

2024 EVENT PROMOTION FUND
LODGING TAX REVENUE GRANT APPLICATION
DUE FRIDAY, DECEMBER 1, 2023

All fields must be completed, and applicants must use current form

Sponsoring Organization: _____

Applicant Contact:

Name/Title _____

Street Address _____ City _____ Zip _____

Telephone Number _____ E-mail (required) _____

Website address and/or Facebook page: _____

Name of Event/Activity:

Date(s) of Activity/Event: _____

Expected Attendance: _____

Approximate total cost of producing activity/event: \$ _____

Consider venue and equipment rental fees, supplies, advertising, etc. to give the committee an idea of the event's scope.

AMOUNT REQUESTED (to be used for event promotion only) \$ _____

NOTE: AWARDS GENERALLY LIMITED TO \$1,500. Grant amounts depend on available funds and number of applications.

Event must take place in 2024 to qualify for funding.

*Promotional funds are intended to attract visitors from a distance to Saline County.
Local advertising should not be your only target.*

Detailed Description of Event/ Activity: *(Be specific and use an attachment if necessary)*

Additional helpful information:

Itemize estimated promotion expenses:

List methods including newspapers, TV, radio, etc. *Attach separate sheet if necessary.*

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Signature of person preparing application:

Name: _____ Date: _____

The approved grant awards are distributed to the sponsoring organization after the event as a reimbursement. Following the event, a follow-up report, including invoices marked "paid" that itemize marketing expenditures, must be submitted before the grant monies are awarded.

Return this completed application to: Saline County Clerk

P.O. Box 865, 215 South Court St., Wilber, Nebraska 68465

QUESTIONS? Call Sheryl Kastanek at (402) 821-2668, or Eric Stehlik at (402) 946-2099

***Application must be received by 4 p.m.**

Friday, December 1, 2023

IMPORTANT INFORMATION

- Funds must be used for advertising/promotional materials only.
- Promotional/advertising items must clearly state:
Paid for in part by the Saline County Tourism Promotional Fund.
- Receipts /invoices detailing expenses and request for reimbursement must be submitted within 90 days after the event to ensure funding has not expired.

Grant funds are generated by lodging tax. Applications are reviewed by the Saline County Visitors Advisory Committee, a group appointed by the Saline County Commissioners. Funds are approved and distributed by the commissioners.