
Grant Overview:

- **The purpose of the Carbon County Visitors' Council (CCVC)** is to provide for the promotion of travel and tourism and to generate and increase overnight stays in Carbon County.
- **The goal of the grant process** is to assist Carbon County organizations with events designed to generate overnight stays in Carbon County lodging facilities.

The Board has developed two grant categories:

1. Advertising and Marketing

2. Sponsorship

(Note: Each event may qualify for only 1 grant)

Grant Application form must be completed in its entirety and include all required attachments. A complete and fully executed copy of this document must be included with your application.

All grant decisions of the CCVC Board are based upon:

- Number of participants from outside of Carbon County.
- Number of overnight stays generated.
- Estimated economic impact on the area as a whole.
- Opportunity to maintain and grow the event in Carbon County on an annual basis.
- Effect on the lodging tax of the event in past years (if an annual, recurring event).

Eligibility: Grants are available to Carbon County certified non-profit and governmental organizations: 501(c)3 or 501(c)6. Proof of non-profit status must be on file with the CCVC. Sectarian groups and religious institutions are not eligible.

Maximum Awards:

- Per overnight event, per fiscal year (July 1 to June 30), is up to Four Thousand Dollars (\$4,000).
- For non-event related, general advertising is up to Four Thousand Dollars (\$4,000.00) per entity or organization per fiscal year (July 1 to June 30).
- Per one day event, per fiscal year (July 1 to June 30), is up to Two Thousand Dollars (\$2000).

Required Recognition: The Board requires recognition for its financial participation as follows:

- Official CCVC Logo file may be obtained from CCVC Office personnel. (307-324-3020 or email: info@wyomingcarboncounty.com)
- Audible identification: **"PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"** on radio advertising.
- Broadcast at event **"PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"**.
- Logo and/or audible identification: **"PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"** on television advertising.
- Logo and **"PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL"** included in **ALL** print media. Print media includes brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising. CCVC website address should also be included if space allows.

- Link and logo on websites.
- CCVC Banner at the event site (provided by CCVC).
- Logo on tee-shirts if sponsors are recognized in this way.
- Logo and written identification: ***“PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS’ COUNCIL”*** on awards.
- Any other considerations/benefits the organization provides investors or sponsors at the same level of investment with a minimum of (2) event tickets provided for the Board and/or staff and (2) tickets (or promotional items when entrance to event is at no charge) to be given away over a radio station. Tickets/Promotional Items are due upon grant approval and must accompany the signed copy of the Grant Acceptance Agreement.
- **When a grant is approved, the CCVC is considered an official sponsor of your event and should be recognized as such in ALL advertising.**

1. Advertising & Marketing Grants

Applicants need to advertise to bring out-of-county attendees and participants to an event may qualify for an advertising & marketing grant. The Advertising & Marketing Grant Application form is to be completed.

Mediums: The Carbon County Visitors’ Council considers all typical mediums eligible for grant funding. A proposed layout or sample should be provided, if possible; if a sample is not available, *the final proof of your ad should be forwarded to CCVC. Keep in mind that advertising that does not contain the proper credit to the CCVC will be excluded from payment.*

A minimum of sixty percent (60%) of advertising should be out-of-county. Reimbursement is limited to fifty percent (50%) of in-county advertising expenditures and one-hundred percent (100%) out-of-county advertising expenditures (demonstrate on application).

A proposed layout, sample or script, if applicable, should be provided with the application. If proposed layout or sample is not provided with the application, the final proof of the ad should be forwarded to CCVC. Advertising that does not contain the proper credit to the CCVC as described herein will be excluded from payment.

Other Items Which May Qualify:

- Postage
- Awards/Cash Prizes

Cash awards are matched at 50% of total cash awards not to exceed total grant awarded.

Exceptions: The Board **will not** approve grant funds for the following:

- Portable advertising space (banners, electronic boards, etc.)
- Phone expenses
- Equipment
- Administration, Officials, judges, presenters, teachers, facilitators, etc.
- Event programs and other print projects for on-site use only
- Items sold for profit
- Alcoholic beverages
- Sales tax

2. Sponsorship Grants

Events that draw substantial out-of-county overnight visitors to Carbon County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship funding.

Please note: Events that do need to advertise and have other sources of advertising funding must include supporting information in the application. Grant applicants in this category are required to commit no less than 20% of their overall budget to out-of-county advertising in order to qualify for sponsorship funding.

The Sponsorship Grant Application form is to be completed.

The Board will provide Grant funds for the following event expenses:

- Event Stationary
- Event registration forms
- Entertainment at Event
- Event Officials/Judges
- Event Awards (given away)
- Event T-shirts
- Postage for out-of-country mailings
- Speakers/Presenters at the Event
- Rental Equipment for Event
- Event Space Rental
- Free Event Programs
- On-site Event Brochures
- On-site Event Posters
- Refreshments (food and/or non-alcoholic beverages) at Event

The maximum sponsorship grant awards are up to \$2,000 for a one day event and up to \$4,000 for overnight events.

