

TOURISM REIMBURSEMENT GRANT

Guidelines & Application Form

MERCER COUNTY

CONVENTION & VISITORS

BUREAU



REVISED 2009

MERCER COUNTY CONVENTION & VISITORS BUREAU, INC.

Grant Criteria & Application Guidelines

INTRODUCTION

The mission of the Mercer County Convention and Visitors Bureau is to create economic growth for the area by effectively marketing the region as a preferred visitor destination.

The purpose of the Mercer County CVB Innovative Programming Grant Fund is to assist events and organization in Mercer County by providing grant awards for program dollars to make our area more appealing to visitors. The goals of the program are:

- *Increase overnight stays in Mercer County*
- *Promote a positive image and increased visibility of the area's attractions*
- *Increase expenditures by visitors in Mercer County*
- *Enhance the quality of existing programs and encourage new program development.*

GRANT FUND PROCEDURES & GUIDELINES (Eligibility)

Any project or activity, which directly supports the efforts of the MCCVB, will be eligible for grant consideration. However, the Bureau's Board of Directors has identified the following types of activities as highest priority:

- (1) The scope of proposed projects should include new and innovative ideas designed to increase visitor attendance at the event or activity, and in turn increase occupancy rates in Mercer County hotels, motels and facilities.
- (2) Further development-expansion or improvement and promotion of existing attractions.

Grant applications are reviewed, and are due on or before **January 1, April 1, July 1, and October 1** of each year. The grant application must be completed in its entirety (4 pages) to be eligible for consideration. Recommendations for funding of projects or activities will be made by the Grants Review Committee to the Mercer County Convention and Visitors Bureau Board of Directors at the next monthly meeting of the Board. Successful applicants will be notified promptly.

Applications submitted after any of the above deadlines will be held for review during the next grant review cycle. Only completed applications will be considered (see attached grant application form). Completed applications should be addressed to: Executive

Director, Mercer County Convention and Visitors Bureau, PO Box 4088, Bluefield, WV 24701.

A representative of the applicant organization may be requested to appear before the Grants Review Committee to provide additional information, if needed, and to answer any questions on the proposed tourism project or activity. Grant requests may be given conditional approval, subject to further stipulated actions or performance by the applicant organization. Final approval will be preceded by a site visit by committee members if necessary or appropriate.

Mercer County Convention and Visitors Bureau will consider applications from a new Fair or Festival for 3 years. Mercer County CVB staff shall lend assistance as a consultant during that period to generate state and community support. After three years, Fairs & Festivals will no longer qualify for local funding and should be receiving state grant matching funds.

Organizations utilizing grant money obtained from the MCCVB must acknowledge support from the Mercer County Convention and Visitors Bureau on advertising.

Submission of a completed Reimbursement Form (page 5) is necessary before payment will be disbursed.

Application for
Mercer County Tourism Grant Funding

Event Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____ Fax _____

___ Non-Profit Status ___ For-Profit ___ Special Interest Group

Must include:

- Board of Directors List
- Staff List & Titles
- Volunteers
- Committees & Members
- Budget (Note: Line items expenditures met by MCCVB grant)

Amount Request \$ _____

Mercer County Convention & Visitors Bureau
PO Box 4088
704 Bland Street
Bluefield, WV 24701
(304) 325-8438 * 800-221-3206 Fax: (304) 324-8483
www.visitmercercounty.com * info@visitmercercounty.com

I have read the complete guidelines and disclaimer information stating that the foregoing guidelines are for information purposes and are subject to further revisions by the MCCVB at its discretion. The MCCVB reserves the right to accept or reject any application at its discretion. The MCCVB makes no warranties or representations regarding the acceptance or rejection of any applications or the awarding of funds under the program described herein.

Applicant here by releases MCCVB from any liability or damages that may arise out of any project or event funded by the Innovative Programming Grant and agrees to indemnify, defend and hold MCCVB harmless for any such liability or damages.

Signature

Date



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Mercer County CVB Grant Reimbursement Form **Compliance Guidelines and Questionnaire**

We are providing this information in advance so that you will know what information needs to be tracked and provided in order to receive your reimbursement. The Mercer County Convention and Visitors Bureau will make every effort to expedite your reimbursement provided each grantee complies with guidelines and answers the questions below:

Guidelines Checklist:

- Submitting within 60 days of the end of your event
- Use Mercer County CVB logo as requested by CVB
- Provide copies of marketing materials with grants logo
- Track attendance to show how this grant impacted your event (and submit attached for with such information)
- Provide copies of checks and invoices for the expenses being reimbursed only (not for the whole event)
- Answer the questions below as fully as possible (separate pages may be attached if necessary)

Questionnaire:

1. How many people attended your event?

2. Do you think these additional dollars increased attendance? If so, by how many people?

3. How many hotel rooms do you think were booked as a result of your event?

4. When will you host your event again?

