

Spring 2021 Jackson County Visitor Center Developmental Grant

Overview:

The Jackson County Visitor Center policy for developmental grants has been established to offer 1:1 funding match assistance to non-profit groups; city, county or public organization; tourism-related business; or an organizational combination thereof for new projects or enhancements designed to have a direct impact on Jackson County tourism.

Eligible applicants are qualified non-profit organizations which are registered and in good standing with Indiana Secretary of State and have a proven track record for sustainability. Successful projects will provide recreational, cultural, educational and entertainment-based attractions or events which enhance the quality of the experience for the visitors to Jackson County and residents.

Projects shall be completed within one year (12 months) from acceptance of award. Projects nearing completion may be considered upon final approval of board of directors of Jackson County Visitor Center.

The Developmental Grant budget for Spring 2021 has been set at \$20,000.00. Business or event project funding requests which attracts out-of-town visitors, increase visitations and overnight stays in Jackson County accommodation properties, and/or brings in new money to Jackson County will be given higher consideration. Visitor Center funding may not constitute more than 50% of the total project costs. Not more than 25% of local match may be in the form of in-kind or non-financial contributions, which may include but are not limited to, the value of labor, services or land acquisition. Applicants must show a need for the JCVC funding after other financial resources have been committed for the proposed project.

The JCVC Board of Directors may use its discretion to review and reserves the right to reduce amounts or deny funding. There are no guarantees that projects with recurring expenses will be funded annually.

Eligible Projects:

Developmental Grant funding is intended to be used for such projects, *but are not limited to:*

1. Cultural, historical or scenic site development in Jackson County which can be shown to increase regional tourism.
2. Jackson County attraction or destination development including recreational or entertainment facilities that have a regional appeal to tourists.
3. Technical assistance for such things as feasibility studies, master plans, site planning, and architectural plans.
4. Capital projects, such as land acquisitions, building construction or renovation, utility infrastructure, and site development for tourism related projects. Money will not be awarded on speculation. Examples may include: museums, theme parks, ice skating rinks, cultural and recreational centers, recreational trails and heritage attractions.
5. Way finding signage which direct tourists off interstates and highways.
6. Bid fees for sporting events.
7. Artist RFP.

Developmental Grant Funding may NOT be used for:

1. The production costs of items to be sold, such as, souvenirs, T-shirts, or promotional items such as bags, tickets, prize money, certificates, plaques, buttons, etc.
2. Operating costs, consultant fees, staff salaries, mileage or travel expenses, rent, utilities, firework displays, food and drink.
3. Programs designed to be fundraisers.
4. Expenses already incurred or board development.
5. Attraction signage that will be installed within the city limits or near the attraction.
6. Bonds.

Application Process

Application deadlines for the Spring 2021 cycle are January 1, 2021 to March 31, 2021, with awards being presented in May.

1. Applying organizations may submit no more than one request per grant cycle and may be limited to receiving assistance from the program once a year. Previously funded projects must show enhancements and/or changes from prior years.
2. Five copies of the completed application packet and an electronically submitted file (arann@jacksoncountyin.com) must be submitted to the Jackson County Visitor Center by end-of-business on March 31, 2021 either in person or via USPS. Applications will be reviewed in order they were received.
3. A representative of the applying organization may be asked to appear before the review committee to review the proposal in a short presentation.
4. Applying entities will be promptly notified of the final decision regarding their request withing 45 days after the application deadline.

Criteria

1. Evaluation of the project by the grant committee may include, but is not limited to, the quality and sustainability of the project, the distribution and market to be reached, the evidence of need for funding by the applying organization and any previous funding history.
2. All projects must be completed within one year of the date of the award.
3. The project or event must be located in Jackson County.
4. A minimum of three letters of support are required to be submitted with the application. The Visitor Center is not eligible to supply a letter of support. No petitions are allowed.
5. The project must demonstrate appeal and benefit to those living outside of Jackson County.
6. The project must ultimately have a public component i.e. have hours of operation welcome to the public, offer service to the public, etc.
7. The project must demonstrate the ability to increase the number of out-of-town visitors.

8. The project must complement the existing tourism product and improve the look and feel of the community.
9. For applications for grants in excess of \$5000.00
 - Vendor estimates are required within the budget report unless there is a general contractor or architectural or engineering budget provided.
 - Evidence of community support for the project, both practical and financial, is required and can be shown through cash donations or in-kind matches. In-kind matches totaling no more than 25% of the projected cost can include but are not limited to expenditures such as professional fees, services, labor or land acquisition. Fair market determination will be considered.
 - Previous year complete annual report included with application

Payment

1. A one-time payment will be administered within 45 days after award notification.
2. All advertising, printed materials, on-air promotions, etc. are required to recognize JCVC.
3. All projects must be completed within one year (12) months of the grant cycle application deadline. A project report must be submitted within 90 days of completion or one year after award, whichever is sooner. The JCVC Board of Directors reserves the right to request a written update on the project progress at any time.

