

Scott County Tourism Development Committee

Fiscal Year July 1, 2011 – June 30, 2012

Grant Funding Request for Scott County Community Festivals

Please read the information sheet provided on the next page before completing this request. The request must be completed in size 12 font, double spaced paragraph format.

1. Name of Event?
2. Location?
3. Date and Time?
4. Website?
5. Contact Person(s) and their contact information?
6. When did this event start?
7. How have you advertised this event in the past?
8. How will you be advertising for the upcoming event?
9. How do you track the number of attendees at your events?
10. Please list the years of the event and the number of attendees for each year.
11. Tell us about your event. Please be very detailed.
12. How will your event promote Tourism in Scott County, VA?
13. What is the estimated cost of your event?
14. What is the estimated revenue from the event?
15. If you are awarded grant funding, how will the funds be used? Please be specific.
16. What criteria would make your event successful?
17. If you have had this event in the past, what if anything, will be new this year?
18. If you have had this event in the past, have area businesses seen increased revenue directly from your event? Example, XYZ Gas Station quoted that they had a 55% increase in revenue during the event.
19. How will this event evolve over the next 1-3 years?
20. Do you have a timeline for growth and a way to track it?

Contact Person

Date

INFORMATION

*Scott County Tourism requests the opportunity to have booth space at your event for no charge. Whether we choose to set up a display / booth at a particular event is at the sole discretion of Scott County Tourism.

*We have created a blog for Scott County Tourism and all grant recipients will be required to fill out a short questionnaire and supply 1-3 photos pertaining to the event (photos from previous years, logo for the upcoming event, photos of new things for the upcoming year, etc). The photos and information will be posted on the blog as another way to advertise for your event. This must be submitted 1 month before your event.

*We post all events on the Tourism website's interactive calendar as well as on our facebook and twitter accounts.

*This is a 50/50 grant, meaning that 50% of the grant funding must be spent on advertising and 50% must be spent on expenses (entertainment, etc).

*Our website www.explorescottcountyva.com must appear on all promotional materials for your event.

*The Tourism Development Committee meets the 3rd Thursday of every month in the Scott County Board of Supervisor's Board Room. At least one contact person listed above is required to attend the meeting immediately following your event. We would like to know your attendance, increase in revenue for area businesses, have a sample of your promotional materials, how you spent your grant funds, etc. If you receive grant funding, we will inform you of the date and time of the board meeting you will need to attend.

*Electronic Signatures are acceptable for this grant submission.

*Checks for grant recipients will be issued approximately two months before your event date with our county check system. All checks are mailed out the day after our Board of Supervisors meeting.

*In our efforts to be Green, you may email your request instead of mailing it. Just save the file to your computer, fill it out and email the file with the completed form to Jennifer Puckett jpuckett@scottcountyva.com. You may mail or drop off this request at our office:

Scott County Tourism
Attn: Jennifer Puckett
336 Water Street
Gate City, VA 24251

**Deadline for all requests to be received in our office or by email is
February 10, 2011 at 4:00pm. Thank you!**