

## Criteria for Application

### The Anderson Madison County Visitors Bureau Grant Program

To qualify for grant monies from the Anderson Madison County Visitors Bureau these policies must be followed:

- The applying organization must be a not-for-profit organization residing in Madison County.
- The event, attraction, or festival must take place within Madison County.
- A goal of the event, attraction or festival would be to create room nights for the county's lodging facilities by marketing to visitors outside of our county, as well as within the county.
- All lodging facilities used for the event should be within Madison County.
- Utilize the Bureau website to obtain information on lodging facilities, Air BnB's, and local restaurants to enhance your attendees' experience. Collaborate with these facilities to negotiate rooms, rates, and dining options.
- The period for submitting grant applications will be at quarterly intervals throughout the calendar year. A press release will announce the request for grant applications. Organizations will have thirty days to complete and submit the grant application.
- In the month prior to disbursement, the applications will be reviewed by the Grant Committee, the awards would be communicated by the 15<sup>th</sup> of the month prior and, and disbursements will made for use beginning the first of each quarter, January, April, July, and October.
- There should be measurable results of the organization's funds granted by AMCVB.
- Reports of use of the granted funds with statistics of attendance, how monies were used, and the outcome of the goals of the event, attraction, or festival must be submitted to the AMCVB no more than 45 days after the conclusion of the project. Receipts and documentation of the funds used is required.
- If the full amount of the grant money is not utilized all unspent monies must be returned to the AMCVB.
- Failure to complete the final report and submit the necessary documentation will result in the organization's denial of further participation in the grant program. Failure to supply the necessary receipts for expenditures will require the return of funds that are not supported by appropriate documentation.
- Tracking of out of county visitors should be done by surveying attendees, collecting zip codes from attendees, checking license plates, or collecting information through registrations.
- Projects, events and activities are funded on a case-by-case basis at the discretion of the Anderson Madison County Visitors Bureau Grant Committee.
- Organizations agree to indemnify the Anderson Madison County Visitors Bureau for any liability associated with the organization and/or the event. The Bureau will be named as additional insured on liability insurance indemnification.
- The organization agrees to recognize the Anderson Madison County Visitors Bureau as a funding source on all printed material and website. A logo can be provided by the AMCVB team. If your organization's event has a website, a visual link to AMCVB's website must be included. If your event includes a program, one full-page ad space must be made available to AMCVB at no charge.
- For ticketed events, the Bureau will be given ten (10) tickets at no charge for the purposes of online promotion and Bureau personnel access to the event, festival, or fair.
- The AMCVB support of an annual event will under no circumstances obligate the AMCVB to continue support for the event in subsequent years. Organizations should not assume nor budget AMCVB support annually. The Anderson Madison County Visitors Bureau reserves the right to terminate funding or promotional support at any time deemed appropriate.