Initiative Grant Application

Jackson County Tourism Development Authority

Purpose:
It is the desire of the TDA to assist with initiatives that generate overnight guests and increase tourism, while enhancing the visitor's experience in Jackson County.

Initiatives planned for off-peak times (December through March) receive higher priority by the TDA.

Eligibility:
Both non-profit and for-profit entities are eligible to apply for JCTDA grants. Strong consideration is given to Jackson County organizations and strong consideration is given to collaboration between public/private organizations.

Grant Timeline:
The JCTDA accepts grants on an ongoing basis and complete grants will be considered at the next JCTDA Full Board meeting. No grant applications will be considered, voted on, or approved between Board Meetings.

Board Meetings on which Grants are voted on (2021 schedule):
Wednesday, August 18, 2021 (Grant application due July 18)
Tuesday, September 14, 2021 (Grant application due August 14)
Wednesday, Nov. 17, 2021 (Grant application due October 17)
Wednesday, Dec. 15, 2021 (Grant application due November 15)
Wednesday, Jan. 19, 2022 tentative (Grant application due December 19)
Wednesday, Feb. 16, 2022 tentative (Grant application due January 16)
Wednesday, March 16, 2022 tentative (Grant application due February 16)
Wednesday, April 20, 2022 tentative (Grant application due March 20)
Wednesday, May 18, 2022 tentative (Grant application due April 18)
Wednesday, June 15, 2022 tentative (Grant application due May 15)
Wednesday, August 17, 2022 tentative (Grant application due July 17)

Application Process:
The grant application must be completed online. Printed and/or handwritten copies will not be accepted.

Scoring Rubric:

1. Does this initiative generate overnight visits to Jackson County? (Max 10 points)
2. Does this initiative create an overall economic benefit for the community? (Max 10 points)
3. Does this initiative generate visits in off-peak seasons (Dec. to March)? (Max 10 points)
4. Does this initiative enhance the cultural vibrancy of Jackson County? (Max 10 points)
5. Community Benefit (Max 10 points)
6. Is this a signature initiative or does it have the potential to become such an initiative? (Example: yearly tradition, unique to Jackson County, etc.)? (Max 10 points)
7. Evidence of Partnership (Max 10 points)
8. Application Quality (completeness, organization, clarity of application, supporting documentation, letters of support for in-kind funding)? (Max 10 points)
9. Does this initiative have other financial commitment and supporting resources (Organizational Structure/Management Capability)? (Max 10 points)

10. Comprehensive Marketing Approach (Max 5 points)

Added points for strong initiatives which align well with the program intent and in which you are confident of success. (Max 5 points)

Total: _____ (Max 100 points)

Notification of Grant Awards:
Grant applications are considered on a first-come first-serve basis. All applicants will receive notice following the TDA Board meeting as to the status of their request for grant funds. All grants are contingent upon county approval of the appropriate fiscal year budget.

Modification to Grant Initiatives:
If the scope of the initiative changes, the grantee must notify the TDA by email or by postal mail and request permission before applying any assumed grant funds to the modified initiative. The TDA reserves the right to deny or revoke funding to modified initiatives and reserves the right to call for a full repayment of funds from any grantee not in compliance.

Funding levels:
Most funding requests will be in the couple thousand-dollar range, however, depending on the scope, merit, and scoring of the proposal, higher funding amounts may be approved. The board retains discretion to only fund a portion of a request or award no funds.

Restrictions:
-Grant funding may not be used to assist with an organization's existing debt.
-Grant funding may not be used to promote a specific accommodation (lodging).
-The initiative must occur within Jackson County or as a partnership between neighboring counties and enhance the visitor experience.
-All grant applications must include all required paperwork (see attached application). Incomplete applications will not be considered.

Requirements:
-Grantees must acknowledge the TDA in all materials. Preferred acknowledgment is placement of the TDA 'Play On' logo with a statement that "this initiative was funded in part by the Jackson County Tourism Development Authority."
-Failure to acknowledge the TDA may result in loss of funding and future denial of funding.
-Grantees must obtain copies of print placements or digital placements showing the 'Play On' acknowledgement to submit with their initiative evaluation. Applicants are encouraged to read the evaluation form prior to their initiative to understand what information should be collected for post-initiative evaluation.

Demographic data collection:
The JCTDA makes decisions based on research and all available data to guide future planning and funding. If your initiative is one that can collect demographic data such as the home zip code of attendees, estimated total sales from the initiative, or other metrics, we would request you supply us with this information to assist us in our destination research and marketing.

Budget:
Applicant must complete a detailed budget as part of your application, detailing income and expenses for your initiative. Indicate on your budget the specific areas where the grant money will be used. If a detailed budget is not attached, the grant request will not be considered.

Initiative Evaluation and Reporting:
Applicants must submit a written initiative evaluation (see attached) and return it to the TDA no later than thirty (30) days after completion of the initiative. Failure to submit the evaluation form could result in denial of funding for future applications and/or a request for reimbursement of funding.

Grant Payment:
After the TDA has approved an application, an initiative may receive payment as appropriate based on the time frame of the initiative or initiative. Payment is preferable after the initiative has been completed and written evaluation, along with appropriately paid receipts and invoices, have been submitted to the TDA.

Name of Initiative *

Ex. Greening Up the Mountains, Tourism Enhancement Project Name, etc.

Contact Person *

Title

Address *

City *

State *

Zip Code *

Primary Phone Number *

Include Area Code

Email *

Organization Type *

Community Group

Non-Profit

For Profit

Organization Tax ID

Your organization's Federal Tax ID

Information

Time of Year of Initiative *

Off Peak (Dec - March) preferred

Peak (April - November)

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

Describe your initiative *

Describe what previous experience applicant has in successful execution of similar endeavors

Social Media Channels - paste URLs below

Example: www.facebook.com/businessname or www.facebook.com/eventpage

Amount of Funds Requested? *

Website

Date Funds Needed *

Month   Day   Year

Give a narrative description of how this project will increase tourism and visitation in Jackson County *

If this initiative has occurred before, what is new that differentiates it from prior years? *

Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.

What is your advertising and marketing plan for your initiative? *

Funding and Budget

If form fields below do not have enough space for all your entries, you may upload a more detailed document on Page 7

Total anticipated cost of initiative

Total funds your organization will provide toward total cost? *

For profit applicants must supply a 1:1 cash match

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources *

Demographic Data

Information may not be applicable to all applications, however, if applicant is able to estimate the following information it may be helpful to approve an application for funding.

Anticipated Attendees from Jackson County:

Anticipated Attendees from outside Jackson County:

How did you determine audience/attendance numbers and where do they come from?

How will you measure success of your event or initiative?

Anticipated overnight stays generated:

Grant Submission

By signing this form, the applicant certifies they will abide by grant program guidelines. Applicant understands submission of grant application is not an approval of funding and partial funds may be awarded or the scope of funding may be modified.

Anything else?

Is there anything else you'd like to add?