

# 2024 Tourism Growth Program

## Application Guidelines and Funding Restrictions

**Who May Apply:** Any organization seeking to invest in a significant growth or enhancement to an already existing and successful event with the potential to create a positive image in the Findlay-Hancock County Area. In order to be considered for funding, all activities must be open to the general public or have non-exclusive membership. Preference will be given to non-profit organizations. Limit One Tourism Development or Tourism Growth program application per organization per year.

**Priority Areas:** Applications meeting at least one of the four priority areas (Overnight Accommodations, Signature Events, Community Image Building and Hospitality Partnership Growth) will be considered. However, greater weight will be given to the applicants meeting multiple areas.

**Timeliness:** In order to be considered for funding, applicants must complete and submit the Tourism Growth Program Application and any supporting materials to the Hancock County Convention & Visitors Bureau prior to the stated deadline. Incomplete or late applications will not be considered.

**CVB Logo:** The current Hancock County Convention & Visitors Bureau logo and/or website must clearly be presented in all marketing materials, press releases, and presentations. Failure to acknowledge the CVB and/or failure to use correct CVB logo in event promotions will disqualify the organization from receiving reimbursement funds. Failure to comply could also limit the organization's ability to apply for future funding from the CVB. **Correct Visit Findlay logos can be downloaded at [VisitFindlay.com/VisitFindlayLogo](http://VisitFindlay.com/VisitFindlayLogo) or requested by emailing [info@visitfindlay.com](mailto:info@visitfindlay.com).**

**Documentation and payment:** A Reimbursement Request form is available at [VisitFindlay.com](http://VisitFindlay.com). Please fill out this form with information about your event's outcome and success within 60 days post-event. Reimbursements will be accepted earlier and extensions in certain circumstances may be requested. **Proof of payment, paid invoices, copies of checks and original artwork or photographs of VisitFindlay logo in advertising materials must accompany the Reimbursement Request form in order to receive reimbursement.** Final payment will be issued once this document is received and processed. Failure to complete the reimbursement request by the deadline will disqualify the organization from receiving reimbursement funds and require the organization to return the initial award disbursement.

**Event Cancellation, Inclement Weather, etc.:** Should the event be rendered not feasible or impossible to execute, then the applicant must return all funding received within 30 days from the planned event date. Should inclement weather or other force majeure cause an unexpected event cancellation, the applicant may retain funding only for applicable expenses incurred by submitting a written report explaining the details of the cancellation and an accounting of funds received, which must then be reviewed and approved by the CVB.

**Use and In-Kind Funding Restrictions:** Funds granted through the Tourism Growth Program must be used for the enhancement of an existing event or program. Funding may not be used for administrative fees or salaries, alcohol, alcohol or event permits, awards, food/catering costs, raffle items, prize money, insurance, and overnight accommodations. The amount of CVB funds requested may be up to 50% of the total event budget to a maximum of \$5,000. Matching funds may be comprised of up to 50% in-kind donations (at least half of the matching funds must be cash). No more than one Tourism Development or Growth application may be submitted by any one organization, per calendar year.

**Combination, Future Funding:** Up to \$3,500 of CVB Co-Op Advertising funds are also available to Tourism Growth Program recipients, but cannot be used as matching funds for Tourism Growth funds. The Tourism Growth Program gives the ability for projects to be funded for two years, with up to 50% of the year one award funded in year two. A new application must be completed for year two by the stated deadline.

**Special Circumstances:** In the event the application has special requests outside of the realm of Tourism Growth Program guidelines, including the need to receive 100% of grant funds before the conclusion of the event instead of the standard 50%, the CVB Grant Committee will review and present a recommendation to the CVB Advisory Board for approval. Applicants will be notified if special procedures are needed.

*The Hancock County Convention & Visitors Bureau Advisory Board and Staff have the right to refuse any or all applications, if they are deemed outside the boundaries of the mission of the Convention & Visitors Bureau.*

*\*All decisions are final\**

*\*Disbursement of funds is dependent on the receipts collected from the bed tax from year to year\**

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*An electronic signature above signifies that this document is complete, and all information within is accurate.*

### Return Completed Application to:

Hancock County Convention & Visitors Bureau, Attn: Tourism Growth Program  
**MAIL:** 123 East Main Cross, Findlay, Ohio 45840, **FAX:** 419.422.9508 or **EMAIL:** [info@visitfindlay.com](mailto:info@visitfindlay.com).

Note: Completed applications must be submitted by March 1, 2024

A complete application consists of: Completed original application form, completed Event Budget, and supporting documents or other pertinent information for consideration, if applicable.

Questions? Contact the CVB at 419.422.3315, or email [info@VisitFindlay.com](mailto:info@VisitFindlay.com).