

SARPY COUNTY MARKETING GRANT APPLICATION

(Please print or type the following information either on this form or using this format)

NAME OF SPONSORING ORGANIZATION/COMMUNITY

Embassy Suites La Vista

CONTACT PERSON/TITLE

David Scott-Director of Sales

MAILING ADDRESS

12520 Westport Parkway
La Vista, NE 68128

PHONE 402-408-5463 FAX 402-408-5479

E-MAIL david.scott@jqh.com

FEDERAL ID # 26-1167959

GRANT REQUEST \$3,000 x 5 years

David J. Scott
Signature

2/18/2014
Date

PROJECT INFORMATION

Provide the following information (must be complete)

- A. Describe the proposed or existing event or attraction to benefit from the grant.
- B. Specific use of funding, if received.
- C. Describe your target market.
- D. Estimate number of attendees.
- E. Estimate impact on lodging (including campgrounds) nights.
- F. If an event, the date.
- G. If an event, the location.
- H. Detailed overall budget of the event/project.
- I. List additional agencies or groups co-sponsoring the event.

Total amount of money requested: \$3,000 x 5 years Total estimated cost: \$15,000

SARPY COUNTY TOURISM MARKETING GRANT BUDGET WORKSHEET
 (Include advertising and contractor bids if applicable and additional co-sponsors)

Be specific regarding types of advertising (newspaper, radio, TV, visitor's guides, rack cards, brochures, posters, and websites). All radio, television and media advertising must be listed separately not only by call letters, but must include city of origin (KRVN-Lexington, KHAS-TV-Hastings). Other activities could include brochure development, printing, website development, travel shows (booth and registration fees), and visitors guides development.

You must itemize the match of 50%, one-half of which must be in cash and the remaining one-half may be in-kind services, materials or volunteer hours. Volunteer hours are to be figured at \$10 per hour.

Application/Project: NASB Grant (Nebraska Association of School Boards)

Applicant Federal ID #: 26-1167959

A	B	C	D	E	F
Activity	Grant Amount Requested	Match (Cash)	Match (In-kind)	Source & Brief Description	Total Funds to be Spent on This Grant Project Per Activity
Hosting NASB				La Vista/Sarpy has hosted NASB since 2008 x 600rms	
Nov 2016	\$3,000			We are bidding against	
Nov 2017	\$3,000			Kearney offering \$2k/year	
Nov 2018	\$3,000			& Lincoln offering \$5k/year	
Nov 2019	\$3,000			We are in danger of losing	
Nov 2020	\$3,000			this group due to lack of	
				local funding and pressure	
				from committee members	
				We wish to offer \$3k/year	
				at our presentation to the	
				Committee 14March 2014	
				Potential loss to County	
				= \$160k-\$200k per annum	
Totals	\$15,000				

(Total of columns B, C and D must equal F.)