



## Community Enhancement Grant

### *Instructions*

#### I. Objective

The objective of the **Community Enhancement Grant** program is to promote tourism in Carthage by assisting with the advertising, publicizing and/or distribution of information for events or projects with the purpose of attracting visitors to Carthage, with an emphasis on overnight stays.

#### II. Eligibility

To be eligible to apply for a grant, you must meet the following criteria:

1. Funds must be used to promote or market an event or project, but not to finance it on a continual basis.
2. The project should have the potential to increase overnight stays.
3. Applicant **must** attend one of the scheduled orientation sessions, or arrange to have a CVB representative come to their group for orientation. This must be done once **EVERY GRANT YEAR**.
4. The funding request should not exceed 10% of the project's total cash budget; **this does not apply to trade shows or sports shows or events created entirely by volunteer efforts**.
5. You must demonstrate a need for funding.
6. You must be able to complete the project.
7. Distribution of monies will be on a **reimbursement basis only**, you must be able to pay for the items first, and submit receipts to be reimbursed.
8. **You must use the credit line**, as agreed upon in the application, on all printed materials. Failure to do so will void the award.
9. You must submit a summary report within 60 days of the date of the project funded. The form will be provided by the CVB and must be filled out in its entirety and include documentation of expenditures. Failure to do this will result in the voiding of the award, and will affect the funding of future applications.
10. Application deadlines are **February 28** for events held from July 1 through December 31 and **August 31** for events held January 1 through June 30.

#### III. Eligible Expenditures

Expenditures eligible for reimbursement through the Community Enhancement Grant include:

1. Advertising placement intended for an audience outside of a 60-mile radius of Carthage. Applications must be specific on media, dates, size and number of ads to be placed. The Carthage CVB must be clearly represented in all funded advertising as a sponsor.
2. Creative Costs for ad development
3. Entertainment fees
4. Printing of event materials that the majority of will be distributed outside a 60-mile radius of Carthage. The CCVB must be clearly represented on these materials as a sponsor.

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5. Postage fees for event mailings and distribution outside a 60-mile radius of Carthage. CCVB staff and postage machines may not be utilized by applicants for mailing purposes.
6. Exhibit costs. Cost associated with renting, securing, building or transporting a new exhibit being utilized specifically for the event. This can include tent and building/space rental.

### IV. Ineligible Expenses

1. Any event expenses not approved for funding in the application.
2. Salaries and other monetary compensation to event organization staff.
3. Food and beverage.
4. Entertainment not for the general audience of the event.
5. Legal, medical, engineering, accounting, or other consulting services, except those outlined under Eligible Expenses.
6. Interest or reduction of deficits or loans.
7. Advertising, promotional or marketing dollars spent within a 60-mile radius of Carthage.

### V. Submission Process

**ALL APPLICATIONS MUST BE SUBMITTED ON THE FORM PROVIDED BY THE CVB.** You should not need more space than the amount allotted on the application, however extra paper may be attached if needed. You may also attach additional documents to the application if you feel they are relevant; however they **WILL NOT** substitute for a completed application.

Completed applications should be submitted to the address on the top of page 1 of the application.

### VI. Review Process

All applications will be reviewed by the CVB board at designated times, which will be given during orientation, and a decision will be given to all applicants within 30 days of board review.