

**JOHNSON COUNTY CONVENTION, VISITOR AND TOURISM
COMMISSION (FESTIVAL COUNTRY INDIANA) TOURISM PROMOTION
GRANT APPLICATION**

Organization information:

Name of event (or product name if product development)

Date of event (or product completion)_____

Organization/business applying for grant_____

Contact person_____

Address_____

City_____ State_____ Zip code_____

Phone_____

Email address_____

Website address and Facebook URL_____

Describe your business/organization_____

List type of grant and total amount requested_____

- Marketing grant: \$2,500 (first year); \$1,500 (second year); \$1,000 (third year)
- Festivals and events grant: \$2,500 (first year); \$1,500 (second year); \$1,000 (third year)
- Meetings, conventions, and seminars: \$2,500 (first year); \$1,500 (second year); \$1,000 (third year)

- Sports sponsorship: Maximum \$3,000
- Product development: Maximum \$5,000

Project information:

Name of event (or product) _____

Event (or product completion) dates _____

Location/address _____

City _____ State _____ Zip code _____

Is this:

- _____ A new festival, event, convention or sporting event
- _____ An existing festival, event, convention or sporting event
- _____ A new product or attraction
- _____ An enhancement to an existing product or attraction

Please describe the event (or product)

Describe how you will market it to potential visitors outside Johnson County

How will you track outside visitation? _____

What's the estimated number of people who will come for the event/product

How many hotel rooms will be booked within Johnson County? _____

Summarize what you propose to use the funding for _____

If this is a sporting event, what age level is the event for?

- _____ Middle school
- _____ High school
- _____ College
- _____ Adults

If this is a sporting event, what type of event is it?

- _____ Local, within Johnson County
- _____ Regional, within the Indianapolis area
- _____ State
- _____ Midwest
- _____ National
- _____ International

On behalf of the organization identified on this application, I certify that this application meets the eligibility requirements for Johnson County's tourism promotion grant and that the information entered is true and accurate.

I understand that the grant may provide up to 50 percent of the total costs, not to exceed the grant cap amounts, that no in-kind contributions may be included in the match, that no grant will be awarded to an event or project already completed, and that the completed promotional material must acknowledge this grant by use of the Johnson County tourism logo. I also understand that all documents and written evaluation of this project must be submitted to the director of tourism within 60 days of when the event or product was completed, or by December 15, of the year the event occurred

or product was developed, whichever date comes first, and that materials not submitted within the 60-day timeframe are subject to the CVT reducing the reimbursement to the corresponding organization.

Signature _____ Date _____

Title _____