



## SOUTH SIOUX CITY CONVENTION AND VISITORS BUREAU Visitor Promotions/ Improvement Fund Grant Guidelines

### OVERVIEW:

The purpose of this grant is to provide funding that promotes, encourages and attracts increased numbers of visitors to the travel and tourism facilities and attractions within Dakota County and/or to improve facilities within the county.

Funds available through this grant program are provided from the lodging tax revenues collected from motels, cabins, bed & breakfast establishments and campgrounds in Dakota County.

Requests for general operating expenses, (taxes, utilities, wages, maintenance, etc.) additional personnel and any other financial assistance that does not conform to the intent of the Visitor Improvement Fund will receive no consideration.

The Dakota County Visitors Committee is a seven-member advisory board to the Dakota County Board of Commissioners, and oversees the spending of the promotion and improvement funds.

Grant funding is available in two different categories:

1. **Improvement Fund:** Used to make grants for expanding and improving facilities at any existing visitor attraction, acquiring or expanding exhibits for existing visitor attractions, constructing visitor attractions, or planning or developing such expansions, improvements, or construction.  
*Maximum \$10,000 per calendar year, per organization.*
2. **Promotion Fund:** Used generally to promote, encourage, and attract visitors to come to Dakota County and use travel and tourism facilities within our county.  
*Maximum \$2,500 per calendar year, per organization.*

Visitor Promotions/Improvement Funds will be paid to you only upon completion of your project. To request the reimbursement award fund, your organization must either supply a detailed listing of all expenditures and a professional external audit of your organization that covers the period of those expenditures or your organization must supply a detailed listing of those expenditures and copies of all receipts, canceled checks, contracts and/or other documents that substantiate those expenditures. Current payment of funds will not take place until this audit is supplied.

Requests for grant funds shall not exceed \$10,000 per organization each grant year. Goal of grant fund is to provide opportunities as outlined above.

This grant program is administered under the guidance of the Visitors Development Act, found in Nebraska Revised State Statutes Chapter 81, sections 81-1245 through 81-1263.

*This grant is valid for one year from date of approval. An extension may be requested and will be approved on a case by case basis.*

### **Criteria for Assistance:**

1. Grants are available only to public or non-profit organizations. Proof of non-profit status may be requested.
2. Grant requires a 50% match with up to 25% in in-kind receipted materials.
3. The Grantee is responsible for obtaining any required local and state licenses and permits for the project.
4. Grant applications must show realistic projections for the number of overnight stays to be expected by the creation of the project, and how the projections were determined.
5. A complete project budget must be included in the grant application.
6. **Final project report** must be submitted to the Visitors Bureau no later than 90 days after the event or completion of the project.
7. Grants are discretionary, based on available funds, anticipated uses, appropriateness, and anticipated effectiveness of proposed use. Higher consideration may be given to new events or projects over repeat projects.
8. All print material, TV commercials, radio advertising, websites, posters, and other forms of advertisements must use the credit line, "sponsored in part by a grant from the South Sioux City Convention & Visitors Bureau". Please request current CVB logos, phone and web information. Failure to comply with this guideline will result in partial or complete withdrawal of funding.
9. Promotion grants should focus on bringing people from outside the area to Dakota County. Higher consideration will be given to grants that use innovative outreach and advertising to accomplish that goal.
10. For improvement grants over \$5,000, a permanent acknowledgment will be placed somewhere within the facility recognizing South Sioux City Visitors Bureau for assisting with this project.
11. If lodging information is sent out, **all** lodging facilities in Dakota County must be listed. A complete listing of lodging facilities is available at the South Sioux City Convention & Visitors Bureau office or on our website [www.visitsouthsiouxcity.com](http://www.visitsouthsiouxcity.com).

### **Suggested Allowable Expenses for Promotions:**

Event Advertising

Brochure & Website Creation

Postage Expense

Brochure Racks & Displays

### **Suggested Allowable Expenses for improvements:**

Signage

Expansion of Existing Attractions

New Construction for Visitor Attractions

Improvements to Existing Attractions

Acquiring Exhibits

Planning or Development

### **Review process:**

The South Sioux City Convention & Visitors Bureau will review each grant application at its monthly meeting, generally held the first Wednesday of each month.

Grant candidates must complete the enclosed application and attach letters of support from entities that will benefit from the event or project.

The South Sioux City Visitors Committee may request additional information, and it is strongly encouraged that a representative attends the meeting.

Improvement grant applications may be submitted at any time, and will be considered at the next Visitors Committee monthly meeting as long as they have been approved by Dakota County/South Sioux City Planning & Zoning no less than 7 business days prior to the business meeting.

Promotion grant applications must be submitted to the South Sioux City Advisory Committee 60 days prior to the event for consideration at the next Visitors Committee monthly meeting.

Once approved by the Visitors Committee, all grant applications must receive a final approval from the Dakota County Board of Commissioners, typically at their meeting following the Visitors Committee Meeting.



**SOUTH SIOUX CITY CONVENTION AND VISITORS  
GRANT APPLICATION**

Please type the following information either on this form or using this format.

**Check the appropriate Box**                       **Promotions Grant**                       **Brick and Mortar Grant**

Date of Submission \_\_\_\_\_

Name of Entity Applying for Grant \_\_\_\_\_

Project Contact Person and Title: \_\_\_\_\_

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

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Organization Status:                       Non-Profit                       Association                       Civic Group

Other \_\_\_\_\_ (If other, please attach explanation)

Applicant Government/organization Federal ID number \_\_\_\_\_

If tax exempt organization, designate IRS classification: \_\_\_\_\_ 501(c)3 \_\_\_\_\_ 501(c)6.

Project Name: \_\_\_\_\_

Date of Event (if applicable) \_\_\_\_\_ New Project \_\_\_\_\_ Repeat Project \_\_\_\_\_

Total Project Budget \$ \_\_\_\_\_ Total Grant Amount Requested: \$ \_\_\_\_\_

Your check list	<b>Grant Submission Checklist:</b>	For Office use only: Included with application
	Completed Application	Y / N
	Complete Budget	Y / N

	Letters of Recommendation (If desired)	Y / N
	Detailed Advertising Plan (promotion grants)	Y / N
	Conceptual Design of Brochure and or other advertising media	Y / N
	Detailed plans for developing/expansion or improvement of existing visitor attraction	Y / N

Signature of requestor: \_\_\_\_\_ Date: \_\_\_\_\_

<p><i>For office use only:</i></p> <p><b>Date application received:</b> _____</p> <p><b>By:</b> _____</p> <p><b>On Agenda for CVB Meeting:</b> _____ <b>(month/year)</b></p> <p><b>Approved: Y / N</b></p>
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Dakota County Visitors Committee Promotions / Brick and Mortar Application

Approved \_\_\_\_\_



## **Promotions/Brick and Mortar Grant Application**

Describe the Project (date/times/location of event):

Please explain your need for funding:

Please describe your target audience for this event:

What other agencies or groups are sponsoring this project?

What is the estimated, projected or recorded attendance for this attraction?

What is the estimated number of overnight lodging stays this event or project will generate in Dakota County?

If repeat application, please include your data from past events.

If a repeat application, please explain your need for continued financial assistance.  
What is your plan to become self-sufficient?

Where do you plan to advertise and/or distribute brochures?

Please provide a detailed overall budget of this event with this application, including any other funding sources and in-kind contributions. Additional financial information may be required. Attach additional pages as needed  
submit application to South Sioux City Visitors Bureau 4401 Dakota Avenue, South Sioux City, NE 68776