

2021 VISIT BG OHIO TOURISM GRANT APPLICATION



#THINKBGOH

APPLICATION DEADLINE: SEPTEMBER 30, 2021

To be considered, applications must be complete. The original signed application (with all required attachments) must be delivered to:

Visit BG Ohio
Four Corners Center, 217 S. Church St., Bowling Green, OH 43402

Applications will not be accepted after 4:30 PM on Thursday, September 30, 2021.

Please contact
Mary Hinkelman, Executive Director of the Bowling Green Chamber of Commerce at
419-353-7945 or director@bgchamber.net

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The purpose of the Visit BG Ohio Tourism Grant is to promote eligible tourism activities within the City of Bowling Green, OH. The program provides financial support for capital projects, events, and activities that generate publicity and substantially increase travel (overnight stays or day visits) to the City of Bowling Green, OH for reasons of recreation or leisure. Visit BG Ohio Tourism Grants are generated by the City's share of sales taxes collected on overnight stays within the City of Bowling Green (lodging tax). The grant is a reimbursement grant and not designed to cover the entire cost of a project. Each application/proposed project will be reviewed individually to determine its potential economic impact on lodging, restaurants, shopping venues, and local attractions.

FUNDING PRIORITIES FOR VISIT BG OHIO TOURISM GRANT

CAPITAL IMPROVEMENT

A tourism-focused program designed to assist with funding for capital tourism development projects that will help attract more overnight guests to Bowling Green, OH. Capital projects must be located within Bowling Green City limits and serve to establish a new facility or improve an existing facility or infrastructure.

Organization applying would need to provide a case study of the need of the Capital Improvement as well as projections of how the improvements will increase overnight visitors to the city. Eligibility is open to a tourist attraction or any publicly-owned or nonprofit-run attraction, lodging facility or other business that can demonstrate travel and tourism promotion to Bowling Green among its primary activities. Projects with the greatest potential for positive economic impact for overnight tourism will receive primary consideration.

This funding is a matching grant program. The requesting organization must provide the total cost of the project and proof that the matching funds are available. The organization must also detail how these improvements will be marketed to insure additional interest to event organizers and visitors.

SPORTS, CONFERENCES, FESTIVALS AND LARGE EVENTS

A tourism-focused program designed to assist with funding events hosted in Bowling Green, OH. The purpose of these funds is to support, enhance, and grow events as well as strengthen bids to attract new programs.

The requesting organization must provide evidence that their event/project will draw visitors to the City and increase usage of lodging, restaurants, shopping venues, and local attractions.

ARTS & CULTURE

A tourism-focused program designed to assist arts and cultural events that deliver an enrichment from exposure to the arts or cultures. Efforts to create Public Art Installations within the City of Bowling Green will also be considered. Art Installations must provide an experience to Bowling Green visitors.

The requesting organization must provide evidence that their event/project will draw visitors to the City and increase usage of lodging, restaurants, shopping venues, and local attractions.

POLICIES & PROCEDURES

Qualifying projects must meet the following criteria:

- a) Applications and supporting documents must be received before the end of business day on September 30, 2021. Applications may be submitted following the instructions on the application.
- b) Maximum grant award shall not exceed \$5,000.
- c) Organizations are limited to one grant per award cycle.
- d) Grant application must be received and reviewed prior to the event.
- e) Projects with the greatest potential for positive economic impact for overnight tourism will receive primary consideration.
- f) Applicant will be notified of grant award via letter or email.

