



PHELPS COUNTY VISITORS COMMITTEE

Promotion Grant Application

PURPOSE OF FUNDS

The Phelps County Visitors Committee (PCVC) provides grant money to help with advertising expenses for area events (held within Phelps County) or publishing costs for brochures to promote Phelps County attractions and tourism. The funds are available through the lodging taxes paid at local hotels and bed and breakfasts. Eligible expenses for grant funds include postage for direct mail; radio, television or print media advertising costs, posters and publications. Funds are awarded based on attracting visitors from out of the area to Phelps County in hopes the visitors will stay at area hotels, eat at area restaurants, shop and use other local services.

GRANT AWARD GUIDELINES

- For events or publications for an audience of less than 500 people, the grant limit is half the advertising/promotion expense up to \$500.
- For events or publications for audiences of more than 500 people, the grant limit is half the advertising/promotion expense up to \$1,500. For grants more than \$1,000, the event coordinator would need to attend the PCVC meeting to present the grant request.
- Grants are due 45 days prior to the event.
- Each organization is limited to receiving grant funds for two events per calendar year.

PROMOTION GRANT APPLICATION

Date of application:	Date(s) of Event:
Name of event/publication:	
Location of event:	
Organization applying for grant:	
Contact person:	
Address:	
Phone:	Email:
Total amount projected for advertising: \$	
How do you plan to promote the event?	

Amount requested: \$	Estimated attendance:
Of those attending, please estimate the number from out of town:	
Has your organization held this event before?	YES NO (circle one)
(If no, proceed to description)	
If yes, what was the attendance at the previous event?	
How was advertising/promotion for the event funded in the past?	
Briefly describe event or reason for request:	
(Attach additional information, if necessary)	
Is there a charge for this event?	YES NO (circle one)
If yes, amount of admission:	
What are proceeds used for?	
Authorized Signature _____	
The PCVC meets monthly. To allow for the committee to have time to meet and decide on your request, please mail or email your application 45 days prior to the event:	
Phelps County Visitors Committee P.O. Box 404 Holdrege, NE 68949	info@visitphelpscounty.com
<ul style="list-style-type: none"> • The PCVC Treasurer will notify you if your grant was approved after the monthly meeting, typically on the first Wednesday of each month. • If your grant is approved, your funds will be paid to you after the committee receives expense receipts along with a written report of your event, including the number of visitors who attended or the number of people the publication was mailed to. • Please submit the report on page 3 of this application along with your receipts to receive payment of approved grant funds. • If possible, please recognize the PCVC as a sponsor of your event/publication. 	

Phelps County Visitor's Committee
Promotion Grant Reimbursement Form

This form must accompany your receipts for reimbursement.

Please write a summary of your event/publication:

What promotional material/advertising venue did you find most productive?

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Estimated number of people who attended the event:

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Estimated number of people from outside of Phelps County who attended:

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(Prize drawing forms, registration sheets at the door, taking a tally of cars/license plates in the parking lot, or a map that attendees can put stickers on are examples of ways to measure out-of-area attendance)

Costs to be reimbursed – PCVC pays half of advertising/promotion costs.

Example: You request \$500 in advertising expense, please submit receipts of \$1,000.

List Expenses Below (attach receipts & additional sheet as necessary)	Amount	50%
Totals:		
Revised 3/2/2015		