



Sidney/Cheyenne County Tourism
658 Glover Rd., Sidney, NE 69162
Phone: (308) 254-4030
www.VisitSidneyNE.com

CHEYENNE COUNTY

PLEASE READ THESE GUIDELINES IN THEIR ENTIRETY AND COMPLETE THE APPLICATION AS THOROUGHLY AS POSSIBLE.

Overview:

The purpose of the Cheyenne County Visitors Committee Grant Program is to provide funding that improves, creates, and promotes visitor attractions in Cheyenne County. The funds are available on a reimbursable grant basis and provided from lodging tax revenue funds. Lodging tax funds are collected based on Nebraska Visitors Development Act Statute 81-3701 through 81-3727. These funds are to be used for promotion and capital improvements of attractions or recreational facilities that attract visitors to Cheyenne County.

Grant funding is available in two different categories:

Promotion Fund: Used generally to promote, encourage, and attract visitors to Cheyenne County and use the travel and tourism facilities within the county.

Improvement Fund: Used for expanding and improving public or non-profit visitor attraction, acquiring or expanding exhibits, constructing, expanding, or improving visitor attractions with the express goal of increasing visitation to that facility. Improvement grant requests are available in two categories: Minor Grants under \$5,000 and Major Grants of \$5,000 and over.

This is a reimbursement grant program. Funds will be available after event completion or project is substantially completed (as determined by the CCVC). Copies of paid receipts, advertisings, mailings and completed final project report must be submitted to the Cheyenne County Visitors Committee, Cheyenne County Visitors Center, 658 Glover Road, Sidney, NE 69162 before reimbursement.

The Promotion Grant is valid for 30 days after completion of the event or marketing project.

The Improvement Grant is valid for one year from date of approval.

An extension may be requested and may be approved on a case-by-case basis.

All grants are subject to available funds.



Travel with you in mind



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CRITERIA FOR ASSISTANCE:

All Grants

Grants are available only to public or non-profit organizations. Proof of non-profit status may be requested.

The grant candidate is responsible for obtaining any required local and state licenses and permits. A complete project budget must be included in the grant application along with contractor bids, if necessary, as determined by the Visitors Committee.

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.

If lodging information is sent out, all lodging facilities in Cheyenne County must be listed. A complete listing of lodging facilities is available at the Cheyenne County Visitors Center or VisitSidneyNE.com/lodging

Final project report must be submitted to the Cheyenne County Tourism Director no later than 30 days after the event or completion of the project. The report form must be thoroughly complete and should outline if project objectives were met. If objectives were not met, explain the circumstances. The report must include copies of all paid receipts. No money will be released until the final report or the annual progress report is presented and approved. No money will be released beyond those expenses documented by paid receipts.

Promotion Grants

Promotion grants applications with the intent of promoting an event, must be submitted at least two months prior to the date of the event.

All print material, TV commercials, radio advertising, websites, posters, and other forms of advertisements must use the credit line, "Produced in part by a grant from the Cheyenne County Visitors Committee." Failure to comply with this guideline will result in partial or complete withdrawal of funding. Design concepts will be included with application for printed material or posters.

Promotion grants must focus on bringing people into the Cheyenne County area and/or keep them here for multiple days. Higher consideration will be given grant applications that use innovative outreach and advertising to accomplish that goal and are actively trying to change and grow.





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Improvement Grants

For improvement grants over \$5,000, a permanent acknowledgement will be placed somewhere within the facility recognizing the Cheyenne County Visitors Committee for assisting with the project.

Multi-year projects must provide an annual progress report to the Cheyenne County Visitors Committee.

Improvement grant funding may be used as leverage to apply for larger grants and does qualify as the matching portion of those larger grants.

***See attached chart for application guidelines and deadlines.

REVIEW PROCESS:

The Cheyenne County Visitors Committee will review all grant applications at its monthly meeting, generally held the first Wednesday of each month. Applicants are encouraged to attend the meeting and will be allotted time for their presentation. A complete budget for the project will be expected at this time. Applicants may be asked to provide the committee additional information in order to fully understand the grant request.

NOTE: Incomplete applications will not be considered for review by Cheyenne County Visitors Committee.

The Visitors Committee will make a recommendation to the Cheyenne County Board of Commissioners, as soon as practical following the Visitors Committee meeting.

Applicants may be requested to appear before the County Commissioners.

PAYMENT

Upon receipt and acceptance of the final project report or the annual progress report and paid receipts, the Visitors Committee will review all materials and will request payment from the Cheyenne County Commissioners for the reimbursement of grant funds. This check will be made out to, and mailed to, the grantee organization.

All reimbursements subject to available funding.





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	Suggested Use of Funds	Exclusions	Matching Funds	Application Deadline
Promotion Fund	<ul style="list-style-type: none"> * Event or Attraction advertising to include radio/TV ads and social media ads * Brochure and Website Creation * Brochure/Poster printing and distribution costs * Advertising signage 	<ul style="list-style-type: none"> * General Operating Expenses (including food, travel, lodging, office equipment, dues, etc.) 		<p>At least two months prior to event date.</p> <p>Submitted a minimum of 14 business days prior to a scheduled monthly meeting.</p>
Minor Improvement Grant Requests (under \$5,000)	<ul style="list-style-type: none"> * On premise Signage * Directional Signage * Expansion of existing facilities * New Construction of Visitor Attractions * Improvement of Existing Attractions 	<ul style="list-style-type: none"> * Additional or current personnel salaries * Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3727 (as amended) 	Grant funds may be approved for up to, and cannot exceed, 60% of total project.	<p>At least two months prior to project start date.</p> <p>Submitted a minimum of 14 days prior to a scheduled monthly meeting.</p>
Major Improvement Grant Request (\$5,000 and up)	<ul style="list-style-type: none"> * Expansion of existing facilities * New Construction of Visitor Attractions * Improvement of Existing Attractions 	<ul style="list-style-type: none"> * Used in any manner that would violate the Nebraska Visitors Development Act, NE Stat 81-3701 through 81-3727 (as amended) 	Grant funds may be approved for up to, and cannot exceed, 60% of total project.	<p>At least 6 months prior to project start date.</p> <p>Submitted a minimum of 14 days prior to a scheduled monthly meeting</p>

