



Carbon County Visitors' Council Annual Advertising Grant Application, Guidelines, & Instructions

CVC Mission and Vision:

- The Carbon County Visitors' Council's Mission is to promote events, tourism, and the hospitality industry in Carbon County with a vision of striving to be a destination of choice and diversity for those in search of quality activities year-round.

Annual Advertising Grant Purpose:

- The purpose of Annual Advertising Grants is to assist our local attractions in advertising costs and expand their reach outside of the Carbon County borders.

Application:

- Application form must be completed in its entirety and include all required attachments. A complete and fully executed copy of this document must be included with your application.

All grant decisions of the CCVC Board are based upon:

- Number of visitors inside and outside Carbon County.
- Number of overnight stays generated.
- Estimated economic impact on the area as a whole.
- Opportunity to maintain and grow visitation on an annual basis.
- Effect on the local lodging tax of the organization and current revenue.

Eligibility: Annual Advertising Grants are available to Carbon County tourism partners that are certified non-profit and governmental organizations: 501(c)3 or 501(c)6. Proof of non-profit status must be on file with the CCVC. Sectarian groups and religious institutions are not eligible. ***Please note: organizations applying for Annual Advertising Grants are disqualified from applying for Event Advertising and Marketing Grants in the same fiscal year (July 1 -June 30).***

Maximum Award:

- Up to Four Thousand Dollars (\$4,000.00), per fiscal year (July 1 to June 30)

Required Recognition: The Board requires recognition for its financial participation as follows:

- Official CCVC Logo file may be obtained from CCVC Office personnel. (307-324-3020 or email: marketing@wyomingcarboncounty.com)
- Audible identification: "***PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL***" on radio advertising.
- Broadcast at event "***PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL***".
- Logo and/or audible identification: "***PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL***" on television advertising.
- Logo and "***PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL***" included in **ALL** print media. Print media includes brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising. CCVC website address should also be included if space allows.
- Link and logo on websites.
- Logo on tee-shirts or other give away items – unable to reimburse for items that will be sold.
- Logo and written identification: "***PRODUCED IN COOPERATION WITH THE CARBON COUNTY VISITORS' COUNCIL***" on awards.



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- When a grant is approved, the CCVC is considered an official sponsor and should be recognized as such in **ALL** Annual Advertising efforts.

Marketing Mediums: The Carbon County Visitors' Council considers all typical marketing mediums eligible for grant funding. A proposed layout or sample should be provided with the applications. If a sample is not provided with the application, the grant may not be approved. Advertising that does not contain the proper credit to the CCVC will be excluded from payment.

From the Annual Advertising Grant request, a minimum of eighty percent (80%) should be out-of-county advertising efforts of which one-hundred percent (100%) of expenditures are reimbursable. In-county advertising is limited to twenty percent (20%) of annual advertising efforts of which fifty percent (50%) of in-county advertising expenditures is reimbursable.

Application Instructions: The original copy of the completed grant application and all attachments should be provided to the Carbon County Visitors' Council. The applications should be compiled in the following order:

1. Completed application on page 4
2. Detailed budget or spending plan:
 - a. The completed Proposed Annual Advertising Schedule on page 5.
3. Detailed marketing plan:
 - a. How and to whom your group plans to market your attraction.
 - b. Advertising plan and schedules.
 - c. Examples of marketing flyers, advertisements, radio scripts, etc.
4. A Priority list:
 - a. Clearly state the items that have priority in case full funding is not approved and/or not available.
5. The signed and initialed copy of page 3 as indicated.

Applications will only be accepted if postmarked, hand delivered and/or electronic date/time stamped on or before May 31st each year.

All applications must be completed on the official CCVC Annual Advertising application form, dated and signed. All applications must include all supporting documentation as detailed above and must be mailed, hand-delivered and/or emailed to the Carbon County Visitors' Council business office. *Incomplete applications will not be accepted and will be returned.*

Mailing address:

Carbon County Visitors' Council
P.O. Box 1017
Rawlins, WY 82301

Or hand delivered to:

105 E Cedar Street
Rawlins, WY 82301

Or Emailed to:

marketing@wyomingcarboncounty.com

Annual Advertising Grant Hearing will be held the third Wednesday of June, place and time to be determined.

