

# FRANKLIN COUNTY TOURISM GRANT PACKET

Please read through entire packet before completing. Revised 12/2023.

## INCLUDED IN PACKET:

- 1) Grant Guidelines (2 pages)
  - 2) 2024 Grant Application (2 pages)
  - 3) Grant Completion Report (1 page)
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## HOW TO APPLY:

### STEP 1: REVIEW THE GUIDELINES

Before starting the application process, review the details and guidelines for the grant.

### STEP 2: COMPLETE GRANT APPLICATION

Grant applications and any additional supplemental materials must be received by the office at least 45 days prior to the event to be considered for funding.

#### RETURN APPLICATION ALONG WITH SUPPLEMENTAL MATERIALS TO:

Center 1; 5 1<sup>st</sup> St SW; Hampton, IA 50441

Or E-mail completed applications to [communications@hamptoniowa.org](mailto:communications@hamptoniowa.org)

### STEP 3: REVIEW PROCESS

All grant applications will be reviewed based on tourism criteria outlined in the Grant Guidelines. During this process, you may be contacted for more information.

### STEP 4: GRANT DECISIONS ARE MADE

You will be notified by email if your organization received funding, or if funding has been denied.

### NEED MORE HELP?

Contact Center 1 at (641) 456-5668.

## FRANKLIN COUNTY TOURISM GRANT AWARD GUIDELINES

### PURPOSE

Franklin County Tourism Board Grant Awards are intended to aide and encourage the development, continuation, and promotion of projects and events which attract visitors from outside of Franklin County, especially those who are likely to spend the night in local hotels, motels, or B&B's.

### SUMMARY OF PROGRAM

The program is designed to assist an organization in the start-up or growth of an event/project. Preference may be given to one-time projects that encourage overnight stays, that demonstrate an economic impact in the community, and/or that promote community enhancement and an improved quality of life. Funding for this program is generated by Hotel / Motel Guest Tax.

### ELIGIBILITY

**Overnight stays are not required, but priority will be given to projects able to attract people from outside of Franklin County and projects that generate lodging revenue within the county.**

Projects or events – or a series of events – which promote Franklin County as a desirable tourist destination are eligible for Franklin County Tourism Grant funds. All projects or events must attract visitors to Franklin County and be open to the general public.

To receive funding for an event, convention, or facility that has been funded in the past, the project(s) you are applying for must contain a new or different component that demonstrates growth.

Examples of eligible projects include, but not limited to:

- Community Celebrations / Events
- Arts & Culture
- Community Beautification
- Recreation
- Promotion/Marketing: Funds could be used for printed materials, social media marketing, or promotional initiatives.

### APPLICATION AND DEADLINES

All applications must be completed in full, including a proposed budget with detailed expenses and revenues, including what the Grant funds will be used for.

**Please return this application and any supplemental materials to:**

Center 1  
c/o Franklin County Tourism Board  
5 1<sup>st</sup> St SW  
Hampton, IA 50441

**Or email the completed form to:** [director@hamptoniowa.org](mailto:director@hamptoniowa.org)



## **RECEIVING FUNDING**

Applicants will be notified of a grant award via letter or email within 1 week of the meeting at which the funding was requested.

## **REQUIRED REPORTING / ELIGIBILITY FOR FUTURE FUNDING**

All public notices (press releases) and printed promotional materials (flyers, posters, ads) must acknowledge the support of Franklin County Tourism. Example: "This project made possible in part by the financial support of the Franklin County Tourism."

Organizations who receive funding will be required to report back to the board on the success of the event/project funded and provide documentation as to how the funds awarded were used.

Organizations which do not submit any funding documentations, without any explanation, and/or do not present a final report within six months to the Tourism Board following the completion of their event/project will be ineligible for future grants until report is received by the tourism board.

## **LIABILITY**

The recipient is responsible for all liability issues evolving from their activities.

## **QUESTIONS?**

For any questions relating to Tourism Grants, or for assistance in completing the application, please contact Center 1 at 641-456-5668.

# FRANKLIN COUNTY TOURISM BOARD GRANT FUNDING APPLICATION



RETURN APPLICATION ALONG WITH SUPPLEMENTAL MATERIALS TO:

Center 1; 5 1<sup>st</sup> St SW; Hampton, IA 50441

Or E-mail completed applications to [communications@hamptoniowa.org](mailto:communications@hamptoniowa.org)

You must return this form with any additional supplemental materials to the Franklin County Tourism Board at least 45 days prior to your event to be considered for funding.

