



64 W Main Street, 2<sup>nd</sup> floor

Wilmington, Ohio 45177

937-382-1965

[www.clintoncountyohio.com](http://www.clintoncountyohio.com)

## Special Event Guidelines Tourism Marketing Grant Fund

### Objective

The Clinton County Convention & Visitors Bureau serves as the Destination Marketing Organization for the Clinton County community. As such, the CCCVB has established a Tourism Marketing Fund to assist attractions and special event organizers with marketing themselves to visitors from outside of Clinton County.

### Eligibility

Any company, group or organizations with a goal of attracting visitors to the Clinton County area qualifies to request funds. Priority will be given to requests that will create overnight stays in the Clinton County community.

### Qualifying Projects

Qualifying projects include but are not limited to: promotion of a special event to potential visitors outside of Clinton County which may include development of specialty marketing materials for the purpose of publicity (brochures, videos, website design, direct mail, etc.) tourism packages, advertising buys, social media campaigns and conference and sporting event bidding fees. Other projects will be considered on an individual basis.

**ADVERTISING BUYS PLACED WITHIN CLINTON COUNTY ARE NOT ELIGIBLE FOR**

### Additional Criteria That May Be Considered

- The quality of the planning put into coordinating the promotion.
- Organization requesting grant is a non-profit entity
- Time of the year (November -May considered non-peak event season)
- Uniqueness/innovation of an event in serving as a draw for visitors
- Potential of promotion becoming self-supporting
- Event draws county, state or regional media exposure
- New or increased business for the city.
- Matching funds from the applicant



## Application Process

Applicants are encouraged to apply early. Funds are limited and will be allocated on a first come/first served basis. Depending on the quantity and quality of the applications, the entire fund could be completely allocated in the first round of applications.

Tourism Marketing Fund applications are traditionally reviewed two times a year. Application deadlines are March 1 and October 1. Applications may be considered at other times at the discretion of the committee. Applications for programs within the next 12 months will receive priority consideration.

The Executive Committee reviews the applications and clarifies areas as needed with applicants. The Executive Committee reviews and evaluates applications using a standard scoring sheet and then makes recommendations to the full CCCVB board. Written notification is forwarded to the applicants following a board vote. Successful applicants are not guaranteed future funding.

*The CCCVB board reserves the right to accept or reject any or all applicants. All decisions are final.*

As an important element of tourism, special events provide several benefits to Clinton County.

- Multiple day events generate a positive economic impact for the community, especially beneficial during the winter and spring seasons which are typically slower months for tourism activity.
- They help create awareness about Clinton County by drawing visitors, many of which will be seeing our community for the first time.
- They provide fun activities for residents to enjoy.



### Ineligible Organizations and Programs

The CCCVB will not consider requests from the following organizations:

- Organizations that discriminate because of race, color, creed, gender, religion, or national origin.
- Political organizations, candidates for political office, or organizations whose primary purpose is to influence legislation.
- Organizations or events that benefit only a few people  
Individuals
- Organizations/events requesting funding for staffing/administrative/supplies purposes and problematic purposes.

### Additional Guidelines

Awards are to be used for approved promotion of a special event, it's marketing and promotional materials are bidding fees only. This fund is intended for advance promotional and marketing programs designed to lure visitors to Clinton County. This includes advertising, brochures, videos, direct mailings and social media placed outside of Clinton County. The funds will not cover programs, binders, and other operational costs that a visitor would see at the actual event. Advertising placed within **Clinton County is not eligible for reimbursement.**

Approved applicants must keep appropriate accounting records. Actual invoices/receipts will need to be provided prior to the release of funds. *Direct payment by the CCCVB to grant funded vendors is preferred however; reimbursement is acceptable in most situations.*

Approved projects must provide a detailed final report and request for reimbursement for grant funded items to the Clinton County Convention & Visitors Bureau within 30 days of the event.

The final report will consist of an economic development report including attendance figures, overall evaluation of the event, final budget summary, and an estimate of hotel rooms filled.



Tourism Marketing Fund recipients will become marketing partners with the Clinton County Convention & Visitors Bureau.

Tourism Marketing Fund recipients will be REQUIRED to:

1. Acknowledge the CCCVB as a sponsor in programs, brochures, ads and promotional materials.
2. Use the marketing slogan Come Play and Explore in all advertising and promotions where applicable.
3. Provide a detailed final report and request for reimbursement for grant funded items to be the Clinton County Convention & Visitors Bureau within 30 days of the event.

The CCCVB will be the administrator on all social media advertising that is funded by the grant and will also administer or oversee all other grant-funded advertising. The CCCVB will offer:

- Assistance with advertising buys
- Distribution of promotional and informational material for the event
- CCCVB staff liaison in event publicity and promotion
- Inclusion of event in CCCVB literature, including printed and web calendar of events

#### Explanation of How Your Application is Rated

Your application is reviewed by an Executive Committee of the Clinton County Convention & Visitors Bureau. A rating sheet is used to attach a numerical value to the following categories:

##### 1. Will it Generate Overnight Stays?

One of the primary goals of the CCCVB is to draw visitors to Clinton County and increase their time in our community by staying overnight. The CCCVB is funded through lodging tax collected by the hotels in Clinton County. The more overnights generated, the greater the score.