CONDITIONS UPON AWARD

- 1) Execution of a formal grant agreement is required **before** fund recipients are authorized to incur reimbursable costs.
- 2) The grant agreement defines the project goals and eligible costs, specifies payment procedures and limits of City liability, and outlines other customary requirements. Recipients are required to process, sign and return grant agreement within 30 days of receipt. Failure to return the grant agreement in a timely fashion may result in withdrawal of funding.
- 3) Promotional materials regarding the proposed activity should include the City's name and the Visit BG Ohio branding logo. It is not expected that this credit is displayed in all materials, but at a minimum it should be placed in such documents as programs and promotional materials. The agreement will require copies of all printed marketing material, supported by the grant, be submitted with the invoice.
- 4) After final processing, applicants will be mailed a fully executed copy of the agreement.
- 5) Project must be completed by date identified in the grant agreement.
- 6) **Support for funded projects is reimbursement-based:** Funds will NOT be provided in advance in support of a project. **Visit BG Ohio will make payment to the recipient no later than 30 days after reimbursement request is received and approved.**
- 7) Reimbursement requests must include a final report and documentation of all related project expenses. Acceptable forms of proof of payment: vendor invoices, copies of credit card receipts, copies of cancelled checks, online bill pay transaction registers, original tear sheets of print ads, screenshots of online ads, samples of printed materials, or statements of other acceptable evidence of payments. Expenses not previously identified in the Grant Application will not be reimbursed.
- 8) The Final Report must show: (1) the number of people that attended the event, (2) how many people attended that live outside of the City of Bowling Green, and (3) information on how this number was determined (such as sign-in log, counting vehicle tags, etc.). Failure to submit the final report and proper documentation of expenses may

result in a delay in processing reimbursement requests and may preclude applicant from receiving funding in the future.

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APPLICATION FOR VISIT BG OHIO TOURISM GRANT

Organization Information

Name of Organization: _____

Applicant Status: _____ Non-Profit* _____ Public Agency _____ For Profit

**Non-Profits, please attach copy of non-profit certification.*

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Contact Phone Number: _____

Position/Title: _____

Contact Email: _____

Event/Project Title and Tourism Impact Information

Identify the name of the event/project and how it will impact and support tourism:

Amount of Funds Requested and Projected Budget

Total Amount Requested \$ _____

Please attach a detailed budget outlining proposed use of Tourism grant funds and matching funds (if applicable) associated with your request.

When are the funds needed? _____

When will the funds be used? _____

Project/Event Details

Provide detail of your project(s)/event(s) budget to include specifics with target dates, beginning and end dates, marketing plans (marketing estimates should be included in the budget), outline the marketing strategy with projected costs of organization’s plans; including all advertising (signage, print, ads, press releases, web based social media, etc.). If more space is needed, please attach a separate document to the grant application.

If more space is needed, please attach a separate sheet to this application.

How will this event/project enhance visitor experiences and/or draw visitors to the county?

If more space is needed, please attach a separate sheet to this application.

For this event/project, identify partnerships and sponsorships with all other organizations.

If applicable, please list below the names and funding amounts being requested or received from other organizations:

Explain how the Visit BG Ohio Tourism Grant funds are critical to the success of the event/project. If you do not receive funding, will you still proceed? Is your proposal a one-time request or will it need ongoing funding support?

Please identify the targeted market.

Please indicate where the targeted market is located. Example – Out of State (specify which states), Within the Region (specify which regions), Cities (specify which cities) and projected estimates from each area.

If this event/project has been held previously, please attach a one-page summary with the financial statement of income and expenses, attendance numbers and demographics of attendees (local, county, state) if known.

Please provide any additional information you would like to be considered for this application.

Authorized Signature: _____

Procedures After Completing Application

Once the application is completed it may be submitted via e-mail to director@bgchamber.net or delivered to Visit BG Ohio the attention of Mary Hinkelman, Executive Director of the Bowling Green Chamber of Commerce at 217 S. Church St., Bowling Green, OH 43402 Please be sure that the application is complete to avoid a request for additional information which will delay the application. Questions may be directed to 419-353-7945.

For office use only.

_____ Date Application received by Office

_____ Date Reviewed

Recommendation:

Approved

Denied

Reasons for Decision:

EXAMPLE BUDGET FOR ALL GRANT APPLICANTS

BUDGET SHEET

Please detail the costs you intend to pay for out of this grant in the table below.

Project Name: _____

BUDGET ITEMS - For grant-funded items only	TOTAL EST. COST	TOURISM GRANT
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
10.	\$	\$
11.	\$	\$
TOTAL	\$	\$