

2021 Jackson County Visitor Center Impact Grant
Cover Page(s)

Name of Project: _____

Lead Organization: _____

Authorizing Official: _____ Title: _____

Amount of Funding Requested: _____

Amount of Matching Funds Available: _____

Total Project Budget: _____



PLEASE TYPE

Applicant Organization and Contact Information:

Lead Organization's address: _____

City _____ State _____ Zip code _____

Phone number _____ Fax number _____

Website address _____

Email address _____

Contact Person & Title _____

Contact best phone/cell number _____ Alternative _____

Contact Email address _____

Organizational Summary:

Year founded or date of incorporation _____ Exempt Status _____

Federal Tax ID Number (TIN) _____

Organization Mission (Statement) _____

Organization Officers

President/Email _____

Vice-President/Email _____

Secretary/Email _____

Treasurer/Email _____

Additional Board of Directors (if applicable)/Email

OFFICE USE ONLY

JCVC REPRESENTATIVE ACCEPTING: _____

DATE/TIME: _____

2021 Jackson County Visitor Center Impact Grant

Overview:

The Jackson County Visitor Center policy for the impact grant has been established to offer 1:1 funding match assistance to not-for-profit groups; city or county organizations; tourism related businesses; or an organizational combination thereof for new projects or enhancements designed to have a direct impact on Jackson County and tourism.

Eligible applicants are nonprofit organizations that are registered and in good standing with the Indiana Secretary of State and have a proven track record for sustainability. Successful projects will provide recreational, cultural, educational and/or entertainment-based attractions, amusements or events which enhance the quality of the experience of the visitors to Jackson County and, in turn, the quality of life for the residents of Jackson County.

The project will be completed within one year of acceptance of award and all project reports must be completed as indicated in the application and agreement. If the project cannot be completed within twelve months, the Jackson County Visitor Center Board of Directors has the option to request a refund of the award amount or extend the completion date to no more than six months. Projects which are nearing completion but not yet finished, may be considered with final approval from JCVC Board of Directors. The project MUST be open to the public and for public use.

The Impact Grant budget for 2021 has been set at \$100,000.00. Business or event project funding requests which attract out-of-county visitors, increase visitations and overnight stays in Jackson County accommodation properties, and/or bring new money into Jackson County will be given the highest consideration. Visitor Center funding may not constitute more than 50% of the total project cost. Not more than 25% of local match may be in the form of in-kind or non-financial contributions, which may include but are not limited to the value of labor, services or land acquisition. Applicants must show a need for Visitor Center funding after other financial resources have been committed for the proposed project.

The Jackson County Visitor Center board has the discretion to review and reserves the right to reduce amounts and deny funding. There is no guarantee that projects with recurring expenses will be funded annually.

Eligible Projects:

1. Cultural, historical or scenic site development in Jackson County which can be shown to increase regional tourism.
2. Jackson County attraction or destination development including recreational or entertainment facilities that have a regional appeal to tourists.
3. Capital projects such as land acquisition, building construction or renovation, utility infrastructure, and site development for tourism related projects. Money will not be awarded

on speculation. Examples may include: museums, theme parks, ice/roller skating rinks, cultural and recreational centers, recreational trails and heritage attractions.

4. Way finding signage which direct tourists off of interstates and highways.

Impact Grants Funding may NOT be used for:

1. The production costs of items to be sold, such as souvenir items, mugs, T-shirts, etc. or for promotional items such bags, tickets, prize money, certificates, plaques, buttons, etc.
2. Operating costs, consultant fees, staff salaries, mileage or travel expenses, rest utilities, firework displays, food and drink.
3. Programs designed to be fundraisers.
4. Cannot be used for expenses already incurred or board development.
5. Attraction signage that will be installed within the city/town limits or near the attraction.
6. Bonds.

Application Process

1. Application requests will be accepted after January 1, 2021 until end-of-business March 31, 2021. Awards will be presented in May 2021.
2. Previously funded projects must show enhancements and/or changes from prior years.
3. Five copies of the application and an electronically submitted file including letters of support and drawings, if applicable, must be received by the JCVC offices by the deadline stated.
4. Applications may be submitted in person, by mail or delivery by the deadline date. Applications will be reviewed in numerical order as received by the JCVC.
5. A representative of the applying organization may be asked to appear before the review committee to represent the proposal and project.
6. Applying entities will be promptly notified in writing of the final decision regarding their request and within 45 days after the application deadline.

Criteria:

1. Evaluation of the project by the grant committee may include, but is not limited to, the quality and sustainability of the project, the distribution and market to be reached, the evidence of need for funding by the applying organization and any previous funding history.
2. All projects should be completed within one (1) year after receiving award funding. An extension may be requested to, and considered by, the Jackson County Board of Directors of up to and no more than 6 additional months. There is no guarantee that an extension will be granted and the right is reserved to request funding be returned if the project is not completed by the agreed upon date. Thorough project activity timeline reports must be filed in 3, 6, and 9 month increments (12 and 15 months if necessary and agreed upon) and submitted to the Jackson County Visitor Center Executive Director and grant committee for review. Upon completion of project, a full and thorough report must be submitted. Should activity timeline reports not be submitted timely or at all, the organization overseeing the project runs the risk of

being required to return funding for the project. A full project report with pictures either in print or digital must be submitted by the agreed upon completion date.

