

GO GOSHEN

GOSHEN COUNTY

TOURISM PROMOTION GRANT



The grant is provided by the Goshen County Lodging Tax Board to promote Goshen County's Travel and Tourism economy.



GOSHEN COUNTY

TOURISM PROMOTION GRANT

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GOSHEN COUNTY

TOURISM PROMOTION GRANT

MISSION

The Goshen County Tourism Promotion Grant was created to assist with implementing marketing programs designed to stimulate and expand Goshen County's travel and tourism economy by coordinating the promotional efforts of private entities with those of the Goshen County Lodging Tax Board, also known as the Goshen County Tourism Promotion Joint Powers Board. Qualifying organizations must be a non-profit organization, municipality, or private organization whose event is primarily located in Goshen County.

ELIGIBILITY

Entities eligible to apply for grants must be able to attract visitors to Goshen County and have projects promoting tourism within Goshen County. Goshen County and municipalities can utilize these funds for educational materials and other specific tourism-related objectives, including those identified as likely to facilitate tourism or enhance the visitor experience, if none of these funds shall be spent for capital construction or improvements.

GOAL

The goal of the marketing partnership program is to provide support to tourism-focused, community-based marketing projects and events that attract more visitors to Goshen County, including attracting new audiences, increasing overnight visitation and length of stay, strengthening Goshen County's brand and image statewide and nationally, and/or directly impacting the County's economy.

CONSIDERATIONS

- The event must take place in Goshen County.
- The event can potentially increase overnight visitation and length of stay.
- The event stimulates the economy through retail sales, food & beverage sales, and/or incidental expenditures.
- The event enhances the lives of residents and visitors.
- The event has future growth potential.
- Organizations may not hold more than one grant contract per fiscal year.
- A previously unsatisfactory grant history, for any reason, could immediately disqualify a grant application.

ELIGIBLE USES

The following items are eligible for funding. Other items, unless specifically notated as ineligible below, may be considered for funding at the discretion of the Board.

- Event Advertising
 - 90% of advertising awards must be spent on advertising outside Goshen County
- Fulfillment (Posters/Flyers, Brochures, Guides, Maps, etc.)

INELIGIBLE USES:

- Events and/or Attractions Restricted to Private or Exclusive Participation
- Annual Operating Expenses
- Fundraising (raffles, giveaways, contests)
- Capital Equipment (including rental equipment)
- Wages of any kind
- Capital Construction or Improvements

APPLICATION CHECKLIST

- Typed, signed, and completed the Goshen County Tourism Promotion Grant Application
- Required consultation with designated grant consultant before submission of application. (Moriah Harkins, Chamber Director)
- Completed Budget Form (with a description of funds used)
- Completed Pre-Event Budget (with a description of funds used)
- Written estimates attached (See Page 4 for more details)
- Photo Release

IF APPLICABLE

- Event Advertising Narrative
- Fulfillment Narrative
- Copy of permit/license attached

Please note – Applicant must use fillable form and fill in completely; access provided, if needed. If information is not applicable marks as “N/A.” **Handwritten submissions NOT accepted.**

APPLICATION SUBMISSION DETAILS

Applications will be reviewed, and awards will be made at the Lodging Tax Board Meeting in January, April, July, and October. Applications and supporting materials must be received (not postmarked) by the grant consultant by noon on the following due dates:

First Tuesday of the month:

- January
- April
- July
- October

Applications can be emailed, mailed (mail early to meet the deadline), or hand-delivered to:

Go Goshen

Attn: Goshen County Lodging Tax Board
110 W 22ND Ave
Torrington, WY 82240

Office hours

Monday through Friday or by appointment
9:00 a.m. to 4:00 p.m.

For questions or more information

Moriah Harkins, Chamber Director
307-532-5162
moriah@gogoshen.com

REIMBURSEMENT ACKNOWLEDGEMENT

In consideration for reimbursement of grant funds from the Goshen County Lodging Tax Board (GCLTB), the event promoter agrees to:

