

City of New Albany Tourism Council

Request for Small Grant Funding

Definition of Tourism. *Tourism is represented by someone who has traveled to an area from some other location and does not plan to stay permanently. A tourist may be on vacation, a business trip, visiting friends and relatives, attending a convention, attending a special event, passing en route to another location or numerous other reasons.*

Maximum Grant Amount. *\$1,000.*

Eligible Organizations. *Organizations eligible for funding from the tourism tax of the City of New Albany are local non-profit organizations, local civic organizations, local government agencies, and the designees of local government agencies.*

Eligible Projects.

- (1) Advertising major local events and attractions through mass media, including newspapers, magazines, radio, television, and billboards. To qualify for tourism funding, placements must include markets outside of Union County.*
- (2) Production of printed materials such as brochures and inserts to include distribution outside the New Albany area. A distribution list is required. (Example: numbers to be used for media inquiries, consumer inquiries, etc.)*
- (3) Direct mail to targeted tourism related audiences.*
- (4) Production of slide presentations and video tapes.*
- (5) Research studies related to tourism.*
- (6) Hosting a festival or event to include the entertainment and promotion of the event.*
- (7) Media activities which can strongly demonstrate the potential for promoting New Albany on a regional or national basis in print media or TV.*
- (8) Development of an attraction that can be promoted to attract visitors.*

Deadline. *Grant applications can be submitted to the Tourism Advisory Board on a quarterly basis. Deadlines are July 1st, October 1st, January 1st, and April 1st by 5 o'clock p.m. in care of the Secretary for the City. Return the original and nine copies of each application. Incomplete or late applications will not be considered.*

Funding cycle. Previously completed projects cannot be considered for funding. Projects may be funded from 0 to 100 percent of the total project cost based on the project mission, justification/need, potential for economic return, and availability of funds. Chosen projects will be funded for the fiscal year beginning October 1st and ending September 30th. Applicants must return a letter of acceptance to the Tourism Council within fifteen working days after notification of grant approval.

Review process. A review of each grant application will be carried out by the Tourism Advisory Board. After review by the Tourism Advisory Board, a recommendation from this board will be submitted to the Tourism Council. Each applicant will be judged objectively and solely on the merits of the project. The decisions rendered by the Tourism Advisory Board are recommendations only and the actions rendered by the Tourism Council are final.

Grant payments. The applicant will receive the original amount approved even if the project is more costly than the applicant's estimate. Up to 75% of the total grant may be disbursed prior to completion of the project. Final payment will be made after the project is completed and proper documentation is provided by the grantee organization.

REQUEST FOR SMALL GRANT FUNDING

Please Type.

Project Name _____

Grant Amount Requested _____

Name of Organization _____

Address _____

City, State, Zip _____

Phone _____

Contact Person _____

Name and Title of Project Chairman, Officers, and Board Members

Attach a typed description of the project or activity, including the following major topics by heading:

- a. Name, objective, and purpose of project.*
- b. Discussion of how the project enhances the development of tourism and contributes to the progressive growth of the City of New Albany and the community it serves.*
- c. Discussion of the expected attendance from local persons, persons from within a seventy mile radius, and persons from farther than seventy miles and how attendance will be measured.*
- d. Discussion of the expected benefits this project will bring to the City of New Albany.*

Provide a detailed budget of this project using attached form.

I hereby declare that this request has been authorized for submission on behalf of the above named organization and that the information contained herein is complete and accurate to the best of my knowledge.

Signature of Authorized Applicant

Date

Cash income.

1. *Revenue:*
 - Admissions.* _____
 - Earned income.* _____
 - Other revenue.* _____

2. *Private-sector support:*
 - Corporate contributions.* _____
 - Foundation grants.* _____
 - Other private contributions.* _____

3. *Government support:*
 - Federal* . _____
 - State/regional.* _____
 - County.* _____
 - Municipal.* _____

4. *Applicant cash.* _____

5. *Grant requested in this application.* _____

6. *Total cash income (must equal or exceed total expenses).* _____