PROMOTION FUND
Grant Guidelines and Application

Purpose Of Funds

The purpose of the Visit Norfolk Area Grant Application is to provide funding for activities that promote, encourage, and attract visitors to Madison County. These grants are available to both for-profit entities and non-profit organizations. Funds available through this program are provided through lodging tax revenue and are to be used for the purpose of promoting, encouraging, and attracting visitors to and within Madison County, as provided by Nebraska State Statutes §§ 81-3701 through 81-3729. Visit Norfolk Area is funded by a 4% lodging tax collected from guests staying at hotels/motels, campgrounds, and vacation rentals.

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, and vacation rentals.

Application Process Deadlines

Application must be submitted by the following deadlines based on when the event or project will occur:
December 1 – For events occurring in January, February and March.
January 1 – For events occurring in April, May and June.
April 1 – For events occurring in July, August and September.
July 1 – For events occurring in October, November and December.

Applicants will be notified of their presentation times before the Board meeting. Each applicant must limit their presentation to 5 minutes, allowing time for additional questions form the Visit Norfolk Area Tourism Board.

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

Overnight stays in Madison County – The more room nights generated, the higher the score.

Time of year the event is held – Preference may be given to events held during off-peak seasons.

Economic impact – The event has the potential to generate a positive economic impact on the community.

Event growth – Consideration will be given to events that demonstrate continued growth from year to year.

Announcement of Award

All applicants will be notified in writing within ten working days after the review of the application by the Visit Norfolk Area Nebraska 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, Visit Norfolk Area Nebraska, will request a check for the grant funds. This check will be sent by Visit Norfolk Area Nebraska 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.

visit NORFOLK area
NEBRASKA
BATTLE CREEK · MADISON · MEADOW GROVE · NEWMAN GROVE · TILDEN

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 detailed budget for your event.

The budget must include at least one of the following marketing activities: brochures, posters, social media, radio, television, or newspaper advertising.

Signature: _____ Date:_____

Return to:
Visit Norfolk Area Nebraska
609 W. Norfolk Ave.
Norfolk, NE 68701
402.371.2932