



120 N. 12th Street, Corsicana, Texas 75110 (903) 874-4731

CVB Grant Guidelines

This grant is made possible by the collection of local hotel/motel tax. The City of Corsicana and the CVB designate a portion of this tax to this grant in order to promote activities, attractions and special events that foster local economic development and create economic impact through tourism.

Mission:

As a partner-driven organization, the Corsicana Visitors' Bureau (CVB) has the responsibility to maximize hotel/motel occupancy within the Corsicana area through marketing and promoting the area as a premier tourist destination, featuring special arts and cultural events and tourist-related business.

Use of Grants:

- The expenditure must directly enhance and promote tourism and the convention and hotel industries.
- Every expenditure must clearly reflect one of the six statutorily provided categories below.
 - ♦ Funding the establishment, improvement, or maintenance of a convention center or visitor information center.
 - ♦ Paying the administrative cost for facilitating convention registration.
 - ♦ Paying for tourism-related advertising and promotion of the city or its vicinity for public events designated for or by tourism.
 - ♦ Funding programs that enhance the arts.
 - ♦ Funding for promotion for historical restoration or preservation programs.
 - ♦ Sporting events where a majority of participants are or may be tourists.

Allowable Expenses:

- ♦ Development of new events or major exhibits and activities.
- ♦ Promotional activities that compliment advertising, including materials that create awareness and build or maintain a good image of metropolitan Corsicana, e.g., printing of brochures or inserts for events; production of tradeshow display booths; and/or signs, slide and video presentations.
- ♦ Production costs of media advertising.
- ♦ Marketing expenses including outside professional marketing services.
- ♦ The purchase of recognized media advertising focusing on attracting visitors to Corsicana (radio, television, internet, billboard, magazine and newspaper). Advertising buys must include markets more than 50 miles from Corsicana or with broadcast radio of 50+ miles. Local media outlets



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do not normally meet the intended purpose of the grant and will receive less consideration than media outlets located 50+ miles outside of Corsicana.

Disallowable expenses:

- ◆ Capital expenditures.
- ◆ Rent of offices, repairs, renovation, and/or remodeling of facilities.
- ◆ General operating or administrative expenses.
- ◆ General staff or personnel costs (excluding sales and marketing staff).
- ◆ Interest or the reduction of deficits or loans.
- ◆ Expenses incurred or obligated before grant project approval.
- ◆ Expenditures for local food and beverage events.
- ◆ Projects restricted to private or exclusive participation, other than certain grand and pre-opening expenses.
- ◆ Scholarships or endowments.
- ◆ Cash awards of any description.
- ◆ Expenses not directly related to the approved program.
- ◆ Purchase of ads in the CVB Visitor Guide or any other CVB advertiser supported publications.
- ◆ Activities or materials which violate the law.

Applicants must fulfill all of the following:

- ◆ Have completed at least two years of fiscal operation with the ability to provide financial information upon request.
- ◆ An annual audit by an independent auditor or by a qualified government auditor may be required for each grant and for each year during the grant.
- ◆ **A final report is required for each grant and for each year during the grant.**
 - The final report should consist of a one page (maximum) typed summary of the results of the project and the impact it had on tourism. Attendance figures are appropriate. Samples of advertising and promotions including tear sheets, tapes, photographs, brochures, video tapes, broadcast affidavits, etc. may be attached.
- ◆ All applicants must represent an ongoing, sustainable activity.
- ◆ No qualified entity may serve as a fiscal agent for a non-qualified entity.
- ◆ If requested, the applicant may be required to furnish the CVB with up to 10% of all printed materials produced with the assistance of this grant.
- ◆ Applicants should be able to demonstrate the ability to execute the project without depending on the continued financial assistance from these funds. It should be the intention of the organization to be self-sustaining.



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- ♦ The festival/event must take place in the Corsicana area; in the alternative, if it is a program, the office must be located in the Corsicana area and/or a board of directors composed of at least one half Corsicana residents. The board must meet on a regular basis.
- ♦ An application and all related documents must be submitted and approved by the CVB Grant Review Committee. Grant requests are evaluated by the Grant Review Committee and presented to the Board on a quarterly basis at the October, January, April and July Board meetings. Grants can be submitted at any time but will only be reviewed by the Board at the specified meetings.
- ♦ Include a copy of last year's Income statement.
- ♦ Include a copy of the current year's budget.

Core Stipulations:

- ♦ Failure to use funds as specified in the contract may result in penalties up to and including a full refund of grant funds.
- ♦ Failure to submit the audit and final report by the deadline may result in penalties up to and including a full refund of grant funds.
- ♦ Project applicants cannot transfer funds from one specific tourism project to another without a written request and approval from the CVB Grant Committee.
- ♦ Organizations receiving a CVB Grant must have a reciprocal link on their Web site to <http://www.corsicana.org/corsicana-convention-visitors-bureau> Web site. The consumer must be able to reach <http://www.corsicana.org/corsicana-visitors-bureau> in one click.
- ♦ The CVB must be recognized on all advertising materials related to the sponsored event either by name or with the supplied CVB logo.
- ♦ Applicants who do not comply with all deadlines and procedures may be disqualified as eligible to receive CVB Grant Funds in the future.



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<Insert Your Company Name and Address Here>

CVB Chairman
c/o Corsicana Chamber of Commerce
120 N. 12th Street
Corsicana, TX 75110

FINAL REPORT
2007 CVB GRANT

The <INSERT ORGANIZATION'S NAME HERE> received \$ _____ CVB Funds.

Please find the attached tear sheets as examples of our advertising efforts. The June ad in Southern Living resulted in 700 inquiries; allowing for the opportunity to send more information on <ORGANIZATION'S NAME HERE> and Augusta. Our September ad in People Magazine resulted in 856 inquiries.

Additionally with 2007 CVB Grand funds we were able to place television commercials in our selected markets; attendance figures at our annual 2007 event were up 5% from last year. Likewise, we partnered with Corsicana Hotel ABC for our annual event and are able to report 200 hotel room nights were generated.

Website user sessions have also increased 3% since enhancing the website with 2007 CVB Grant funds. <ORGANIZATION NAME HERE> also created a new rack card and sent 10,000 of the 30,000 printed to Welcome Centers around the state of Texas.

Furthermore, an analysis of our guest book registry indicates more than 65% of our visitors are from outside the immediate Corsicana area.

Thank you for the opportunity to continue to promote <ORAGANIZATION NAME HERE> to visitors. If you have any questions regarding this information please contact Joanna Fritz, President & CEO at 903-874-4731.



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<Insert Your Company Name and Address Here>

CVB Chairman
c/o Corsicana Chamber of Commerce
120 N. 12th Street
Corsicana, TX 75110

RE: _____ CVB Grant

Dear Chairman:

This letter is to confirm that <Organization Name Here> received a 2007 CVB Grant totaling \$ _____, and expended it as stated in the CCVB grant application and contract. Please note expenses are summarized by award category.

Grant Funds Received		Amount
Check Date:	<u>3/05/07</u>	<u>\$ 12,800.00</u>
Grant Funds Disbursed		
Check Date/Payee		
3/15/07	SMITH – (list publication here)*	\$ 1,000.00
6/15/07	SMITH – (list publication here)	\$ 1,000.00
9/15/07	SMITH – (list publication here)	\$ 1,000.00
10/15/07	SMITH - (list publication here)	<u>\$ 750.00</u>
CO-OP Subtotal		\$ 3,750.00
5/1/07	Agency XYZ - Rack card design	\$ 350.00
7/15/07	Printer XYZ - Print 30,000 cards	\$ 3,000.00
9/30/07	Mailhouse XYZ - fulfillment cost 15,000 cards	<u>\$ 1,000.00</u>
Brochure Rack Design/Print/Distribution Subtotal		\$ 4,350.00
4/13/07	Agency XYZ- Ad design (copy attached)	\$ 500.00
5/11/07	Atlanta Journal Constitution – Advertisement	\$ 2,000.00
5/11/07	Macon Magazine – Advertisement	\$ 300.00
5/11/07	Charlotte Magazine – Advertisement	\$ 300.00
5/11/07	Peach State Public Radio – Advertisement	\$ 1,000.00
6/01/07	Southeast Festivals Magazine – Advertisement	<u>\$ 300.00</u>
Out-of-Area Event Advertising Subtotal		\$ 4,400.00
12/20/07	Certified Public Accountant –Audit Fee	<u>\$ 300.00</u>
CVB Grant Funds Expended		Total
		\$12,800.00

*All costs should be detailed as in these examples.