



PROMOTION FUND

Grant Guidelines and Application

Purpose Of Funds

The purpose of the Norfolk Area Visitors Bureau Grant Application 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 §81-3701 through 81-3729 provides.

The Norfolk Area Visitors Bureau (Visit Norfolk Area) is funded by a 4% lodging tax collected from guests staying in hotels, motels, bed and breakfasts and campgrounds within the county.

Generation of Room Nights

Though tourism spending benefits all segments of the economy in Madison County, lodging taxes are only generated through overnight stays at lodging properties located within the county. Applicants are encouraged to show how their project will generate additional night stays within Madison County hotels/motels, campgrounds, RV sites, cabins, VRBO and Airbnb's.

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 Norfolk Area Visitors Bureau office 10 days before the current monthly Board meeting to be considered.

If it is a continued event, completed grant applications will be accepted on or before the first Friday of January. 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. Each applicant will be asked to attend and present their grant application.

Applicants will be notified of their presentation times before the Board meeting. Each presentation will include a five-minute segment.

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. §81-3701 through 81-3729, 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. Events will be ineligible for funding if not all local and state permits are obtained.

Crediting Requirements

All marketing materials for approved events must include the phrase “Sponsored in part by Visit Norfolk Area Nebraska.” A logo is available upon request.

Decisions And Funding Criteria

Funding requests will be reviewed, analyzed and scored based on the following: Overnight stays in Madison County (more room nights generated, the higher the score). When the event is held (off-peak seasons). The event has the potential of have an economic impact on the community. If the event continues to grow each year.

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 Board of Directors with the decision as to their application.

Reporting, Accounting And Payment Procedures Reporting

Within 90 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. Copies of all advertising, recognition utilizing the Visit Norfolk Area logo need to be submitted. The report form must also be completed.

Funds will be disbursed upon completion of the project and Event Report. Final reports MUST include paid invoices and copies of proof of payment. Proof of payment may be copies of canceled checks, credit card receipts or copies of bank statements with confidential information redacted. No cash receipts will be accepted for reimbursement

In unique instances and at its discretion, the Advisory Committee may disburse approved funds prior to the event/project upon written agreement to provide follow-up reporting requirements.

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 Norfolk Area Visitors Bureau 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 §81-3701 through 81-3729.



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Name Of Organization			
Contact Person		Title	
Address	City	State	Zip
Telephone	E-mail	Website:	
Project Name		Date of Event	
Amount Requested	Estimated project cost (attach a detailed budget worksheet)		
Please provide a brief description of the project:			
What is your marketing plan to 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?

\$ _____ x _____ = _____ x.04 = _____
Estimated Room Rates No. of room nights Total Lodging Revenue Total Lodging Tax Collected

Please attach a specific budget for your event

Signature: _____ Date: _____

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