

**APPLICATION FOR
FUNDING
2012**



**PARK COUNTY
TRAVEL
COUNCIL**

PLEASE NOTE: ALL ATTACHMENTS (INCLUDING CHECK LIST) MUST BE SUBMITTED WITH THIS APPLICATION FOR CONSIDERATION BY THE COUNCIL

ORGANIZATION NAME: _____

MAILING ADDRESS: _____

WEB ADDRESS: _____ PHONE: _____

CONTACT PERSON: _____ EMAIL ADDRESS _____

PHONE: _____

PROJECT TITLE: _____

EVENT DATE (IF APPLICABLE): _____

AMOUNT OF FUNDING REQUESTED FROM PCTC: _____

WILL YOUR ORGANIZATION BE REQUESTING FUNDING FROM OTHER SOURCES? _____

IF SO, FROM WHOM AND IN WHAT AMOUNT? _____

I CERTIFY THAT THIS APPLICATION AND ALL ATTACHMENTS HERETO ARE CORRECT TO THE BEST OF MY KNOWLEDGE:

SIGNED: _____ DATE: _____

TITLE: _____

NOTARY:

BEFORE ME _____, A NOTARY PUBLIC IN AND FOR PARK COUNTY,

STATE OF WYOMING, PERSONALLY APPEARED _____

AND HE/SHE BEING FIRST DULY SWORN BY ME UPON HIS/HER OATH, SAYS THAT THE FACTS ALLEGED IN THE FOREGOING INSTRUMENT ARE TRUE.

NOTARY PUBLIC _____

(SEAL)

MY COMMISSION EXPIRES: _____

Check List

PARK COUNTY TRAVEL COUNCIL CHECK LIST FOR SUBMISSION OF APPLICATIONS

PLEASE ATTACH THE FOLLOWING ITEMS.

- ___ 1. A copy of the organization's current Articles of Incorporation as filed with and signed by the Wyoming Secretary of State. (If Articles have not changed and are on file at PCTC office, DO NOT include with this application.)
- ___ 2. A copy of the organization's current By Laws, Certificate of Incorporation or IRS non-profit, tax-exempt letter. (If By Laws, Certificate of Incorporation or IRS non-profit, tax-exempt letter are on file at PCTC office, DO NOT include with this application.)
- ___ 3. A complete list of the organization's current board members with addresses, occupations and their function on the board.
- ___ 4. A detailed financial statement and balance sheet for the immediate preceding year.
- ___ 5. A list of paid or volunteer management working on this project/program/event.
- ___ 6. A statement of the organization's purpose.
- ___ 7. A statement of goals and plans related to this program/project/event.
- ___ 8. A detailed budget showing the costs and source(s) of revenue for the project/program/event.
- ___ 9. A detailed written narrative of the project as specified in the guidelines.
- ___ 10. At least two competitive bids for each project, or portion thereof, as specified in the guidelines.
- ___ 11. A rough mock up, layout, design and/or script of proposed promotional materials for the program/event.

PARK COUNTY TRAVEL COUNCIL TOURISM MATCHING FUNDS GUIDELINES

The following guidelines are given to assist Park County non-profit tourism organizations in designing programs and projects that are eligible for funding through the Park County Travel Council.

DEFINITIONS

1. "Council" or "PCTC" means the Park County Travel Council.
2. "Organization" means any established non-profit organization which has a program promoting tourism within Park County, Wyoming.
3. "Sponsor" means one who assumes responsibility for the organization, project or program.

PURPOSES OF THE COUNCIL

The purposes of the Council shall be: to provide for the promotion of travel and tourism within the various geographic areas and economic centers in Park County; to facilitate and bring about broad and effective development and marketing of programs; and to enhance and improve overnight and destination tourism.

ELIGIBILITY

Organizations eligible to apply for grants shall be "non-profit organizations", under the laws of the State of Wyoming, which have projects for the promotion of tourism within Park County. Organizations applying must have the capability of attracting visitors to Park County. The Council encourages those organizations to send a letter to the Council briefly explaining their proposed project or projects, project dates and any other factors that might be relevant before undergoing the formal application process. On the basis of the letter, the Council may offer suggestions on the project and will recommend whether or not the organization should proceed with the formal application.

