



125 South 4<sup>TH</sup> Street, O'Neill, NE 68763

Phone: 402-336-2355

Email: lauri@oneillchamber.com

## **HOLT COUNTY VISITORS COMMITTEE PROMOTIONAL FUND GRANT GUIDELINES**

### **PURPOSE OF FUNDS**

The purpose of the Holt County Visitors Committee PROMOTION FUND grant is to provide funding for activities that promote, encourage and attract visitors to Holt County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Holt County Nebraska, as the state statute §81-1245 to 81-1263 provides.

### **USE OF FUNDS**

**PROMOTION FUND grants shall be used to generally promote, encourage and attract visitors to Holt County and use the travel and tourism facilities within the county.**

### **EXCLUSIONS**

- No part of the grant funds may be used for general operating expenses, for additional or current personnel salaries, for supplies and equipment or in any manner that would violate the Nebraska Development Act, Neb. Rev. Stat. §81-1245 to 81-1263, et seq. (as amended from time to time). All grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use.
- The event sponsor will obtain all necessary local and state permits.

### **APPLICATION PROCESS**

#### **DEADLINES**

- Application must be made to the Holt County Visitors Committee within a reasonable time prior to the beginning of the event or project. Applications must be submitted to the Holt County Tourism Office at 125 S. 4<sup>th</sup> Street, O'Neill, NE 68763 or by email to lauri@oneillchamber.com, 10 days before the current monthly Committee meeting to be considered. The Holt County Visitors Committee meets the first Monday of every month. Applications failing to meet the monthly deadline will be placed on the following month's agenda. Exception to the deadline rule will be considered on an individual basis.

### **CREDITING REQUIREMENTS**

- Included on all printed material or advertising media shall be the words "sponsored in part by a grant from the Holt County Visitors Committee". Please request current logo, phone and web information.

### **ACCOUNTING**

- YOU ARE REQUIRED to maintain receipts of expenditures of grant funds for auditing purposes for a period of three years following the event, and to make those records available to the Holt County Visitors Committee upon request.

### **REVIEW PROCESS**

- Grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use all in compliance with the Nebraska Revised Statute §81-1245 to 81-1263.



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**HOLT COUNTY VISITORS COMMITTEE  
PROMOTIONS FUND GRANT APPLICATION**

Please print or type:

Name of Event or Project: \_\_\_\_\_

Organization: \_\_\_\_\_

Tax Identification Number: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Number of Years Event Held: \_\_\_\_\_

Total Advertising Budget: \$\_\_\_\_\_ Amount Requesting: \$\_\_\_\_\_

I have read and understand the Holt County Visitors Committee Promotional Fund and Grant Guidelines.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

In answering the following questions, be concise and provide supporting background information. You may use additional pages or the back of this page. **Please Note: If this is a first-time event, answer question #3 in detail.** If this event has been previously funded by the Holt County Visitors Committee, a poster or program of last year's event and a list of advertisers with costs for each should be included with this application to receive committee consideration.

1. Describe the event or project:
  
  
  
  
  
  
  
  
  
  
2. How will the event or project draw people from outside Holt County?
  
  
  
  
  
  
  
  
  
  
3. Present your proposed budget and identify the specific advertising cost or project expense for which funding is requested. You can also attach your projected income and expense as well as previous year's if available.
  
  
  
  
  
  
  
  
  
  
4. If this event makes a profit, what will the net proceeds be used for? For example, do any of the profits stay within the organization for future use, are they designated for a special project, etc. Please explain: