

## SARPY COUNTY MARKETING GRANT APPLICATION

### GOAL:

Foster the economic growth of Sarpy County by supporting travel and tourism activities.

### PURPOSE:

The purpose of this grant is to provide financial support for marketing and promotion of activities that positively impact travel and tourism in Sarpy County. The funds accrue through the lodging tax, but are to be used to promote all tourism within the County.

### OVERVIEW:

A Federal identification number is required in the submittal of an application. Priority will be given to non profit and public service organizations.

All grants are awarded on a reimbursement basis. After completion of a project awarded a grant and after verification that the project was paid for, Sarpy County will reimburse for the pre-approved portion of the project. It is the responsibility of the applicant to initially pay expenses to complete the project.

### GRANT SCHEDULE:

Grant application must be received 90 days prior to event.

### GRANT MATCH AND ELIGIBLE EXPENSES:

All grantee must provide a 50% match, half of which can be in-kind services and/or donated materials; however, documentation must be provided for any in-kind match. Volunteer work is valued at \$10/hour. Only direct marketing and promotional expenses are eligible i.e. print media, live media, web promotion, outdoor advertising, promotional signage, promotion mailings (excluding postage). **All print materials or advertising media must include the words “Sponsored in part by the Sarpy County Visitors Committee”.**

Expenses NOT covered for reimbursement prior to, during or after the project are, all operating, capital and non-marketing expenditures including but not limited to the following: food, lodging, equipment rental, telephone expense, supplies, utilities, postage, membership dues, talent/dignitary’s honorarium, salaries, physical construction of billboards (billboard rental space is allowed), reception room, entertainment, social events activities, items for resale, and handouts/give-a-ways prior to, during, or after the event i.e. trophies, t-shirts, pens, etc., except those with prior approval from the Sarpy County Visitors Committee. Grant funds can not be used for items not included in the approved grant guidelines, nor in any manner that would violate the Nebraska Development Act, Neb.Rev.Stat. §81-1245 et seq. (as amended from time to time).

## **GRANT CATEGORIES**

**PROMOTION OF AN EVENT.** Applicants can get financial assistance to market new or existing events. Funded marketing efforts may begin no earlier than the marketing grant announcements date. New events may earmark up to 50% of the grant toward local marketing. The remaining dollars must be geared towards attracting visitors from at least 75 miles away. Existing events and festivals may request funds to reach a new market that is at least 75 miles away. Local media may be included in advertising plans if the majority of their audience is beyond the 75 mile radius.

**INTERNET MARKETING** Applicants can get funds for the development and/or enhancement of internet web sites focused on tourism and to pay for internet marketing campaigns.

## **INSTRUCTIONS:**

For each grant request, complete the cover page, include a Federal Identification number and valid signature. Provide in writing how the funds will be spent. Please be specific regarding types of advertising (for example newspaper, radio, brochures, posters, website, etc.) All radio, television, print media advertising must be listed separately by individual name and projected costs. You must show how both the grant amount requested and the matches (both cash and in-kind) will be allocated among the project.

The Sarpy County Visitors Committee will review the grant applications and then must seek final approval for grants and expenditures from the Sarpy County Board of Commissioners.

Please submit 9 copies of the completed application to:  
SARPY COUNTY VISITORS COMMITTEE  
11314 WICKERSHAM BLVD., SUITE 400  
GRETNA, NE 68028

At the end of your project, turn in a detailed listing of the expenditures; include copies of receipts, cancelled checks, signed contracts, and/or other documentation that substantiates the expenditures.

**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

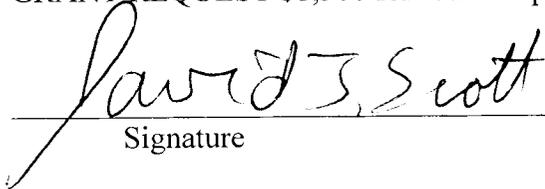
PHONE 402-408-5463

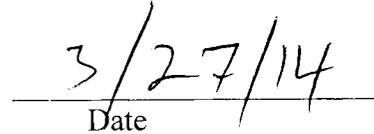
FAX 402-408-5479

E-MAIL david.scott@jqh.com

FEDERAL ID # 26-1167959

GRANT REQUEST \$1,300 for round trip airport transportation 17-24 July 2015.

  
Signature

  
Date

## PROJECT INFORMATION

Provide the following information (must be complete)

A. Describe the proposed or existing event or attraction to benefit from the grant.

This is the annual summer education program for the American Society of Farm Managers and Rural Appraisers

B. Specific use of funding, if received.

An estimated 200 out of the 250 expected attendees will be flying into Omaha airport. To compete with the Downtown Omaha hotels that include round trip airport transport, we will provide a 55 seat coach to shuttle attendees to our location in Sarpy County.

C. Describe your target market.

Members of the American Society of Farm Managers and Rural Appraisers

D. Estimate number of attendees.

A total of 250 individual attendees are expected to attend the event

E. Estimate impact on lodging (including campgrounds) nights.

Checking in from Friday July 17, 2015, checking out Friday July 24, 2015 with a total of 575 room nights

F. If an event, the date.

The summer education program will run from Friday July 17, 2015 through Friday July 24, 2015.

G. If an event, the location.

Embassy Suites La Vista, Hotel & Conference Center

H. Detailed overall budget of the event/project.

Expected sleeping rooms 540 x \$124 =	\$66,960
Staff sleeping rooms 35 x \$99 =	\$3,465
Anticipated Food & Beverage Consumption =	\$62,500
TOTAL	\$132,925

I. List additional agencies or groups co-sponsoring the event.

No other agencies are co-sponsoring the event

Total amount of money requested: \$1,300

**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: American Society of Farm Managers and Rural Appraisers  
 (ASFMRA)

Applicant Federal ID #: 26-1167959

A Activity	B Grant Amount Requested	C Match	D Match (In-kind)	E Source & Brief Description	F Total Funds to be Spent on This Grant Project Per Activity
ASFMRA July 2015 575 room nights, 250 attendees				Embassy Suites La Vista is competing with Downtown Omaha which includes airport transportation complimentary	
Transport 7/17/2015	\$650			\$130 x5 hours for a 55 seat coach to run 5 round trips between airport and hotel for 200 attendees flying in	
Transport 7/24/2015	\$650				
14 comp suites x\$124			\$1,736	Concessions, valued added inclusions and benefits offered by Embassy Suites to help secure the business	
35 staff discount x\$25			\$875		
Guest room internet x\$5			\$2,875		
5% AV discount ~\$5k			\$250		
Match		\$650			
				Potential business to County = \$100,000 - \$150,000 sleeping rooms + catering	
Totals	\$1,300	\$650	\$5,736		

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