



# Phelps County Visitors Committee

## Promotion Grant Application

The Phelps Visitors Committee **PROMOTION FUND** provides funding for special events, sporting events and activities that promote, encourage and attract visitors and overnight stays in Phelps County. The funds for this program are provided from lodging tax revenues and are to be used for the sole purpose of promoting, encouraging and attracting visitors to Phelps County, Nebraska, as specified in Nebraska State Statute 81-1252. The goal is to encourage **stays at local hotels, rentals and campground.**

### Promotion Grants

Promotion grants shall be used to promote, encourage and attract visitors to Phelps County.

Examples include:

- Radio, TV, newspaper or other advertising reaching visitors outside of a 100-mile radius of Phelps County
- Brochure, flyer, or poster design and printing
- Social media marketing campaigns (especially those targeted toward audiences that live 100 miles away or more)
- Direct mail costs to addresses more than 100 miles away

Sponsor banners or signs and t-shirts for volunteers are not eligible for funding.

Though tourism spending benefits all segments of the economy, lodging taxes are only generated through overnight stays at lodging properties.

**Applicants are encouraged to show how their event will generate additional room nights within the county.**

### Application Deadline

Applications will be considered year round at monthly Phelps County Visitors Committee (PCVC) meetings. **Grant applications should be submitted 45 days prior to the event** to allow time to approve and process the application before the event. Each organization/grantee may receive grant funds as often as once per quarter.

### Grant Amounts

PCVC grants fund half of advertising/promotional costs. Example: If you request \$500 in advertising expense, please submit receipts of \$1,000 in advertising/promotional expenses. The maximum grant is \$1,500. (For events attracting less than 500 people, the maximum grant is \$500)

Promotion grants are available to both for-profit and non-profit entities. Grants are reimbursements. To receive grant funds, approved applicants must submit invoices and proof of payment along with the final report to be reimbursed for all expenses approved in the grant award.

Please include on printed materials or advertising media the words "sponsored in part by the Phelps County Visitors Committee."

### Return completed grant application to:

**Mail: Phelps County Visitors Committee,  
PO Box 404, Holdrege, NE 68949**

**Email: [info@visit37.com](mailto:info@visit37.com)**

**In person: Holdrege Area Chamber of Commerce,  
504 4th Ave., Holdrege**

### Grant Approval & Report

A PCVC representative will notify you if your grant was approved after the monthly meeting.

If approved, please complete and submit the report on page 3 of this application along with your receipts to receive payment. **Reports are due within 90 days after the event or the completion of the promotion project. Final reports and documentation not submitted within 120 days after the completion of the project/event will be considered delinquent and the grant award will be forfeited.**



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- For events or publications for audiences 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. The event coordinator may be asked to attend the PCVC meeting to present the grant request (especially new grantees.)

Date of application	Date of Event
Contact Person	Title
Email	Phone
Address	
Name of Event/Publication	
Website and/or Facebook page	
Location of Event	
Organization Applying for Grant	
Amount Requested \$	Total Amount Projected to Spend \$
How many out of town visitors expected:  (Some ways to count out-of-town visitors include 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 or pins on)	
Projected lodging numbers per night:	
What was attendance at previous year's event if held before?	
If there a charge for this event?	If yes, what is the charge?
Briefly describe event/publication. Attach separate sheet if necessary.	
How will your event contribute to the vitality of Phelps County?	
What makes your event unique?	

Number of Years Event has been in existence

List proposed advertising expenses. Some ideas are yard signs and posters or flyers ahead of time; social media, newspaper, television (ex. - NTV's Good Life), magazine, or radio ads; direct mail; advertising on the Visit Nebraska website; influencer advertising; etc. Be specific (if you are purchasing ads, please list the specific radio stations, newspapers or social media channels.) Priority will be given to advertising that reaches people more than 100 miles away. Note: Marketing expenses not listed on the application may not be reimbursed.

Proposed advertising expenses (attach quotes & additional sheet if necessary)	Amount	50%
<b>TOTAL</b>		

Authorized Signature