



Cache Valley Visitors Bureau Grant Policy

Mission: The mission of the Cache Valley Visitors Bureau (CVVB) is to enhance the economic vitality of Cache County through increased tourism and convention sales. The Visitors Bureau will work with other tourism-related entities on joint projects to improve existing tourism products or initiate new ones.

Any funding awarded by the Cache Valley Visitors Bureau Advisory Board is made on a 1:1 matching basis up to a total of \$1,500 per event for actual dollars spent. For example, if the maximum award was given, the organization would need a minimum total of \$3,000 in qualifying expenses to receive \$1,500 of CVVB grant funding. Organizations providing more than half the match are more competitive. Matching funds do not include in-kind donations.

- 1) **New Event Grants** - These grants are funded through the New Events Matching Fund and are available for activities that are in their first three cumulative years of receiving grant funding (the funding can occur on a non-consecutive year basis). Funding is intended to help with the start-up of new events. Out-of-area marketing is not required with these grants, however it is certainly encouraged.
- 2) **Out of Area Marketing Grants** - These grants are funded through the CVVB Marketing Grant Fund and may only be used for out-of-area marketing expenses.

★ Please see the Application and Funding Policy below for definition of “out-of-area” marketing expenses.

Purpose and Eligibility

Grants are awarded for events and marketing campaigns that encourage tourism in Cache County. The CVVB Advisory Board is looking for activities that will:

- Increase tourism to Cache County.
- Encourage people to stay overnight, shop, eat, and recreate in Cache County.
- Increase advertising exposure for Cache County regionally, nationally, and/or internationally.
- Encourage local people and organizations to become involved in the promotion of tourism in Cache County.
- Assist in the development of new events.

Grant funds are derived from transient room taxes and may only be used for the purpose of promoting recreation and tourism. The CVVB Advisory Board will also take into consideration the amount of funding applicants have received from the Cache County Restaurant Tax Fund when determining allocations for these grant funds.

Funding may be requested for special events, one-time special activities, festivals, conferences, and other tourism-related programming. Funding is not guaranteed year to year.

Application and Funding Policy

There are two separate applications - one for new events and one for out-of-area marketing. The process is the same for completing either application.

Please read this section before submitting your application. Requests for grant funds will be reviewed according to established criteria (see attached evaluation sheet).

1. Attractions, events, activities, festivals, or programs that occur from October 1-May 15 will be given a greater point allocation.
2. The funds may not be used for salary, wages, or capital improvements.
3. Funds used for promotion and advertising must be spent outside the Cache Valley travel region which includes: Cache, Rich, Box Elder, Franklin, and Bear Lake Counties. Funding will not be awarded for advertising in these counties. The funds may also be used for direct mail and social media if target markets are outside the region. Documentation must be provided.
4. Printed materials for the event must include the CVVB logo and the words "Sponsored by the Cache Valley Visitors Bureau." Any variation in recognition must be approved by the Visitors Bureau director. A link to the Cache Valley Visitors Bureau website from the organization's website should also be provided.
5. Recipients must meet with the Visitors Bureau director for a marketing correlation and consultation meeting at least four weeks before the event.
6. The maximum amount granted to any one event is \$1,500.
7. All CVVB grant funds require a 1:1 cash match from grant recipients. For example, if an entity receives a \$500 grant, invoices totaling at least \$1,000 must be submitted.
8. Event tickets (number to be determined) should be provided to enable CVVB staff or Advisory Board members to attend in order to observe and provide feedback on the event.

Application Procedure

1. Complete one of the two attached applications.
2. The application must be signed and dated by an authorized representative of the organization. Applications will be date-stamped when they are received.
3. The primary deadline for funding is March 1 of each year. However, if funds are still available after the March 1 funding period is complete, a second opportunity for funding may be made available. The deadline for grant applications for a second round of funding is October 1. Call the CVVB director for further information regarding funding availability.
4. Send or deliver applications to Cache Valley Visitors Bureau, 199 N. Main St., Logan, UT, 84321. You may also email applications to cvinfo@explorellogan.com.

Payment of Matching Funds

Once funding has been approved, recipients must follow these steps to receive funding. Matching funds will be paid when CVVB has received:

1. Complete follow-up evaluation report form provided by the CVVB showing completed work and execution of final payments, including copies of invoices and checks for services rendered. Further required documentation includes copies of marketing materials showing that the CVVB was recognized in the manner required in the application.

The follow-up evaluation report must provide a review of the event including statistics about the number of attendees, number of hotel rooms booked in connection with the event, and estimated economic impact.

All follow-up documentation must be received **within 60 days** of event completion. Any unclaimed funds may be transferred into the CVVB advertising and promotion fund. If funding is not claimed, the organization may be disqualified for funding for the following consecutive year.

2. Submit an invoice addressed to the Cache Valley Visitors Bureau that specifies the eligible amount to be paid.

3. Send or deliver follow-up documentation to Cache Valley Visitors Bureau, 199 N. Main St., Logan, UT, 84321. You may also scan and email follow-up documentation to cvinfo@explorellogan.com.

Payment of funds will be made upon final review and approval by the Cache Valley Visitors Bureau Advisory Board. Funds may not be awarded if grant provisions are not followed properly and/or if the event is cancelled for any reason.

For questions about the grant awarding and/or the follow-up documentation process, or to schedule your consultation, please call the CVVB at 435-755-1890. Our goal is to help you make your event a success.



