



616 Bradford St. • Seward, NE 68434 • 402-643-4189

## Visitor Promotion Fund Guidelines

The Seward County Visitors Committee serves as an advisory committee to the Seward County Board of Commissioners. The Committee has as their general purpose, the promotion of Seward County tourism, and Seward County as a site for conventions, events, meetings and other activities which generate visitor spending.

The Seward County Visitors Committee (SCVC) is funded by a 2 % lodging tax on all rooms in Seward 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 SCVC 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.

SCVC 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 SCVC 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 Seward County. A signed contract between the SCVC 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 Seward County without funding from the SCVC?
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 SEWARD COUNTY VISITORS COMMITTEE (SCVC)** must appear on **ALL** print advertising or promotional literature. Copies of any posters, ads, et cetera **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 \$1,000.00 awarded for each event, and may be funded on a decreasing scale from one year to the next, at the SCVC 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 exceeding the minimum requirements for promotion outside of Seward County.

All correspondence should be made to:  
**SEWARD COUNTY VISITORS COMMITTEE**  
616 BRADFORD ST. • SEWARD, NE 68434



Visitor Promotion Fund Project Application

Date of application:

Name of organization:

Contact person:

Mailing address:

Phone:

Fax:

Event web site:

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

If Not-profit, include tax ID number:

Name of event:

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

Date of event:

Is this an annual event?

Changes if an annual event:

How many years has this event been held?

Number of attendees estimated:

Number of attendees estimated from Seward County:            NE:            US:

Attach projected budget for the event:

Amount requested from SCVC:

Other sources of funding:

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, et cetera.)

Any other appropriate information:

FOR ADDITIONAL INFORMATION CALL 402-643-4189  
RETURN TO: SEWARD COUNTY VISITORS COMMITTEE  
616 BRADFORD ST. • SEWARD, NE 68434

Signed: \_\_\_\_\_

Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

State

Zip