



2019/2020 GBCVB Community Partnership Grant Program Guidelines & Application

The purpose of the Greater Bridgeport Convention & Visitors Bureau (GBCVB) Community Partnership Grant Program is to assist our “tourism partners” wishing to advertise the County by providing them with funding from the GBCVB for promotional materials, advertising and other marketing initiatives in order to increase visitation to and awareness of Greater Bridgeport, West Virginia.

This program is for the years 2019/2020 ending on December 31, 2020 and the Grant amount per available project is a maximum of \$500.00 to be matched by the applicant

Project Guidelines:

Any tourism partner organization doing business in Greater Bridgeport may apply for a GBCVB grant according to the following guidelines:

1. The GBCVB logo must be included on the project, i.e.: brochures, advertisements, etc.
2. Projects should be of a promotional, advertising or marketing nature, designed to increase visitation for the organization or event, and in turn promote and have a positive economic influence on other Greater Bridgeport amenities.

Funding is not granted to an organization for the following uses:

- * Administrative, clerical or payroll costs
- * Operating costs
- * Postage, mail house services and taxes

The GBCVB has the sole and final approval in granting these funds

In making decisions on grant applications, the GBCVB will consider such factors as:

1. Completion of Grant Request Form and Budget Template
2. Project's ability to increase tourism revenue and track overnight stays and visitors' impact on the community

3. Applicants compliance with grant requirements
4. Type, scope and mission of the applying organization
5. Organization's resources, to include current funding from hotel/motel tax, grant awards already received, and any government approved funds
6. Marketing and advertising plan
7. Number of applicants during the award period
8. Number of applications received from the same organization
9. Projects past success history

Partner organizations may submit multiple applications for more than one project but must submit a separate application for each project.

Application Procedures & Schedule

- * Type or print application clearly. Additional pages may be attached if necessary.
- * Send in a completed GBCVB Community Partnership Grants application.
- * A grant may be awarded for less than the amount requested.
- * Applications will be evaluated monthly until program funding is exhausted or deadline is reached.
- * Applicants will be notified after the Community Outreach Committee has met, made a recommendation to the Board at their monthly meeting and the GBCVB Board has called for a motion to approve, deny, or table the recommendation.
- * A letter or email will be sent to each applicant stating the approval or denial of the grant.
- * A check request (for approved requests) will be submitted to the GBCVB accountants and a check will be issued in person or by mail.
- * Final proofs displaying the GBCVB logo usage must be approved by the Marketing Committee. Proofs not approved may become ineligible for grant payment. In addition, copies of the final collateral or marketing item must be provided to the GBCVB.

The GBCVB Logo Guidelines:

The GBCVB logo is required on all projects requesting grant funding. This certifies the “partnership” of the organization and the GBCVB. Final approval from the GBCVB of the look and placement is required prior to production in order to receive grant funds. Verbiage should be included on all materials, including press releases, stating: “Sponsored by the Greater Bridgeport Convention & Visitors Bureau.”



2019 GBCVB Community Partnership Grant Program

Each project must have a separate project name and completed application for consideration of grant.

Today's Date: ____/____/____ Project or Event Date: ____/____/____

Project Name: _____

Organization applying for the Grant: _____

Contact Name: _____

Email: _____

Address: _____

Phone: _____

City: _____

State: WV Zip Code: _____

All applications will be evaluated as submitted until program funding is exhausted or deadline is reached.

Classification of project (brochure, print ad, web ad, poster, etc.) _____

If advertising, please list publication, issue date and size of ad _____

If printed material, list quantity _____ Estimated Cost _____

Grant amount requested from GBCVB _____ (Grant amount maximum is \$500.00)

**Please answer the following questions to better help us understand the project:
(Attach page)**

How will this project increase visitor spending in Greater Bridgeport?

What are the estimated number of visitors and revenue expected to be generated by this event or project?

How many estimated or projected overnight stays are likely as a result of this event/project? (If your project is more than a one-day event or runs a whole day, consider where your attendees are coming from, how many stay for more than one day and estimate the number who may need a room for one or more nights).

Explain the event and/or project budget including expenses and revenue.

What additional details can you provide that should be taken into consideration regarding this project?

Please complete a Final Report - including a summary of the project/event - testimonials as to its success - within 30 days after the completion of the project/event.

By submitting this application, you agree and understand the guidelines, terms and conditions set forth by the Greater Bridgeport Convention and Visitors Bureau.

Printed Name

Signature

Company/Organization Name

_____/_____/_____

Date

Internal Use Only:

Community Partnership Grant Committee Review:

_____Approved Date: _____ _____Denied Date: _____

Comments:

JCCVB Board Review and Vote:

_____Approved Date: _____ _____Denied Date: _____

Comments: