Carroll County Chamber of Commerce Tourism, Marketing and Signage Grants

The Mission of the Carroll County Chamber of Commerce is to provide members with services, programs, and benefits designed to promote their success thereby enhancing the wellbeing of the Carroll County Community.

The Carroll County Commissioners provide funding from the EDIT (Economic Development Income Tax) to the Carroll County Chamber of Commerce through a yearly contract. The contract with the Commissioners specifies that the allocated EDIT funds be used for tourism, signage and marketing. In past years, most of these funds were used in regional advertising to promote local events and encourage out of county residents to visit Carroll County. Due to the COVID-19, most county events have been cancelled and local tourism negatively impacted. In recognizing the financial burden the tourism industry has suffered due to government-imposed restrictions and COVID-10, it is the desire of the Carroll County Chamber of Commerce to put a grant program in place to aid the local tourism economy. The Chamber Board agreed to allocate $10,000 of those EDIT funds to promote tourism growth within Carroll County. Grants will be awarded, up to $750 each, and will be restricted to out of county marketing and signage in an effort to attract and increase the number of visitors to Carroll County, thereby providing added economic benefits to the community.

Application Process, Guidelines and Requirements

The following grant terms and guidelines have been set into place:

1. The Board authorized a grant program to aid in the proper distribution of these funds to businesses, non-profits, tourism industries, festivals and local events with the goal of attracting out of county residents to attend events within Carroll County. Out of county marketing examples eligible for grant funding would be:
    a. Advertising focused outside of Carroll County
    b. Cost of printing and design of promotional pieces to be distributed outside of Carroll County (brochures, posters, direct mail pieces, postage for the pieces, etc.) *You are encouraged to utilize Carroll County vendors*.
    c. Event programs and other promotional material
    d. Out of Carroll County email marketing campaign fees
    e. Update or develop websites
    f. Signage placed outside of Carroll County (billboards or smaller signs promoting a Carroll County event or attraction)
    g. Paid social media advertising
2. All applicants must designate a Primary Contact for their application.
3. Grants up to $750 will be made to entities for the purposes expressed above. This is a grant and no repayment is expected as long as all requirements are met. No local match is required.
4. Organizations are being awarded dollars for out of county marketing and these funds cannot be used to produce items for sale. All funded promotional material must be available to the general public free of charge and available for distribution out of county.
5. Funds will be distributed after invoices are submitted. Invoices or receipts for advertising or printing costs may be submitted for payment before project or event is completed.
6. One organization can submit multiple applications for events but only one application per event.

7. The Grantee must be in good standing with the Indiana Secretary of State.
8. The event/promotional material must promote a positive image of Carroll County.
9. The event must be held in Carroll County, open to the public and handicap accessible.
10. No project or event may promote a specific political candidate, political party or political platform.
11. The Carroll County Chamber of Commerce must be recognized. The Chamber's logo will be provided in the appropriate format to be used in the acknowledgment. The Chamber also reserves the right to require that the Chamber's name or logo be removed.
12. The awarded project/event must be held/completed by December 31, 2020.
13. A **Post Project/ Event Summary** must be submitted to the Chamber Office within thirty (30) days of completion. Failure to return the **Post Project/Event Summary** within thirty (30) days will result in the loss of 50% of grant awarded.
14. If the event is cancelled due to reasons beyond the control of the Event Committee, the Chamber must be notified immediately. Failure to complete the submitted project may result in withdrawal of funding and may affect the funding of future applications. Approved costs incurred up to the point of cancellation are still entitled for funding.
15. The Carroll County Chamber reserves the right to disqualify any applicant or application for any reason.
16. Applications will be reviewed on the following:
    a. Application must be complete and properly signed
    b. Applicant must present a detailed budget
    c. The grant request must be no more than $750
    d. Applicant's ability to draw visitors from outside Carroll County
    e. Applicant's ability to project a positive image of Carroll County
    f. Project must be able to be completed prior to December 31, 2020
    g. Applicant's ability to evaluate the success of the project or event
    h. Applicant's ability to grow, with funding support

One printed copy of the grant application may be delivered via postal mail or delivered to the Chamber Director 215 S. Washington Street, PO Box 175, Delphi, Indiana 46923. If preferred, a copy may be emailed to *Julia@carrollcountychamber.com.* The application due date is August 31, 2020, and grants are expected to be announced September 15, 2020.

The Committee will review and score the applications to enable grant award decisions. Any Committee Member with a real, or perceived, conflict of interest will voluntarily remove themselves from the evaluation and decision making process when this application is under consideration. The score sheets will be confidential and not available for review. The Committee's decision is final and there is no appeal process.

The Carroll County Chamber of Commerce is pleased to offer these grants to encourage tourism, marketing and signage promoting Carroll County. These grants are expected to bring visitors into the community and allow out of county residents to enjoy festivals, special events and local activities.

For question please contract Julia Leahy, Carroll County Chamber Executive Director, 765-564-6757 or via email at *Julia@carrollcountychamber.com*.

2020 Carroll County Chamber Tourism, Marketing and Signage Grant Application

Organization Name: _____

Address: _____

Phone #: _____ Email: _____

Organization President: _____

Contact Name:_____ _____

Request Amount (funding up to $750.00): _____

Will Project be completed by December 31? Yes _____ No _____

Project/Event Information (event name, dates, location) _____
_____
_____
_____

Project/Event Purpose (target audience, entertainment, activity schedule and any other relevant information) _____

_____
_____
_____
_____

Marketing Plan (marketing activities taking place outside Carroll County for which funding is requested. This includes all types of media, publications (including brochures and posters), TV or radio stations, and websites. Be specific on methods of marketing piece distribution.)
_____
_____
_____
_____

Promotional pieces (provide a brief description of the material, content and distribution. Review **Application Process, Guidelines & Requirements** for information of allowed activities**.**)
_____
_____
_____
_____
_____

Website development and enhancement (describe the purpose of the proposed website or website enhancements) _____

_____

_____

_____

Marketing Budget (costs that will be paid by the grant. These expenses must meet the criteria expressed in the **Application Process, Guidelines & Requirements**. Proof of expense must be included when drawdown is requested. The use of local businesses is encouraged but material must be distributed out of county.) _____

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Please attach additional pages, if necessary, to fully answer any of the above questions.

I acknowledge receiving and reviewing the "**Application Process, Guidelines and Requirements** of the **Carroll County Chamber of Commerce Tourism, Marketing and Signage Grant Application"** and agree to abide by the rules and restrictions rather stated or implied. The Carroll County Chamber of Commerce assumes no responsibility whatsoever in the project or event and is solely providing funds to aid in local tourism.

_____	_____	_____
Organization President Name	Signature	Date
_____	_____	_____
Contact Name	Signature	Date

One (1) hard copy OR a digital copy of the application must be provided via mail, email or delivered in person to: Carroll County chamber of Commerce, 215 S Washington Street, PO Box 175, Delphi, IN 46923 or email to Julia@carrollcountychamber.com. Please contact Executive Director Julia Leahy at the email given or phone 765-564-6757.

Event planners and officials can determine, in collaboration with state and local health officials, whether and how to implement COVID-19 considerations, making adjustments to meet the unique needs and circumstances of the local community.

DEADLINE TO APPLY IS AUGUST 31, 2020