

Williamson County Convention & Visitors Bureau
108 4th Avenue South, Suite 203 Franklin, Tennessee 37064
Phone: 615.791.7554 | Fax: 615.550.2707
email: kellye@visitwilliamson.com | website: www.VisitWilliamson.com

2011-2012 WCCVB GRANTS PROGRAM GUIDELINES

The purpose of the Williamson County Convention & Visitors Bureau (WCCVB) Grants Program is to assist hospitality “partner” organizations that do business in Franklin and Williamson County with **new** projects by providing grant funding for promotional materials, advertising and other marketing initiatives in order to increase visitation, expenditures and overnight stays for Williamson County.

The WCCVB Grants Program is for the fiscal year July 1, 2011 to June 30, 2012. Grant Amount Available Per Project: Up to \$2,500 Matching Funds (or 50% whichever is less).

PROJECT GUIDELINES

Any hospitality “partner” organization doing business in Williamson County listed on the WCCVB website VisitFranklin.com with a reciprocal link may apply for a WCCVB grant according to the following guidelines:

1. The WCCVB Grants Logo must be included in full color on the project, i.e. brochures, advertisements, etc. – no exceptions. If project is web based, site must include the logo and a hyperlink to the WCCVB’s website. Please see “Grants Logo Guidelines” example page.
2. Projects should be of a promotional, advertising or marketing nature, designed to increase visitation for the organization or event, and in turn promote other Williamson County area attractions, hotels/motels and businesses.
3. Priority will be given to first time projects and projects which promote to out-of-county visitors and have more than a local impact.
4. Projects must help enhance Williamson County’s image as a visitor/group destination.
5. **Funding is not granted to an organization for:**
 - a. administrative or clerical costs
 - b. production costs, postage, mail house, taxes, etc.
 - c. operating costs
6. Projects must be tourism related and will be granted only on the basis that they enhance tourism to the Williamson County area.
7. The WCCVB has the sole and final approval in granting these funds.
8. In making decisions on grant applications, WCCVB will consider such factors as:
 - a. type and scope of the applying organization
 - b. organization’s resources
 - c. impact and priority of the proposed project
 - d. timetable
 - e. number of applications received from the same organization
 - f. dollar amounts of the applications received
 - g. most importantly, the project’s ability to increase & track overnight stays and visitor revenue in our community.
9. Organizations receiving WCCVB grants may submit applications for more than one project but must submit a separate application for each project. **Applications are for the stated period only and must be completed by June 1, 2012.**
10. CVB grants may not be used in conjunction with any other WCCVB cooperative program.

APPLICATION PROCEDURES & SCHEDULE

Applications are accepted July 1, 2011 through May 1, 2012 and will be evaluated monthly until program funding is exhausted or deadline is reached. Applicants will be notified after the Grants Committee has met regarding the approval or denial of their requests.

1. Send in a completed WCCVB Grants Application.
2. Type or print application clearly. Additional pages may be attached but are not necessary.

3. A grant may be awarded for less than the amount requested, depending on the number of applications received and other factors in the guidelines. A letter will be sent to each applicant stating approval of grant request with grant amount awarded or denial of grant request.
4. Final proofs must be approved by the WCCVB prior to printing. Proofs not approved become ineligible for grant payment. In addition, copies of the final brochures, posters, etc. must be provided to the WCCVB and to the public for distribution/display as part of the process.
5. **To receive grant funds the following must be provided to the WCCVB:**
 - a. An invoice from grant recipient billing the WCCVB for the approved grant amount.
 - b. Approved grants will be paid directly to the grant recipient ONLY.
 - b. Copy of the original paid invoice with proof of payment
 - d. Copy of the final brochure, advertisement tear sheet, or screen shot (for web-based project)
6. **Projects must be complete and invoices received in the WCCVB office by June 1, 2012.**
7. Should the project exceed or fall short of the estimated expense, no more than the awarded amount will be paid out or 50% of the final project, whichever is less.

Mail applications to: Grants Program
 Williamson County Convention & Visitors Bureau
 108 4th Avenue South, #203
 Franklin, TN 37064

or fax: (615) 550-2707
 or email: Kellye@VisitFranklin.com

RESPONSIBILITIES

It is the sole responsibility of the grant recipient to:

1. Submit a final proof to the WCCVB for approval before going to print with any printed material.
2. Provide the WCCVB with an original copy of the paid invoice and all related paperwork as well as originals of the completed project necessary to fund the grant.
3. Should plans for an approved grant be changed, the WCCVB must be notified.

GRANTS LOGO GUIDELINES

The WCCVB Grants logo is required on all projects requesting grant funding. This creates a unified look for all partners in visitor information racks and other points of distribution.

1. Printed promotional pieces: Logo placement is required at the top, front border of the printed promotional piece or advertisement. (An example of the Grants logo placement on a printed piece is shown below.)
2. The Grants logo must follow the general layout of the piece, i.e. if the artwork has a full bleed, the Grants logo must also have a full bleed.
3. The Grants logo may be enlarged, if necessary, but must be kept in proportion to its minimum size.
4. Web logo requirements: Logo placement is required on home page for the first six months of the project, minimum of 3”w x 2”h. The logo must be hyperlinked to the VisitWilliamson.com.
5. Final approval by the WCCVB for the Grants logo placement is required prior to final production in order to receive grant funds.

EXAMPLES OF GRANTS LOGOS

Each is designed for specific size usage (small, medium, large and web formats.) contact Kellye Murphy: kellye@visitwilliamson.com for logo files.



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2011-2012 WCCVB Grant Application

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

Date ____/____/____

Project Name _____

Organization(s) Applying for Grant _____

Contact Name _____ Email _____

Address _____ Phone _____

City _____ State: TN Zip code _____

Applications for first time (new) initiatives are given priority. All applications will be evaluated as submitted until program funding is exhausted or deadline is reached.

Planned Completion Date ____/____/____ (note: must be prior to June 1, 2012)

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

If advertising, please list publication name/issue date, ad size _____

If printed material, list quantity _____

Estimated cost (please refer to Grant Guidelines for eligible costs) _____

Grant amount requested from WCCVB _____

(Maximum grant amount available is \$2,500. Please see Grant Guidelines for details.)

Reach of project: Local ____ State ____ Regional ____ National ____ International ____

Questions: Please answer in the space provided below or on back of sheet.

1. How will this project increase visitor spending in Franklin & Williamson County?

2. What additional details should be taken into consideration for this project? (e.g. distribution/circulation, demographics, psychographics, markets, desired results, research)

3. How will this project benefit the economic vitality of your organization?

4. What is the estimated number of lodging room nights generated and/or estimated day-trip visitors and how will you track these figures?

(a) All approved applications are subject to a proof approval of the materials **prior** to printing or public launch, including but not limited to appearance, content, language, and CVB Grants Logo placement.

(b) The Grants Logo must be included on all approved brochures and advertisements to receive grant funding. Grants Logo specs are included in CVB Grants Program Guidelines document.

(c) Grants will be paid directly to grant recipient only after all documentation requirements are met including: submittal of copy of paid invoice, proof of payment and original brochure or tear sheet of advertisement to the WCCVB.

(d) No payments will be made directly to vendors.

(e) **All requests for payment must be made by June 1, 2012.**

By submitting this application you agree to the guidelines, terms and conditions set forth by the Williamson County Convention and Visitors Bureau.

Printed Name

Company / Organization Name

Signature

____/____/____
Date

Internal Use Only

___ Application Approved

___ Application Denied

___ Proof with Logo

___ Logo Size Approved

___ Logo Use Approved

___ Logo Use Denied

Notes _____