## GENERAL INFORMATION

Organization Name \_\_\_\_\_

Is the organization a 501 © (3) organization? No \_\_\_ Yes \_\_\_ Tax ID \_\_\_\_\_

Address \_\_\_\_\_  
Street City State Zip Code

Contact person \_\_\_\_\_ Title \_\_\_\_\_

Phone (incl area code) \_\_\_\_\_ E-mail \_\_\_\_\_

Have you received a Tourism Grant from the Tourism Board before? No \_\_\_ Yes \_\_\_

If you answered yes: When? \_\_\_\_\_ For what amount? \_\_\_\_\_

Please use additional paper for answers if needed.

## EVENT / PROJECT

Check one? Event \_\_\_ Project \_\_\_ Other \_\_\_ If other, please explain \_\_\_\_\_

Name of Event or Project \_\_\_\_\_

Date(s) of Event \_\_\_\_\_ Completion Date \_\_\_\_\_

Has this Event/Project been funded with a Tourism Grant before? No \_\_\_ Yes \_\_\_ If yes, when? \_\_\_\_\_

Please estimate the following. Final numbers will be expected at the completion of the event/project.

Estimated attendance: Local (Franklin County) \_\_\_\_\_ Out-of-county \_\_\_\_\_

Expected number of hotel/motel/B&B/lodging room \_\_\_\_\_

Anticipated number of nights being booked by visitors for the event \_\_\_\_\_

Please attach a one-page detailed description of your event/project. Include the following:

- List any community partnerships that will assist in your event/project.
- Describe how your event/project will help increase and encourage tourism to Franklin County.
- Include how your event/project may also help increase hotel/motel/B&B/lodging stays.

Application continued on page 2.

## FUNDING / BUDGET

If more space is needed, please use additional paper.

### FUNDING

Please list all funding sources for this event/project. Include the Tourism Grant amount for which you are applying on the first line. (Tourism Grant funds cannot exceed 50% of the total costs of the event/project.)

Source	Amount
TOURISM GRANT _____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total</b>	<b>\$ _____</b>

### EXPENSES

Please list the expenses for this event/project. Mark which expenses the Grant will help pay.

Expenses / Description	Grant	Amount
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
<b>Total</b>		<b>\$ _____</b>

## ACKNOWLEDGEMENT

Please read each section carefully, initial each section, then sign and date below.

- I have read and understand the tourism grant guidelines and agree to abide by the policies and procedures set forth in said guidelines. All information on the application is complete and accurate.
- I understand that grant funds must be used for expenses at this event/project only, which needs to take place within 6 months of the Grant award.
- I also understand that I or another representative of this event/project will be required to report back to the Tourism Board on the success of the event/project funded and provide documentation as to how the funds awarded were used.

Signature of applicant	Title	Date signed
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# FRANKLIN COUNTY TOURISM BOARD GRANT COMPLETION REPORT



PLEASE PRINT OR TYPE AND RETURN TO CENTER 1 WITHIN 60 DAYS OF COMPLETION OF YOUR EVENT/PROJECT.

Organization Name \_\_\_\_\_

Name of Event or Project \_\_\_\_\_

Date(s) of Event \_\_\_\_\_ Completion Date \_\_\_\_\_

## ATTENDANCE/LODGING

Please provide an estimate of the final numbers for the following.

Attendance: Local (Franklin County) \_\_\_\_\_ Out-of-town \_\_\_\_\_

Number of hotel/motel/B&B/lodging rooms used by participants and attendees \_\_\_\_\_

Number of nights booked by visitors for the event \_\_\_\_\_

On average, approximately how much did each person spend each day while in Franklin County?

\$ \_\_\_\_\_ Lodging      \$ \_\_\_\_\_ Food      \$ \_\_\_\_\_ Shopping  
 \$ \_\_\_\_\_ Transportation      \$ \_\_\_\_\_ Entertainment      \$ \_\_\_\_\_ Total Spent Per Person

## MARKETING / ADVERTISEMENTS

Please attach examples of ads or marketing materials containing the attribution of "This project made possible in part by the financial support of the Franklin County Tourism."

## FINAL EXPENSES

Please provide a list of final expenses for this event/project. Use another piece of paper if necessary.

Vendor (if possible) / Description	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total	\$ _____

## Acknowledgement

All information on the application is complete and accurate.

\_\_\_\_\_  
Signature of applicant

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date signed