##### 2. Will it create a Direct Local Economic Impact?

Does your event demonstrate a high potential for visitor draw? What is your estimated attendance by visitors, exhibitors, spectators, and participants? How are you determining these numbers? How does the local community benefit visitors to your event? Will this be a one time or annual event? The greater the impact and community participation, the greater the score.



### 3. Is There an Effective Promotion/Marketing Plan in Place?

Does your application identify who you are targeting to attend/participate in your event? Have you indicated amounts and timeline for distributing your promotional materials? What types of promotional materials/resources are you using? When does your promotional campaign start and how will it be distributed up to the date of the event? Complete plans that are well thought out will receive higher scores.

### 4. Does the Application Reflect Quality Planning?

Is there enough lead-time to adequately promote the event? Are there enough people involved to support this event? Does the applicant have any past experience in events? Is the application detailed and complete? Is the promotional plan sound and on target? Is this event going to succeed? Better planning means a better score.

### 5. Does this Event Create a Positive Image for Clinton County?

Will this event add to the public perception of Clinton County or build community pride?

For additional Questions or a Copy of the Application:

Clinton County Convention & Visitors Bureau

64 W Main Street, 2<sup>nd</sup> Floor

Wilmington, Ohio 45177

[svalentine@clintoncountyohio.com](mailto:svalentine@clintoncountyohio.com)

937-382-1965 option #1

# Special Event Marketing Grant Fund Marketing Application

Applicant Organization: \_\_\_\_\_

Purpose/Mission of Organization: \_\_\_\_\_

Name of Project/Promotion: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Any Partnering Organizations: \_\_\_\_\_

Date of Application: \_\_\_\_\_

Dates of Project: \_\_\_\_\_

## TOURISM MARKETING FUND ELIGIBILITY CHECKLIST

(Please complete this section before proceeding)

\_\_\_\_\_ This event will show a favorable impression of Clinton County.

\_\_\_\_\_ This event will be seen by out-of-town visitors.

\_\_\_\_\_ This event will generate overnight stays in Clinton County.

\_\_\_\_\_ This event will generate a positive economic impact.

\$ \_\_\_\_\_ **GRANT REQUEST AMOUNT**

\_\_\_\_\_ (initial) I fully read and fully understand the guidelines and requirements of the Tourism Grant Fund.

I understand that by signing this application my organization and I certify that all the information included on this form is true and correct and that we accept responsibility for the repayment of these funds. I also understand that approved grant projects must provide a detailed final report and request reimbursement for grant funded items to the Clinton County Convention & Visitors Bureau within 30 days of the event. Grant funds will not be paid for items submitted outside of the above stated 30-day time frame.

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Authorized Signature

Date



## Project Budget Summary

Description (Where, when and why)

Print Media	Amount
_____	\$ _____
_____	\$ _____
Broadcast	\$ _____
_____	\$ _____
Other	\$ _____
_____	\$ _____
(1A) Total of items you are requesting funding to support	\$ _____
(1B) Total of items you are not requesting funding support for:	\$ _____
	\$ _____
(1) Project Subtotal (1A + 1B):	\$ _____

Indicate items being submitted for special event funding with an asterisk\*. A detailed budget must be completed here or attached and should include specifics as print and design costs, consultant fees, bidding fees, ad sizes, insertion and air dates, and specific media used. All applications MUST include previous year's budget (if applicable).

## Operational Budget Summary

(All events, regardless of funding year, must supply a detailed income/expense statement).

Description (item)	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
(2) <b>Operational Subtotal:</b>	\$ _____
(3) <i>Estimated Total Cost of Project (1+2):</i>	\$ _____
(4) <i>Tourism Promotion Funding Requested:</i>	\$ _____
(5) <i>Percentage of Total Project Budget: (4/3)</i>	_____ %





## Event Description

On a separate piece of paper, please type your response to the following questions:

1. Briefly describe the purpose/mission of your organization; what your organization provides to the community; what group of people you intend to bring into our community with this project.

2. Describe your project:

- Type a narrative description of no more than ONE page
- Be sure to include what will be involved
- Indicate who will benefit
- Include the list of groups, organizations and people who will partner with you
- Include what the anticipated outcomes will be
- Where, when, and how will promotions take place

3. How does your event benefit the community/organization? Briefly describe your request specifying whether it is a one-time promotion or if it is an ongoing program.

4. What geographic areas are you trying to reach with this promotion?

5. What are the specific goals of this project and what impact will this project have on the community?

## Historical Information

How many years has this event been held? \_\_\_\_\_

Has this event received funding through the Special Events Fund program in the past? \_\_\_\_\_

If YES, please indicate the year(s) and amount(s): \_\_\_\_\_

Attendance at last event (divide into spectators and participants: \_\_\_\_\_

What percentage of attendance was visitor draw outside Clinton County? \_\_\_\_\_

Estimated room nights of last event? \_\_\_\_\_



Additional Comments:

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