



# JEFFERSON COUNTY

CONVENTION & VISITORS BUREAU

## 2019 JCCVB Community Partnership Grant Program

### Guidelines & Application

The purpose of the Jefferson County Convention & Visitors Bureau (JCCVB) Community Partnership Grant Program is to assist our nonprofit “tourism partners” wishing to advertise the County by providing them with funding from the JCCVB for promotional materials, advertising and other marketing initiatives in order to increase visitation to and awareness of Jefferson County.

This program is for the year 2019 ending on December 31, 2019 and the Grant amount per available project is a maximum of \$500.00 to be matched by the applicant

#### **Project Guidelines:**

Any nonprofit tourism partner organization doing business in Jefferson County may apply for a JCCVB grant according to the following guidelines:

1. The JCCVB logo must be included on the project, i.e.: brochures, advertisements, etc.
2. Projects should be of a promotional, advertising or marketing nature, designed to increase visitation for the organization or event, and in turn promote and have a positive economic influence on other Jefferson County amenities.

Funding is not granted to an organization for the following uses:

- Administrative, clerical or payroll costs
- Operating costs
- Postage, mail house services and taxes

#### **The JCCVB has the sole and final approval in granting these funds**

In making decisions on grant applications, the JCCVB will consider such factors as:

1. Completion of Grant Request Form and Budget Template
2. Project’s ability to increase tourism revenue and track overnight stays and visitors’ impact on the community
3. Applicants compliance with grant requirements
4. Type, scope and mission of the nonprofit applying organization

5. Organization's resources, to include current funding from hotel/motel tax, non-profit grant awards already received, and any government approved funds
6. Marketing and advertising plan
7. Number of applicants during the award period
8. Number of applications received from the same organization
9. Projects past success history

Nonprofit organizations may submit multiple applications for more than one project but must submit a separate application for each project.

### **Application Procedures & Schedule**

- ✓ Type or print application clearly. Additional pages may be attached if necessary.
- ✓ Send in a completed JCCVB Community Partnership Grants application.
- ✓ A grant may be awarded for less than the amount requested, depending on the number of applications received and other factors in the guidelines.
- ✓ Applications are accepted through December 1 and will be evaluated monthly until program funding is exhausted or deadline is reached.
- ✓ Applicants will be notified after the Community Outreach Committee has met, made a recommendation to the Board at their monthly meeting and the JCCVB Board has called for a motion to approve, deny, or table the recommendation.
- ✓ A letter or email will be sent to each applicant stating the approval or denial of the grant.
- ✓ A check request (for approved requests) will be submitted to the JCCVB accountants and a check will be issued in person or by mail.
- ✓ Final proofs displaying the JCCVB logo usage must be approved by the Marketing Committee Chair, JCCVB Chair, or CEO. Proofs not approved may become ineligible for grant payment. In addition, copies of the final collateral or marketing item must be provided to the JCCVB CEO and to the public for display/distribution as part of the process and success of the marketing campaign.

### **The JCCVB Logo Guidelines:**

*The JCCVB logo is required on all projects requesting grant funding. This certifies the "partnership" of the organization and the JCCVB. Final approval from the JCCVB of the look and placement is required prior to production in order to receive grant funds. Verbiage should be included on all materials, including press releases, stating: "Sponsored by the Jefferson County Convention & Visitors Bureau."*



# JEFFERSON COUNTY

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## 2019 JCCVB Community Partnership Grant Program

*Each project must have a separate project name and completed application for consideration of grant.*

Today's Date: \_\_\_/\_\_\_/\_\_\_

Project or Event Date: \_\_\_/\_\_\_/\_\_\_

Project Name: \_\_\_\_\_

Organization applying for the Grant: \_\_\_\_\_

Type of nonprofit: (i.e.: 501(c)3) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: WV Zip Code: \_\_\_\_\_

Website URL \_\_\_\_\_

All applications will be evaluated as submitted until program funding is exhausted or deadline is reached.

Classification of project (brochure, print ad, web ad, poster, etc.) \_\_\_\_\_

If advertising, please list publication, issue date and size of ad \_\_\_\_\_

If printed material, list quantity \_\_\_\_\_ Estimated Cost \_\_\_\_\_

Grant amount requested from JCCVB \_\_\_\_\_ (Grant amount maximum is \$500.00)

Have you applied for this grant within this calendar year (January 1 – December 31)? Yes\_\_\_ No\_\_\_

If yes, please state when and if the grant was funded \_\_\_\_\_

Please answer the following questions to better help us understand the project: **(Attach page)**

How will this project increase visitor spending in Jefferson County?

What are the estimated number of visitors and revenue expected to be generated by this event or project?

How many estimated or projected overnight stays are likely as a result of this event/project? (If your project is more than a one-day event or runs a whole day, consider where your attendees are coming from, how many stay for more than one day and estimate the number who may need a room for one or more nights).

Explain the event and/or project budget including expenses and revenue (Use **Excel Budget Template attached and/or attach a separate page**):

Budget:

Project costs: \_\_\_\_\_

1. Advertising:
2. Printing, graphic artist, mailing, etc.:
3. Space rental:
4. Supplies:
5. Staffing:
6. Miscellaneous:

Project revenue (include Community Partnership Grant request): \_\_\_\_\_

1. Community Partnership Grant:
2. Other grants and contributions:
3. Sponsors, advertisers and/or exhibitors:
4. Ticket sales, admission fees, etc.:
5. County or City contributions:

What additional details can you provide that should be taken into consideration regarding this project?

***Please complete a Final Report (form attached) including a summary of the project/event – testimonials as to its success – within 30 days after the completion of the project/event. If no testimonial is provided to the JCCVB, future grants may be denied.***

By submitting this application, you agree and understand the guidelines, terms and conditions set forth by the Jefferson County Convention and Visitors Bureau.

\_\_\_\_\_

Printed Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Company/Organization Name

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Date

**Internal Use Only:**

Community Partnership Grant Committee Review:

\_\_\_\_\_ Approved      Date: \_\_\_\_\_

\_\_\_\_\_ Denied      Date: \_\_\_\_\_ (see note at bottom)

JCCVB Board Review and Vote:

\_\_\_\_\_ Approved      Date: \_\_\_\_\_

\_\_\_\_\_ Denied      Date: \_\_\_\_\_ (see note at bottom)