



NORFOLK AREA VISITORS BUREAU

PROMOTION FUND Grant Guidelines and Application

PURPOSE OF FUNDS

The purpose of the Norfolk Area Visitors Bureau PROMOTION FUND grant is to provide funding for activities that promote, encourage and attract visitors to Madison County. The funds available through this program are provided from the lodging tax revenue fund and are to be used for the sole purpose of promoting, encouraging and attracting visitors to and within Madison County Nebraska, as the state statute §81-1245 to 81- 1263 provides.

USE OF FUNDS

PROMOTION FUND grants shall be used generally to promote, encourage, and attract visitors to come to Madison County and use the travel and tourism facilities within the county.

EXCLUSIONS

- No part of the grant funds may be used for general operating expenses, for additional or current personnel salaries, for supplies and equipment, or in any manner that would violate the Nebraska Development Act, Neb. Rev. Stat. §81-1245 to 81-1263, et seq. (as amended from time to time). All grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use.
- The event sponsor will obtain all necessary local and state permits.

APPLICATION PROCESS

DEADLINES

- Application must be made to the Norfolk Area Visitors Bureau within a reasonable time prior to the beginning of the event or project. Applications must be submitted to the CVB office 10 days before the current monthly Board meeting to be considered. Norfolk Area Visitors Bureau meetings are held on the second Tuesday of Every month. Applications failing to meet the monthly deadline will be placed on the following months' agenda. Exception to the deadline rule will be considered only if the applicant can show good cause for the exception.

PRESENTATION

- Applicants must be present at the Advisory Board meeting at which their application is reviewed.

CREDITING REQUIREMENTS

Included on all printed material, or advertising media shall be the words “sponsored in part by a grant from the Norfolk Area Visitors Bureau”. PLEASE REQUEST CURRENT CVB LOGOS, phone and web information.

ANNOUNCEMENT OF AWARD

All applicants will be notified in writing within ten working days after the review of the application by the Norfolk Area Visitors Bureau and Visitors Bureau Board of Directors with the decision as to their application.

REPORTING, ACCOUNTING AND PAYMENT PROCEDURES REPORTING

- Thirty days after the event a report will be submitted to the Visitors Bureau giving final results. The report must outline if the objectives of the event were met, if not, what were the circumstances that lead to the deficiency. The report form which must be completed will be included with the Grant Agreement contract. No money will be released until the form is turned into the Norfolk Area Visitors Bureau office.

ACCOUNTING

- **YOU ARE REQUIRED TO** maintain receipts of expenditures of grant funds for auditing purposes for a period of three years following the event, and to make these records available to the Advisory Board upon request.

PAYMENT

- Upon receipt of the final event report, the Norfolk Area Visitors Bureau, will request a check from the Madison County Clerk for the grant funds. This check will be sent by the Clerk directly to the grantee.

REVIEW PROCESS:

- Grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use all in compliance with the Nebraska Revised Statute §81-1245 to 81-1263.



NORFOLK AREA VISITORS BUREAU

Name Of Organization			
Contact Person		Title	
Address	City	State	Zip
Telephone	Fax	E-mail	
Project Name			
Amount Requested		Estimated project cost (attach a detailed budget worksheet)	
Please provide a brief description of the project:			
Signature of applicant (I signify that, if awarded, grant funds will only be used for improvements to visitor attractions owned by the public or any nonprofit organization, as the Nebraska Visitors Development Act, Neb. Rev. Stat. §81-1245 through §81-1263, et seq. (as amended from time to time) provides, as outlined in this application)			
Signature:			Date

For each grant application you must include this completed cover sheet, a project description, a budget page, letters of support contractor bids and **PROOF OF NONPROFIT STATUS**.

Return to:

Norfolk Area Visitors Bureau
609 W. Norfolk Ave.
Norfolk, NE 68701
402.371.2932

How will your marketing bring visitors to the Norfolk Area?

What other agencies or groups are co-sponsoring the project?

Who is the target market for this event or project?

If this project is not awarded the entire requested amount will you continue with the project?

Please list the hotels that will be utilized for overnight lodging, and indicate the room nights expected for each property. Of these rooms, how many are provided complimentary by the property?

