



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

CHEYENNE COUNTY

Tourist Attraction/Event Promotional Grant Application

The Cheyenne County Lodging Tax is a sales tax on motel/hotel/campground lodging in Cheyenne County area to promote visitors to the County as authorized by the Nebraska Visitors Development Act.

According to the Act, Lodging Tax fund may be used "...to promote, encourage, and attract visitors to the county to use the county's travel and tourism facilities or, with the advice of the visitors committee, make grants to organizations to promote, encourage, and attract visitors to the county to use the county's travel and tourism facilities,..."

The Cheyenne County Visitor's Committee has the duty of advising the Cheyenne County Commissioners on the use of the Lodging Tax Funds.

Grants are available for any visitor attraction or event in the county owned by the public or non-profit organization which has a primary purpose of operating the attraction. Visitor events and festivals "means a defined location open to the public, which location is of educational, cultural, historical, artistic, or recreational significance or provides entertainment or in which are exhibits, displays, or performances of educational, cultural, historic, artistic, or entertainment value."

Funds are to be used for advertising (radio, TV, social media, etc), to print posters or brochures, website development, billboards/signage, or any form of promotion that will inform and encourage visitors to attend the event or facility.

Funds are not available for operating costs such as entertainment, utilities, mileage, rent, prizes, wages, etc.

Preference will be given to organizations that are actively growing the attraction or event.

You will be asked to make a presentation at a Visitors Committee meeting, the Visitors Committee will then make a recommendation to the Cheyenne County Board of Commissioners who make the final decision. You may be asked to make an additional presentation to the Board of Commissioners.

Submission date for all projects is a minimum of 60 days prior to the attraction/event/festival, and prior to printing or execution of any part of your promotional plan.

Grants awarded will be reimbursed according to paid receipts submitted no greater than 60 days after the event or conclusion of the promotion. A final presentation to the Visitors Committee may be required.

Please attach proof of non-profit status.

Submit completed applications to:

Cheyenne County Visitors Committee

658 Glover Rd., Sidney, NE 69162

Submissions by e-mail: director@VisitSidneyNE.com

Staff is always available for help with your advertising/media/promotional plan, and for filling out this form, please call (308) 254-4030 with questions or assistance.



Travel with you in mind



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Promotion Grant Application

Date submitted:

Name of Event/Attraction:	
Organization Applying for Grant:	
Contact Name:	Phone:
Organization Address:	Email:
	Number of Local Members:
Date(s) of event:	
Who will attend the event? Approximate number of people? Percent from outside of Cheyenne County?	
Describe your planned promotion and how will this money be utilized:	
Has the Cheyenne County Visitors Committee funded your organization in the past? If so, what events?	

Total Event Cost:	Amount of Request:
Other Funding Sources:	
How do you plan to grow the event/attraction and reach new visitors?	



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Additional Comments

Empty box for additional comments.

The Visitor's Committee's goals are to help new events/attractions and to assist with the growth of existing events and attractions within Cheyenne County, thus bringing new business to the county. Please help us by making any suggestions on how we may better serve Cheyenne County.

Large empty box for suggestions on how to better serve Cheyenne County.

Please feel free to attach any supporting documents to this application.

All Grant recipients must give appropriate credit on all material for which the grant is used, i.e. Funded by the Cheyenne County Visitors Committee. Applications must be submitted to the Cheyenne County Tourism Director by the fourth Wednesday of the month to be reviewed at the following meeting. The funding will be reimbursed to recipients upon submission of an itemized list of paid promotional expenditures and receipts, along with a formal report no later than 60 days after the event. verification that your organization is a qualified tax-exempt entity, i.e. an updated copy of your organization's IRS determination letter will need to be on file with the County Clerk.

I read, understand, and accept the terms and conditions pertaining to this Promotion Grant Application as outlined and explained under the Grant Application Guidelines of the Cheyenne County Visitors Committee.

Printed Name:

Signature:

Date:

Approval (For office use only)

Date of application received:

Recommendation by CCVC: Y/N

Approved by Commissioners: Y/N Date: _____