Grant Application Timeline: Applicants will be notified, in writing, within ten (10) business days of the Board's decision. If approved, grantee will receive:

- Letter of approval;**
- Official Claim Form;**
- Grant Acceptance Agreement (must be signed and returned by July 15th.)**



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Payment/Reimbursement:

1. Grant recipients must maintain all receipts/invoices and collect cancelled or certified copies of checks of expenses related to the grant.
2. Copies of contracts or other documentation may be requested in exceptional circumstances.
3. Applicants have until May 31st each year to file their *Official Claim Form*. Keep in mind that any annual advertising efforts made in May or June can and should be pre-paid to obtain reimbursement from CCVC.
4. Any ad space, product, brochure, radio spots, or any other item contracted prior to July 1st, of each year will not be considered for reimbursement.
5. Items not submitted for payment on or before May 31st will become the responsibility of the applicant.
6. Only approved expenses will be reimbursed by the CCVC.

Request for payment must include:

1. Annual Advertising Final Report (available through the CCVC office):
 - a. A brief description/overview of annual advertising efforts.
2. Annual Advertising Feedback Form (available through the CCVC office):
3. Visitor tracking sample and/or digital visitor tracking
4. Official Claim Form (provided by CCVC):
 - a. An expenditure list with vendor name, purpose/reason for expenditure and amount.
5. Paid Invoices with cancelled checks (or certified copies), cash and/or credit card receipts:
 - a. Advertising tear sheets, copies of publications, and/or electronic screen prints of online banners, ads, etc.
 - b. Recorded radio scripts and/or video advertising.

Initial: _____

_____ **Important Note:** Once a grant approval and Official Claim Form is issued the grant approval process is *final*. I understand that any changes to the approved grant must be submitted in writing and that any changes that do not meet this requirement will be disqualified and ineligible for reimbursement by the CCVC and will be considered the sole financial responsibility of the sponsoring organization. All change requests must be mailed to the CCVC at PO Box 1017, Rawlins WY 82301 or emailed to marketing@wyomingcarboncounty.com

The Carbon County Visitors' Council reserves the right to terminate funding in the event of non-compliance or cancellation, and to amend grants, reject or void grants which are contrary to law or public policy and amend its policies as it relates to the approval process for future grants.

- I have read and understand this document and will comply with the process as set forth herein.
- I have read and initialed the *Important Note* above.
- I have authority to enter into contracts on behalf of the organization.

Name of Organization: _____

Signed: _____

Title: _____

Printed Name: _____

Date: _____



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ANNUAL ADVERTISING GRANT APPLICATION

Organization Name: _____

Main Program Contact: _____

Phone: _____ Email: _____

Website: _____

Address: _____

City: _____ State: _____ Zip: _____

Annual Number of Visitors from Outside of Carbon County: _____

Annual number of Overnight Stays Generated: _____

Are you a 501(c)3 or a 501(c)6 Organization? _____ EIN _____ (Attached current W-9)

Are you a Governmental Organization? _____ EIN _____

Grant Funds Requested: \$ _____ (request can be up to \$4000.00 total per fiscal year)

Total Yearly Advertising Budget \$ _____

Has CCVC funded Annual Advertising in the past? _____ If so, how many times? _____

Total funding received from CCVC to date: _____

How will you promote out-of-county visitation? _____

Total budgeted for out-of-county advertising and promotion: \$ _____

How will you promote in-county visitation? _____

Total budgeted for in-county advertising and promotion: \$ _____

Grant funds will be used for (please check all that apply):

___ Newspaper ___ Radio ___ Internet ___ Flyers/Posters

___ Magazine ___ Television ___ Billboard Space

Note: Payment reimbursement is based on approved items from the check list above and Official Claim Form provided by CCVC. Read and Follow the Annual Advertising Grant Guidelines and Instructions carefully. Incomplete applications will be returned. Submission deadline is May 31st each year.

Signature: _____ Date: _____

For Completion by CCVC Staff

Estimated Total Economic Impact: \$ _____



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Proposed Annual Advertising Schedule			
Media Description	Dates of Ads to Run	Project Total	Grant Request
Print Media			
<i>Newspaper</i>	In County (reimbursed at 50% of spend)		
<i>Newspaper</i>	Out of County		
<i>Magazine</i>			
	Total Print efforts		
Audio/Visual Media			
	Radio		
	Television		
Internet Advertising			
	Total Audio/Visual efforts		
Billboard Space			
	Total Billboard space		
Posters/Flyers			
	Total Posters/Flyers		
Other			
	Total Advertising Expenses		