3. The project must be located in Jackson County.
4. A minimum of three letters of support are required to be submitted with the application. JCVC is not eligible to supply a letter of support. No petitions are allowed.
5. The project must demonstrate appeal and benefit to those living outside of Jackson County.
6. The project must ultimately have a public component (i.e. have hours open to the public, offer service to the public, etc.)
7. The project must demonstrate the ability to increase the number of out-of-town visitors.
8. The project must complement the existing tourism related product and improve the look and feel of the community.
9. Vendor estimates are required within the budget report unless there is a general contractor, architectural or engineering budget provided.
10. Evidence of community support for the project, both practical and financial, is required and can be shown through cash donations or in-kind matches. In-kind matches totaling no more than 25% of the projected cost can include but are not limited to expenditures such as professional fees, services, labor or land acquisitions. Fair market determinant will be considered.

Payment:

1. A one-time payment will be administered within 45 days after the award notification
2. All advertising, printed materials, on-air promotions, presentations, etc. are required to recognize the Jackson County Visitor Center.
3. All project reports must be completed in a timely manner and project must be completed to specification as granted in original proposal unless an adjustment is agreed upon in writing to be eligible for any grant funding in the future from the Jackson County Visitor Center.

Project Narrative (PLEASE TYPE)

Overview:

- Describe the proposed project and the physical location of the project.
- Include amount of funds requested, matching funds available and a description of how the money will be spent.
- Include an estimated timeline for the project's completion, including the estimated beginning and end dates, and dates for any major milestone completion. Include projected status of project at 3, 6, and 9 month point in project.
- If the project is part of an on-going project, describe the status of the overall project and how this funding request fits into the project's completion.
- Share how working with other entities in the community is an important part of your effort.
- Describe the economic and intrinsic impact you think your project will have on Jackson County.
- Describe how it might complement an existing tourism-related product, or coordinate with other tourism initiatives in the county, region or state.
- Describe the method that will be used to evaluate the success of the proposed project or event.

Tourism Impact

- Provide an explanation of how this project will attract visitors living outside of the area to Jackson County.
- How many participants/visitors are expected to attend the events utilized by the project?
- Provide a summary of the project's short term and long term goals, and how it will increase the number of out-of-area visitors to Jackson County.
- If applicable, describe your seasonal operating hours. Include the availability (days of the week, and/or months open and close).
- Do you expect visitors to stay in Jackson County lodging facilities overnight? Is there a possibility of more than one overnight stay?

Business Plan

Provide a thorough business plan which clearly demonstrates a plan of action for the proposed project. Narrative should include:

- A general market analysis with a description of the target market and the projected customer base for the project demographically and geographically.

- Estimated general financial projections for the next five years or for the proposed life of the project, if shorter.
- A list of key personnel or committee members who will be closely involved in the project and any outside consultants you currently know with which you will be involved. Does the organization have paid professional staff?
- A marketing overview that includes an overview of advertising and promotional activity that may be included to support this project, if applicable. Include advertising/PR plans. Marketing cannot be funded with this grant.
- List other business/organization partners and the responsibilities of each.
- Include letters of support for matching and/or in-kind contributions.

Economic Impact

- Provide an overview of the economic impact that this project could generate and who will benefit most.
- A description of how this project might improve the county's image. Describe how it might improve the look and feel of the county in a significant way and make it more attractive to visitors.
- The potential for business growth/expansion created by this project.



2021 Impact Grant

Acknowledgement, Release of Information and Certification

On behalf of the organization named in the application, I have read and understood the Impact Grant guidelines and application. I do hereby certify that the submitted application meets all of the eligibility requirements for the Impact Grant of the Jackson County Visitor Center.

I understand that the grant fund provides a **1:1 match**.

I give permission to the Jackson County Visitor Center to perform due diligence, contact the organization's references, and undertake other activities reasonably necessary for evaluation of the application and proposal.

The completed project must adhere to the required guidelines as outlined in the Impact Grant instructions.

I certify that all representation, warranties, or statements made in the application are true. I understand that funds will not be awarded and could be recovered if any information is found to be false, incorrect, misleading or misrepresented.

I also understand that the project must be completed by the agreed upon date unless amended and agreed upon by both the Jackson County Visitor Center Board of Directors and the proposed organization. I agree that the project may not be completed any later than 18 months than the date of the award of funding.

Signature _____ Title _____

Printed Name _____ Date _____

2021 Jackson County Visitor Center Impact Grant Attachment Checklist

**If the document listed is not required for the grant you are requesting, please indicate with N/A.
Checklist must be included with application.*

- ___ Cover Page(s)
- ___ Federal ID notification/IRS letter of determination (exempt status) **if you feel we may have this in our files, you MUST contact us for a copy and include with your submission*
- ___ Original signed application agreement and five copies with attachments and an electronic copy
- ___ Current list of board members and affiliations
- ___ Estimates of expenses and income **the more accurate the budget, the more it will reflect on your readiness to proceed with the project*
- ___ Expenditures as of the date of award, if applicable
- ___ Vendor estimates/quotes
- ___ Most recent annual report and/or audited financial statements
- ___ Letters of support from participating organizations
- ___ You may include maps, photographs, samples of projects to use a models, etc. but they must be copied and included in your 5 completed packages and your digital copy
- ___ Acknowledgment, Release of Information and Certification Form
- ___ Your entire application may not be over 35 pages in length including all attachments