



VISIT PERRYSBURG Tourism Marketing Grant Information Sheet

The tourism marketing grant is available to not-for-profit organizations based in Perrysburg, OH and its immediate vicinity that are hosting tourism-related and community-friendly events in Perrysburg. The highest priority for funding is for events that generate overnight stays, create media exposure, increase area economic impact, and generate awareness of Perrysburg as a destination. Please review the enclosed packet of information detailing who can apply and the complete application process.

Application Guidelines

The applicant must represent a not-for-profit organization based in Perrysburg, OH. Funding requests should be specific to an event budget line item or items. Applicants must include the organization's total budget for the event or project and what other sources of funding they have besides the VISIT PERRYSBURG support. Applicants may include relevant support materials with the application. Organizations that receive a grant must submit a post-event summary/final report.

Grant Process

Completed application forms and support materials must be submitted via email to cbest@visitperrysburg.com or mail to VISIT PERRYSBURG, 105 W. Indiana Ave., Perrysburg, OH 43551.

Contact Christine Best, Executive Director at (419) 874-9147 for more information.

VISIT PERRYSBURG's Grant Committee will review the grant applications. Their decision is final and funding is limited to the amount approved by the Board.

Acknowledgement

If funded, your event or program must acknowledge VISIT PERRYSBURG as a sponsor/partner/donor on advertising materials and at the event.

VISIT PERRYSBURG
Tourism Marketing Grant Application

Include all of the following information

Event Information

Name of Applicant Organization:

Name of Individual representing Application Organization:

Provide Articles of Incorporation or other instruments of organization:

Name of Event:

Proposed Event Date(s):

Event Contact Person Phone/Email:

Address:

City State Zip Code:

Website address:

Description of Event (attach a past brochure or flyer if available)

Proposed Venue:

Number of Participants Expected - % In-State and % Out of State:

Estimated number of total room nights:

Percentage of total room nights in Perrysburg:

Event History

Describe the growth and development of the event:

Previous location and dates:

Previous attendance and how determined:

Total room nights and hotels used, and how determined:

Event Budget

Attach a detailed budget for the overall event including expenses and projected income. Identify the specific budget item(s) for which grant funding is sought.

Event Marketing Plan

Publication/Broadcast Outlet:

Issue or Air Dates:

Distribution Location/Circulation:

Estimated Cost of Advertising:

Other Information

What are the promotional benefits to Perrysburg?

What are the tourism-related economic impacts to Perrysburg?

Are you seeking or currently have other sponsors? If so, please name:

Will this event be held without the funding and support of VISIT PERRYSBURG?

VISIT PERRYSBURG FINAL REPORT

The Final Report is to document your grant usage for VISIT PERRYSBURG. It must be submitted to VISIT PERRYSBURG office within 30 days following the completion of the event or program.

Include the following in your final report:

- Organization Name and address
- Name of Event/Program
- Event Date(s)
- Event Contact including phone and email
- Website address

Include a recap of your event/program including the following information and how determined:

- Number of participants including % in-state and % out-of-state
- Total number of hotel room nights
- Percentage of room nights within Perrysburg
- Outline of event results
- Final event budget including income, expenses, and net income
- Marketing, advertising and promotion materials (invoice and tear sheet of each print ad showing publication name/date, invoice and script used for radio ads, invoice and screen shot of television ads and invoice and photo of the billboard for outdoor advertising, .mp3 or YouTube link if applicable)
- Media coverage the event/program – what outlets? Documentation?
- Description of how VISIT PERRYSBURG received credit for assisting in the funding of this event/program
- Other grantors/sponsors of the event.

An authorized official of the organization must sign and date the final report with this statement: *We certify that the facts documented in this report are true, and that the funds granted by VISIT PERRYSBURG were spent as stipulated in the Grant Agreement.*



**Perrysburg Convention and Visitors Bureau
Tourism Grant Agreement**

This agreement, with the objective of promoting tourism in Perrysburg, OH, entered into on this date _____ by and between the Perrysburg Convention and Visitors Bureau, hereafter referred to as "Visit Perrysburg", and the "Participant" who is listed as follows:

_____;

Whereas the Participant has requested financial assistance for the special event, project or program titled _____ and has furnished a true and acceptable budget for said project to Visit Perrysburg;

Whereas the Participant's application is on file at Visit Perrysburg offices;

Whereas, between the following dates of _____ the Participant shall successfully complete the above-mentioned special event, project, or program.

Now Therefore, Visit Perrysburg shall fund the event in an amount not to exceed the sum of \$_____ subject to the following conditions:

1. In order to provide for the accountability of funds, Visit Perrysburg reserves the right to conduct program evaluations and financial audits.
2. The Participant will submit the final report to Visit Perrysburg offices within thirty (30) days after the completion of the special event, project or program. The Participant will provide documentation of the activities funded by the grant including but not limited to: copies of invoices, marketing materials, printed materials, a full budget of income and expenses and such other information as Visit Perrysburg may reasonably require. Organizations that do not comply with the terms of the grant agreement will be exempt from future grant awards.
3. The Participant agrees to acknowledge Visit Perrysburg as a sponsor or supporter of the Participant's event, project, or program. This acknowledgement should appear on all promotional materials, advertisements, and on the Participant's website if applicable.
4. The Participant agrees to indemnify and hold harmless Visit Perrysburg from any claims of any kind which result from said special event, program, or project or in the performance of said activity.

5. No person shall be excluded from participating in, be denied the benefits of, otherwise be subjected to discrimination under any program, employment, activity, service regarding this Agreement on the basis of race, color, religion, sex, national origin, handicap, ancestry or age.

6. The Participant shall not assign the Agreement or any part thereof without the written consent of Visit Perrysburg.

7. If funding is in the form of a reimbursement grant, the Participant acknowledges that payment will not be issued until the final report is approved.

8. Additional Terms:

The acceptance of the terms of this agreement has been authorized by the governing body of the Participant and the undersigned representative has been authorized to act for the Participant in the administration of this special event or program.

Participant Representative Signature

Name:

Title:

Date:

Organization Federal Tax ID:

Visit Perrysburg Representative Signature

Name:

Title:

Date: