

Darke County Visitors Bureau 2012 Tourism Grant Program Guidelines

Program Description

The Darke County Visitors Bureau's Tourism Grants Program is designed to encourage **creation or expansion** of special events and programs that will bring visitors from more than 50 miles away to Darke County, and encourage overnight stays. Funds are available to non-profit tourism attractions and non-profit organizations sponsoring special events and programs in Darke County.

Grants will be awarded on a competitive basis, with primary consideration given to applications, which:

- Attract overnight visitors
- Attract visitors from more than 50 miles outside of Darke County
- Feature new or expanded events or programs

Application Guidelines

- Funding shall be requested for marketing, promotion and advertising expenses **only**.
- Funding may **not** be used for costs associated with administration, equipment, capital improvements.
- Up to four grants may be awarded, with a maximum of \$1,000, per recipient. Total of all four grants not to exceed \$2,000.
- Special events and programs for which grants are requested must occur during the year in which the grant application is awarded.
- Special events and programs are eligible for no more than three consecutive years.
- Multiple activities as part of the same event put on by one organization during the same time frame are not eligible.
- Previous grant recipients must have submitted a **Final Report Form** before being eligible for another grant.
- If an applicant is requesting funding for more than one special event or program, separate applications must be completed for each request. Applicant should prioritize requests.
- Applicants must be an incorporated, nonprofit, tax-exempt organization or have a fiscal agent that provides administrative and financial services. The fiscal agent accepts responsibility for administering the paperwork and project funds throughout the grant process.
- Applications must include an overall budget for event.
- Applications must include relevant support materials. Support materials may include prior year's financial reports, marketing plans, event mission / vision statement, advertisements, etc. Limit of three.
- *Disclaimer: Tourism Grant Committee has the discretion of interpreting or modifying requirements for submission of application.*

Grant Process

- All completed application forms and support materials must be in the Darke County Visitors Bureau's office by the deadline date of December 1, 2011.
- Application packets are reviewed by the Tourism Grant Committee. A recommendation is then presented to the Darke County Visitors Bureau Board of Trustees by the committee for final funding approval.
- Once the final funding approval is given, letters will be mailed to all applicants informing them of the decision on or about January 5, 2012.
- Applicants who are awarded a grant will enter into an agreement with the Darke County Visitors Bureau.
- Recipients are **required** to attend a free training/orientation workshop designated by the Bureau.
- Within 30 days after successfully completing the special event or program, grant recipients are **required** to submit the **Final Report Form** to the Darke County Visitors Bureau for review.

If you have any questions or comments, please contact: Deanna York, Executive Director of the Darke County Visitors Bureau at (937) 548-5158 or dyork@VisitDarkeCounty.org.