SPECIAL CONSIDERATION

1. Organizations using matching funds from another entity or the private sector shall be given special consideration. A copy of pledges or applications should be submitted to the Council.
2. Organizations which come to the Council with funds of their own already committed to the project and requesting matching funds will be given special consideration.

APPLICATION

One signed, dated and notarized application form must be submitted accompanied by these attachments:

- _____ 1. An up to date copy of the organization's Articles of Incorporation as filed with and signed by the Secretary of State. (Not necessary if current information is already in PCTC files.)
- _____ 2. A copy of the organization's By Laws, Certificate of Incorporation or IRS non-profit tax exemption letter. (Not necessary if current information is already in PCTC files.)
- _____ 3. A complete list of the organization's current board members along with their addresses, occupations and their position on the Board.
- _____ 4. A detailed financial statement and balance sheet for the preceding tax year.
- _____ 5. A list of paid or volunteer management.
- _____ 6. A statement of the organization's purpose.
- _____ 7. A statement of the goals and long range plans for the project/program.

THE ABOVE ITEMS, NUMBER 1 - 7, NEED ONLY BE SUBMITTED ONCE PER YEAR BY EACH APPLICANT.

- _____ 8. A detailed budget showing the costs and source(s) of revenue for the proposed project.
- _____ 9. A detailed written narrative of the project to include:
 - a. A concise one paragraph overview of the project;
 - b. Reasons, goals and objectives of the project;
 - c. Proposed dates for beginning and ending the project;
 - d. The project director;
 - e. A project management plan;
 - f. An explanation of how the project will enhance or benefit tourism in the Park County geographical area or economic center;
 - g. An estimate of the promotional value of the project;
 - h. An explanation of the program's compatibility with other known projects; and
 - i. An explanation of cooperative efforts with other organizations which could benefit from the project.
- _____ 10. Two competitive bids for the project or portions of the project from qualified vendors. Preference will be given to in-county bidders when the bid does not exceed the lowest bid from an out-of-county bidder by more than five percent, except when the quality of the product or service is inferior to the lower bid.
- _____ 11. A mock up, layout, design and/or script of the proposed project.
- _____ 12. A draft, unsigned contract relating to any and all services or projects which are a part of the project.

ALL ATTACHMENTS WILL BE CONSIDERED AS PART OF THE OFFICIAL APPLICATION AND WILL BE SUBMITTED TO THE BOARD UPON COMPLETION OF THE ATTACHED CHECK LIST BY THE COORDINATOR OF THE COUNCIL.

One copy of the application is to be submitted to the Council. This application and all attachments will be retained by the Council for the official files.

The application is to be postmarked or delivered to the Board's Coordinator on or before the stipulated deadline for applications.

Applications are to be submitted to:

Park County Travel Council		Park County Travel Council
Attn: Claudia Wade		Attn: Claudia Wade
P.O. Box 2454	or	836 Sheridan Avenue
Cody, Wyoming 82414		Cody, Wyoming 82414

SPECIFIC GUIDELINES

1. Cooperative projects with the private sector: The sponsoring organization may solicit donations and receive funds from the private sector provided that such funds are deposited into the sponsor's bank account and become a part of the sponsor's operating budget. Credit for such donations may be given in the form of "promotional consideration provided by..." followed by a listing of the firm names and/or individuals contributing to the project or by including the business corporate seal or logo within the final advertisement, brochure, audio-visual production or display. In all cases, such promotional consideration listings shall be printed in a type size no larger than the normal text type utilized throughout the project. Logos and seals will also be printed in the smallest recognizable size compatible with the type size.

Promotional consideration will appear only on the last page of printed material; at the bottom of advertisements or posters; at the end of audio-visual productions; or below the sponsor's identification sign on displays. In no case will commercial display advertising be allowed within the sponsoring organization's advertisement, brochure, publication, poster, audio-visual production or display. Such advertisements may appear adjacent to, or in connection with, the sponsor's projects but must be purchased separately without assistance from the Council's funding program. Variances may be granted at the discretion of the Council in properly documented circumstances.

