



Santa Claus
INDIANA



Lincoln's
Indiana Boyhood Home

SPENCER COUNTY VISITORS BUREAU

2024 TOURISM ENHANCEMENT GRANT

APPLICATION

Email Address:

Business or Organization Name:

Contact Person:

Business/Organization Address:

Phone: _____

Alternate Phone: _____

Nonprofit (check one):

Tax ID# (if applicable):

Yes

No

General Business/Organization Description:

DESCRIPTION OF INITIATIVE

Fill in as much information as possible, specific to your request.

Details of Initiative:

**Attach additional details of the initiative if applicable.*

Start date(s):

Expected completion date(s):

Location:

Event or Business/Organization URL:

What are the top three (3) goals for this initiative?

Total anticipated event attendance or annual traffic due to this initiative:

Non-local estimated attendance/traffic (possible overnights) due to this initiative:

Provide a description of the marketing/communications plan for promoting your initiative (include organic and paid efforts):

**Attach a marketing/communications plan for promoting your initiative or additional information if applicable.*

Describe how this initiative will increase overnight stays in Spencer County. Be specific about where people will come from and how they will find out.

Provide a detailed strategy planned to measure initiative goals and tourism impact.

FINANCIAL INFORMATION

Total annual budget of business/organization:

Budget for this initiative (without tourism enhancement grant):

Tourism Enhancement Grant request:

Provide a financial breakdown and list specific expenses for which the requested funds will be used:

**Attach additional/supporting documentation regarding financial breakdown and expenses if applicable.*

PARTNERS/COLLABORATION

List name, email address, and phone number of partners or contributors to this initiative. Attach additional information as needed.

CERTIFICATION

On behalf of the organization identified on this application, I do hereby certify that the submitted application meets all the eligibility requirements for the Spencer County Visitors Bureau’s Tourism Enhancement Grant and the information included is accurate.

I understand that the grant funding of this initiative cannot be awarded prior to approval by the Spencer County Visitors Bureau and must be completed in the date range provided.

To close the grant, recipients are required to submit a report (along with vendors’ invoices and a copy of all promotional materials, if applicable) to the Spencer County Visitors Bureau by December 31, 2024, summarizing the completed project’s successes and challenges. For incomplete projects, a status update report is due by December 31, 2024, with the final project report to follow within sixty (60) days of project completion.

Signature:

On Behalf Of:

Title:

Date:
