

## YORK COUNTY VISITORS BUREAU

### Visitor Promotion Fund

601 N. Lincoln Ave.  
York, NE 68467  
402-362-4575

The York County Visitors Bureau serves as an advisory committee to the York County Board of Commissioners. The Bureau has as their general purpose, the promotion of York County as a site for conventions, conferences, events, meetings and other activities which generate visitor spending. YCVB promotional funds are to be used for attracting new visitors to the county.

The York County Visitors Bureau is funded by a 2 % lodging tax on all rooms in York County. By law, lodging tax dollars are to be used to promote the county's tourism facilities and encourage visits to the county. Lodging tax funds cannot be used for community development or improvement, or capital construction. The YCVB has allocated available funds to go to local entities in the form of marketing grants to non-profit organizations, civic groups or associations. Funds may also be available to for-profit entities for a first time, new event demonstrating positive tourism potential, and will be allowed as a one-time-only grant. The grants are available on a competitive basis, with applicants demonstrating a need for lodging tax dollars for their project or event. The grants are not generally meant to be a part of an annual operating budget for any group, but rather to help start an event, or in the case of an existing event, to promote an addition to the event.

YCVB marketing grants can be used **ONLY** for advertising (radio, TV, social media, newspaper, magazine, billboards, signs and banners), production of a promotional brochure or poster, postage to mail fliers or advertising, or attendance to a conference or convention that will market the county's tourism facilities.

YCVB Marketing Grants can be used for a number of marketing activities including:

- \* Paid TV ads (Not production of the ads.)
- Paid radio ads.
- Paid newspaper ads.
- Billboard rental on boards at least 40 miles away from the sponsoring entity.
- Production of a brochure or rack card for the sponsoring entity relating to the specific project. (Not to be used for the distribution of the brochures or rack cards.)
- Internet ads
- Movie theater ads.
- Registration fees to attend tourism-related conferences or meetings that would potentially bring visitors to the county. (Transportation, lodging and meals are not included.)
- Expenses to bring new meetings or conventions to York County. Direct mail campaigns, producing literature to be used to lure a group to the area.
- Banner advertising for events.

Any request for funding must be submitted on the official application at least **60 days** prior to the scheduled event, but no later than ten days prior to the next scheduled York County Visitors Bureau monthly meeting. **The budget for the proposed event must detail all income and expenses for the event including a profit/loss statement and expense budget from the last time the event was held.** Funding will be considered for the portion of the project expenses involving advertising and promoting the use of travel and tourism facilities in York County. A signed contract between the YCVB board and the applicant, agreeing to **ALL** conditions set forth in the grant application form, will be required. All conditions **MUST** be met in order for the applicant to receive funding for their project.

The committee examines each application for these guidelines:

1. Would this project/event take place in York County without funding from the YCVB?
2. Is this project profit-generating? If so where does the profit go?
3. What is the long-term impact of this project/event (annual event, rotating project to one-time only)?
4. How many people are expected to participate in this project? How many will be out-of-town visitors who may stay in local lodging properties?
5. If this is an existing project/event, what's new about it for this year?
6. If re-applying for an existing project/event, the applicant **MUST** include a budget report of the previous year's grant expenditures, **AND** a profit/loss statement for each of the previous year's events. These guidelines will be strictly enforced.

The grants are on a reimbursement basis. Claims for grant dollars **MUST** be submitted within **90 days** of the end of the project or event, or the funds are forfeited. A credit line: **SUPPORT PROVIDED FROM A GRANT FROM THE YORK COUNTY VISITORS BUREAU (YCVB)** must appear on **ALL** print advertising or promotional literature in order to be reimbursed. Copies of any posters, ads, etc. **MUST** be provided with submitted claims. Failure to include the credit line will cause your reimbursement and future funding to be in jeopardy.

Applicants requesting promotional grant funding, must submit a written application and make a presentation at the YCVB Board Meeting at which their application will be reviewed. Exceptions: the communities of Benedict, Bradshaw, Gresham, Lushton, McCool Junction, Thayer and Waco who will automatically qualify for \$1,000.00 in

advertising funding for their annual community events. A written application will still be requested for our records.

The York County Ag Society will automatically qualify for \$10,000.00 in advertising funding for the annual York County Fair.

The York Chamber of Commerce will automatically qualify for \$20,000.00 in advertising funding for its annual events.

Wessels Living History Farm will automatically qualify for \$20,000 in advertising funding for its annual events.

Henderson Chamber of Commerce will automatically qualify for \$15,000.00 in advertising funding for its annual events.

Holthus Convention Center will automatically qualify for \$15,000.00 in advertising funding for its annual events.

Clayton Museum will automatically qualify for \$5,000.00 in advertising funding for its annual events.

Henderson Mennonite Heritage Park will automatically qualify for \$5,000.00 in advertising funding for its annual events.

A written application will also be requested for our records.

All other applicants/past recipients will need to submit a written application and make a presentation to the YCVB Board prior to the event. The above entities may apply for additional funding for other, new events during the year.

Events may be funded on a decreasing scale from one year to the next, at the YCVB board's discretion. Those events featuring a significant change from year to year will receive special consideration, and may be funded at a higher level. The YCVB Board retains the right to approve or deny any future requests for any particular event without proof of expansion of the project.

Special consideration will be given to those events promoting themselves outside of York County.

All correspondence should be made to:

YORK COUNTY VISITORS BUREAU  
601 N. LINCOLN AVENUE  
YORK, NE 68467

YORK COUNTY VISITORS BUREAU PROJECT APPLICATION

Name of organization:

Organization status:

Tax ID number:

Contact person:

Mailing address:

Phone:

Website:

Name of event:

Type of event:

Date of event:

Is this an annual event?

Changes this year if an annual event:

How many years has this event been held?

Number of attendees estimated from York County:

State:

Nation:

Amount requested from YCVB:

Detailed description of the project: (Description should include the time frame, media used, event or activities to be promoted, methods used to determine effectiveness of the project, sample brochures, etc)

Other sources of funding:

Any other appropriate information:

Attach projected budget for the event:

RETURN TO: YORK COUNTY VISITORS BUREAU [yorkcountyvisitors@gmail.com](mailto:yorkcountyvisitors@gmail.com)

601 NORTH LINCOLN AVENUE, YORK, NE 68467