



York County

VISITORS PROMOTION FUND

Description of Program:

The York County Visitors Bureau serves as an advisory committee to the York County Board of Commissioners and is funded by a 2% lodging tax within the county. The Committee administers this reimbursement grant program, per Nebraska Revised Statutes 81-3725, to provide tourism grants for communities or organizations that offer tourism and visitor promotion services, host events, or promote attractions which result in either (a) increased number of nonlocal, in-state visitors or (b) an increased number of both nonlocal, in-state visitors and out-of-state visitors.

Grants are available on a competitive basis, with applicants demonstrating a need for lodging tax dollars for their project or event. The funding is 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. The YCVB welcomes applications from local entities including 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. Grants may be awarded up to 50%. At the discretion of the advisory board, exceptional applications may be granted more.

Marketing grants can ONLY be used for advertising, production of promotional materials, postage for advertising, or attendance to a conference or convention that will market the county's tourism facilities. This grant cannot be used for community development, improvement, or capital construction.

Grant Schedule:

- At least 60 days before the event - Turn in application with budget
- Attend YCVB monthly meeting to present grant application (3rd Wednesday at 7:00am)
- Sign contract between YCVB and applicant following all guidelines
- No more than 90 days after the event - Turn in reimbursement request with proof of payment and invoices.

The grant application must be turned in at least 10 days prior to the monthly YVCB board meeting to be added to the agenda.



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Eligible expenses include, but are not limited to:

- Website Development, enhancement, or online/social media marketing
- Expenses bringing new meetings or conventions to York County through digital marketing or direct mail
- Image marketing (photo/film libraries, logo/ad development, new artwork)
- Tourism awareness programs
- Brochure/poster design and printing
- Media advertising (TV, radio, newspaper, magazine, billboard, movie theater, etc.)
- Registrations fees to attend tourism-related conferences or meetings that would potentially bring visitors to the county (transportation, lodging, and meals are not included)

The following expenses are NOT eligible for grant funding:

- Equipment, capital facility development, or improvements
- Food, lodging, mileage, and transportation costs
- Physical construction of billboards or roadway signage
- Production of TV advertising
- Products or items for sale

Guidelines reviewed by the committee:

Applicants requesting promotional grant funding, **MUST** submit a written application and make a presentation to the board at which their application will be reviewed. The committee examines the following:

- Would this project/event take place in York County without funding from YCVB?
- Is this project profit generating? If so where does the profit go?
- What is the long-term impact of this project/event? (annual event vs one time only)
- How many people are expected to participate? How many will be out of town visitors?
- If this is an existing project/event, what changes are being implemented?

If re-applying for an existing project/event, the applicant **MUST** include a budget report of the previous year's events. These guidelines will be strictly enforced.



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Automatically approved applicants include:

To receive funding, a written application is requested for our records.

- Communities of Benedict, Bradshaw, Gresham, Lushton, McCool Junctions, Thayer and Waco will automatically qualify for \$1,000 in advertising funding.
- York County Ag Society will automatically qualify for \$10,000 in advertising funding for the annual York County Fair.
- York Chamber of Commerce will automatically qualify for \$25,000 in advertising funding for 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 in advertising funding for its annual events.
- Holthus Convention Center will automatically qualify for \$15,000 in advertising funding for its annual events.
- Clayton Museum will automatically qualify for \$5,000 in advertising funding for its annual events
- Henderson Mennonite Heritage Park will automatically qualify for \$8,000 in advertising funding for its annual events.

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. If events feature a significant change annually, they will receive special consideration. The YCVB Board retains the right to approve or deny any future requests for any particular event without proof of expansion of the project.

After the monthly meeting:

Once granted approval from the YCVB board, a signed contract between the board and application 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.



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VISITORS PROMOTION APPLICATION

Name of Organization:

Organization Status:

Tax ID Number:

Contact Person:

Mailing Address:

Phone:

Website:

Name of Event:

Date of Event:

Total amount requested:

Type of Event:

Is this an annual event: _____ yes _____no

If so how many years has this event taken place:

What changes have been made to the event for this year:



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Number of attendees estimated from York County:

Number of attendees estimated from in state:

Number of attendees estimated from out of state:

Detailed Description of Project: (time frame, media used, event or activities to be promoted, methods used to determine effectiveness, samples of printed media)

Other Sources of Funding:

Other Appropriate Information:

Attach your projected budget and submit your application digitally, in the mail, or in person to the York County Visitors Bureau at least 10 days prior to the monthly meeting.