

# Jamestown Tourism

## Event Grant Guidelines

### Mission Statement

The mission of Jamestown Tourism (JT) is to coordinate, promote and support tourism development and growth in the Jamestown and Stutsman County Area.

### The Purpose

To attract visitors to the Jamestown area and generate economic impact through visitor experiences, as funding for JT consists of a portion of the local lodging and restaurant tax.

The Jamestown Tourism Grant Advisory Board is interested in funding projects that enhance the impact of the tourism industry in our city and county. New projects and events which bring overnight visitors to stay in our lodging facilities will be given top priority when awarding grant funds.

### Eligible Recipients:

Any agency whose work influences the businesses of Jamestown and meets the mission of Jamestown Tourism.

### Eligible Projects:

**Events:** Festivals, performances or other special events that will attract tourists from outside Jamestown.

(30% of funds granted for this type of activity must be dedicated to advertising. Grant recipients are strongly encouraged to target advertising at least 50 miles outside Jamestown to draw tourists to the area. Special consideration will be given to festivals, performances or other special events scheduled November through March)



### Future Funding Requests:

**Funding:** Applicants who have followed the outlined process and complete the Grant Completion Report are encouraged to apply in future years. Funding will be measured on the organizations ability to influence the businesses of Jamestown. When applying for new or additional funds, previous applicants are encouraged to consider new partnerships, marketing that will invite new markets, and new added event elements.

Jamestown Tourism reserves the right to review applicants and place their funding on a declining/self-sufficiency scale.

## Project Requirements:

1. Only completed applications will be considered and should include the required information as outlined on the Application Form.
2. The project receiving JT Grant Funds must be located within Stutsman County.
3. JT Grant Funds may not be used for any project designed to give personal or political gain to any organization or individual.
4. JT Grant Funds will NOT be awarded to a project that has already taken place.
5. Applicants will assist with obtaining counts for JT to measure grant dollar's influence on economic impact. Detailed counts should be gathered when available. Examples include obtaining zip code counts at the door, photographs of the event, or a prize drawing to calculate the number of people in attendance.
6. All materials used for marketing the project must acknowledge Jamestown Tourism and where applicable contain the following phrase: "This event/project is fully/partially funded through a grant from Jamestown Tourism."
7. Applicants will be required to make a brief presentation to the JT to explain their need and answer and questions or concerns.
8. Applicants must apply 90 days before the start date of the project/event and 30 days before advertising begins.

## How to Apply:

The Jamestown Tourism Grant Advisory Board shall review applications on a monthly basis. Appointments are required.

Jamestown Tourism Executive Director, 701-251-9145, [office@DiscoverJamestownND.com](mailto:office@DiscoverJamestownND.com)

### Jamestown Tourism Disclaimer:

JT reserves the right to deny grant requests to organizations scheduling an event during an already over-booked time slot. Many events are scheduled up to three years in advance and groups are encouraged to work closely with JT personnel and Civic Center staff to avoid any conflicts.

The Grant Board reserves the right to consider special grant requests.

Applicants should be aware that JT is funded by tax dollars and is subject to public record. All grant applications and required paperwork will become public record.

JT does not provide insurance coverage for any project.





# Jamestown Tourism Grant Request Form

Events, Unique Exhibits/Programs

30% of funds granted for this type of activity must be dedicated to advertising. Grant recipients are strongly encouraged to target advertising at least 50 miles outside Jamestown to draw tourists to the area. Special consideration will be given to festivals, performances or other special events scheduled November through March.

Name of Organization Applying \_\_\_\_\_

Amount Requested \_\_\_\_\_

Organization Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Project Contact \_\_\_\_\_ Project Contact Phone \_\_\_\_\_

Project Contact Email \_\_\_\_\_

State Tax ID/Nonprofit # \_\_\_\_\_

Name and description of project for which you are requesting funds: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Date(s) of Project: \_\_\_\_\_ Location of Project: \_\_\_\_\_

Please list other major sources of funding for this project and the amount you anticipate receiving from each.

Source: \_\_\_\_\_ Amount: \_\_\_\_\_ Source: \_\_\_\_\_ Amount: \_\_\_\_\_

Source: \_\_\_\_\_ Amount: \_\_\_\_\_ Source: \_\_\_\_\_ Amount: \_\_\_\_\_

## Letter of Agreement

I hereby certify that our organization, if awarded a grant, agrees to the terms and conditions set forth in Jamestown Tourism (JT) Grant Fund Request Guidelines. All information provided to the JT will be true and accurate at the time of the request. We have designated a "Program Contact" and indicated his/her name on page one of this application. We agree that all monies received from a successful grant application will be used by our organization as proposed within twelve months of grant notification.

Our organization shall hold harmless JT, its staff and Board of Directors for any losses incurred as a result of any legal action brought in connection with the use of the grant funds or in connection with any matter related to the grant process.

Signature of Chief Executive of Organization

Signature of Designated Project Contact

\_\_\_\_\_  
Date \_\_\_\_\_

### In addition to the application, please submit the following:

1. Marketing Plan document with specific mediums and locations.
2. Realistic and Detailed Budget document

### Be prepared to answer the following questions during your project presentation:

1. What is your evaluation plan for indicating local and non-local attendance and hotel stays.
2. What is your sustainability plan: How will you fund the project if this grant funding becomes unavailable in the future?
3. Give some examples demonstrating cooperation and partnerships with other organizations/agencies/businesses and the sharing of resources.
4. How many dollars of economic impact do you estimate your project will create? (see following exercise)

### Estimated Dollars of Economic Impact within Jamestown

(This Economic Impact Exercise is not the deciding factor for the grant dollars being awarded.)

Number of Visitors x Number of days x Average spending per person = Contribution to local Economy

Number of Visitors	Average Spending per day	Number of days in Attendance	Economic Impact
Overnight:			
Day Trip:			
Total:			

\*JT provides the following visitor expenditure numbers. Leisure, overnight visitors spend, on average \$125 per person each day. Leisure day visitors spend on average, \$50 per person each day.

**Only completed applications will be considered and should include the required information as outlined on this Application Form.**

### Please return this application to:

Jamestown Tourism  
PO Box 917  
Jamestown, ND 58402

Email: [office@DiscoverJamestownND.com](mailto:office@DiscoverJamestownND.com)  
Phone: 701-251-9145

