



## Explore Norfolk Area Passport Program 2018

May 30- September 30, 2018

### Passport Stop Application

(shaded information will be included on Passport page, if selected)

Business/Organization Name	Contact(s)	
Phone Number	Contact Email	
Street Address	City	Zip Code
Website (optional)	Email (optional)	
Please provide a brief description of your business/organization (under 50 words): <input type="checkbox"/> description is attached <input type="checkbox"/> description will be emailed to <a href="mailto:passport@visitnorfolkne.com">passport@visitnorfolkne.com</a> by April 6		
Regular Business Hours (May 30- September 30, 2018): <input type="checkbox"/> Monday: _____ <input type="checkbox"/> Tuesday: _____ <input type="checkbox"/> Wednesday: _____ <input type="checkbox"/> Thursday: _____ <input type="checkbox"/> Friday: _____ <input type="checkbox"/> Saturday: _____ <input type="checkbox"/> Sunday: _____		
Additional details (special hours, event space, regular live music, etc.):		
Donated item to be included in passport completion grand prize (\$10 minimum value):		
I, the undersigned, grant permission to the Norfolk Visitors Bureau in the use of the logo associated with, and digital photographs taken by, the business/organization named above, in the printing of the 2018 Explore Norfolk Area materials.		
<input type="checkbox"/> I will email the logo and digital photographs <input type="checkbox"/> Please use logo and images from our website.	Signed: _____ Date: _____ Printed: _____ Title: _____	



## Explore Norfolk Area Passport Program 2018 Passport Stop Applicant Information

May 30- September 30, 2018

Dear Norfolk Area Business or Organization,

Thank you for applying to participate in the community's new passport program, **Explore Norfolk Area**, sponsored by the Norfolk Area Visitors Bureau! This summer season, locals and visitors alike will be introduced to, or reacquainted with, experiences that make our area unique-- the places that make you think, *only in the Norfolk area!* We're including a variety of stops for summer fun, like restaurants, shops, cultural centers, and landmarks. By challenging passport holders to visit all stops, the program encourages area-wide **community engagement** and **invigorates local economy**. The Nebraska Passport, a state-wide tourism initiative, reports that participating locations in the program experience **increased traffic, increased sales or donations, and increased awareness among multiple target audiences**.<sup>1</sup> We are thrilled to launch the Explore Norfolk Area passport program this year, and look forward to watching it grow with you. The deadline for all applications is April 6, and we will inform you of selection by April 13.

A few notes, if selected:

- ✓ Please maintain the same hours of operation throughout the passport season.
- ✓ Remember that passport visitors are **not** required to purchase anything to receive the stamp.
- ✓ Discuss with your staff members ways to engage passport visitors and be good ambassadors for the area (and encourage repeat visits)!
- ✓ You will receive your stamp the week of May 21. If you lose your stamp, you will be charged a \$15.00 new stamp fee. Please make sure to have an ink pad in your choice of color by May 30.

To complete your registration:

- ✓ No later than April 6, complete and send your application to [passport@visitnorfolkne.com](mailto:passport@visitnorfolkne.com) or by mail to:  

Norfolk Area Visitors Bureau  
Attention: PASSPORT  
609 W Norfolk Ave  
Norfolk, NE 68701
- ✓ If selected as a 2018 Passport Stop, please drop your Grand Prize donation item (\$10 minimum value) to the Norfolk Area Visitors Bureau at the above address by May 30.

From the Explore Norfolk Area team and the Norfolk Area Visitors Bureau, THANK YOU for your participation, your enthusiasm, and most of all, your positive presence in this unique area! If you have any questions about the application process or the program itself, please contact us: [passport@visitnorfolkne.com](mailto:passport@visitnorfolkne.com). Best wishes for an exciting passport season!

Sincerely,

### Explore Norfolk Area 2018 Planning Committee

Traci Jeffrey, Director, Norfolk Visitors Bureau  
Jessica Chamberlain, Director, Norfolk Public Library  
Kara Weander-Gaster, Director, Norfolk Arts Center

JoBeth Cox, Executive Director, Elkhorn Valley Museum  
Denice Hansen, Assistant Director, Norfolk Arts Center

<sup>1</sup> [nebraskapassport.com](http://nebraskapassport.com) (2018)