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Name of Project: _____

Lead Organization: _____

Authorizing Official/Title: _____

Email/Cell: _____

Amount Requested/Amount of Matching Funds Available: _____

Total Project Budget: _____

PLEASE TYPE

Applicant Organization and Contact Information

Lead Organization Address _____

City _____ State _____ Zip _____

Phone number _____ Fax number _____

Contact Person & Title _____

Email/Cell _____

Organization website _____

Organization Summary

Year founded or date of incorporation _____

Exempt Status _____ Federal Tax ID # _____

Organization Officers:

President: _____ Vice- President _____

Secretary: _____ Treasurer: _____

Project Narrative (PLEASE TYPE)

Overview:

- Describe the proposed project and the physical location of the project
- Include amount of funds requested, matching funds available and a description of how money will be spent.
- Include an estimated timeline for the project's completion, including the estimated beginning and end dates and dates for any milestone completions.
- If the project is part of an on-going project, describe the status of the overall project and how this funding request fits into the project's completion.
- Share how you are working with other entities in the community and how important it is to your effort.
- Describe the economic and intrinsic impact you think that this project will have on Jackson County.
- Describe how it might complement an existing tourism-related product, or coordinate with other tourism initiatives in the county, region or state.
- Describe the method that will be used to evaluate the success of the proposed project or event.

Tourism Impact

- Give an explanation of how this project will attract visitors living outside of Jackson County and Indiana to the area.
- How many participants are expected to attend the event or utilize the project?
- Provide a summary of the project's short term and long-term goals and how it will increase the number of out-of-area visitors to Jackson County.
- If applicable, describe your operating hours. Include the days of the week you are open or show months if you are seasonal or a performance venue.
- Do you expect visitors to stay in Jackson County lodging facilities overnight? Is there a possibility of multiple night stays?

Economic Impact

- Provide an overview of the economic impact that this project could generate and who will benefit most.
- Provide a description of how this project might improve the community's image. Describe how it might improve the look and feel of the community in a significant way and make it more attractive to visitors.

The following are mandatory for Developmental Grant requests in excess of \$5000.00. They are optional for requests under \$5000.00 but JCVC reserves the right to ask for this information for any grant request.

Business Plan

Provide a thorough business plan as is possible at this point which clearly demonstrates a plan of action for the proposed project. Narrative should include:

- A general market analysis with a description of the target market and projected customer base for the project demographically and geographically.
- Estimated general financial projections for the next five years or the proposed life of the project. Information is needed to show sustainability of the plan.
- A list of key personnel or committee members who will be closely involved in the project and any outside consultants you currently know you will be involved.
- A marketing overview that includes an overview of advertising and promotional activity that may be included to support this project, if applicable. Include advertising/PR plans. Marketing cannot be funded with this grant.
- List other business/organization partners and the responsibilities of each.
- Include letters of support for matching and/or in-kind contributions.



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Acknowledgement, Release of Information and Certification

- On behalf of the organization named in this application, I have read and understand the Developmental Grant guidelines and application. I do hereby certify that the submitted application meets all the eligibility requirements for the Developmental Grant of the Jackson County Visitor Center.
- I understand that the grant fund provides a 1:1 grant match. (EX: you apply for \$200.00 and must have minimum \$200.00 matching funds with a possible 25% in-kind maximum).
- The completed project must adhere to the required guidelines as outlined in the Developmental Grant Fund instructions.
- I certify that all representations, warranties or statements made in the application are true. I understand that funds will not be awarded and could be recovered if any information is found to be false, incorrect, misleading or misrepresented.
- I also understand that the project must be completed within one year (12 months) from the date of the award presentation.

Signature _____ Title _____

Printed Name _____ Date _____

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Attachment Checklist

___ Cover page

___ Federal ID notification form/IRS letter of notification

**If you feel that we have this document on file in our office, please contact us for a copy to attach to your application. Please do not assume we have it on file.*

___ Original signed application and five copies with attachments and an electronic copy

*Send electronic copy to arann@jacksoncountyin.com

___ Current list of board members and affiliations

___ Estimate of expenses and income. The more accurate the budget, the more it will reflect on your readiness to proceed with the project.

___ Vendor estimates

___ Most recent annual report and/or audited financial statement

___ Letters of support from participating organizations

___ You may include maps, photographs, samples of projects to use as models, etc. but they must be copied and included in your 5 completed packets and digital copy

___ Acknowledgment, Release of Information and Certification form

___ Your entire application may not be over 25 pages in length including all attachments