

## Leitchfield Tourism Commission Event Funding Guidelines

By Kentucky State statute and Leitchfield, the Leitchfield Tourist and Convention Commission (LTCC) is charged with promoting tourism and convention business in Leitchfield.

Events and projects proposed by qualified organizations will be considered based on their potential to directly increase tourism business. Generally, all projects conducted or considered by the Commission should have a high potential to impact the local, regional and state economies by attracting visitors from outside the city. The direct relation to tourism promotion should be immediately obvious.

The LTCC will use a standard guideline which all proposed events will be subject to. A copy of the guidelines are included.

The procedure for proposing and obtaining funding for tourism promotion projects is as follows:

Grant requests are to be submitted during February- April 30<sup>th</sup> of each year. They will be reviewed by the Grant Committee with recommendations given to the commission by the May meeting.

1. Description of event and statement of work -This should be a clear statement of the event so that someone not closely familiar with the event could understand what is being proposed. Time frames, number of participants, manpower estimates and bidding procedures should be included here or in attachments.
2. Budget and funding- This should give a sufficient breakdown by major functional categories so that the costs of the project are clearly understandable. Include and income/expense breakdown. Is there an additional source of funding, or will the project generate partial funding?
3. Marketing Strategy-What type of advertising and promotion will be done for the event? How much funding will be set aside for marketing? Include distribution strategies and note that if printed material the LTCC should be mentioned or have a logo present.
4. Justification- **If you have received a grant in the past include follow up from the previous year-** If this is the first time applying include any plans for obtaining feedback and measurement of the results of the event. Ex. customer surveys, questionnaires, analysis of lodging registrations. A full follow-up report is required at the end of the event, and must be turned in to the LTCC. Also, the LTCC may request a pre-registration list of participants for follow-up surveys. If the grant request has been approved in the past- the above follow up information must be included with the upcoming request.

*Note: All event proposals must meet the minimum requirements to be considered for funding.*

*The requirements are:*

- Proposals must be received during the submission period. 2) Event must take place in Leitchfield. No event will receive funding from the LTCC if these requirements are not met. In addition, events meeting the requirements are not guaranteed funding from the LTCC.
- At a regular or properly called special meeting, the Board will review and discuss the event proposal and act on it.
- If the event or project is approved, the LTCC will specify any requirements it deems appropriate and will indicate how funding will take place. Items eligible for the grant would include: printing material; advertising (newspaper, magazine, radio, etc.) postage, signage.
- Direct payment of bills and expenses to vendors may be specified, or the proposing group may be directed to pay bills when due and then submit invoice copies and copies of cancelled checks for reimbursement. Reimbursement will only happen during the fiscal year the grant is approved for.
- The maximum amount of funding to be requested is not to exceed \$2,500.00. It is the discretion of the Commission to make any exceptions.

**Leitchfield Tourism and Convention Commission**  
**Application for Funding**  
**2018-2019 Fiscal Year (July 1, 2018- June 30, 2019)**

Name of Event:

Sponsoring Organization:

Organization Director:

Event Contact Person:

Address:

Business Phone:

Home/Cell Phone:

**Organizational Information**

Date Organization Created:

Non-Profit Organization: Yes    No    Tax ID Number:

Purpose of Organization:

**Event Information\***

Amount requested from LTCC \$:

Location of Event:

Dates/Times of Event:

Purpose of Event:

Is this an annual event:    YES    NO

History of Attendance (if held previously):

Anticipated # of visitors/participants this year:

Historical # of room nights used:

Anticipated # of room nights this year:

Have units been reserved at area lodging facilities?    Yes    No

If yes, complete the following:                      Name of Lodging Facility                      # Units Reserved

	Name of Lodging Facility	# Units Reserved

This may be attached on separate sheets

**1. Statement of Work & Description of the Event**

Describe, in detail, the planned activities of the event, including the implementation schedule. Include tourism-related business and direct or indirect benefits to the city specifically the number of overnight visitors, new dollars to the local economy, and other financial and/or non-financial benefits.

**2. Budget & Funding for the Event**

Include budget with income/expense breakdown. How will LTCC funds be spent?

Is the applicant or any agents of the applicant receiving any direct (i.e. commission), indirect (in-kind), or other benefits from this event?      Yes      No

If yes, explain:

**3. Media Promotion & Marketing**

If the event was held previously, was media coverage provided?      Yes      No

What plans have been made for promotion and coverage of this year's event? Please note that if printed advertising/material is used the LTCC logo must be present or mentioned as a sponsor.

**4. Justification**

*If you have received a grant in the past include follow up from the previous year.* If this is the first time applying include any plans for obtaining feedback and measurement of the results of the event. Ex., customer surveys, questionnaires, analysis of lodging registrations. A full follow-up report is required at the end of the event, and must be turned in to the LTCC. Also, the LTCC may request a pre-registration list of participants for follow-up surveys. If the grant request has been approved in the past- the above follow up information must be included with the upcoming request.

If you have questions concerning the Application or funding process, contact the Executive Director at 270-259-5587. This application and the signed Agreement for Funding ensure an understanding and compliance with the policies of the Leitchfield Tourism and Convention Commission. Upon completion, both the Agreement and Application should be returned to the following address: Leitchfield Tourism and Convention Commission, 425 South Main Street, Leitchfield, KY 42754

**Signatures of Preparer (s)**

I have read and will comply with the conditions as stated in the Application for Funding of the Leitchfield Tourism and Convention Commission should the requested funds be granted.

Signature \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Date \_\_\_\_\_