

## YORK COUNTY VISITORS BUREAU

### Visitor Promotion Fund

224 West 6<sup>th</sup> Street  
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, events, meetings and other activities which generate visitor spending.

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 meant to be a part of an annual operating budget for any group, but rather to get a project started, or in the case of an existing event, to promote an addition to an event.

YCVB marketing grants can be used **ONLY** for advertising (radio, TV, web, newspaper, magazine, billboards), 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. To qualify for this grant, **50%** of the grant amount **MUST** be spent in advertising outside a 40 mile radius of the event. Lodging tax funds cannot be used for community development or improvement, or capital construction.

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 those 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?

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: **PRODUCED IN PART BY A GRANT FROM THE YORK COUNTY VISITORS BUREAU (YCVB) must** appear on **ALL** print advertising or promotional literature. 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.

There is a maximum limit of **\$2,000.00** awarded for each event, and 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. A detailed budget for the project must be included with this application, including what the grant money will be used for.

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

All correspondence should be made to:  
YORK COUNTY VISITORS BUREAU  
224 West 6<sup>th</sup> Street  
YORK, NE 68467

## YORK COUNTY VISITORS BUREAU PROJECT APPLICATION

Name of organization:

Contact person:

Mailing address:

Phone:

Fax:

Event web site:

Organization status (non-profit, organization, civic group):

Name of event:

Type of event (local, area, state, regional, national):

Date of event:

Annual event?

Changes if an annual event:

How many years has this event been held?

Number of attendees estimated:

Number of attendees estimated from York County:

State:

Nation:

Attach projected budget for the event:

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:

RETURN TO: YORK COUNTY VISITORS BUREAU  
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FOR ADDITIONAL INFORMATION CALL 402-362-4575