Sioux County Visitors Committee, also known as the Travel Board, has the duty of advising the Sioux 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 Sioux 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 Sioux 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. Please refer to the Grant Guidelines for an acceptable use of funds.

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

Promotion grant applications will be reviewed at the regular Travel Board meeting.

1. Application deadlines will be January 1st, April 1st, and October 1st.
2. Applications can be submitted to the Sioux County Clerk in Harrison, by mail to the address below, or by email to director@discovernwnebraska.com, to be forwarded to the Travel Board for consideration. The Travel Board will act upon the applications and present their actions to the Sioux County Commissioners.

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| 1. Description | |
|---|---|
| Name of Event/Project: | Date: |
| 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? |
| 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 Sioux County Travel Board. Signature: _____ Date: _____ | |

| 2. Financial Value | |
|---|--------------------------|
| Total Project/Event Cost: | Amount of Grant Request: |
| Has the Sioux County Travel Board funded this organization before? If yes, how much? Please list all promotion grants received in the last three years. | |

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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?

4. Marketing Plan/Media Potential

What is your target market?

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

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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 Sioux 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.

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 SCTB agenda for:

Amount approved by SCTB:

Commissioners meeting date:

Approved by Commissioners:



PROMOTION GRANT WORKSHEET EXAMPLE

| 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: | | \$800 | \$600.00 |

PROMOTION GRANT WORKSHEET

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

*Please note, it is encouraged that applicants have an investment in the total advertising costs.