2. Marketing projects eligible for funding are:

- a. Regional/national advertising campaigns in electronic or printed media.
- b. Familiarization tours which introduce Park County's vacation opportunities to travel agents, travel writers and photographers, tour brokers, automobile club counselors and meeting planners;
- c. Participation in trade or consumer travel shows;
- d. Production of travel promotion and audio-visual presentations such as movies, slide shows, etc.;
- e. Production of travel promotion literature such as motivational publications and brochures;
- f. Market research studies specifically aimed at identifying target markets at which marketing programs will be directed; and
- g. Promotions and solicitations of conventions, meetings and seminars.

3. The specific categories of costs to be considered within an acceptable project are:

- a. Advertising:
 - 1) Purchase of space and time, fees of a recognized ad agency, and production costs.
 - 2) Authorized grantee is financially responsible for a minimum of 100 percent of the cost of the portion of the ad used by the individual business, entity, or member of that grantee organization.
- b. Familiarization Tours: Reasonable, actual expenses for transportation, food and lodging, and entertainment for invited professional guests, provided the end result is publicity for the area and/or development of tour itineraries within the area.
- c. Travel Shows: Rental of booth space, rental of equipment and services required for the show, and shipping and drayage costs for booth, literature, and registration fees.
- d. Audio Visual Production: Printing, photography, separations and artists' services.
- e. Research: By contract between the organization and recognized research firm or consultant. Copies of a draft, unsigned contract must be submitted with the organization's application. Specific goals, objectives, costs and the time frame of the research project must be identified; and
- f. Sponsor Travel: Sponsor travel costs directly involved with travel shows, trade shows and familiarization tours. Per diem of \$75/day to cover accommodations and meal costs, and mileage of 44.5 cents/mile to cover the cost of the use of private vehicles at the established Park County employee rate.

4. The costs specifically excluded from funding are:
 - a. Purchase of equipment.
 - b. Use of temporary, portable advertising signage, including permanent billboards.
 - c. Communications - telephone, telegraph and facsimile.
 - d. Administration - salary, over run, overhead, entertainment, supplies and other categories not specifically allowed in Guideline #3;
 - e. Expenses of commitments made prior to project approval. The grant will not cover any expenses paid before the date of project approval. Any contractual commitments made between the project sponsor and the supplier will be the sole responsibility of the sponsor.
 - f. Any non budgeted expense which is not presented in the budget and approved contract. No contingency can be allowed.
 - g. Sales Items: Travel promotion items such as audio visual tapes, cassettes, brochures, posters, etc., produced for sale except in cases where profits are reinvested in the program and used for further tourist promotion. Projected profits should be included in the organization's overall, long range tourism promotional plan; and
 - h. Variances may be granted by the Council for any of the above exclusions where a justifiable, properly documented situation is presented.
5. Projects must be compatible with other travel marketing programs funded by the Council and with the Wyoming Division of Tourism's marketing programs.
6. Advertising programs submitted for funding assistance should be designed specifically to encourage visitors from outside Park County.
7. For all printed material, the copy, layout, photographs and other design factors must be submitted to the Council Coordinator for approval before final printing begins.
8. Scripts for film or broadcast programs must be submitted to the Council Coordinator before final production begins.
9. All literature and audio-visual production produced with Council funding assistance will include the following statement, "IN COOPERATION WITH THE PARK COUNTY TRAVEL COUNCIL", or display the PCTC funding logo.
10. Consideration of vendors outside Park County should only be made when the organization is unable to obtain the materials or services in Park County, the cost is substantially lower, or the materials or quality of the Park County vendor are inferior.
11. All contracts for goods and services under the funding program shall be between the organization and the vendor. In no case will the Park County Travel Council be part of such a contract.
12. Organizations are encouraged to consider projects that have not been undertaken before and that they would otherwise not be able to undertake without this funding program. Funding of repeat projects will be judged on the basis of effectiveness, improvements in quality and the results of the previous project.
13. All records pertaining to the projects under this funding program that are not required by the Council shall be retained by the organization for a period of seven (7) years. The Council reserves the right to inspect, at any time, the records of the organization for purposes of audit.
14. Individual line items included within a project can be adjusted for cost/quality after a project is approved with the prior approval of the Council. In no case can such an adjustment increase the overall cost of the project.

