Cave City Tourist & Convention Commission
Tourism Grant Application

Founded in 1978 to manage the Cave Area Conference Center and promote tourism in and around Cave City, KY, the Cave City Tourist and Convention Commission (CCTCC) operations are funded by Conference Center rental revenue, Transient Room Tax (4%) and Restaurant Tax (1%). Effective July 2015, the Cave City City Council authorized an increase in Restaurant Tax collections to 3% with a portion of the increase to be utilized as a community grant source for tourism development. **The CCTCC Executive Director will receive requests for your EVENT which MUST have a direct economic impact on the community by increasing overnight visitation and/or meals eaten in local restaurants.** The financial extent of funding will be dependent upon the availability of designated funds.

Application Process:

1. Obtain a copy of the application (see attached) from the **Cave City Tourist Commission** located at Cave Area Conference Center, 502 Mammoth Cave St., Cave City, KY or download the document from www.cavecity.com; www.cavecitychamber.com; or www.cavecityconventioncenter.com.
2. Complete the application and attach any supporting documents needed. **Submit the original to PO Box 518, 502 Mammoth Cave St. Cave City, KY 42127, on or before the 5th of each month,** or submit electronically to cavecitycenter@gmail.com.
3. Once the application is received, it will be reviewed and qualified by the Executive Director. **A representative of the group/business applying for funds must attend the scheduled Board immediately following the submission.** The Executive Director will notify the representative to schedule the date and time to present the application. The applicant should be prepared to answer any questions the board may have.

Application Policy:

1. Grants are limited to a maximum match of 50% of capital costs for project budgets greater than $500. (Ex: Project $500 will receive a maximum of $250 grant assistance). Project match can be cash or documented in-kind support (i.e., labor, donated materials). Project budgets under $500 will not be considered.
2. Governmental entities will not be eligible.
3. Project location must have a Cave City, KY address or a MCNP affiliate project within Cave City.
4. Projects must be completed within 1 calendar year of grant approval date.
5. Applicants are limited to 1 grant per fiscal year.
6. Maximum amount per application is limited to $7000 ($3500 match) for in-season events (April 1st-0ctober 31st). Events in off-season (November 1st-March 31st) MAY be eligible for an additional $1,500 match.
7. The Tourism Commission Board reserves the right to fund projects not addressed in the guidelines.
8. Questions concerning grant eligibility prior to submitting an application can be addressed by calling 270-773-3131.

Eligible Projects:

1. Marketing efforts to attract tourism include but are not exclusive to: Rack Cards; Posters; Event signage or conference materials.
2. Tourism enhancement programs include but are not exclusive to: Events; Festivals; Entertainment; Transportation for local tours as part of an event, conference, or convention; Conference or convention reception sponsorship.

Non-Eligible Projects:

1. Projects that do not attract visitors, visitor spending, or lodging room usage.
2. Prizes and soft marketing items (i.e., t-shirts, sticker, promotional items)
3. Receptions in which the audience is largely from within Barren County, KY.
4. Capital improvements (construction, painting, lighting, etc.)
5. Operation expenses (labor, office supplies, equipment, etc.)

Evaluation Criteria (project is not required to meet all the following recommendations)

1. Compliment the best interests of Cave City.
2. Estimated number of out-of-town visitors and their estimated length of stay with supporting documentation, if possible.
3. Submission of an itemized budget that includes the anticipated income and expenses.
4. Accuracy and completeness of application.
5. Ability to complete the project within 12 months from award.
6. Submission of an itemized budget that includes the anticipated income and expenses.
7. The amount of tourism funds requested.
8. How the tourism funds will be spent.

Award Process

1. If requested, applicant may be asked to give a project update at a board meeting during the grant year.
2. **Projects must acknowledge: Funding by Cave City Tourist and Convention Commission** with CCTCC logo.
3. Applicant will be notified by email or phone call within 48 hours of board approval.

Post Funding Requirements

1. **Funds must be spent on pre-approved purposes to receive reimbursement.**
2. The CCTCC reserves the right to withdraw all or partial reimbursement if funds are not used for pre-approved purchases. If funds are used on event fliers, newspaper, and magazine advertising they must carry the CCTCC logo and copies of each must be submitted with the report. Any radio and television advertising mentioning the CCTCC as a contributor must also be included.

3. This funding agreement may be terminated within 24 hours by written notice by the CCTCC for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein.
4. Recipient is encouraged to present in person but can be submitted to the Executive Director within 45 days following the conclusion of the event/project. If the amount spent does not equal the approved grant amount, the applicant will not receive more than used for the event/project.
5. Final payment will be provided **after** a post report is received and approved by the Executive Director or presented at a monthly board meeting.

The preceding guidelines have been established to determine funding for events that enhance not only visitation to Cave City and the surrounding area, but our visitor's enjoyment of the area.

MARKETING

Marketing Strategy- Any marketing figures, experience data, responses, and conversion to actual customers should be provided.

Is this the first year for the event? Yes_____ No_____

If the event has been held in Cave City previously, when was it held? _____

Will this event be an annual event? Yes_____ No_____

Are the requested funds to be used for advertising the event? Yes_____ No_____

Will the advertising target outside a 100-mile radius of the event site? Yes_____ No_____

Is there an additional source of funding for the event? Yes_____ No_____

If yes, please provide details_____

MEDIA

If the event was held previously, was media coverage provided? Yes_____ No_____

If yes, attach clippings or other documentation of coverage to this application.

What plans have been made for promotion and coverage of this year's event?

_____

BUDGET

For events, provide a complete breakdown, both income and expenses of your budget.

Item	Total Amount of Item
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total event cost $_____

Attach an event budget proposal and any supporting material you may feel necessary for the commission's consideration.

How will the Cave City Tourism Grant funds be spent? _____

_____

EVENT INFORMATION

Projected room nights rented due to the event and the economic impact the event will have on the community and surrounding area should be in this section.

Amount requested from CCTCC: $_____

Location of event: _____

Dates/Times of event: _____

Purpose of event: _____

_____

History of attendance (if held previously): _____

Anticipated # of visitors/participants this year: _____

Historical # of room nights used in Cave City: _____

Anticipated # of room nights in Cave City this year: _____

Have rooms been reserved at area lodging facilities? Yes_____ No_____

If yes, complete the following:	Lodging Facility	# of rooms reserved
	_____	_____
	_____	_____
	_____	_____

If the applicant received funding last year, please list the amount: _____

TOURISM IMPACT

The tourism commission must use its funds to increase visitation and develop the local tourism industry in the Cave City area. Please explain how this project will benefit Cave City. Describe in detail the planned activities of the event, including the schedule, along with the tourism related business and direct or indirect benefits it will attract to Cave City (i.e., incremental overnight visitors, new dollars to our local economy, other financial and/or non-financial benefits).

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What plans exist to coordinate this event with other tourism related programs?

_____

_____

List other prior tourism related events sponsored by the applicant/agency?

_____

_____

CAVE CITY TOURIST & CONVENTION COMMISSION

POST EVENT REPORT

Name of Event: _____

Sponsoring Organization: _____

Contact Person: _____

Address: _____

Phone: _____

Date (s) of Event: _____

Total Number of Participants: _____

Total Number of Room Nights Used: _____

Total Dollar Amount Granted by CVB: _____

Provide documentation as to how the CVB funds were spent. (Attach event schedules, programs, and /or photos when available):

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