- Secure all applicable permits and meet regulatory requirements.
- Agree to insert "Funded by Goshen County Tourism Promotion Joint Powers Board" and have Go Goshen logos on all marketing and promotional materials associated with the event advertising and fulfillment. Display banner during the event (*to be supplied by GCLTB*).
- Provide the GCLTB with:
 - Digital photographs of the event to promote Goshen County.
 - One copy of each publication containing advertising for the event.
- A list of air dates and length of each air spot on the letterhead of the media company must accompany requests for reimbursement of radio, TV, and social media advertisement.
- Invoices must show the vendor's name, date of purchase, what was purchased, quantities and cost per item or advertising insert, or dates service was rendered. Submit copies of all ad copy.
- In the event of fulfillment, a list of the number of brochures delivered, the date delivered, and the point of delivery must accompany the request for reimbursement. Submit copies of all brochures.
- All applicant(s) shall submit a post-event report to the GCLTB within sixty days of the completion of the event. This report must, at a minimum, address all points in the GCLTB Grant Fund Final Report guidelines.
- If grant funds are awarded and not utilized, the applicant will provide the GCLTB with a letter surrendering the remaining funds to the GCLTB.
- Up to half the funds of the amount approved will be released before the event with board approval upon submittal of an invoice accompanied by verification of initial expenditures. No funds can be disbursed until the actual expense has occurred. The remaining funds will be released after receipt of the final report and remaining expenses, accompanied by an itemized report and paid receipts.
- Application and post-event report needs to be professional and complete.

NOTICE

All contracts for goods and services under the grant program shall be between the applicant and the vendor. IN NO CASE WILL THE GCLTB BE PART OF ANY CONTRACTS BETWEEN APPLICANTS AND VENDORS. The grant recipient is responsible for payments to vendors. The GCLTB will pay the grantee up to the amount approved and verified by receipts. *The producer must include actual paid receipts with the final report upon completion of the event.*

Signature _____ Date _____

Printed Name _____ Title _____

GENERAL CONTACT INFORMATION

ORGANIZATION/APPLICANT:	
ADDRESS:	FOR INTERNAL USE ONLY
CITY/STATE/ZIP:	Date Application Received
CONTACT:	Date Approved
PHONE:	Amount Approved
EMAIL:	Date payment mailed
TOTAL PROJECT COST: \$	Date payment picked up
PROJECT/EVENT NAME:	
PROJECT/EVENT DATE(S):	

PROPOSED FUNDING AND SOURCES

1. Funding Request from Lodging Grant Program	\$
2. Other Funding Sources	\$
3. In-Kind Donations	\$
4. Other Grants (Please describe and include amounts)	
5. Other (Describe)	\$
Total Other Funds (add lines 2-5)	\$

APPLICANT CERTIFIES he/she is duly authorized to verify the foregoing application and to the best of his/her knowledge and belief, the data in this application is true and correct.

AUTHORIZED SIGNATURE:	DATE:
NAME:	TITLE:

GOSHEN COUNTY LODGING TAX BOARD PHOTO RELEASE FORM

Applicant: _____

I hereby authorize Goshen County Lodging Tax Board (GCLTB) to publish any photographs taken by representatives of GCLTB and any pertinent information associated with the picture submitted to GCLTB for use in printed publications and online.

I acknowledge that since participation in publications and websites produced by LTB is voluntary, the event will receive no financial compensation. I agree that the photography may be edited and otherwise altered at the sole discretion of LTB and used in whole or in part for all broadcasting, audio/visual, and/or exhibition purposes in any manner or media, in perpetuity, throughout the world. I understand I have no rights to the printed publications and website, or any benefits derived from them.

I agree to indemnify and hold the Goshen County Lodging Tax Board harmless from and against all claims, losses, expenses, and liabilities of every kind, including reasonable attorney's fees arising from any inaccuracy or breach of any agreement provision. I expressly release the Goshen County Lodging Tax Board from all claims arising from using the printed publications and website.

This agreement represents the entire understanding of the parties and may not be amended unless mutually agreed to by both parties in writing.

Signature: _____ Date: _____

Pre-Event Budget

Event Name: _____

Projected Income

Categories	Details	Income
<i>Sponsorships/Donations</i>	<i>Example</i>	\$\$\$
Total Income:		

Projected Expense

Categories	Details	Expenses
<i>Venue Rental</i>	<i>Renting the Rendezvous Center</i>	\$\$\$
Total Expenses:		
Net Total:		

ELIGIBLE USE BUDGET FORM

Applicant:	
Project:	
Time this budget covers:	

ESTIMATED MARKETING EXPENSES: List expense items for this project in the table below.

