



Johnson County Tourism Association (JCTA) Application for Tourism Promotion Grant

Organization: _____

Contact Name: _____

Contact Address: _____

Contact Phone: _____

Contact Email: _____

Requested Amount: _____

Program/Event Date: _____

Deadline for Application – Monday, February 27, 2017, by 5:00P.M
****Please Submit Original and 9 Copies****

Applications will be accepted at the
Buffalo Chamber of Commerce,
55 North Main Street, Buffalo, Wyoming, 82834

It is mandatory that all applicants present their proposals on **Tuesday, March 14, 2016** beginning at 3:00 p.m. during scheduled intervals, at the **Buffalo Chamber of Commerce** office, 55 North Main. Presentations will be by appointment only and the Buffalo Chamber of Commerce will contact you to set up an appointment time. Grant funds will not be given to any organization or event that does not make a presentation.

Prospective applicants will follow the guidelines and policies described below if they receive approval for their grant applications.

- Preference will be given to events scheduled in the off or shoulder season months. Approved grant funding must not be for purchases of items for resale or fundraising. Signs, posters, etc., will be for event advertising, not for promotion of other business. Preference will be given to out-of-county radio, television and newspaper advertising that encourages visitation in Johnson County and creates overnight visitation.
- Successful grantees will submit bills and a financial summary of the event no later January 8, 2018. Summary of the event/promotion will include, but is not limited to, event participation, information on overnight stays created, and evaluation of advertising. Any pictures, ads or newspaper articles would be beneficial.

- JCTA will only fund items that have been approved by JCTA in the grant applications. A JCTA voucher must be completed and signed along with a copy of the bills that are to be reimbursed. Successful applicants will have until January 5, 2018, to complete their projects and submit the voucher. Any unused funding amounts revert to the JCTA.
- JCTA reserves the right to disallow any claims made, that in their opinion, do not follow these guidelines. Lodging tax funds may only be used to promote tourism into Johnson County.
- Applicants are encouraged to make their program/event self-supporting in their long-range planning and goals.

Application Questionnaire:

1) Years event/organization has existed: _____

2) Breakdown of funds requested - Please be specific on how funds are to be spent:

3) Explain how this event/organization will bring visitors to Johnson County.

- 4) Event Budget - Please submit your event's past or expected budget of income and expenses. Please use your own budget forms or use Exhibit A. Indicate any notes about your budget below. If this is the first year for your event, indicate projected income and expenses.

Event/promotion sponsor will sign below to show that they understand and agree to the above stated guidelines and policies.

Signed _____ Date _____

Exhibit A: Budget Form

Actual and Budgeted Revenues and Expenditures		
REVENUE	2017 Budget	2016 Actual
Attendee/Gate Receipts		
Advertiser Sales		
Sponsorships		
Participant Entry Fees		
Direct Concession Sales		
Event Programs		
Space Rental to Concessionaires		
Other		
Other		
Total Revenue		
EXPENSES		
Advertising, Newspaper*		
Advertising, Radio*		
Advertising, Brochures etc*		
Advertising, Web*		
Advertising, Other*		
Event Programs		
Rental of Facilities		
Event Entertainers		
Labor		
Professional Services		
Other		
Other		
Total Expenses		
Net Profit (Loss)		
Total Estimated Attendance		
Johnson Cty. Attendees		
Elsewhere in Wyoming		
Out of State		

*Items payable by JCTA.