

2020 Promotional Funding Request Policy

As requests are received by the Jackson County Visitor Center for financial assistance for events, festivals or attractions promoting tourism within Jackson County, the following policy is established to respond to any requests received.

The amount of promotional funding available for the 2020 calendar year from the Jackson County Visitor Center is \$6,000. Grants are awarded as follows for Jackson County non-profit organizations:

- * \$200 for a website or general brochure
- * \$400 with a maximum of \$750 (with proven hotel stays) for eligible projects listed below

Only one request will be granted each year from any one organization. A completed application along with a copy of the organization's 501(c) 3 or a church's articles of organization must be received one week prior to the board meeting. **Only requests submitted prior to the date of the festival or event will be reviewed for approval by the Jackson County Visitor board during their monthly board meetings. The board meets the third Wednesday of each month at the Visitor Center office located at 100 North Broadway in Seymour. Award notification will be made in writing following the meeting.**

Promotional funding **MAY** be used:

- * To purchase media advertising on television or radio
- * For print advertising placed in newspapers and magazines, on billboards or for internet advertisement.
- * To produce event brochures or event posters intended to drive visitors to the event or festival.
- * For assistance creating a website for an attraction or event.

Projects which are **NOT** eligible:

- * Attraction signage
- * Salaries
- * Rent
- * Promotional items such as tickets, bags, prize money, certificates, plaques, buttons, etc.
- * Bricks and mortar projects

Promotional pieces should list the event name, date, location, schedule of events where possible and contain contact information. Event brochures must also list all Jackson County hotels, motels and cabins and their phone number.

Up to \$400 may be requested for event or festival promotional funding without proof of stay. Requests for financial assistance for \$750 will require proof of a minimum of 10 paid room nights by visitors in a Jackson County hotel, motel or cabin. Funding request for \$750 must be accompanied by a letter from the general manager on lodging letterhead listing the number of paid rooms, the number of nights of paid stays and room rate. Organizations which were granted \$400 in financial assistance, who meet the lodging requirements and can provide a letter with proof of stays may reapply for the additional \$350 within 30 days following the completion of the funded festival or event.

As it is the goal of the Jackson County Visitor Center to market events to attract out-of-town visitors and promote local hotel, motel and cabin stays, we recommend marketing your event outside of Jackson County. Utilizing on-line registration, websites, web ads and social media may extend your advertising

dollars and increase your market reach. We request that you provide us the number and residence of event participants after your event has been completed.

The Jackson County Visitor Center board has the discretion to review and award additional funding for special one-time events and reserves the right to deny or lessen funding.

All funding awards require the Jackson County Visitor Center be identified as a financial sponsor by name and logo on printed materials or publications, logo and website link on electronic media, or by name in on-air advertising spots. Attraction brochures must also list hours of operation. Grant recipients who fail to follow requirements will be ineligible for future funding consideration.

Brochure and website designs must be submitted and approved by the Visitor Center prior to printing or going live. A printed brochure must be attached to a copy of the paid invoice to the printer and submitted to the Visitor Center. Websites must be live when the paid invoice is presented. Only then will funding be submitted for payment of the grant match.

To verify compliance, grant recipients have 30 days after the event to submit printed materials. If you are a prior Promotional Grant recipient, in order to be eligible for this years' promotional grant you must have submitted copies of advertising purchased with promotional funding that shows the Visitor Center name and logo. Failure to submit the verifying materials will make the event ineligible for funding consideration for three years. Second time offenders will be ineligible for the lifetime of the event.

Should your event be cancelled and rescheduled, please notify the Jackson County Visitor Center of a change in date and the reason for the change. If your 2020 event is cancelled, please return the grant funding within 30 days of the event's cancellation.

Requests for promotional funding are to be **submitted in writing** to:

Jackson County Visitor Center
P.O. Box 607
Seymour, Indiana 47274

Or, hand delivered to the Visitor Center office located at 100 North Broadway in Seymour, Indiana.

Jackson County Visitor Center Promotional Funding Request



Date received: _____

501(c) 3 determination letter or
articles attached: _____

Received by: _____

Submitted by: _____

Organization: _____

Address: _____

Phone number: _____ Email: _____

Contact person: _____

Address: _____

Phone number: _____ Email: _____

Funding requested for: Festival or Event Website General Brochure

Amount of funding requested: \$200 \$400 \$750 Other

If you are requesting funding for a festival or event, please list the following:

Event name: _____

Event date: _____ Event location: _____

If you are requesting funding for a general brochure or a website, please list the following:

Attraction or festival name: _____

Attraction or festival location: _____

Festival date: _____ Hours of operation: _____

Funds being matched by: _____

3. Is there an organizational committee? Yes ____ No ____

4. If the funding request is for an attraction or festival website, please provide the following:

- a. Name of website designer, developer or company: _____
- b. Contact address: _____
- c. Phone number: _____ Email: _____
- d. Domain name: _____
- e. Host: _____
- f. Proposed launch date: _____
- g. If you are an attraction, list your hours of operation: _____

5. If the funding request is for a general brochure for an attraction or festival, please provide the following:

- a. Name of brochure designer: _____
- b. Contact address: _____
- c. Phone number: _____ Email: _____
- d. Printer: _____
- e. Quantity to be printed: _____ Print date: _____
- f. Color or black and white: _____ Size of brochure: _____
- g. If you are an attraction, list your hours of operation: _____

- h. If you are an attraction, list the name and phone number of your primary and secondary contacts:

6. Projected number of out-of-county visitors your attraction, event or festival will bring to Jackson County. _____
Projected number of visitors your website will attract. _____

7. If your event brings in a specific group, list where the visitors reside. _____

8. Will visitors coming for your event consider this a day trip or does it have the potential for an overnight stays? _____

9. If the visitors stay overnight:

a. List the approximate number of overnight visitors projected to attend your event. _____

b. Will the majority of your event visitors stay in local homes or in a hotel, motel or cabin? _____

c. If your organization is applying for \$750, list the Jackson County hotel, motel or cabin that your event visitors will be staying in. _____

Signature: _____ Date: _____

JACKSON COUNTY LODGING PROPERTIES

ALLSTATE INN	2603 Outlet Boulevard	Seymour	812-522-2666
DAYS INN	302 Commerce Drive	Seymour	812-522-3678
ECONO LODGE	220 Commerce Drive	Seymour	812-522-8000
FAIRFIELD INN	327 North Sandy Creek Drive	Seymour	812-524-3800
HAMPTON INN	247 North Sandy Creek Drive	Seymour	812-523-2409
HOLIDAY INN EXPRESS	249 North Sandy Creek Drive	Seymour	812-522-1200
KNIGHTS INN	207 North Sandy Creek Drive	Seymour	812-522-3523
MOTEL 6	365 Tanger Boulevard	Seymour	812-524-7443
QUALITY INN	2075 East Tipton Street	Seymour	812-519-2959
STARVE HOLLOW- SRA CABINS	4345 S. Co. Rd. 275 W	Vallonia	812-358-3464
ECONOMY INN	401 Outlet Boulevard	Seymour	812-524-2000
TRAVELODGE	306 South Commerce Drive	Seymour	812-519-2578
BERRY BRANCH COTTAGES	10402 N. Co. Rd. 800W.	Norman	812-528-2367