

Powell County Tourism Commission



Mailing Address:

P.O. Box 1028

Stanton, KY 40380

Red River Gorge Visitor Center at Slade:

30 L&E Railroad Place

Slade, KY 40376

-----GRANT/SPONSORSHIP APPLICATION-----

>>The Powell County Tourism Commission is authorized and governed by virtue of Chapter 91A of the Kentucky Revised Statutes, which provides that promotion of tourism and conventions in a city and county is a proper governmental function of all cities and counties. KRS 91A.350 (2) "The local governing bodies of counties containing cities of the second through sixth classes and the local governing bodies of the cities of the second through sixth classes located therein may, by joint or separate action, establish tourist and convention commissions **for the purpose of promoting convention and tourist activity**".

>>Purpose of Grants: Powell County Tourism Commission has a designated portion of its budget allotted to a grant program designed to aid special events in Powell County. **A tourism grant must provide for the growth of the tourism industry in Powell County.** Emphasis will be given to grant requests that directly and indirectly maximize the number of visitors who come to our area. Projects designed to have a direct impact on the community by increasing overnight visitation in our motels and other short-term rentals, along with increasing revenue to local restaurants and any additional exposure to our area. Grants showing the fastest and highest return on the investment and an increase in room night occupancy will be given highest priority.

>>Use of Grants: Grant funds can be used for advertising and promotion to expand the attendance of a new or existing tourism event. Funds can also be used for special projects or events that are deemed to be of community-wide tourism interest. Grant funds from the Powell County Tourism Commission are intended to supplement the sponsoring organization's budget, not supplant it.

>>Amount of Eligible Grants: there is no dollar amount restriction for the amount of grant funds made to one organization. Each year, the amount of grant money to be awarded through the Powell County Tourism grant program will be determined by the budgetary process and

approved by the board of directors on a case by case basis. The PCTC board reserves the right to deny any grant application.

>>Grant Process: Grant requests will be evaluated and voted upon by the Powell County Tourism Board of Directors. The number and extent of these grants are dependent upon availability of funds. The sole revenue of the Powell County Tourism Commission is sourced from the 3% transient tax imposed on motels, campgrounds, other short-term rentals in accordance with the Powell County ordinance (Ordinance No. 20-08-11).

>>For grants outside of Powell County, the PCTC board reserves the right to match a grant/sponsorship request in an amount equal to or less than the approved granted amount from the county where the event will take place. For example, if the event is taking place in Wolfe County, the PCTC Board can decide to match 75% of the amount that was approved by the Wolfe County Tourism Commission.

>>All grant applications must be accompanied by a budget for the event being requested for. The PCTC Board requires a budget (can be a working budget) for all applications. Failure to provide a budget will delay the application process.

>>The applicant is encouraged to present the application in person at the PCTC monthly meeting. This is not required, but will allow the PCTC board to have any clarifying questions answered and expedite the approval process.

>>If your grant application is approved, PCTC requires a yard sign(s) and banner(s) to display at your event with PCTC logo. PCTC will provide these items. Please return them at the conclusion of your event to the RRG Visitor Center at Slade (30 L&E Railroad Place, Slade KY 40376).

>>The Powell County Tourism Commission is not responsible for accidents during or related to this event.

>>THE GRANT APPLICATION AND REQUIRED DOCUMENTS MUST BE SUBMITTED TO THE EXECUTIVE DIRECTOR OF THE COMMISSION NO LATER THAN THE 3RD MONDAY OF THE CURRENT MONTH IN ORDER TO BE ON THE CURRENT MONTH AGENDA. ALL GRANT APPLICATIONS WILL BE REVIEWED BY THE BOARD OF DIRECTORS AT THE MONTHLY BOARD MEETINGS WHICH ARE HELD ON THE FOURTH (4TH) WEDNESDAY OF EVERY MONTH at 5PM. PLEASE NOTE THAT THE BOARD ONLY MEETS ONCE A MONTH, SO PLEASE PLAN ACCORDINGLY. APPLICATIONS CAN BE SUBMITTED IN PERSON AT THE RED RIVER GORGE VISITOR CENTER AT SLADE (30 L&E RAILROAD PLACE, SLADE, KY 40376), MAILED (PO BOX 1028, STANTON, KY, 40380), OR SCANNED AND EMAILED (INFO@GPOCO.ORG).