	Amount Requested	In-Kind Donation	Other Funding	Total Budget
Event Advertising				
Print Media (Newspaper, Magazine, Etc.)				
Social Media (Facebook, Instagram, TikTok, Etc.)				
Broadcast Advertising (Television, Radio, Exc.)				
Internet Advertising Media (Banner Ads, Popup Ads, Etc.)				
Fulfillment				
Printing Costs				
Design Costs				
Distribution Costs				

* You may use the budget templates included.

EVENT ADVERTISING NARRATIVE PAGE 1 OF 2

Organization/Applicant Name:

Brief description of the proposed marketing project.

If this is an annual event, briefly describe the event, the number of years in production, and the outcomes of the event, including the capability of attracting visitors to the county and promoting tourism in the county.

Describe the potential benefits to Goshen County, including increasing hotel room nights, benefiting restaurants, stimulating retail sales, and promoting visits and return visits.

How do you plan to advertise, including outside of Goshen County?

How will attendees be counted; how will you know where they came from?

How does the event show potential for growth?

In the boxes below, list the medium you intended to utilize for advertising. Place a checkmark in the box if the proposed medium is outside of Goshen County. 90% of advertising funds must be spent outside of Goshen County.

Social Media (Facebook, Instagram, TikTok, Etc.)

Print Media (Newspaper, Magazine, Etc.)

	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

Broadcast Advertising (Television, Radio, Exc.)

Internet Advertising Media (Banner Ads, Popup Ads, Etc.)

	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>
	<input type="checkbox"/>		<input type="checkbox"/>

FULFILLMENT NARRATIVE (PAGE 1 OF 1)

Describe the assets you wish to acquire and why these will be beneficial for your project.

Describe how developing or expanding your assets will enhance tourism and/or promote Goshen County.

List below the 3-4 companies you obtained bids from and the price for each bid. At least 1 bid must be from a Goshen County vendor, and all vendors must be from Wyoming to be eligible for funding. While you are not required to select the lowest bidder, the GCLTB will only reimburse you for the lowest bid. You are responsible for paying the difference between the lowest bid and the contractor you selected.

Company Name	Address, City, State, Zip Code	Bid Amount

FINAL EXPENSE REPORT - FOR ALL ELIGIBLE USES

Eligible Uses	Amount
Event Advertising	
Print Media (Newspaper, Magazine, Etc.)	
Broadcast Advertising (Television, Radio, Exc.)	
Social Media (Facebook, Instagram, TikTok, Etc.)	
Internet Advertising Media (Banner Ads, Popup Ads, Etc.)	
Fulfillment	
Printing Costs	
Design Costs	
Distribution Costs	
Total Marketing Expense	

1. A budget showing actual profit and loss, paid receipts, and how the funding was utilized.
2. Fill out the list of sponsors, if applicable.
3. Include ad copy of all advertising, if applicable.
4. Separate the in-kind support from cash revenues.
5. Review "Grant Reimbursement" (page #4 of the grant) and submit all requirements in the Lodging Tax Board Final Report as they apply to your project application project.

NOTE: If Grant funds are awarded for your project, this Final Report must be submitted within 60 days of the completed project. Funds will be disbursed upon receipt of the Final Report and approval of the report by the Goshen County Lodging Tax Board.

Final Report may be mailed or delivered to the Go Goshen, 110 W 22nd Ave, Torrington, WY 82240.

Final Event Report

Event Name: _____

Actual Income Report

Categories	Details	Income
<i>Sponsorships/Donations</i>	<i>Example</i>	<i>\$\$\$</i>
Total Income:		

Actual Expense Report

Categories	Details	Expenses
<i>Venue Rental</i>	<i>Renting the Rendezvous Center</i>	<i>\$\$\$</i>
Total Expense:		
Net Total:		

EVENT ADVERTISING FINAL REPORT (PAGE 2 OF 3)

Please submit a typed narrative of the following questions as they apply to your project. You may use this form or create your own, answering these questions on a separate document.

# of Attendees	Estimated Spending per Attendee	Estimated Economic Impact (column 1 + column 2)	% of Participants outside Goshen County	# of Hotel Nights
How was attendance tracked? How did you determine where participants came from and how many hotel nights were booked?				
What went well, and what measures could be taken to improve the event?				
How many people attended the event, and how it was calculated?				
Where did attendees come from, and how was this determined?				

EVENT ADVERTISING FINAL REPORT (PAGE 3 OF 3)

For reoccurring events, explain the potential for growth in future years and the development of sponsorships and media exposure.