

## **DeKalb County Visitors Bureau**

### **MARKETING GRANT GUIDELINES 2018**

#### **PURPOSE**

The DeKalb County Visitors Bureau is dedicated to promoting the growth of the tourism industry in DeKalb County. In an effort to increase our marketing goals, the Visitors Bureau offers a grant program to provide financial assistance to non-profit organizations. The DCVB is interested in funding marketing activities and events that have a direct impact on DeKalb County tourism by increasing overnight visitations and by bringing new tourism money into the local economy. The number and extent of grants will depend on the availability of designated funds.

#### **GENERAL GUIDELINES**

- A. The grant program is only open to federally recognized tax-exempt organizations located in DeKalb County. Tax identification and tax exemption verification must accompany the application. Grant funds shall only be used in conjunction with projects designed to attract out-of-county visitors.
- B. The maximum an applicant can request is \$2,500.00 in total and submit no more than one grant request during a calendar year.
- C. First-time projects and those projects previously funded will be considered separately. New requests will be given priority status for award of grant over previously funded projects. Any applicant receiving funding for the same project over a period of years may be reviewed and future funding may be subject to change, including reduction or termination.
- D. Grant recipients must submit a final project report, supplying DCVB with copies of receipts and cancelled checks indicating the purchase of goods and services funded by the grant. In addition, the grant recipient must submit a final budget detailing the cost of the total project. Proof of product funded by the grant must also be presented by including one copy of the finished product (brochure, radio script, billboard photo). Grant recipients must make their own copies of materials, as the materials submitted will become a part of the Visitors Bureau file. The final project report must be submitted within 30 days of project completion. Any grant recipient that has not reported shall not be eligible to submit applications for grants until the second calendar year following the recipient having filed their final project report.
- E. At time of application, the applicant shall supply a supporting quote(s) for costs set forth in the grant application.
- F. The applicant shall demonstrate in its application how the project will benefit the tourism industry in DeKalb County.
- G. Applicants shall not contact members of the Grant Committee or Board of Directors during the application review process. The applicant may be contacted

by individual members of the committee at any time during the application review

process. Any unsolicited contact initiated by the applicant will be looked upon unfavorably.

- H. Any funded promotional materials must be made available free of charge.
- I. Grants will not be awarded for **Operating Funds, Fundraising Campaigns or for the benefit of an Individual.**

## **GRANT FUNDING**

- A. Grant funds are available for events or projects in the following categories: Advertising (newspaper, radio, television, billboards, and direct mail brochures, not to include postage costs), Promotion and Printing (brochures, program booklets, etc.).
- B. The project must contain the words "Produced in cooperation with the DeKalb County Visitors Bureau" and tastefully and prominently acknowledge the DCVB as the sponsor or source of funds in a way that is agreeable to the DCVB. The DCVB shall provide a logo for such use. A mock-up or script shall be submitted to the DCVB prior to actual use.
- C. Once a request is approved and a funding level is established, a check for the grant amount will be issued by the DCVB to the grant recipient. The funds must be deposited in the grant recipient's account, and disbursed in keeping with the approved application timeline.
- D. The granting of funds shall be at the complete discretion of the DeKalb County Visitors Bureau with no requirement for disbursement of grant money.
- E. Any change in funded projects shall be pre-approved by DCVB in writing or applicant shall risk denial of future grant requests.