

UNION COUNTY CHAMBER OF COMMERCE TOURISM GRANT - Event or Project

Contact Person _____
Organization _____
Address _____
City _____ Zip Code _____
Phone _____ Email _____

Grant Deadline February 12, 2018

1. Title and description of your organization's event or tourism project: _____

2. Date of event or project completion: _____
3. Please describe your organization's history: _____

4. Estimated number of attendance in past: _____ Projected for 2018: _____
5. A. Estimated percentage of participants or audience from out of the county: _____

B. Estimated number of motel room nights or RV spaces sold due to the event: _____

6. Describe how the requested funds will be used: _____

7. How will this project bring tourism dollars to Union County? _____

8. How will you measure the success of your project? What are your measurable goals? _____

9. What geographic locations will you market your event? _____

10. What form of media will you be advertising your event? _____

11. Budget: Please be specific.

Sources of Revenue (list sources and amounts) **Amount**

Amount Requested from Union County Chamber of Commerce (Tourism Grant): _____

TOTAL REVENUE

Expenses **Amount**

TOTAL EXPENSES

Please attach a copy of your budget.

Authorized Applicant Signature:

_____ Title: _____

Thank you for applying for the Union County Chamber of Commerce Tourism grant. We appreciate all you do to ensure Union County is successful.

Granting Policy: *The purpose of the TRT Grant program is to assist in the promotion or development of events or attractions that increase the economic impact of tourism in Union County.*

- Grants must be for Tourism Promotion or for a Tourism related facility*.
- Activity must occur within Union County.
- Activity must be open to the general public.
- Requesting group or agency must be a government agency or not for profit organization doing business in or providing direct benefit to Union County.
- Partnerships are favored. Projects that show cooperation or coordination with other projects or events are encouraged and will be given preference over projects that stand alone.
- Grant recipients will be sent a report form after the event or project. The report must be filled out and returned to the Chamber within ten business days. Photos, copies of fliers or posters, promotional items, advertisements, or other evidence of project progress or completion are recommended.

***Tourism Promotion** means: advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists; conducting strategic planning and research necessary to stimulate future tourism development; operating tourism promotion agencies; and marketing special events and festivals designed to attract tourists.

***Tourism related facility** means: a conference center, convention center or visitor information center; and means other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

Tourist means: a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip: requires the person to travel more than 50 miles from the community of residence; or includes an overnight stay.

12/2017

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