



JACKSON COUNTY TOURISM COUNCIL  
104 W 5TH ST.  
HOLTON, KS 66436  
785-364-3963  
CHAMBER@EXPLOREHOLTON.COM

## JACKSON COUNTY TOURISM COUNCIL ADVERTISING GRANT APPLICATION

### OVERVIEW:

The Jackson County Tourism Advertising Grant Program was developed as an ongoing grant program designed to assist organizations in advertising for Jackson County events.

### ELIGIBILITY & REQUIREMENTS

The Jackson County Tourism Council acts as an extension of the Jackson County Commission and distributes the Transient Guest Tax funds. The tax is collected by the lodging industry in Jackson County.

- \* This is a competitive grant program with no guarantee that you will receive funds.
- \* Grants will only be granted up to \$500 or less per event.
- \* Please thoroughly describe your event so the Council can make an educated funding decision.
- \* The only purpose of the grant is to fund advertising expenses that draw visitors to Jackson County.
- \* Copies of receipts/invoices using the funds must be provided.
- \* This phrase must be used on all advertisements or materials purchased with grant funding:

*Advertising paid by Jackson County Tourism Council*

- \* In order to receive funds before your event, please submit the application at least 60 days before the event date.
- \* If granted funds, please turn in the follow-up report within 60 days after the grant is received. Failure to submit a follow-up report with receipts will affect future grant availability.

# TOURISM ADVERTISING GRANT APPLICATION

## BUSINESS/ORGANIZATION INFORMATION:

Organization Name: \_\_\_\_\_

Project Coordinator Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Organization's Website: \_\_\_\_\_

## PROJECT INFORMATION:

Project Name: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Briefly Describe the Project: \_\_\_\_\_

---

---

---

---

How many visitors will it bring to Jackson County? Where will visitors come from?

---

---

How will you determine attendance? \_\_\_\_\_

---

---

Is this a one-time event or an on-going project? Explain: \_\_\_\_\_

---

---

How will this project increase tourism in Jackson County? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**FUNDING INFORMATION:**

*The pre-application costs should be estimated as closely as possible. Firm costs shall be submitted on the follow-up application.*

Estimated Advertising Cost     \$ \_\_\_\_\_

Grant Funds Requested         \$ \_\_\_\_\_

**PROJECTED ADVERTISING BUDGET**

<b>ADVERTISING/ PUBLICATION NAME</b>	<b>PROJECT EXPENSE</b>
<i>Example: The Holton Recorder</i>	<i>Example: \$150</i>
<i>Example: KNZA Radio</i>	<i>Example: \$200</i>
<i>Example: Postage</i>	<i>Example: \$125</i>

I attest that if granted funds, I will submit a follow-up report that shows that funds were used as described.

Signed : \_\_\_\_\_