



EVENT MARKETING GRANT OVERVIEW and FUNDING CRITERIA

ABOUT

The New River Gateway Convention & Visitors Bureau (CVB) serves as the official marketing organization for Summers County. It is our mission to strengthen the community by advancing economic growth and vitality through tourism. It is our belief that bringing successful events and visitors to the area contributes to economic and cultural growth. The CVB Marketing Grant Program exists to award funding to organizations hosting events within Summers County that meet and exceed the criteria outlined below.

GRANT FUNDING CRITERIA

In awarding CVB funds, greatest consideration will be given to events, tournaments, and conventions based on the following criteria:

- Economic impact on the community.
- Ability to draw a majority of participants from out-of-town.
- Multiple day events which encourage overnight stays in the community.
- First-time events with the potential to become annual events.
- Priority will be given to events held during the off-peak or shoulder seasons, bringing tourists to the community during times they normally do not visit.
- Demonstrate the need for funding.
- Business organizations, volunteer managed organizations and individuals with 501(c)3 status.
- Grant Application Deadlines.

Applications are accepted on a quarterly basis. Applications may be submitted on or before the deadline for each of the following quarterly review periods: January 1, April 1, July 1 and October 1. Applications must be received at least 45 days prior to the start of the event. Applications received after these dates will be held until the next review cycle.

Opportunity events, defined as new conferences, conventions or events derived from special circumstances with time-sensitive response required, may submit applications for consideration outside of the standard grant application deadlines. Opportunity event applications will be reviewed at the discretion of the CVB Executive Director and the CVB Grant Committee.



GRANT REQUIREMENTS AND GUIDELINES

Grants are available for use in marketing efforts only to reach people outside of a fifty mile radius of Summers County. Matching grants will be available in amounts up to \$1,500. Non-matching grants will be available in amounts up to \$500.

Organizations that receive funding from the CVB are expected to meet the following requirements and guidelines:

- Marketing materials must include the CVB logo, and need to be approved by the CVB Director.
- Each event must clearly benefit the community.
- The event organizers must complete the application with as much accurate information as possible when estimating items such as lodging room nights or attendance.
- Only one application per event will be considered.
- The event organizer must provide CVB staff with free access to the event.
- All events must take place within Summers County.
- It should be the intention of the organization for projects/programs to eventually be self-sustaining.
- Events must be open to the public.
- In order to receive funding you must complete the event Post Evaluation Form.

APPLICATION REVIEW PROCESS

All funding decisions will be made by the CVB Grant Committee. A representative of the applying organization may be requested to meet with the Committee to clarify or to provide additional event information. The following funding policies apply to grant applicants and recipients:

- Funding is contingent upon the event reasonably occurring as proposed and within the proposed timelines. The applicant must notify the CVB if significant changes are expected that would impact the event as presented on the application.
- The full amount of funding will be dispersed following completion of the event and when a post evaluation form has been received and reviewed to the satisfaction of the CVB Executive Director.
- ****Requests for advance payment may be made if the need is clearly stated at the time of application.***
- The CVB may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed, or which do not reasonably occur within the proposed dates or times.
- Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount requested.
- Previous funding allocations do not set precedent for future years. All applications will be subject to a fresh review each year.

INELIGIBLE PROJECTS

The following projects do not meet the CVB grant program criteria and thus are not eligible for funding:

- Events that apply for funds after the event has taken place.
- Events that have a negative impact on the image of Summers County.
- Organizations that discriminate because of race, color, creed, gender or national origin.
- Candidates for political office, and organizations whose primary purpose is to influence legislation.
- Fraternal organizations, churches or church-related groups whose purpose is to promote religion or an individual doctrine.