

# Jamestown Tourism

## Grant Guidelines for New Events and Event Enhancements

### The Purpose

To attract visitors to the Jamestown area and generate economic impact through visitor experiences.

The Jamestown Tourism Grant Exec Committee 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 Applicants:

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

### Eligible Projects:

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

**Event Enhancements:** Any event where changes and additions are made to enhance the event to attract a new or additional audience.



### Process:

**New Events:** Funding will be measured on the organizations ability to influence the businesses of Jamestown. When applying for funds, applicants are encouraged to consider community partnerships. Applicants are required submit a marketing plan that will invite the community and surrounding region.

**Event Enhancements:** Funding will be measured on the organizations ability to influence the businesses of Jamestown. When applying for funds, applicants are encouraged to provide data and plans regarding the new enhancement and how it will affect the event's attendance, audience, and success.

### Project Requirements:

1. NEW EVENTS are required to dedicate 30% of funds granted to advertising. Advertising should work to attract visitors from 50 miles outside Jamestown.
2. Only completed applications will be considered.
3. The project receiving JT Grant Funds must be located within Stutsman County.
4. JT Grant Funds may not be used for any project designed to give personal or political gain to any organization or individual.
5. JT Grant Funds will NOT be awarded to a project that has already taken place.
6. 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.

7. 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."
8. Funds are available on a reimbursement basis. Organizations will be asked to provide documentation to prove funds were spent, and how those funds were spent for the purposes as defined in this grant request.
9. Jamestown Tourism encourages collaboration and communication. Please consult resources including JamestownCalendar.com, the Jamestown Tourism Office, the Civic Center and the University of Jamestown. Priority will be given to agencies working together to create bigger and wider community experiences.
10. Applicants should place events on JamestownCalendar.com. In instances where changes are time sensitive, location changes, cancelations, or adjustments to schedule, should be made to the online calendar and posted to facebook.com/Jamestown.ND, the Jamestown Tourism Facebook page.
11. Final Report forms are available at DiscoverJamestownND.com. Future year grants decisions will be influenced by these reports.
12. Applicants must apply 90 days before the start date of the project/event and 30 days before advertising begins.

### **How to Apply:**

The Jamestown Executive Grant Committee reviews applications on a monthly basis. Applicants will be asked to present their request in person.

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

#### **Jamestown Tourism Disclaimer:**

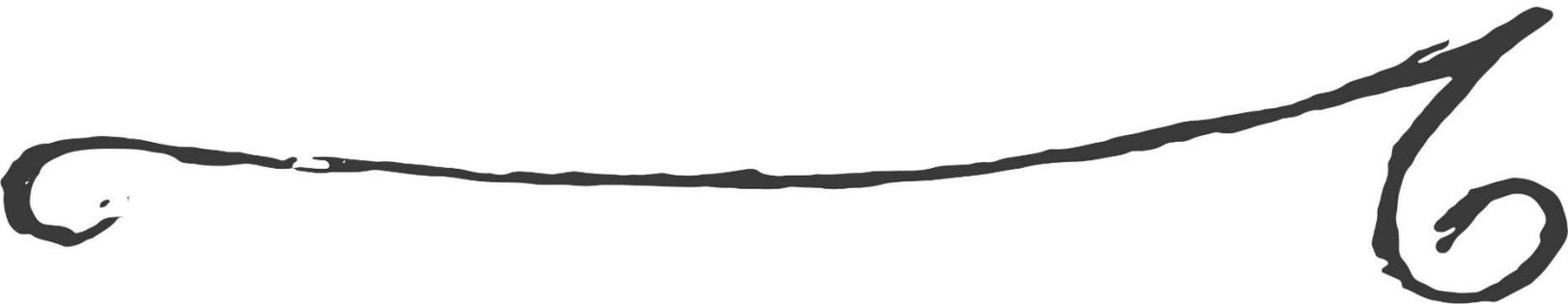
JT reserves the right to approve or deny grant requests.

The Grant Committee 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.

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





# Jamestown Tourism Grant Request Form

## New Event & Event Enhancements

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

Name of Event: \_\_\_\_\_ Event Dates: \_\_\_\_\_

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: \_\_\_\_\_

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

Source: \_\_\_\_\_ Value: \_\_\_\_\_ Source: \_\_\_\_\_ Value: \_\_\_\_\_

Source: \_\_\_\_\_ Value: \_\_\_\_\_ Source: \_\_\_\_\_ Value: \_\_\_\_\_

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

1. Budget related to the request (for events over \$5000, budget should include details for entire event)
2. Event Schedule
3. If you are requesting marketing dollars, please submit a marketing plan and budget with mediums and locations.
4. Provide narrative that will help the Board understand the long term goals of the event and what measures will be taken to assure it happens in the future.

**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.

**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 JT will be true and accurate at the time of the request. We have designated a "Program Contact" and indicated their 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 \_\_\_\_\_

**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