Exceptions:

The Board will not provide Sponsorship Grant funds for the following:

- Advertising
- Alcoholic Beverages
- Items sold for profit at event
- Cash Prizes

Application Instructions: The original copy, of the completed grant application and all attachments should be provided to the Carbon County Visitors' Council. The applications should be compiled in the following order:

1. Completed application.
2. Detailed budget or spending plan:
 - a. The completed Schedule of Advertising.
 - b. List of all revenues and expenditures.
3. A project narrative:
 - a. Detailed description of event, including date, time, and location.
4. Detailed marketing plan:
 - a. How and to whom your group plans to promote the activity.
 - b. Advertising plan and schedules.
 - c. Examples of marketing flyers, advertisements, radio scripts, etc.
5. A Priority list:
 - a. Clearly state the items that have priority in case full funding is not approved and/or not available.
6. A complete copy of the *Grant Guidelines & General Instructions*, signed and initialed as indicated.

Grant Hearings are held the third Wednesday of January, May and September of each year. Applications will only be accepted if postmarked, hand delivered **and/or electronic date/time stamped**:

- No more than two-hundred forty-five (245) days before the scheduled start date of the event;
- No more than one-hundred eighty (180) days before the materials deadline for print media; and,
- No less than the last Monday of the month prior to the Grant Hearing (April, August, or December)

All applications must be completed on the official on-line application form, dated and signed. All applications must include all supporting documentation as detailed above and must be mailed, hand-delivered and/or emailed to the Carbon County Visitors' Council business office. **Incomplete applications will be returned.**

Mailing address:

Carbon County
Visitors' Council
P.O. Box 1017
Rawlins, WY 82301

Or hand delivered to:

214 4th Street
Ofc #11
Rawlins, WY 82301

Or Emailed to:

assistant@wyomingcarboncounty.com

Grant Application Timeline: Applicants will be notified, in writing, within ten (10) business days of the Board's decision. If approved, grantee will receive:

Letter of approval

Official Claim Form

Grant Acceptance Agreement. *The Grant Acceptance Agreement must be signed and returned to the CCVC Business Office, PO Box 1017, Rawlins WY 82301 within ten (10) business days prior to your event, or the grant becomes **null and void**.*

Payment/Reimbursement:

1. Grant recipients must maintain all receipts/invoices and collect cancelled or certified copies of checks of expenses related to the grant.
2. Copies of contracts or other documentation may be requested in exceptional circumstances. These will be determined on a case-by-case basis.
3. Applicants have one hundred and twenty (120) days following the end of the project to file their *Official Claim Form*. Grant funding commitments become null and void one hundred-twenty (120) days from the end date of event. An insert order or advertising contract is a one-time expense, not an event. Reporting for any one-time expense should be submitted within one hundred and twenty (120) days of occurrence of said expense.
4. Any ad space, product, brochure, radio spots, or any other item contracted prior to approval of the grant does not qualify for grant funds.
5. Items not submitted for payment within the specified time period become the **sole** responsibility of applicant.
6. Incurred expenses are the responsibility of the sponsoring organizations and approved expenses will be reimbursed by the CCVC.
7. Any organization that is approved for event funds, runs advertising for said event, and cancels the event prior to its scheduled date, will be solely responsible for the cost of all ads for that cancelled event.

Request for payment must include:

1. Final Report (available online at www.wyomingcarboncounty.com):
 - a. A brief description/overview of completed project.
2. Feedback Form (as stated under "Event Information" on Grant Application).
3. Tracking Method Form (for all events – available at www.wyomingcarboncounty.com).
4. Official Claim Form (provided by CCVC):
 - a. An expenditure list with vendor name, purpose/reason for expenditure and amount.
5. Paid Invoices with cancelled checks (or certified copies):
 - a. Advertising tear sheets and copies of publications (for advertising & marketing grant applicants only).
6. Award Receipts are required for all cash awards. Non-cash awards should submit Award Receipt or cancelled checks. Non-monetary awards should submit Award Receipt or other proof of awards deemed acceptable by the CCVC Board of Directors.

Initial:

_____ **IMPORTANT NOTE:** Once a grant approval and Official Claim Form is issued the grant approval process is final. Any additions or changes to your approved grant **MUST BE SUBMITTED, IN WRITING, AND APPROVED** by the Carbon County Visitors' Council Board of Directors, prior to amending your grant. Upon approval of any changes, a revised Official Claim Form will be delivered to you. Any changes that do not meet this requirement will be disqualified and ineligible for payment by the CCVC and will be considered the sole financial responsibility of the sponsoring organization. I understand that **any changes to the approved grant must be submitted in writing** to the CCVC at PO Box 1017, Rawlins WY 82301, or via email to director@wyomingcarboncounty.com

The Carbon County Visitors' Council reserves the right to terminate funding in the event of non-compliance or cancellation, and to amend grants, reject or void grants which are contrary to law or public policy and amend its policies as it relates to the approval process for future grants.

It is strongly recommended that you maintain a copy of these *Grant Guidelines & General Instructions* with your grant information and refer to them if you have any questions.

I have read and understand this document and will comply with the *Grant Guidelines & General Instructions* as set forth herein.

I have read and initialed the *Important Note* on page 5 of this document.

I have authority to enter into contracts on behalf of the organization.

Name of Organization: _____

Signed: _____

Title: _____

Printed Name: _____

Date: _____