Out-of-Area Marketing Matching Fund Application

I have read the Grant Policy ____ Number of years you have received CVVB funding ____

This event is Annual ____ One-Time ____

Non-Profit _____ Federal/State Agency _____ For-Profit _____ Other (explain) _____

Event _____ Event Date(s) _____

Event Contact _____ Phone _____

Name of Organization _____ Phone _____

Address _____

Email _____ Event Website _____

Does your event have its own logo? _____ Event Location _____

Describe your Event/Activity/Attraction:

How will your event, activity, or attraction increase tourism to Cache County?

What type of media exposure do you expect? (Not paid advertising, but news coverage)

Event History:

Target Market(s): Age(s) 1-18 _____ 19-30 _____ 31-50 _____ 51-64 _____ 65 and older _____

Target Location: Cache Valley _____ In State _____ Out of State (please list) _____

Potential for event growth:

Please Estimate the Expected Economic Impact of your Event/Activity/Attraction:

Anticipated spectator attendance _____ Anticipated registered participants _____ Anticipated volunteers _____

Anticipated total visitors from outside Cache County _____ Anticipated hotel rooms _____

Anticipated economic impact:

Number of rooms _____ x # of nights _____ x \$85 per room = _____

Restaurant use: # of days _____ x # of people _____ x \$37 per person = _____

RV Park use: # of days _____ x # of vehicles _____ x \$15 = _____

Revenue projections for the event (e.g. entry fees, ticket sales) _____

Promotion: How will you advertise or promote your event? (Attach detailed marketing/advertising plan.

Applications are judged in part on the advertising plan you provide. If you simply fill out the section below, you will receive 4 points. Attaching a more detailed plan will result in 6 points, while a full plan—including dates, sizes, and costs of ads will result in the maximum 10 points.)

Direct Mail _____ Posters _____ Brochures _____ Website _____ Internet _____

Newspaper Please list name of publication(s): _____

Radio Please list name of station(s): _____

Digital Please list name of platform(s): _____

Television Please list name of station(s): _____

Magazine Please list name of publication(s): _____

Other (be specific): _____

Please attach a budget for this project or fill in the information below.

Expenditures that apply to matching grant (please list)

Example: Ad in *Salt Lake Tribune* \$ 868.00

| | |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

Total \$ _____

Total Matching Funds Requested (not to exceed \$1,500) \$ _____

Please list sources of income for your event/activity/attraction

| | |
|-------|----------|
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |
| _____ | \$ _____ |

Total \$ _____

Applicant Signature _____ **Date** _____

Date Received at CVVB (office use only) _____ **Amount Awarded** _____

Cache Valley Visitors Bureau

Marketing Criteria

| | | | | | |
|--|--|--|--|--|--|
| Category | | | | | |
| Winter Bonus [10] Winter (Oct. 1-May 15) 10 point bonus | | | | | |
| Cache Valley Image [15] Does the project provide a positive image of the Valley? This category is subjective by the CVVB Board | | | | | |
| Media Exposure [10] Media coverage event will attract TV, magazine, newspaper, web, etc. | | | | | |
| Event History [20] Evidence of a well-run event/track record Outcomes related to past funding Reflects quality programming | | | | | |
| Economic Impact [25] One point for every 10 room nights Plus one point for every 50 participants | | | | | |
| Marketing [10] 10 points detailed advertising plan 6 points general advertising plan 4 points filled out form | | | | | |
| Total (90 Possible Points) Must score at least 50 points to qualify for funding consideration. | | | | | |

| Funding Allocation Based on Points | |
|---|---------------------------|
| Scores | Award Amount Up To |
| 50 to 59 | \$500 |
| 60 to 69 | \$750 |
| 70 to 79 | \$1,000 |
| 80 to 90 | \$1,500 |

In the event that a project receives a score that the CVVB Board feels is not indicative of its potential (high or low), the Board may make adjustments to the funding amount when a strong argument exists to support a different funding level.

Updated 7/22/19



Matching Fund Final Report

New Event ____ Outside-Area Marketing ____

Grantee Information

Organization Name: _____ Contact Person: _____

Contact Phone: _____ Contact E-Mail: _____

Event: _____ Event Date: _____

Amount Awarded: _____ Today's Date: _____

Event Summary

Qualifying Expenses—include company name, dollar amount, category—television, radio, printing, etc. (Include copies of invoices and checks for services rendered.) All documents must be received within **60 days** following the event.

| | <u>COMPANY</u> | <u>\$ AMOUNT</u> | <u>DESCRIPTION</u> |
|----|----------------|------------------|--------------------|
| 1. | _____ | _____ | _____ |
| 2. | _____ | _____ | _____ |
| 3. | _____ | _____ | _____ |
| 4. | _____ | _____ | _____ |
| 5. | _____ | _____ | _____ |
| 6. | _____ | _____ | _____ |
| 7. | _____ | _____ | _____ |
| 8. | _____ | _____ | _____ |

Measuring Impact—please provide the following information that applies to your grant. An estimate is sufficient if actual numbers cannot be gathered. Please note if the information is actual or estimated.

Number of participants from your organization: _____ Number of volunteers: _____

Number of event attendees: _____ How many from out of Cache County: _____

Number of tickets sold: _____

Number of hotel rooms rented: _____ Average length of stay: _____

Did your event have a sponsoring hotel(s)? If yes, please list: _____

Number of complimentary hotel rooms: _____ Which properties: _____

Did you create a package deal with hotels? If yes, explain: _____

Please list the media coverage you received—TV, magazine, newspaper, web, etc. (do not include paid advertising). If possible, please include copies.

Final Summary and Additional Information

How was the Cache Valley Visitors Bureau recognized in your promotion and advertising? (Please include samples or copies of attribution.)

What was your impression of the event? How did it meet or not meet your goals or expectations? How did you grow your event or increase participation this year?

Report Submitted by _____ Date Submitted _____

Signature _____ Date Received at CVVB _____