Glasgow-Barren County Tourist & Convention Commission Funding Request Application

Eligibility:
Any funds allocated from the GBCT&CC will be used **solely** to market tourism related events and projects occurring in Glasgow/Barren County, Kentucky. These **must** attract out of town visitors that will be staying in hotels. The organization will be strongly encouraged to work with the Glasgow-Barren County Tourism Director to use funding to market the event 50+ miles from Barren County, KY. If funding is granted, the GBCT&CC must have strong visibility as an event sponsor. No money is given up front unless applicant provides valid reasoning for needing funding pre-event. Proof of weather insurance for all outside events is required with application. If the event is canceled for any reason, the funding contract is void. If money was given pre-event and the event is canceled, the organization will be held legally liable for any funds received.
**Fishing tournaments must have at least 50 registered boats to apply for funding.*

Procedure:

1. All requests must be submitted in-person at a monthly GBCT&CC meeting. If requesting $1,000 or less, request must be presented to the commission at least 1 month prior to the event. If more than $1,000, request must be presented to the commission at least 3 months prior to the event.
2. If funding is granted, a letter of commitment will be given via e-mail.
3. Within 30 days post-event, the organization will forward a copy of the invoices supporting amounts spent using the GBCT&CC funding and the event's final report. After verification of invoices and final report, the granted funding will be mailed via check to the organization. Failure to file this report with the GBCT&CC in the given time frame will result in forfeiture of the funding.

Final report must include:
Success metrics
Summary of the event
Impressions
Attendance
Dates
Description
Financial report
Copies of receipts
Proof of visibility of GBCT&CC as an event sponsor
Brief evaluation

I. Overview
Event/Project Name: _____

Total amount requested: _____

Have you applied for funding from the GBCT&CC before? YES NO
(If yes, please submit a copy of your final report)

Event category:
New event to Glasgow-Barren County _____
Expansion of an existing event _____

II. Organizational Information
Agency/Organization: _____

Address: _____
City/State: _____
Zip: _____

Type of organization:
Private _____
Non-profit _____ / Federal Tax ID #: _____
For-profit _____

Organization created: _____

Contact person:
Phone: _____
E-mail: _____

Is this a "stand alone" event? If not, please list all additional funding sources.

_____

_____

_____

III. General Description
(overall concept, location, audience, start and end dates, schedule of events, etc.)

_____

_____

_____

IV. Event Abstract

(provide a page long narrative of the project including why you chose the grant request amount and how, in detail, those funds would be spent, event key leaders and execution plan for the project)

V. Marketing Plan

Please describe in detail how this event will be marketed including dates and objectives.

VI. Evaluation Plan

Please describe how the project will be evaluated (what tools will use to contact your audience to determine if the event or project met their needs (ex: phone calls, post cards, surveys, etc.).

VII. Impact Statement

How is this project going to have a positive impact on tourism in the city of Glasgow/Barren County?

_____

_____

_____

_____

_____

VIII. Metrics

How will you measure success of this event/project (number of expected attendees, number of hotel rooms booked, has lodging already been booked (if yes, then list locations) etc.)?

_____

_____

_____

_____

_____

_____

_____

_____

_____

IX. Budget

Please list the details of the income, expenses and matched funds associated with this project. Be sure to include a copy of your latest audit **(for annual budgets more than $100,000**) and/or a copy of your latest financial statement **(for annual budgets less than $100,000.)** Attach additional documents if necessary.

The applicant, by signing below, agrees to comply with all applicable local, state and federal laws that prohibit discrimination based on race, color, national origin, ancestry, religion, age, gender, sexual orientation, or disability and also to comply fully with all of the other terms, conditions, and guidelines of this funding request application.

Agency/Organization: _____

Authorized official (board chairperson, president, or executive director)

Printed name: _____ Date: _____

Signature: _____

Upon completion, please return to

MacLean Lessenberry, Executive Director
Glasgow-Barren County Tourist & Convention Commission
118 East Public Square
Glasgow, KY 42141

tourism@glasgow-ky.com