



Albany County Tourism Board GUIDELINES FOR SPONSORSHIP GRANTS

Albany County Tourism Board
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Grant Funds Overview

The purpose of the Albany County Tourism Board (ACTB) is to provide for the promotion of travel and tourism within the various areas of Albany County. The goal of the grant process is to assist non-profit organizations with events designed to generate overnight stays in Albany County lodging facilities. Albany County Tourism Board is funded by a 4% lodging tax collected from guests staying in lodging facilities within the county.

Grant Funds Deadlines

Grant Applications are reviewed on a rolling basis, but must be received at least 2 months prior to the event date.

Eligibility and Grading Criteria

- **Overnight stays in paid lodging:** the event must be held in Albany County and must generate overnight stays in Albany County. The more room nights generated, the greater likelihood of approval of the application.
- **Visitors from outside of Albany County:** the event should primarily draw visitors from outside of Albany County.
- **Seasonality:** preference will be given to events taking place during shoulder seasons, off-peak seasons, or during times that do not conflict with or piggyback on other larger events already taking place.
- **Overall economic impact to the community and county:** ACTB will take into account total economic impact to the local community beyond the 4% lodging tax to determine net benefit to local communities within Albany County.
- **Retention:** ACTB will take into consideration the likelihood of the event to return to Laramie in the future and the likelihood of the event growing and expanding in the future.
- **Financial Assistance:** ACTB will review the applicant's need for grant funding, any additional outside funding sources, and the applicant's budget or profit and loss worksheet to determine need for financial assistance for the event.
- **Logo Placement:** ACTB will review placement of logo on materials for the event. Higher logo prominence increases likelihood of approval.
- **Tax-exempt status:** ACTB will take into consideration the number of attendees who will be



tax exempt while attending the applicant's event or program.

- Booth: ACTB requires that all applicants provide booth space during the event at no cost to ACTB.

Requirements

- Applicants must complete the grant application **including the budget spreadsheet** and submit to our office 2 months prior to event.
- In order to receive grant funds, a post-event Project Report must be delivered to the ACTB no later than 60 days after the event. The presentation of the post-event Project Report should be no longer than 3-5 minutes in length, and requirements can be found on the Project Report & Evaluation Form.
- Grants Funds are available to non-profit organizations which have projects, events, or programs that promote tourism in Albany County. Grants funds intended for for-profit organizations will be considered on a limited basis.

Required ACTB Recognition

The ACTB requires recognition for its financial participation in a variety of channels and mediums as listed below:

- Audible identification as the Laramie Area Visitor Center, and/or the words "Albany County Tourism Board" on radio advertising
- Logo and/or audible identification as the Albany County Tourism Board on television
- Logo, 800 number and website address for visitor information in print media, including brochures, posters, promotional flyers or registration forms, magazine and newspaper advertising
- Link and logo on websites and other forms of digital marketing
- Listing on credits for audio-visual presentations
- Logo on billboards
- ACTB Banner at the event site
- Page in program to promote local attractions or future events
- Hats or other identifying apparel
- Logo on tee-shirts if sponsors are recognized in this way
- Any other considerations/benefits the organization provides investors or sponsors at the same level of investment
- Booth space for ACTB provided at no cost to ACTB

Permissible Expenses

The board will consider the following mediums as valid expenses for all grants: Brochures, Posters and Promotional Flyers, Billboards, Magazine advertising, Newspaper advertising, Radio advertising, Travel Trade Shows (booth fees, registration fees and material production), Websites, Digital Marketing, Audio-Visual Presentations, Event Stationary, Event Registration Forms, Entertainment at Event, Speakers/Presenters at Event, Rental Equipment for Event, Event Space Rental, Event Programs, On-site Event Brochures, On-site Event Posters, Refreshments (food



and/or non-alcoholic beverages) at event, Room and board for speakers, presenters, or entertainers, Site visits, Rented portable advertising displays.

Non-permissible Expenses

The board specifically excludes the following expenses from grant funds: Purchase of equipment for event, Permanent structures (i.e. Buildings), Administration fees or costs, Alcoholic beverages, Expenses of commitments made prior to grant approval by the ACTB, Any non-budgeted expense which is not presented in the budget, Sales items except for those items where profits are reinvested in the program and used for further Albany County Tourism Promotion

Occupancy Tracking Methods

- Events that have a registration or mail invitations to attendees will be provided with a Guest Room Tracking Coupon. The Coupon is to be given out to all attendees; the attendees will present the coupon to their hotel/motel/BB/guest ranch/campground front desk. The committee hosting the event will be responsible for picking up the coupons from the hotels/motels/BB's/guest ranch/campgrounds once the event is completed to determine, to the best of their ability, the number of rooms used during the event.
- Events that do not have registration will be provided with a Guest Room Tracking Survey. The survey will have all the hotel/motel/BB/guest ranches with their phone numbers. The committee hosting the event will be responsible for calling all of the hotel/motel/BB/guest ranch/campgrounds once the event is completed to determine, to the best of their ability, the number of rooms used during the event.

Procedures

The applicant will receive notification by letter following board's decision. All materials developed with grant funds shall be presented to the Albany County Tourism Board marketing staff for approval prior to press run or production. Funds will be disbursed upon completion of the project and upon receipt of the post-event report. In very rare instances and at its discretion, the board may disburse funds to an applicant either upon project approval or as needed to implement the project.

Reporting

Within **60 days** of completion of the project or event, the applicant will submit to the satisfaction of the board:

- Completed Project Report & Evaluation Form
- Completed lodging tracking form
- Copies of all advertising utilizing the ACTB logo
- Invoice and proof of payment for expenditures
- Other materials produced with the cooperation of the ACTB
- Final budget of the event

The board may, at its discretion, consider the grant application null and void if the applicant does not submit the post-event Project Report to the ACTB within the reporting time frame.