

**SOUTH SIOUX CITY CONVENTION AND VISITORS BUREAU**  
**Marketing, Advertising, and Improvement Fund Grant Guidelines**

**OVERVIEW:**

The purpose of the South Sioux City CVB Grant Program is to fund marketing and promotional projects for events, tournaments and conventions and for expanding and improving facilities at any existing visitor attraction, acquiring or expanding exhibits for visitor attractions, constructing visitor attractions, or planning or developing such expansions, improvements or construction. These funds are made available through lodging tax revenue and should create tourism activity for Dakota County.

**CRITERIA FOR ASSISTANCE:**

Nonprofit 501(c)3 or other non-profit designation, organizations within Dakota County may apply for marketing and promotional projects for events, tournaments, conventions and capital improvements to existing attractions or construction of attractions that are open to the public and are of educational, cultural, historical, artistic, or recreational significance and that promote tourism and/or stimulate the South Sioux City and Dakota County economy through overnight stays in hotels, motels and campgrounds.

Marketing grant applications are due 90 days prior to the event or the start of the project. Applications received after the event has occurred or the project has been completed will not be funded.

Improvement and construction grants are due a minimum of 90 days prior to the CVB fiscal year and not later than March 31 of the previous fiscal year.

Grants are discretionary, based upon available funds, other anticipated uses, appropriateness and anticipated effectiveness of proposed use.

**REVIEW PROCESS:**

The South Sioux City Convention and Visitor Bureau Advisory Committee will review all applications on a quarterly basis. Awards will be based upon the following criteria.

**Economic Impact** Number of visitors attracted to Dakota County from outside a 100-mile radius of South Sioux City and number of lodging rooms generated by the event or project.

**Financial Need** Financial need of project; "seed money" to start something new or expand an existing program; distribution plan; number of individuals marketing efforts will reach; evaluation of project effectiveness.

**Leveraged Activity** Project probability of stimulating the development of other tourism opportunities.

**Quality** The quality of project.

**REQUIREMENTS:**

Projects must display a South Sioux City Convention and Visitor Bureau logo or the tag line "Project sponsored in part by the South Sioux City Convention and Visitors Bureau."

Thirty days after the event or project is completed a report will need to be submitted to the South Sioux City Convention and Visitors Bureau giving final results indicating how funds were used and what influences the grant had.

**ELIGIBLE PROJECTS:**

Applicants eligible to receive funding from the South Sioux City CVB Grant Program are limited to marketing and promotional projects for events, tournaments and conventions and capital improvements to existing attractions or construction of new attractions that are open to the public and are of educational, cultural, historical, artistic, or recreational significance and that promote tourism and/or stimulate the South Sioux City and Dakota County economy through overnight stays in hotels, motels and campgrounds.

Eligible marketing projects include design and production costs for brochures, fliers, posters, direct mail pieces, printed registration materials, video, or web sites (design costs only for web sites); design, production and placement costs for newspaper ads, radio ads, magazine ads, television ads and signage (off-site only); convention motor coach rental to be used for local tours or transportation between convention facilities; welcome reception food and beverage.

Eligible projects must have a distribution / marketing focus outside a 100-mile radius of South Sioux City and priority will be given to projects that generate lodging revenue.

Eligible capital improvement projects include improvements to existing travel and tourism attractions and facilities within the county that are open to the public and are of educational, cultural, historical, artistic, or recreational significance with the exception that no funds will go toward facilities where pari-mutuel wagering is conducted.

Eligible capital construction projects are locations open to the public, are of educational, cultural, historical, artistic, or recreational significance and provide entertainment or in which are exhibits, displays, or performances or educational, cultural, historic, artistic, or entertainment value.

**COST REIMBURSEMENT:**

Complete project cost information and current quoted estimates must be provided.

Applicants must have accurate estimates and should apply for the amount needed to fund the project.

Grants are paid to contact organization, not to vendors of products or services.

**NOTIFICATION**

Applicants will be notified 30 days after the quarterly review regarding their funding status.

**SOUTH SIOUX CITY CONVENTION AND VISITORS  
GRANT APPLICATION**

Please type the following information either on this form or using this format.

Project Title: \_\_\_\_\_

Sponsoring Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

**Complete the following questions on a separate piece of paper.**

What Dakota County city, village, event, etc. will your marketing project promote?

Describe the event or project in detail. Provide dates, times, location.

Describe the audience. Who is the target market for this event/project? What is the estimation of number of attendees or visitors? Where will the visitors be coming from? How many lodging nights will the project generate?

If the grant is to be used to fund marketing projects for an event, tournament, or convention, what will your project promote? For example: if applying for an advertisement, list the dates the ad will appear, the size and the media. If the funds will be used to produce a brochure, how many will be printed and what will be the distribution process?

If applying for a capital improvement to expand or improve an existing attraction that is open to the public and has educational, cultural, historical, artistic or recreational significance, describe the current facility, location, expansion or improvement plans, significance to tourism and estimated date of completion.

If applying for a capital construction project for a location that will open to the public, is of educational, cultural, historical, artistic, or recreational significance and will provide entertainment or in which there will be exhibits, displays, or performances or educational, cultural, historic, artistic, or entertainment value, describe the project scope, location of the new facility, significance to tourism, estimated date of completion.

**Total amount of money requested:** \_\_\_\_\_

Total estimated costs: \_\_\_\_\_

Please provide an overall budget of the event or project with this application.

List other agencies or groups co-sponsoring the event project.

Approval Signature

Date: \_\_\_ / \_\_\_ / \_\_\_

Amount: \$ \_\_\_\_\_