

# Washakie County Tourism Board

## (Worland/Ten Sleep Visitors Council)

### GUIDELINES FOR GRANTS

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## Grant Overview

**The goal of the Washakie County Tourism Board Grant process** is to assist Washakie County non-profit organizations with events and projects designed to generate overnight stays in Washakie County lodging facilities. The Worland/Ten Sleep Visitor Council (WTSVC) is the marketing arm of the WCTB, a joint powers board, whose mission is to enhance the economic base of Washakie County through tourism. Its primary objective is to encourage more and longer visitor stays through marketing programs aimed at the convention/meeting, individual, motor coach and special events markets.

The WTSVC/WCTB is funded by a 4% lodging tax collected from guests staying in hotels, motels, bed and breakfasts, resorts, and campgrounds within Washakie County.

**Eligibility:** Grants are available to Washakie County non-profit organizations.

### **All Grant decisions of this Council are based on:**

- Number of participants from outside of Washakie County
- Number of room nights generated
- Estimated economic impact on the area as a whole
- Opportunity to maintain and grow the event in Washakie County on an annual basis
- Sufficient number of hotel rooms or campsites available on the event date(s)
- Financial need of the applicant

Events held prior to Council review of the corresponding grant application are not eligible for grant funds. The amount of an approved grant may be modified at the Council's discretion.

**Completed grant applications will be accepted at anytime, but must be received two weeks prior to regular monthly business meeting, which is the last Thursday of the month.** The Council will review the applications at the regular business meeting. Applicants may be provided an opportunity to address the Council during review of the grant request. Applicants will receive written notification of the Council's decision.

## Use of Grant Funds

Grant funds may be used to advertise an event.

Eligible advertising mediums include:

- **Brochures**
- **Posters and Promotional Flyers**
- **Billboards**
- **Magazine advertising**
- **Newspaper advertising**
- **Radio advertising**
- **Television advertising**
- **Travel trade shows** (booth fees, registration fees & material production)
- **Websites**
- **Audio-visual presentations**

Two competitive bids from qualified vendors must be included with Grant application for projects that include printing fees and/or production costs.

All promotional materials developed with Grant funds must be presented to the Washakie County Tourism Board for approval prior to press run or production.

## Required WCTB Recognition

The Council will require recognition for its financial participation as follows:

- ✓ Audible identification as: **PRODUCED IN COOPERATION WITH THE *Worland/Ten Sleep Visitors Council*** on all radio advertising.
- ✓ Logo and/or audible identification: **PRODUCED IN COOPERATION WITH THE *Worland/Ten Sleep Visitors Council*** on television advertising
- ✓ Logo, and website address for all visitor information in printed materials including print media, brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising
- ✓ Link, 800-number and logo with the words “Worland/Ten Sleep Visitors Council” on websites
- ✓ Listing on credits for audio-visual presentations
- ✓ Logo and the words “Worland/Ten Sleep Visitors Council” on billboards
- ✓ Banner at the event site
- ✓ Complimentary advertising space in event program.
- ✓ Logo, the words “Worland/Ten Sleep Visitors Council” on any merchandise tee-shirts if sponsors are recognized in this way
- ✓ Any other considerations/benefits the organization provides investors or sponsors at the same level of investment

The Worland/Ten Sleep Visitors Council will provide applicants with the appropriate materials for recognition upon request.

## Reporting and Payment of grant money

Within **60 days** of completion of the project/event, the applicant will submit to the satisfaction of the Council:

- Completed *Project Report & Evaluation Form*
- Copies of all advertising of all materials on which the WTSVC was recognized as a sponsor.
- Copies/photos of recognition given WTSVC; i.e., website link, banner, etc.
- Other materials produced with the cooperation of the Council

### Payment/Reimbursement

1. The Board will not become involved in payment of money direct to vendors. Grant recipient is responsible for payments to vendors. Board will pay grantee up to the amount approved verified by receipts.
2. Within 60 days of completion of project, grant recipient will submit to Board, copies of all bills and appropriate supporting paperwork, i.e canceled or certified copies of checks of purchases applying to grant. Original credit card receipts or invoices marked paid in full are required. Statements are not acceptable, if they reflect only the amount due. (Late submission of requests for reimbursement may be denied.)
3. At least one copy of each publication containing advertising of the project must be submitted with request for payment. Payment will not be considered without appropriate copies of publications.
4. Requests for reimbursement of radio/TV advertisement fees must be accompanied by list of airdates and length of each air spot on letterhead of the media company.
5. Invoices must show name of vendor, date of purchase, what was purchased, quantities and cost per item or advertisement inert and/or dates service was rendered.
6. The grant recipient agrees to supply any other proof of purchase or proof of expenditure documents that may be requested by the Board prior to payment of grant money.
7. In the event brochures have been distributed, a list of number of brochures delivered, date delivered and point of delivery must accompany request for payment. A copy of the brochure must accompany request for payment.

8. Print media and electronic media that has not included the statement of credit for funding by the Board as specified, will not be considered for payment.

9. Any projects included in the billing that were not specifically in the grant application will not be considered.

Funds will be disbursed upon completion of the project and receipt of the Project Report & Evaluation Form. In unique instances and at its discretion, the Council may disburse approved funds prior to the event/project upon written agreement to provide follow-up reporting requirements.

The Council may, at its discretion, consider the Grant application null and void if the applicant does not submit the *Project Report & Evaluation Form* and all other required paperwork to the WTSVC within the reporting time frame.