

Antelope County Improvement and Promotional Grant Guidelines

OVERVIEW:

Grant funding is available in two different categories, and are to (a) provide funding that promotes, encourages and attracts visitors to the travel and tourism facilities, events and attractions in Antelope County or (b) are for capital improvements to existing attractions, or recreational facilities in Antelope County. The funds available through this program are provided from the lodging tax revenue collected through the promotion fund and the improvement fund. These funds were established in May 2007.

CRITERIA FOR ASSISTANCE:

- Nonprofit 501(c)3 or other non-profit designation organizations within Antelope County may apply for either direct marketing and advertising grants or capital improvement grants.
 - Within the Promotional grant guidelines 25% of the advertising budget or 50% of the grant amount, whichever is greater will be spent in advertising.
 - Promotional grants may also be obtained for brochures and rack cards.
 - Capital improvement grants must be used to expand or improve existing attractions that are open to the public and are of educational, cultural, historical, artistic or recreational significance and that promote tourism and or generate positive visibility for Antelope County.

- Grant applications are due 30-90 days prior to the event.
- Grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use.
- Bids for promotional/improvement materials or services should accompany the grant application.

REVIEW PROCESS:

The Antelope County Visitors Committee will review each grant application with final approval by the Antelope County Board of Commissioner's.

Requests for general operating expenses, additional personnel and any other financial assistance that does not conform with the intent of the grant funds will receive no consideration.

A completed grant application must accompany all requests.

OTHER:

Thirty days after the event or completion of the project a copy of the advertisement or final cost of the improvement will be submitted to the Antelope County Visitors Committee.

The following acknowledgement must appear on all printed materials; TV commercials, radio ads and any other form of advertisements "Funded in part by the Antelope County Visitors Promotion Fund".

Promotional funds may not be used for any permanent structure, or the maintaining or repair of a permanent structure.

For brochure grants, please enclose a preliminary design of the brochure.

Submission Check List

Completed Application _____

Bids for promotional/improvement materials or services _____

Rough Draft of Brochure _____

Adopted September 2009