

Sidney/Cheyenne County Tourism
658 Glover Road
Sidney, NE 69162
Meeting Date:
Meeting Location:



Phone: (308) 254-4030
Email: director@VisitSidneyNE.com
Web: VisitSidneyNE.com
First Wednesday of the month at 4:30pm
658 Glover Road, Sidney, Nebraska

Tourism Attraction Promotional Grant Application

The Cheyenne County Lodging Tax is a sales tax on motel/hotel/campground lodging in Cheyenne County.

According to the Nebraska Visitors Development Act, 81-3717: Lodging Tax funds “shall be used generally to promote, encourage, and attract visitors to come to the county and use the travel and tourism facilities within the county.” 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,...

81-3720: “Grants are available for any visitor attraction in the county owned by the public or non-profit organization which has a primary purpose of operating the attraction”. “visitor attraction 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.”

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

Funds may be used for advertising (radio, TV, newspaper, social media, etc.), printing posters or brochures, imprinting promotional items, developing a website, billboards/signage, or other forms of promotion that will inform and encourage visitors to attend the attraction.

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 promoting and growing the attraction.

You will be asked to make a presentation to the Visitors Committee who will then make a recommendation to the Cheyenne County Board of Commissioners. You may be asked to make an additional presentation to the Board of Commissioners. The Commissioner’s decision is final.

Submission date for all projects is a minimum of 30 days prior to the beginning of your promotional campaign, or the execution of any part of your promotional plan. Submission less than 30 days prior may result in rejection of your grant application.

All grants will be reimbursed according to paid receipts, paid invoices, or copies of canceled checks submitted no greater than 60 days after the event or conclusion of the promotion. A final report will be expected at that time. A statement of account will not be accepted as proof of purchase.

Please attached a detailed promotion plan and budget, a listing all other funding sources, proof of current non-profit status, and any supporting documents to this application.

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 to assist you, please call (308) 254-4030.

Attraction Promotion Grant Application

Date submitted:

(Any facility or event in Cheyenne County that attracts visitors to the County is considered an Attraction)

Name of Attraction:

Non-profit organization name:

(An IRS Affirmation Letter, a statement from the State of Nebraska on Official State Letterhead or similar showing current non-profit status must be attached or on file with the County Clerk).

Contact Name:

Phone:

Organization Address:

Email:

Number of Local Members:

Date(s)/Location of the attraction:

Who will attend the attraction?

Approximate number of people attending?

Percent from outside of Cheyenne County?

Total Promotions Cost:

Amount of Request:

Please attach your entire promotional plan and budget including other funding sources. The imprinting of promotional items may be up to 10% of the amount requested.

Has the Cheyenne County Visitors Committee funded your organization in the past?

If so, how?

How do you plan to develop this attraction into the future to grow and reach more visitors?

The Visitor's Committee's goals are to promote new attractions and to assist in the growth of existing attractions within Cheyenne County, thus bringing new business to the county. We welcome any suggestions or comments.

Please attach a complete budget and any supporting documents to this application.

*All Grant recipients must acknowledge Cheyenne County Visitors Committee on all promotions for which the grant is used, i.e. "funded by (or partially funded) the Cheyenne County Visitors Committee" in addition to utilizing the current logo and website.

Applications must be submitted to the Cheyenne County Visitors Committee by the last Wednesday of the month, not less than 30 days prior to the beginning of the promotional campaign, to be considered .

The funding, if awarded, will be reimbursed to the organization upon submission of an itemized list of approved paid promotional expenditures, with proof of payment, along with a formal report to the Visitors Committee.

Reimbursement requests must be submitted no later than 60 days after the conclusion of the promotion. Statements of Account will not be accepted as proof of payment.

Verification as a qualified tax-exempt entity, i.e. a current copy of your organization's IRS Affirmation Letter must be on file with the County Clerk.*

The attraction's organization and their vendors will be responsible for obtaining all necessary local and state permits and shall collect any applicable taxes.

Any funds generated from the use of Lodging Tax Funding shall only be utilized by a qualifying non-profit organization.

I read, understand, and accept the terms and conditions pertaining to this Promotion Grant Application.

Printed Name:

Date:

Signature: