

# FRANKLIN COUNTY TOURISM GRANT REQUEST



**Purpose:** *To encourage tourism in the Franklin County Area through the promotion of the area as a destination for day and overnight visitors.*

**Logo/Tagline:** Event must credit Franklin County Tourism through use a logo and/or tagline such as: *“Event/Project partially funded by a Grant of the Franklin County Tourism Board”* on your marketing/promotional materials.

**Please answer the following questions on a separate sheet of paper.**

1. Organization Name and Contact Person
2. Address of organization
3. Email address of contact person
4. Phone number of contact person
5. Name and Date of Event
6. Grant Money Being Requested
7. Describe your event in great detail. Include: why did you choose the location you did, are there other organizations involved in this event, and are you supporting the local community (local entertainment, shopping local for example) for this event. Are you promoting the Franklin County Area as a destination for day and overnight visitors by attending your event? Will this event happen again next year? Be very specific in describing the planning; who is on your committee, how long have you been planning this event, what are the planning steps you're taking, how will you advertise and market this event?
8. How will you use the grant money requested? Please itemize if possible.
9. What is your total budget for the entire event?
10. Are there other local investors in this event? Who are they?
11. How will you promote Franklin County Tourism?
12. How many people are estimated to attend from outside the county?
13. You must give the Franklin County Tourism a recap of the event. We want to know how you thought the event went, how much you made on the event, what didn't work and what did work. This recap must be reported on within 60 days of the event.
14. We would like to have promotional materials available for visitors at your event. Will that be a problem?

*If your event does not happen, your organization must guarantee that these grant funds be given back to the Tourism Board within 5 days of scheduled event date. You must return this form with answers on a separate sheet of paper, typed, to the Franklin County Tourism Board at least 45 days prior to your event in order to be considered for funding. You may wish to present this grant at the Franklin County Tourism Board meeting in person. Please contact Brook Boehmler at 641-456-5668 for instructions on how to arrange that.*