

CONVERSE COUNTY TOURISM AND PROMOTION BOARD (CCTPB)

Grant Funding Procedures

Mission Statement: To Promote Travel and Tourism in Converse County Wyoming.

The goal of the grant process is to assist non-profit organizations with the marketing of events designed to generate overnight stays in Converse County lodging facilities and to enhance the visitor experience in Converse County. These grants are reimbursable grants.

Converse County Tourism Board is funded by the lodging tax collected from guests staying in paid accommodations within Converse County.

Grant Application Deadline

- Grant Applications are reviewed on a rolling basis but must be submitted a least 3 months prior to the event date to allow time for board review.
- Grant requests not received at least 1 week prior to the board meeting will not be reviewed until the following board meeting (generally the fourth Tuesday of each month).

PERMISSIBLE EXPENSES

- Brochures
- Posters
- Postage/Mailers
- Promotional flyers
- Digital marketing
- Billboards
- Magazine advertising
- Newspaper and radio advertising
- Travel trade shows (booth fees, registration fees, material production)

NON-PERMISSIBLE EXPENSES

- Purchase of event equipment
- Alcoholic beverages
- Venue rental costs
- Permanent Structures
- Administration fees/costs
- Wages of any kind
- Operational and utility expenses
- Rented portable advertising displays
- Expenses of commitments made prior to grant approval by CCTPB
- Any non-budgeted expenses not presented in the budget

Grant Eligibility

- Grants Funds are available to non-profit organizations which have projects, events, or programs that promote tourism in Converse County. A copy of the Wyoming Secretary of State Certificate of Good Standing must be included in the grant request.

<https://wyobiz.wyo.gov/Business/ViewCertificate.aspx>

- The event must be held in Converse County and should generate overnight stays in the County. The more paid room nights generated, the greater likelihood of approval of the application.
- The event should draw significant visitation from outside of Converse County.
- Overall economic impact to the community and county: CCTPB will consider total economic impact to the local community beyond the lodging tax to determine net benefit to local communities within the County.
- Retention: CCTPB will take into consideration the likelihood of the event to return to the County in the future and the likelihood of the event growing and expanding in the future.
- Financial Assistance: CCTPB will review the applicant's need for grant funding, any additional outside funding sources, and the applicant's budget or profit and loss worksheet to determine the need for financial assistance for the event.
- Logo Placement: CCTPB logo is required to be printed on materials for the event. Higher logo prominence increases likelihood of approval.

Requirements

1. Complete the grant application and budget spreadsheet and submit to info@conversecountytourism.com at least 3 months prior to the event. Additionally, for Grant Requests equal to or greater than \$5,000, a full 12-month profit and loss worksheet is required for review.
2. As part of your grant request, a representative for the event should prepare a short presentation and be present to answer questions from the CCTPB for the grant to be moved to a vote.
3. To receive grant funds, a post-event project report must be delivered to the CCTPB no later than 60 days after the event. The applicant shall attend the CCTPB meeting and present the post event report to the CCTPB. The requirements of the post-event report can be found on the Project Report & Evaluation Form.
4. Please provide any participant registration totals, hotel occupancy rates, location data, or tracking gathered by the event.
5. The committee hosting the event will be responsible for determining, to the best of their ability, the number of rooms used during the event.

*CCTPB highly recommends post-event surveys to report attendee accommodation and receive event feedback.

Required CCTPB Recognition

The CCTPB requires recognition for its financial participation as listed below:

- Audible identification as the “paid for by the Converse County Tourism and Promotion Board” on radio advertising
- Logo and/or audible identification as the Converse County Tourism and Promotion Board on television advertising.
- Logo included on print media, including brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising
- Link and logo on websites and other forms of digital marketing
- Listing on credits for audio-visual presentations
- Logo on billboards
- Page in program to promote local attractions or future events
- Logo on other promotional items of sponsors recognized in this way
- Any other considerations/benefits the organization provides investors or sponsors at the same level of investment
- Booth space for CCTPB provided at no cost to CCTPB if applicable
- Recognition on other forms of marketing/recognition not explicitly referenced above

Procedures

The applicant will receive notification by email following the CCTPB’s decision or at the CCTPB meeting. Funds will be disbursed upon receipt of the project expenditures and upon receipt of the post-event project report. In very rare instances, and at its discretion, the board may disburse funds to an applicant either upon project approval or as needed to implement the project.

Reporting

Within 60 days of completion of the project or event, the applicant will submit to the satisfaction of the board:

- Completed Project Report & Evaluation Form
- Lodging tracking and participant data
- Copies of all advertising utilizing the CCTPB logo
- Invoices and proof of payment for expenditures
- Other materials produced with the cooperation of the CCTPB
- Final budget of the event
- The board may, at its discretion, consider the grant application null and void if the applicant does not submit the post-event Project Report to the CCTPB within the reporting time frame. There is no grace period for the final report and the CCTPB does not issue reminders.