**Mission:** The mission of the Cache Valley Visitors Bureau (CVVB) is to enhance the economic vitality of Cache County through increased tourism and convention sales. The Visitors Bureau will work with other tourism-related entities on joint projects to improve existing tourism products or initiate new ones.

Any funding awarded by the Cache Valley Visitors Bureau Advisory Board is made on a 1:1 matching basis up to a total of $1,500 per event for actual dollars spent. For example, if the maximum award was given, the organization would need a minimum total of $3,000 in qualifying expenses to receive $1,500 of CVVB grant funding. Organizations providing more than half the match are more competitive. Matching funds do not include in-kind donations.

1) **New Event Grants** - These grants are funded through the New Events Matching Fund and are available for activities that are in their first three cumulative years of receiving grant funding (the funding can occur on a non-consecutive year basis). Funding is intended to help with the start-up of new events. Out-of-area marketing is not required with these grants, however it is certainly encouraged.

2) **Out of Area Marketing Grants** - These grants are funded through the CVVB Marketing Grant Fund and may only be used for out-of-area marketing expenses.

⭐ Please see the Application and Funding Policy below for definition of “out-of-area” marketing expenses.

**Purpose and Eligibility**

Grants are awarded for events and marketing campaigns that encourage tourism in Cache County. The CVVB Advisory Board is looking for activities that will:

- Increase tourism to Cache County.
- Encourage people to stay overnight, shop, eat, and recreate in Cache County.
- Increase advertising exposure for Cache County regionally, nationally, and/or internationally.
- Encourage local people and organizations to become involved in the promotion of tourism in Cache County.
- Assist in the development of new events.

Grant funds are derived from transient room taxes and may only be used for the purpose of promoting recreation and tourism. The CVVB Advisory Board will also take into consideration the amount of funding applicants have received from the Cache County Restaurant Tax Fund when determining allocations for these grant funds.
Funding may be requested for special events, one-time special activities, festivals, conferences, and other tourism-related programming. Funding is not guaranteed year to year.

**Application and Funding Policy**

There are two separate applications - one for new events and one for out-of-area marketing. The process is the same for completing either application.

Please read this section before submitting your application. Requests for grant funds will be reviewed according to established criteria (see attached evaluation sheet).

1. Attractions, events, activities, festivals, or programs that occur from October 1-May 15 will be given a greater point allocation.
2. The funds may not be used for salary, wages, or capital improvements.
3. Funds used for promotion and advertising must be spent outside the Cache Valley travel region which includes: Cache, Rich, Box Elder, Franklin, and Bear Lake Counties. Funding will not be awarded for advertising in these counties. The funds may also be used for direct mail and social media if target markets are outside the region. Documentation must be provided.
4. Printed materials for the event must include the CVVB logo and the words “Sponsored by the Cache Valley Visitors Bureau.” Any variation in recognition must be approved by the Visitors Bureau director. A link to the Cache Valley Visitors Bureau website from the organization’s website should also be provided.
5. Recipients must meet with the Visitors Bureau director for a marketing correlation and consultation meeting at least four weeks before the event.
6. The maximum amount granted to any one event is $1,500.
7. All CVVB grant funds require a 1:1 cash match from grant recipients. For example, if an entity receives a $500 grant, invoices totaling at least $1,000 must be submitted.
8. Event tickets (number to be determined) should be provided to enable CVVB staff or Advisory Board members to attend in order to observe and provide feedback on the event.

**Application Procedure**

1. Complete one of the two attached applications.
2. The application must be signed and dated by an authorized representative of the organization. Applications will be date-stamped when they are received.
3. The primary deadline for funding is March 1 of each year. However, if funds are still available after the March 1 funding period is complete, a second opportunity for funding may be made available. The deadline for grant applications for a second round of funding is October 1. Call the CVVB director for further information regarding funding availability.
4. Send or deliver applications to Cache Valley Visitors Bureau, 199 N. Main St., Logan, UT, 84321. You may also email applications to cvinfo@explorelogan.com.
Payment of Matching Funds

Once funding has been approved, recipients must follow these steps to receive funding. Matching funds will be paid when CVVB has received:

1. Complete follow-up evaluation report form provided by the CVVB showing completed work and execution of final payments, including copies of invoices and checks for services rendered. Further required documentation includes copies of marketing materials showing that the CVVB was recognized in the manner required in the application.

