

Appanoose County Tourism Grant Application



The Purpose of Appanoose County Tourism Grant Fund is to encourage development and expansion of destinations and events that bring visitors into Appanoose County. Funding for the grants comes from portion of lodging tax funds collected in the City of Centerville and in the unincorporated areas of Appanoose County. The Committee will base division of funds proportionately to the amount collected from each entity (City and County). Commission may award less than but not more than the amount requested. Funds are awarded on a competitive basis to projects that meet the overall objectives of the Tourism Committee. Misrepresentation of facts or failure to comply with details outlined in application may result in reduction or withdrawal of grant approval.

A follow-up report (Summary of Event) of any monies from the Appanoose County Tourism Committee MUST be received within (30) days of the expenditure or event. Projects funded in the prior year may be required to appear before the committee to report on success of the project (you will be notified regarding date and time of appearance, if required).

Appanoose County Tourism grants are competitive grants and applicants will be evaluated based on the following criteria: Relevance, Visibility, Impact, Quality, Budget & Effectiveness.

Please type or print:

Date: _____

Name of Organization: _____ Contact Person: _____

Address: _____

Phone: _____ E-Mail: _____

Name of Tourism Attraction/Event: _____

Location of the Tourism Attraction/Event: _____

Description of Tourism Attraction/Event: _____

Total Cost of Tourism Attraction/Event: \$ _____ Amount Requested: \$ _____

PLEASE ATTACH AND ADDRESS THE FOLLOWING TO THIS FORM:

1. A project budget and a business plan (if applicable) and any contributions or pledges from other funding sources.
2. Will this be an ongoing/annual event or a one-time (limited time) event/attraction?
3. Who is your target audience?
4. Estimate the number of people from outside Appanoose County that this event/attraction would bring in.
5. Describe the potential economic benefit to Appanoose County from this event/attraction.
6. How else will this event/attraction be promoted?
7. Describe how requested funds would be used. Please be very specific.
8. If this is for an ad or brochure, please include a mock up and printing estimates (including specs for printed materials—i.e. quantity, number of colors, paper quality).

Deadline: Grant applications for grants to be awarded for the 2020 year will be available on February 4 and must be returned to the Chamber of Commerce no later than March 27, 2020 4:00 PM.

Send or drop off **10 copies** of the completed application and all attachments to:
Centerville Rathbun Lake Area Chamber of Commerce
Attn: Appanoose County Tourism Grant
128 N. 12th Street, Centerville, IA 52544