Organization Information

Date Submitted: _____

Organization Name: _____

Organization Address: _____

Organization EIN as Recognized by KY Secretary of State: _____

Is your organization a non-profit? _____

Director/Contact Person Name: _____

Director/Contact Person Phone Number: _____

Director/Contact Person Email: _____

Event Information

Date of Event: _____

Name of Event: _____

Event Location and Address: _____

Annual Operating Budget for Event: _____

Total Income Estimated for Event: _____

Source(s) of Income for Event: _____

Estimated attendance from previous years. Please provide as many years as possible: _____

Amount Requested from Powell Co. Tourism Commission: _____

Are you requesting funding through any other local organization (Stanton Tourism, Clay City Tourism, Wolfe County Tourism, etc.)? Please list all requests being made: _____

For What Purpose Would This Grant be Used (Purpose must meet KRS 91a.350 ("for the purpose of promoting convention and tourist activity"))? _____

How Would This Event/Grant Impact Tourism and Travel in Powell County? _____

By What Date are Funds Needed if This Grant is Approved? _____

If the grant request is approved, what name or organization should the check be made out to:

Have you attached your budget to this application? _____

Additional **REQUIRED** Documents/Actions:

- Complete the attached GRANT FOLLOW UP REPORT and return within sixty days.
- Previous year's annual (or event) profit/loss summary.
- All printed and digital marketing/promotional materials must include the Powell County Tourism Commission logo and/or the words "printed in cooperation with the Powell County Tourism Commission". All broadcast media promotions must mention that support was provided by the Powell County Tourism Commission.
- You **must** also report back to the commission **within 2 months (60 days)** of the end date of your event with the attached GRANT FOLLOW UP REPORT, event summary, and financial report including all invoices relating to the grant, any promotional materials purchased with grant funds, attendance of event, and any other applicable information regarding the event and use of grant funds. If the requesting party does not report back to the commission or give proper documentation, **future grant applications will NOT be accepted.**

I have read and understand the Powell County Tourism Commission grant application and process and have filled this out to the best of mine and my organization's ability.

Organization/Presenter Signature:

Date Signed: _____

For Powell County Tourism Commission use only:

Approved or Denied: _____

Date of Board Meeting: _____

Amount of funds awarded: _____

Date Follow Up report was submitted: _____

Additional comments: _____

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Stanton, KY 40380

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-----POST-EVENT FOLLOW UP REPORT-----

>>The purpose of this report is to provide feedback to the Powell County Tourism Commission (PCTC) Executive Director and Board Members on how the PCTC grant money was utilized to help promote tourism in Powell County.

>>Please submit all receipts and invoices related to the grant money received from the PCTC.

>>Please include any printed materials or advertisements that were purchased using PCTC grant money.

>>This form can be mailed (PO Box 1028, Stanton, KY 40380), scanned and emailed (info@gopoco.org), or dropped off in person at the Slade Welcome Center (30 L&E Railroad Place, Slade, KY 40376).

>> You **must** return this report form and related documents to the PCTC **within 2 months (60 days)** of the end date of your event with an event summary and financial report including all invoices relating to the grant, any promotional materials purchased with grant funds, attendance of event, and any other applicable information regarding the event and use of grant funds. If the requesting party does not report back to the commission or give proper documentation, **future grant applications will NOT be accepted.**

Date of Follow Up Report Submission: _____

Organization Name: _____

Organization Address: _____

Director/Contact Person Name: _____

Director/Contact Person Phone Number: _____

Director/Contact Person Email: _____

List expenditures using PCTC grant funds, please be as detailed as possible: _____

Are you planning to hold this event in the future? _____

If yes, would you do anything different? _____

Estimated number of people in attendance: _____

Other Comments related to the event: _____

Organization/Presenter Signature:

Date Signed: _____