EVALUATION OF APPLICATIONS

The Council will receive, review and make recommendations on the applications and will make the awards from among the applications by majority vote. The following questions will be asked pertaining to each application, and the answer will be evaluated:

1. Are the markets and messages compatible with the Council's existing or proposed programs?
2. Is there a recognizable benefit to Park County beyond the organization(s) direct involvement?
3. Is the project designed to draw visitors to Park County? The Council will not fund projects designed only to retain visitors already in Park County or those that concentrate on local media promotion and distribution. See Guideline #6.
4. Does the program stand a good chance of satisfying its stated objectives? Is it effective and feasible?
5. Does there appear to be the potential for a favorable ratio to tourist dollars received in relation to marketing funds expended? Is the project efficient?
6. Does the project benefit a shoulder season or slow season of the year?
7. Is the project new or is it one that has been undertaken before? If it was undertaken before, did it achieve the desired results?
8. Is the application thorough and complete? Has the applicant overlooked some costs that appear imminent or necessary for the successful completion of the proposed project? Is the extent and operation of the project clearly outlined?
9. Does the applicant have the financial ability to provide the funds necessary to carry the project to its successful completion?
10. Does the applicant possess or has he/she made arrangements to secure the technical ability to complete the project satisfactorily?
11. Is there a need for assistance from the Council's funding program? Does the applicant really need assistance to create or carry out the project?
12. Does the applicant have the wherewithal to provide accounting and reporting?
13. Will the project increase the lodging tax revenue for Park County? After thorough evaluation of the application for general merit, total cost, potential effectiveness, efficiency and other pertinent factors in respect to the proposed project, the Council shall approve or disapprove the application. The applicant will receive notification in writing of the Council's decision.

DISBURSEMENT OF FUNDS

At its discretion, the Council may disburse funds to an organization for a program or project either upon project approval, upon completion, or as needed to implement the project.

All requests for funds after the project has been completed must be submitted, with a voucher, to the Council Coordinator. After all items are found to be in order with the original application approved and the aforesaid Guidelines, a check will be issued. Payment of funds will be issued within 10 working days from the regularly scheduled PCTC meeting at which the Request for Payment was approved.

PROJECT COMPLETION AND EXPENDITURE REPORT

The Council has established a project completion and accounting date of December 15 of the year of the project's implementation. At this time, the Project Director will submit to the satisfaction of the Council:

1. A completed Request for Payment form with an accounting of all expenditures including itemized invoices (side 2 of Request for Payment form) and proofs of payment for expenses incurred as per approved application budget and acceptable cost categories (see Guideline #2). Invoices must show name of vendor, location of vendor, date of purchase, what was purchased, quantities and amount per item. Dates of services performed must be shown if the invoice is for a service rendered. Invoices or receipts for materials, transportation and entertainment expenses of invited guests from familiarization tours must show who the guests were and whom they represented.
2. A final written narrative of the project's success, including attendance records, inquiries generated, and other pertinent information.
3. When appropriate, the following shall also be provided:
 - a. Tearsheets from magazines or newspapers or affidavits of publication;
 - b. Placement schedules for electronic media advertising;
 - c. A distribution plan for literature and a copy of the completed publication;
 - d. Itinerary and list of participants of familiarization tours;
 - e. Booth space contracts for travel shows;
 - f. A complete copy of the research project
 - g. Travel expense forms completed for each authorized sponsor representative at a travel show, trade show or familiarization tour;
 - h. Expenditure or accounting forms. These will allow the Council staff to balance invoices and interpret the purpose of each expenditure; and
 - i. Other documents as may be requested by the Council to ascertain how the project funds were expended.

The Council will audit and evaluate each final report and determine its compliance with the approved contract. If further information is needed, the Council Coordinator will contact the organization and request such information as deemed necessary to substantiate compliance.

When a project is approved for payment on an "as needed" or "upon completion" basis, the payment will not be made on:

1. An amount exceeding the approved project budget.
2. Activities which were not specifically proposed in the approved application.
3. Bills paid before the project approval date, unless they were specifically authorized in conjunction with the approval of the project. With prior approval, payment may be made on a monthly basis as portions of multiple element projects are completed and paid for.

When a project is approved for payment on an "as needed" or "upon completion" basis, the Council may require the recipient organization to provide an interim accounting and other appropriate documentation before disbursing additional funds. The Council may also withhold funds for the remainder of the project if the organization has not provided adequate accounting or otherwise adhered to the guidelines agreed to at the time the project or program was approved.