NEW Event Initiative - Grant Guidelines

Presented by:
Spencer County Tourism Commission

Application Deadline: September 1, 2019

Background: The Spencer County Tourism Commission’s vision is to make Spencer County, Indiana, a leading year-round overnight destination for families. Its mission is to increase overnight visitation to Spencer County’s lodging facilities by advertising and publicizing its natural, historical, and man-made attractions as a family destination. The tourism commission is funded by the county innkeepers tax in order to fulfill its mission.

Grant Info: The Spencer County Tourism Commission plans to award up to $8,000 in grant money for 2020/2021 events. The purpose of the New Event Initiative Grant is to assist qualified organizations, businesses, events, or tourism-related entities promoting tourism in Spencer County, Indiana.

Eligibility & Guidelines

- Grant applications for 2020/2021 events are due September 1, 2019.

- Grant applications are open to community-minded organizations and businesses seeking to introduce a new event in Spencer County.

- Applicants will demonstrate promotion of the event beyond a 60-mile radius to increase potential visitor attendance from outside the immediate area, and possible overnight stays.

- Applicants may include, but are not limited, to festival organizers, event teams, attractions, sports organizations, chambers of commerce, towns/cities, businesses, and not-for-profits organizations.

- Funds will be available in January of the event year.
**Requirements**

- All applications must be complete. Incomplete applications will not be considered. Please type or print legibly.

- Completed application and supporting documentation must be submitted to:

  Spencer County Visitors Bureau  
  39 North Kringle Place  
  P.O. Box 202  
  Santa Claus, IN 47579

- Event or significant addition for which tourism funding is requested must be promoted beyond a 60-mile radius.

- Demonstrate ability to attract overnight visitors.

- If your business or organization has its own website on which the event will be advertised, a link to SantaClausInd.org or IndianaAbeLincoln.org is required.

- **The organization must provide the Spencer County Visitors Bureau with a completed grant report, copy of the vendor’s original invoice or an invoice showing that payment of the project has been made, and a copy of all promotional materials within sixty (60) days of project completion.**

- Applicants will be promptly notified, via email or U.S. mail, of the decision of the Spencer County Tourism Commission by October 31, 2019.

- Projects must be completed by December 31 of the event year. Failure to do so will disqualify the business or organization from receiving funds.
  - If special consideration is needed for an extension of this deadline, a written request for extension must be received at least one (1) month prior to the deadline.

- Eligible applicants may be interviewed by the Spencer County Tourism Commission.