



## UNION COUNTY TOURISM PROMOTION GRANT APPLICATION

This application provides the information needed for the Union County Board of Commissioners to determine the wide-reaching benefits realized by the efforts of organizations to promote tourism in our community.

### APPLICANT INFORMATION

Business/Organization Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Applicant has received funding from Union County/ Tourism Fund previously? Yes / No

Please provide information including date, amount, and description of previous award:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### PROJECT INFORMATION SUMMARY

Project Title: \_\_\_\_\_

Project Timeframe: \_\_\_\_\_

Event Dates: \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_

Project Goals/Description Summary:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## INSTRUCTIONS & SUPPLEMENTAL INFORMATION REQUIREMENTS

Applications should be submitted electronically to the County Administrator's Office three months prior to the event/project. Submit applications to [ajohnson@unioncountyl.gov](mailto:ajohnson@unioncountyl.gov)

Include a narrative describing the event/project in detail. If applicable, include information such as locations, project implementation schedules, history of event, expected attendance, and other pertinent information. Quantify estimated overnight visitors anticipated, projected length of stay, and the tracking method proposed to quantify attendance and origin of attendees.

Provide a specific plan describing how this event will be marketed to attract visitors from a distance greater than 50 miles or generate overnight stays.

Provide a detailed budget demonstrating how the project will be funded including:

- other funding sources and the total contributions from each source
- proposed use of tourism promotion grant funds
- applicant organization's contribution to project funding
- tourism promotion grant funding ratio to total project cost

Provide a brief history of the applicant organization, how long the organization has been in existence, and its experience in conducting similar events or promotions.

Applicant will be notified when the Advisory Committee will review the application. Attendance at the meeting is recommended.

The Advisory Committee will issue a "recommended" or "not recommended" decision. The application will be forwarded to the Union County Board of Commissioners for the final decision.

The Tourism Advisory Committee has the right to request additional information or recommend additional criteria.

Award recipients are required to provide a report on the results of the project no later than three months from the final date of the project, including realized tourism related results. Reports shall include final budget result reports including detailed and receipted expenses of awarded grant funds. Failure to provide financial reports and receipts will result in the denial of future requests.

Grant funds used for the development of publications, brochures, or advertising must mention a portion of funding was provided by the Union County Tourism Tax Fund.



## CERTIFICATION

Under penalty of perjury, I certify that I have examined this application and the document(s), schedule(s), and statement(s) submitted in conjunction herewith, and that, to the best of my information and belief, the information contained herein is true, correct, and complete. I represent that I am authorized to submit this application on behalf of the applicant, and that I am authorized to execute a legally binding grant agreement on behalf of the applicant should this application be approved for funding.

Signature & Title: \_\_\_\_\_ Date: \_\_\_\_\_