The follow-up evaluation report must provide a review of the event including statistics about the number of attendees, number of hotel rooms booked in connection with the event, and estimated economic impact.

All follow-up documentation must be received within 60 days of event completion. Any unclaimed funds may be transferred into the CVVB advertising and promotion fund. If funding is not claimed, the organization may be disqualified for funding for the following consecutive year.

2. Submit an invoice addressed to the Cache Valley Visitors Bureau that specifies the eligible amount to be paid.

3. Send or deliver follow-up documentation to Cache Valley Visitors Bureau, 199 N. Main St., Logan, UT, 84321. You may also scan and email follow-up documentation to cvinfo@explorelogan.com.

Payment of funds will be made upon final review and approval by the Cache Valley Visitors Bureau Advisory Board. Funds may not be awarded if grant provisions are not followed properly and/or if the event is cancelled for any reason.

For questions about the grant awarding and/or the follow-up documentation process, or to schedule your consultation, please call the CVVB at 435-755-1890. Our goal is to help you make your event a success.
New Event Matching Fund Application

I have read the Grant Policy _____ Number of years you have received CVVB funding _____

This event is Annual _____ One-Time _____

Non-Profit______ Federal/State Agency______ For-Profit______ Other (explain) ___________________________

Event ________________________________________ Event Date(s) ________________________________

Event Contact __________________________________ Phone _______________________________________

Name of Organization_________________________ Phone _______________________________________

Address ___________________________________________________________________________________

Email ___________________________ Event Website __________________________________

Does your event have its own logo? ______ Event Location _______________________________________

Describe your Event/Activity/Attraction:
__________________________________________________________________________________________
__________________________________________________________________________________________

How will your event, activity, or attraction increase tourism to Cache County?
__________________________________________________________________________________________
__________________________________________________________________________________________

What type of media exposure do you expect? (Not paid advertising, but news coverage)
__________________________________________________________________________________________
__________________________________________________________________________________________

Tell us about your ability to carry out this activity, including any past experience with events and details
about your planning process:
__________________________________________________________________________________________
__________________________________________________________________________________________

Target Market(s): Age(s) 1-18 _____ 19-30 _____ 31-50 _____ 51-64 _____ 65 and older ______

Target Location: Cache Valley _____ In State _____ Out of State (please list) ___________________________

Potential for event growth:
__________________________________________________________________________________________
__________________________________________________________________________________________
Please estimate the Expected Economic Impact of your Event/Activity/Attraction:

Anticipated spectator attendance _______ Anticipated registered participants _______ Anticipated volunteers _______

Anticipated total visitors from outside Cache County _____________ Anticipated hotel rooms _______________

Anticipated economic impact:

Number of rooms _______________ x # of nights _______________ x $85 per room = __________________________

Restaurant use: # of days _______________ x # of people _______________ x $37 per person = _______________

RV Park use: # of days _______________ x # of vehicles _______________ x $15 = _______________

Revenue projections for the event (e.g. entry fees, ticket sales) _______________________________________________

Promotion: How will you advertise or promote your event? (Attach detailed marketing/advertising plan. Applications are judged in part on the advertising plan you provide. If you simply fill out the section below, you will receive 4 points. Attaching a more detailed plan will result in 6 points, while a full plan—including dates, sizes, and costs of ads will result in the maximum 10 points.)

Direct Mail ________ Posters ________ Brochures ________ Website ________ Internet ________

Newspaper Please list name of publication(s): ________________________________

Radio Please list name of station(s): ________________________________

Digital Please list name of platform(s): ________________________________

Television Please list name of station(s): ________________________________

Magazine Please list name of publication(s): ________________________________

Other (be specific): ____________________________________________________________

Please attach a budget for this project or fill in the information below.

