

Cave City Tourist & Convention Commission Tourism Grant Application

Founded in 1978 to manage the Cave City Convention Center and promote tourism in and around Cave City, KY, the Cave City Tourist and Convention Commission (CCTCC) operations are funded by Convention Center rental revenue, Transient Room Tax (4%) and Restaurant Tax (1%). Effective July, 2015, the Cave City City Council authorized an increase in Restaurant Tax collections to 3% with a portion of the increase to be utilized as a community grant source for tourism development. **The CCTCC Executive Director will receive requests for your EVENT which MUST have a direct economic impact on the community by increasing overnight visitation and/or meals eaten in local restaurants.** The financial extent of funding will be dependent upon the availability of designated funds.

Application Process:

1. Obtain a copy of the application (see attached) from the **Cave City Tourist Commission** located at Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY or download the document from www.cavecity.com; www.cavecitychamber.com; or www.cavecityconventioncenter.com.
2. Complete the application and attach any supporting documents needed. **Submit the original to PO Box 518, 502 Mammoth Cave St. Cave City, KY 42127, on or before the 5th of each month**, or submit electronically to cavecitycenter@gmail.com.
3. Once the application is received, it will be reviewed and qualified by the Executive Director. **A representative of the group/business applying for funds must attend the scheduled Board immediately following the submission.** The Executive Director will notify the representative to schedule the date and time to present the application. The applicant should be prepared to answer any questions the board may have.

Application Policy:

1. Grants are limited to a maximum match of 50% of capital costs for project budgets greater than \$500. (Ex: Project \$500 will receive a maximum of \$250 grant assistance). Project match can be cash or documented in-kind support (i.e. labor, donated materials). Project budgets under \$500 will not be considered.
2. Governmental entities will not be eligible.
3. Project location must have a Cave City, KY address or a MCNP affiliate project within Cave City.
4. Projects must be completed within 1 calendar year of grant approval date.
5. Applicants are limited to 1 grant per fiscal year.
6. Maximum amount per application is limited to \$7000 (\$3500 match) for in-season events (April 1st-October 31st). Events in off-season (November 1st-March 31st) MAY be eligible for an additional \$1,500 match.
7. The Tourism Commission Board reserves the right to fund projects not addressed in the guidelines.
8. Questions concerning grant eligibility prior to submitting an application can be addressed by calling 270-773-3131.

Eligible Projects:

1. Marketing efforts to attract tourism include but are not exclusive to: Rack Cards; Posters; Event signage or conference materials
2. Tourism enhancement programs include but are not exclusive to: Events; Festivals; Entertainment; Transportation for local tours as part of an event, conference or convention; Conference or convention reception sponsorship

Non-Eligible Projects:

1. Projects that do not attract visitors, visitor spending, or lodging room usage
2. Prizes and soft marketing items (i.e. t-shirts, sticker, promotional items)
3. Receptions in which the audience is largely from within Barren County, KY.
4. Capital improvements (construction, painting, lighting, etc.)
5. Operation expenses (labor, office supplies, equipment, etc.)

Evaluation Criteria (project is not required to meet all of the following recommendations)

1. Compliment the best interests of Cave City
2. Estimated number of out-of-town visitors and their estimated length of stay with supporting documentation, if possible.
3. Submission of an itemized budget that includes the anticipated income and expenses.
4. Accuracy and completeness of application
5. Ability to complete the project within 12 months from award
6. Submission of an itemized budget that includes the anticipated income and expenses.
7. The amount of tourism funds requested.
8. How the tourism funds will be spent.

Award Process

1. If requested, applicant may be asked to give a project update at a board meeting during the grant year.
2. **Projects must acknowledge: Funding by Cave City Tourist and Convention Commission** with CCTCC logo.
3. Applicant will be notified by email or phone call within 48 hours of board approval.



Post Funding Requirements

1. **Funds must be spent on pre-approved purposes in order to receive reimbursement.**
2. The CCTCC reserves the right to withdrawal all or partial reimbursement if funds are not used for pre-approved purchases. If funds are used on event fliers, newspaper and magazine advertising they must carry the CCTCC logo and copies of each must be submitted with the report. Any radio and television advertising mentioning the CCTCC as a contributor must also be included.

3. This funding agreement may be terminated within 24 hours by written notice by the CCTCC for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein.
4. Recipient is encouraged to present in person, but can be submitted to the Executive Director within 45 days following the conclusion of the event/project. If the amount spent does not equal the approved grant amount, the applicant may be required to return the unused portion to qualify for further funding.