



**MAY 1, 2021- SEPTEMBER 6, 2021**  
**DEADLINE TO PARTICIPATE: FEBRUARY 18TH, 2021**  
*Help travelers discover all the great businesses we  
have right here in Northeast Nebraska!*

**HOW THE BACKROAD TOUR PROGRAM WORKS:** Businesses sign up to be included on the map of all the businesses participating throughout Northeast Nebraska. The maps will be printed and available at participating businesses for individuals to grab and begin their passport journey visiting businesses in Northeast NE and collecting stamps from each. Individuals can collect stamps beginning May 1st, 2021 through September 6, 2021. At the end of the program, in September, individuals submit their passport for their chance to win prizes from various categories (most stamps, most miles traveled, etc.) Individuals discover new businesses and businesses gain new customers!

**BUSINESSES ARE PARTICIPATING IN THESE COUNTIES:** Rock, Holt, Knox, Antelope, Boyd, Boone, Cedar, Dixon, Pierce, and Wayne

**WHY SHOULD MY BUSINESS PARTICIPATE?**

- Marketing of your business across Nebraska, Parts of Iowa, Kansas and South Dakota on News Channel Nebraska.
- A 15-30 second commercial ad will be created for each business participating and will be aired on News Channel Nebraska a minimum of 60 times throughout 4 months—this is a great deal!
- Passport programs bring an increase in foot traffic and new customers to participating businesses and the communities they are in. (Be sure to advertise your online shopping options to visitors!)
- Participating businesses will also be featured on the passport website and passport social media accounts.

**COST TO PARTICIPATE:**

In order for a business to participate the cost is **\$425.00 total (before BCDA grant)**.

Participation fee breakdown:

- \$300.00- The creation of your commercial and advertising the commercial (minimum 60 times on News Channel NE) and via website/social media.
- \$50.00- Contribution of two (\$25.00 gift cards) to YOUR business. These will be used as awards at the end of the program for various category winners (Most stamps, most miles traveled, etc.). Cards end date must be **09/06/22**.
- \$25.00- **Must purchase a 1-inch circular stamp** that has your business name, community, and phone number listed. No exceptions on stamps- please follow these criteria! **Please make sure you order in time to have your stamp in-hand by May 1st.**

• **BCDA will cover \$200.00 of the \$425 business fee and each business will be responsible for the remaining amount (invoiced by News Channel NE and can be set up as a one-time payment or monthly installments)**

• **Your total investment after BCDA grant= \$200, plus cost of your stamp (roughly \$25). You must notify BCDA that you would like to participate and complete the application attached by February 18th, 2021.**

## Best of the Backroad Tours in NE Nebraska – NCN Summer 2021-REGISTRATION AND GRANT APPLICATION

**To qualify for the BCDA grant of \$200.00 you must agree to:**

1. Offer an exceptional visitor experience and be open regular, reasonable, consistent hours.
2. Keeping program maps readily available at your business and provide these at NO charge. The BCDA office can provide you copies if you run out.
3. Be a good tourism ambassador for our communities.
4. Passport stops must be businesses that typically welcome foot traffic and/or customers in their place of business on a regular basis (restaurants, retail, lodging, family fun, museums, etc. Please reach out if you are unsure if your business qualifies for the grant.)
5. BCDA is asking participating businesses to display promotional items for the Live, Work, Grow, in Boone Co. campaign somewhere visible in their business during the months of the backroads tour program. These will be provided to you by the BCDA office and will most likely be koozies and brochures.

<b>Your Name:</b>	
<b>Business Name:</b>	
<b>Business Address (listed on program materials):</b>	
<b>Mailing Address (where to send invoice):</b>	
<b>Business tax ID or EIN:</b>	
<b>Phone:</b>	
<b>Email:</b>	
<b>Website:</b>	
<b>Facebook and/or Instagram handles:</b>	
<b>Business hours of operation (during months of the program):</b>	

I understand and agree to BCDA, Inc. covering \$200.00 of my business participation fee for the Northeast Nebraska Backroad Tour program and I am responsible for covering the remaining amount:

- \$150 invoice from News Channel Nebraska
- Contribution of two \$25.00 gift cards to your business for program prizes, I will submit these to the BCDA office by March 1st, 2021.
- Cost of the required 1-inch circular map stamp (roughly \$20-\$25) ordered in time to stamp books beginning May 1st, 2021.

I understand and agree that by accepting a \$200 grant from BCDA to assist with my participation fee, I am agreeing to displaying BCDA promotional items for the Live, Work, Grow, in Boone Co. campaign at my business during the time of the backroad tour program. These items will be provided to each business by the BCDA office.

Please select one (you have 90 days to pay invoice(s)):

- o I would like News Channel Nebraska to invoice my business in one lump sum of \$150.00, in May 2021.
- o I would like News Channel Nebraska to invoice my business \$50.00 over three months, equaling \$150.00, beginning in May 2021.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Deadline to submit is February 18th, 2021.**

**Please return to the BCDA office at 233 South 4th St. Albion, NE, 68620 (drop box next to front door) OR by email:  
bcdasec@boone-county.org .**

**Questions? Reach out to Michelle Olson at 402-395-3356 or 402-312-6065, or by email.**