

JEFFERSON COUNTY

CONVENTION & VISITORS BUREAU

2017 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 “tourism partners” that wish 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 2017 ending on December 30, 2017 and the Grant amount per available project is a maximum of \$500.00.

Project Guidelines:

Any tourism partner organization doing business in Jefferson County and 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.
3. Priority will be given to first-time projects and those that have proven successful in generating out-of-county visitors to events or attractions.

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. Type and scope of the applying organization
2. Organization’s resources, to include current funding from hotel/motel tax, non-profit grant awards already received and funds approved by the Jefferson County Commission

3. Impact and priority of the proposed project or event
4. Timetable for marketing and advertising
5. Number of applications received from the same organization
6. Request from applicants for dollars during an award period
7. Project's ability to increase tourism revenue and track overnight stays and visitors' impact on the community

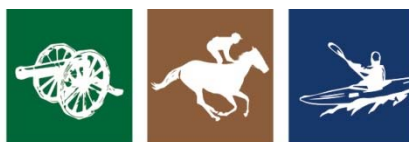
Organizations may submit multiple applications for more than one project but must submit a separate application for each project. Applications are for the 2017 year only and must be completed by December 1, 2017.

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 guideline. A letter will be sent to each applicant stating the approval or denial of the grant.
- ✓ 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 and make a recommendation to the Board at their monthly meeting. The JCCVB Board will then call 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 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 and final approval from the JCCVB of the look and placement is required prior to production in order to receive grant funds.



JEFFERSON COUNTY

CONVENTION & VISITORS BUREAU

37 Washington Court Harpers Ferry, WV 25425

Email: Annette Gavin

annette.gavin@jccvb.com

2017 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: _____

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)

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

Please complete a summary of the project/event – including 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.

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

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

Company/Organization Name

Signature

____/____/_____
Date

Internal Use Only:

Executive Committee:

____ Approved Date: _____

____ Denied Date: _____ (see note at bottom)

Recommended to JCCVB:

____ Approved Date: _____

____ Denied Date: _____ (see note at bottom)