Expenditures that apply to matching grant (please list)

Example: Ad in Salt Lake Tribune $ 868.00

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

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$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

Total $ __________________

Total Matching Funds Requested (not to exceed $1,500) $ __________________

Please list sources of income for your event/activity/attraction

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

$ __________________

Total $ __________________

Applicant Signature _____________________________ Date _____________________________

Date Received at CVVB (office use only) _____________________________ Amount Awarded________________
Cache Valley Visitors Bureau

New Events Criteria

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cache Valley Image</td>
<td>[15]</td>
<td>Does the project provide a positive image of the Valley? This category is subjective by the CVVB Board</td>
</tr>
<tr>
<td>Media Exposure</td>
<td>[10]</td>
<td>Media coverage event will attract TV, magazine, newspaper, web, etc.</td>
</tr>
<tr>
<td>Competence</td>
<td>[20]</td>
<td>Ability to carry out proposed activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Outcomes related to past funding</td>
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<tr>
<td></td>
<td></td>
<td>Reflects quality programming</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Past experience in events</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>[25]</td>
<td>One point for every 10 room nights</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Plus one point for every 50 participants</td>
</tr>
<tr>
<td>Marketing</td>
<td>[10]</td>
<td>10 points detailed advertising plan</td>
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<tr>
<td></td>
<td></td>
<td>6 points general advertising plan</td>
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<tr>
<td></td>
<td></td>
<td>4 points filled out form</td>
</tr>
</tbody>
</table>

**Total (90 Possible Points)**

Must score at least 50 points to qualify for funding consideration.

<table>
<thead>
<tr>
<th>Scores</th>
<th>Award Amount Up To</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 to 59</td>
<td>$500</td>
</tr>
<tr>
<td>60 to 69</td>
<td>$750</td>
</tr>
<tr>
<td>70 to 79</td>
<td>$1,000</td>
</tr>
<tr>
<td>80 to 90</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

In the event that a project receives a score that the CVVB Board feels is not indicative of its potential (high or low), the Board may make adjustments to the funding amount when a strong argument exists to support a different funding level.

5/9/2019
Matching Fund Final Report

New Event ____  Outside-Area Marketing ____

Grantee Information

Organization Name: ________________________________  Contact Person: ________________________________

Contact Phone: ________________________________  Contact E-Mail: ________________________________

Event: ____________________________________________  Event Date: ________________________________

Amount Awarded: ________________________________  Today’s Date: ________________________________

Event Summary

__________________________________________________________________________________________________

__________________________________________________________________________________________________

__________________________________________________________________________________________________

Qualifying Expenses—include company name, dollar amount, category—television, radio, printing, etc. (Include copies of invoices and checks for services rendered.) All documents must be received within 60 days following the event.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>$ AMOUNT</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
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<td>8.</td>
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</tbody>
</table>
Measuring Impact—please provide the following information that applies to your grant. An estimate is sufficient if actual numbers cannot be gathered. Please note if the information is actual or estimated.

Number of participants from your organization: ___________________ Number of volunteers: ___________________

Number of event attendees: ___________________ How many from out of Cache County: ___________________

Number of tickets sold: ___________________

Number of hotel rooms rented: ___________________ Average length of stay: ___________________

Did your event have a sponsoring hotel(s)? If yes, please list: __________________________________________

Number of complimentary hotel rooms: _____________ Which properties: ___________________________________

Did you create a package deal with hotels? If yes, explain: __________________________________________

Please list the media coverage you received—TV, magazine, newspaper, web, etc. (do not include paid advertising). If possible, please include copies.

__________________________________________________________________________________________________

__________________________________________________________________________________________________

__________________________________________________________________________________________________

Final Summary and Additional Information

How was the Cache Valley Visitors Bureau recognized in your promotion and advertising? (Please include samples or copies of attribution.)

__________________________________________________________________________________________________

__________________________________________________________________________________________________

__________________________________________________________________________________________________

What was your impression of the event? How did it meet or not meet your goals or expectations? How did you grow your event or increase participation this year?

__________________________________________________________________________________________________

__________________________________________________________________________________________________

__________________________________________________________________________________________________

Report Submitted by ___________________________ Date Submitted __________________________

Signature ___________________________ Date Received at CVVB __________________________