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Ross-Chillicothe Convention and Visitors Bureau Promotional Assistance Program

The purpose of the RCCVB Promotional Assistance Program is to provide cooperative funding to non-profit/profit organizations, attractions, and individual events in the Chillicothe and Ross County area for promotion of an event or program. Promotions will allow the Bureau to participate in the community by providing assistance to eligible candidates and provide an avenue for the organizers of the events to promote the activity thus increasing awareness and the potential for tourism visitation.

ELIGIBILITY

Non-profit/profit organizations, attractions, and special events may apply within the first five years of opening. All non-profit must provide proof of a 501C designation and a copy of the IRS Determination letter must be made available upon request.

Promotional assistance program recipients are eligible to apply annually for the first five years of operation.

REQUIREMENTS/GUIDELINES

The following requirements must be met in order to apply/receive assistance from the program. Organizations, attractions, or individual special events who do not comply with these requirements may not be considered or receive promotional assistance:

1. Any non-profit/profit attraction, or special event may apply for assistance if the emphasis of the program is to increase tourism, by way of promotion, in and around the county. It is the responsibility of the non-profit/profit organization, attraction or event to state how it will result in a visitor staying overnight or extending their stay in Ross County and increase spending in all facets of the tourism industry. It must also state how the event will promote a positive image and increased visibility of the region's attractions, culture and heritage.
2. An application must be completed for assistance consideration.
3. Complete event information must be provided to the Ross-Chillicothe Convention and Visitors Bureau to promote the event and provide information to potential visitors.
4. A designated member of the event organization must sign for the monies received.
5. A post event survey must be returned to the Bureau within 30 days of the close of the event.
6. If the promotional assistance is of a tangible nature, (brochures, posters, flyers, or print advertising), the Ross-Chillicothe Convention and Visitors Bureau logo must be included on all print materials.

AVAILABLE ASSISTANCE

Organizations may apply once during the Ross-Chillicothe Convention and Visitors Bureau fiscal year. Due to the need of many of our tourism partners, the Ross-Chillicothe Convention and Visitors Bureau reserves the right to determine the amount of assistance provided. The total of the Bureau's Promotional Assistance Program's budget is \$8,000.

APPLICATION PROCESS

Applications must be received by April 15, 2019. This program is based on need and the amount of assistance available in a fiscal year. Assistance requests must be made in advance of the date of the event.

Applications for promotional assistance will be the final decision of the Promotional Assistance Review Committee of the Ross-Chillicothe Convention and Visitors Bureau.

The Ross-Chillicothe Convention and Visitors Bureau reserve the right to change or amend this program without notice.



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Section 1: General Application Information

ORGANIZATION & EVENT /PROGRAM	
CONTACT PERSON (Name and Title)	
ADDRESS	
CITY	STATE ZIP
PHONE	FAX
E-MAIL	TAX I.D. #
SIGNATURE	DATE

Section 2: Application Information (Attach additional sheets as needed.)

AMOUNT APPLYING FOR:
PROGRAM/EVENT TITLE AND NARRATIVE DESCRIPTION:
HOW WILL THIS FUNDING BE UTILIZED?
HOW WILL THIS FUNDING DRIVE OVERNIGHT STAYS?

If applicable, how will flyers, posters, and/or brochures be distributed?

Explain how & where RCCVB would be credited for its contributions if this event/program were to receive funds:

Is there a mailing list that will be used for distribution of printed information? ___yes ___no If yes, how many names are on the list(s)?

If applicable, how has marketing been done for event/program in the past? (Include samples of past publicity, brochures, etc.)

What geographical area(s) will be targeted?

BUDGET

Provide an itemized list of what will be purchased (and cost) with support from RCCVB. Be as specific as possible. NOTE: The total project may be any amount, but the Bureau's Program budget is \$8,000 and has the right to determine the amount granted. Documentation of matching funds for the project must be attached.

Descriptions of requested item(s)	Estimated Cost \$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Cost:	\$

AMOUNT REQUESTED FROM RCCVB: \$_____

Signature of Fiscal Agent: _____ Date: _____