



Johnson County Tourism Association (JCTA) Application for Tourism Promotion Grant

Organization:

Contact Name:

Contact Address:

Contact Phone:

Contact Email:

Requested Amount:

Program/Event Date:

Deadline for Application – Monday, February 23, 2021

****Please Submit Original and 9 Copies****

Applications should be mailed to
Johnson County Tourism Association,
63 N. Burritt Ave., Buffalo, Wyoming, 82834

It is mandatory that all applicants present their proposals on **Tuesday, March 09, 2021** beginning at 3:00 p.m. during scheduled intervals, at the **Bomber Mountain Civic Center**, 63 North Burritt. Presentations will be by appointment only and the JCTA administration will contact you to set up an appointment time. Grant funds will not be given to any organization or event that does not make a presentation.

Prospective applicants will follow the guidelines and policies described below if they receive approval for their grant applications.

- Preference will be given to events scheduled in the off or shoulder season months. Approved grant funding must not be for purchases of items for resale or fundraising. Signs, posters, etc., will be for event advertising, not for promotion of other business. Preference will be given to out-of-county radio, television and newspaper advertising that encourages visitation in Johnson County and creates overnight visitation.
- Successful grantees will submit bills and a financial summary of the event no later January 8, 2022. Summary of the event/promotion will include, but is not limited to, event participation, information on overnight stays created, and evaluation of advertising. Any pictures, ads or newspaper articles would be beneficial.

- JCTA will only fund items that have been approved by JCTA in the grant applications. A JCTA voucher must be completed and signed along with a copy of the bills that are to be reimbursed. Successful applicants will have until January 6, 2022, to complete their projects and submit the voucher. Any unused funding amounts revert to the JCTA.
- JCTA reserves the right to disallow any claims made that in their opinion do not follow these guidelines. Lodging tax funds may only be used to promote tourism into Johnson County.
- Applicants are encouraged to make their program/event self-supporting in their long-range planning and goals.

Application Questionnaire:

1) Years event/organization has existed: _____

2) Breakdown of funds requested - Please be specific on how funds are to be spent:

3) Explain how this event/organization will bring visitors to Johnson County.

- 4) Event Budget - Please submit your event's past or expected budget of income and expenses. Please use your own budget forms or use Exhibit A. Indicate any notes about your budget below. If this is the first year for your event, indicate projected income and expenses.

Event/promotion sponsor will sign below to show that they understand and agree to the above stated guidelines and policies.

Signed _____ Date _____

Exhibit A: Budget Form

| Actual and Budgeted Revenues and Expenditures | | |
|---|-------------|-------------|
| REVENUE | 2021 Budget | 2020 Actual |
| Attendee/Gate Receipts | | |
| Advertiser Sales | | |
| Sponsorships | | |
| Participant Entry Fees | | |
| Direct Concession Sales | | |
| Event Programs | | |
| Space Rental to Concessionaires | | |
| Other | | |
| Other | | |
| Total Revenue | | |
| EXPENSES | | |
| Advertising, Newspaper* | | |
| Advertising, Radio* | | |
| Advertising, Brochures etc* | | |
| Advertising, Web* | | |
| Advertising, Other* | | |
| Event Programs | | |
| Rental of Facilities | | |
| Event Entertainers | | |
| Labor | | |
| Professional Services | | |
| Other | | |
| Other | | |
| Total Expenses | | |
| Net Profit (Loss) | | |
| Total Estimated Attendance | | |
| Johnson Cty. Attendees | | |
| Elsewhere in Wyoming | | |
| Out of State | | |

*Items payable by JCTA.

**Johnson County Tourism Association
Tourism Promotion Grant
Voucher Request**

Date: _____

Grant Recipient: _____

Vendor to be Paid: _____

Mailing Address _____

City, State, Zip _____

| Date | Invoice # | Description | Amount |
|------|-----------|--------------|--------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | <i>Total</i> | |

All requests for funds must fully itemized.

I certify, under penalty of perjury, that this voucher and the items included therein are correct and just in all respects, and that neither the whole nor any part thereof has been paid.

Signature