White Pine County Tourism and Recreation Board

GUIDELINES
FOR EXPENDITURE OF
AID TO ORGANIZATION FUNDING

Purpose:

1. To stimulate the economic engine of tourism by investing in events and assets that have a proven benefit to tourism opportunities.

Financial Information: White Pine County Tourism and Recreation Board has approximately $55,000 to grant for fiscal year 2023/2024. The applicant can determine the request amount.

Match: Grants may fund up to 75% of total project costs. Applicants must provide 25% of total project costs as grant match. Match can be in the form of cash, in-kind donations. The match requirement may include necessary project "soft" costs for professional services related to the project. Project costs outside of the grant period do not qualify as match.

Example: ($30,000) Total Project cost
   ($30,000 x 75% = $22,500) Funded by WPCTR
   ($30,000 x 25% = $ 7,500) Applicant Match

Requirements:

1. Funds will be awarded to non-profit organizations to develop plans and programs that promote travel to White Pine County.

2. These funds are intended exclusively to promote tourism and recreation in White Pine County and may be used for no other purpose.

3. Funds must be obligated and/or expended in the same fiscal year as awarded.

4. A preference will be given to projects embracing more than one event, or to projects having the highest potential for drawing non-local attendance.

5. All applications for funding must use the official form provided.

6. A complete outlay report and event evaluation sheet of your event is **due in writing within 60 days of the completion of the project**.

a. The outlay report must include a full income and expense report of your event. In addition copies of the advertisement and/or flyer used to advertise your event; copies of the invoices you paid and copies of the cancelled checks (front and back) must accompany this report.

b. A report of in-kind hours, materials & services must be submitted with your outlay report.

c. For statistical records, we ask that registration sheets or forms of some kind with names and addresses of all those participating in your event from out of the area, be provided with your reports. This includes any vendors or participants you may have as well as out of the area guests. All reports of visitor counts must have the appropriate documentation.

d. Completion of attendee survey, provided by WPC, estimating the attendee satisfaction as well as the economic impact of the event.

7. The following is a list of expenses that will qualify for funding under the Tourism and Recreation Board's Aid to Organization Awards.

a. ADVERTISING: The purchase of advertising space and the reasonable fees for developing said advertisement. These advertisements must encourage attendance from outside White Pine County.

b. PROMOTIONAL LITERATURE: Layout design, typesetting, color separations, photography, printing and distribution of literature. Consideration will also be given to other specifically targeted literature.

c. PROMOTIONAL ITEMS: The cost of securing promotional items which will market the event such as T-shirts, hats, key rings etc.

d. ADMINISTRATIVE: Postage, photocopying costs related to the event, stationery supplies related to the event.

e. PRIZES: This may include ribbons, trophies etc.

f. DEPOSITS OR REGISTRATION FEES: Fees for licensing or registration deposits for professional services required for the event may be funded from your grant.

g. GRATUITIES: Funding may be used for gratuities for personnel vital to the success of the event such as judges, scorekeepers, umpires etc. These gratuities should be determined at the discretion of the event chairman and may include, but not be limited to, complimentary lodgings, meals and other expenses associated with their participation in your event. **This funding**

may not be used for salaries. However, there may be exceptions whereby a person with unique expertise in a specific area, which is vital to the success of an event, may charge for their services for the specific event.

8. Requirements and Expectations of Grantees
    a. Logos – White Pine County Tour and Rec requires its logo on all printed material created with grant money. This includes but is not limited to brochures, cards, posters, and shirts.
    b. Verbal Recognition – White Pine County Tour and Rec requires verbal recognition as a partner in any announcements during the event or banquet funded by grant money.
    c. Social Media – White Pine County Tour and Rec requires use of social media handles in tagging posts related to granted event or program.

9. Commitment from Grantor
    a. See attached Event Services Guidelines

For further information concerning these reports please contact the administrative office of the White Pine County Tourism and Recreation Board located at 150 Sixth Street, Ely, NV 89301 or call 775-289-3720

WHITE PINE COUNTY TOURISM & RECREATION BOARD

AID TO ORGANIZATIONS
FUNDING APPLICATION

Grant Cycle: July 1, 2023 – June 30, 2024

Event Date:

Amount of Request:

Name & Address of Organization:

Tax ID #:

Non Profit Organization: **Yes:**   **No:**

Contact Person:

Telephone Number:

Email

Project (Event) Title:

Project (Event) Description:

List Names, Titles & Phone Numbers for Current Officers & Members of the organization requesting the grant funding:

Provide details of your project objective:

Explain how you plan to reach those objectives:

Number of Visitors expected to attend this event: Total

Local: **Out of Area:**   **Out of State:**

Provide a detailed, itemized budget for your project:

Incomes:

Estimated Total Income for this project:

Expenses:

Estimated Total Expenses for this project:

You may attach an actual budget print out for your project to this page.