

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2024



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 merchandise or website grants are available to organization or business which has a primary purpose of bringing visitors to the county. These grants are limited in number and dollar amount and are considered on a quarterly basis in July, October, January and April. Travel Board meetings are typically held the first Tuesday of the month.

Merchandise Grants: Encourages businesses and attractions to develop a merchandising strategy.

Website Grants: Encourages businesses and attractions to develop an attractive comprehensive website.

Review the Dawes County Travel Board guidelines for additional details on requirements for the grant. All grants awarded by the Dawes County Travel Board are subject to final approval by the Dawes County Board of Commissioners.

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 2024



<i>1. Description</i>	
<p>Are you applying for a merchandising grant?</p> <p>Are you applying for a website grant?</p>	<p>Today's Date:</p>
<p>Name of Organization Applying:</p>	
<p>Contact Name:</p>	<p>Phone:</p>
<p>Organization Address:</p>	<p>Email:</p>
	<p>Number of Local Members:</p>
<p>*By applying for this grant, your email will be added to our monthly Northwest Nebraska newsletter.</p>	
<p>Hours of Operation:</p>	<p>If you do not offer currently weekend hours, do you plan to do so from Memorial Day-Labor Day?</p>
<p>Describe your proposal for merchandise or website development.</p>	
<p>Signature of applicant</p> <p>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.</p>	
<p>Signature:</p>	<p>Date:</p>

Dawes County Travel Board
PROMOTION GRANT APPLICATION

PO Box 746 | Chadron, NE 69337 *revised 2024



<i>2. Financial Value</i>	
Total Project Cost:	Amount of Grant Request:
Has the Dawes County Travel Board funded this organization before? If yes, how much? Please list all promotion grants (including event advertising grants) received in the last three years.	
Other Funding Sources for Project:	
How do you plan to advertise your merchandising items to tourists? If you are requesting a website grant, how do you plan to target tourists with information about your business?	
<i>3. Looking Ahead</i>	
Do you have a long-term plan for your merchandising or website development? How will you invest in the ongoing sale of merchandise or updates to your website?	
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 2024



6. Additional Comments

--

PLEASE NOTE:
Design concepts **MUST** be included with application.

Grant Submission Checklist (For office use only)

Completed Application: Letters of Recommendation (if desired): Complete Budget: Conceptual Design of Brochure or other advertising media:
--

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 2024



PROMOTION GRANT WORKSHEET

(Please complete this worksheet in its entirety.)

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

Merchandise/Website Development	Brief Description	Total Cost	Cost 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

Merchandise/Website Development	Brief Description	Total Cost	Cost 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.)