

## FERNLEY CONVENTION AND TOURISM AUTHORITY APPLICATION FOR GRANT OR MATCHING GRANT FUNDS

Project/Event Information		
Project Title:		
Name of Organization/Company:		
Mailing Address:		
City:	State:	Zip Code:
Telephone:	Email:	
Year Organization/Company Started:	Tax ID#:	
Status: Please select one <input type="checkbox"/> Non-Profit* <input type="checkbox"/> Corporate <input type="checkbox"/> Government <input type="checkbox"/> Other		
*Attach copy of 501(c) or Federal Non-Profit Certificate		
Applicant Information		
Applicant/Project Coordinator Name:		
Title:	Telephone:	Email:
Project/Event Details		
Date of Event:	Date Work Will Begin:	Date Work Will Conclude:
Project/Event Location:		
Project/Event Overview		
Provide an overview of the project/event including purpose, objectives, short and long term goals (using additional sheets as needed):		
Has this project/event been previously funded by the Fernley Convention & Tourism Authority Board? <input type="checkbox"/> Yes <input type="checkbox"/> No		
If yes, please list date of award and award amount:	Date:	Amount:
If previously funded: How many visitors attended?		How many vendors attended?

**Project/Event Budget**

Total Budget Amount:

Expenses: Itemize all expenses including items on which grant monies will be expended.

Total:

Revenue: Itemize all revenues including requested grant monies from FCTA and other entities, donations, corporate sponsorships, entry fees, spectator fees, etc.

Total:

**Fernley Convention and Tourism Authority Grant Request**

Amount Requesting: \$

Amount of Matching Funds: \$

Will you accept less funding than requested: Yes  No

**Grant Budget - Advertising**

Will requested funds be used for advertising? Yes  No

If Yes, please designate what you will be advertising:  Resources in Fernley  Accommodations in Fernley  
 Special Events (s) in Fernley  Other (specify):

Use the categories below to show in detail how grant funds will be disbursed.

<b>Print/Media</b>	<b>Amount Requesting</b>	<b>Total Amount Budgeted</b>
Banner(s)		
Billboard(s)		
Brochure		
Design, Production & Development Fees		
Direct/Bulk mail for promotion of visitor awareness		
Magazine		
Newspaper		
Radio		
Television		
Other (specify)		
<b>Internet/Website</b>		
Social Media		
Website Development		
Website Hosting Fees		
Website Maintenance		
Website Redesign		
Other (specify)		
Other		

Explain in detail

**Grant Budget - Sponsorship**

Are you requesting project/event sponsorship?  Yes  No

Explain in detail how grant funds will be utilized (in accordance with the FCTA grant guidelines, use additional sheets as needed):

Economic Impact							
Estimated number of visitors	What percentage are:	Local*	%	In State	%	Out of State	%
Estimated number of participants	What percentage are:	Local*	%	In State	%	Out of State	%
Explain in detail how attendance/participation will be measured:							
Estimate number nights spent in Fernley because of this project/event:							
Explain how overnight stays will be measured:							
If applicable, number of previous visitors/participants for same or similar project/event:	What percentages were:	Local*	%	In State	%	Out of State	%
Describe method(s) used to measure previous attendance:							
Projected increase of # of visitors (if any) to Fernley because of project/event in comparison with previous years:							
Estimate and describe the overall economic impact to Fernley because of this project/event, use additional sheets if needed:							
Does the actual project/event create media exposure for Fernley: <input type="checkbox"/> Yes <input type="checkbox"/> No							
If yes, what percentages are: Local* % In State % Out of State %							
Estimated number of people that will be exposed to the promotion of this project/event:	What percentages are:	Local	%	In State	%	Out of State	%
Describe the type of anticipated media exposure:							
*Local is defined as being within a 60-mile radius of Fernley							

**Project/Event Summary**

Describe how the project/event improves tourism/local economy by both people living in Fernley and people traveling to Fernley:

Explain how receiving grant funding will impact the project/event:

Justification

The Fernley Convention and Tourism Authority Board on average receives requests for twice the amount of grant funding available. Explain why your project/event should be selected to receive grant funding:

I HEREBY AGREE THAT:

1. Printed materials (including but not limited to programs, literature, posters, signs, and advertising) shall include, where possible, the words: "Funded in part by the City of Fernley Convention & Tourism Authority."
2. A copy of published materials will be provided to the Board at the time reimbursement of funds is requested.
3. This grant is awarded for the purposes of promoting tourism to and within the city of Fernley as set forth in the Guidelines for Expending Grant or Matching Grant Money approved by the City Fernley Convention & tourism Authority and must be used for no other purpose.
4. The two grant cycles periods are January 1 through June 30, and July 1 – December 31. Reimbursement of funds must be requested within 30 days of the end of your grant cycle. January – June funds must be requested by July 31. July through December funds must be requested by January 31. If funds are not requested, they will be forfeited and the Board may reallocate them to another Grantee through the Grant application and award process in the next Grant cycle.
5. Prior to release of any grant funds, the grantee must provide evidence to the authority of the expenditure of any matching funds that may have been required to secure this grant; or, verifiable invoices, purchase orders, contracts, or bills, and related materials for which this grant was used; or (as deemed appropriate by the Board), a letter of invoice requesting the disbursement of grant funds to the grantee for the agreed upon project.
6. Grants may be audited at any time by the City of Fernley Convention & Tourism Authority, the City Clerk, City Attorney, or a representative.
7. All final performance audits must be completed to the satisfaction of the Board prior to consideration of future applications from the grantee.
8. Grantee must notify the Board in writing of the completion of the grant project.
9. Grantee must submit an evaluation of the project with results as they pertain to visitor and financial impacts.
10. The following are not fund-able expenses for the purposes of this grant: capital investments or improvements with the exception of signs and billboards, salaries with the exception of promoters fees, overhead, staff lodging, food, entertainment, transportation (except where deemed a promotional expense in advance by the Board), supplies, equipment purchases, alcohol or drugs, administrative communications by telephone, telegraph, telex, or mail, non-budgeted expenses, or expenses or commitments made prior to the starting date of this grant.
11. This grant award is made subject to provisions of the approved application, grant guidelines, the Board's budget, and any applicable City regulations, statutes or ordinances.
12. Evidence must be presented that the obligation or expenditure has been made for the purposes presented in the application for grant funds approved by the City Fernley Convention & Tourism Authority before any grant funds will be released.

I hereby declare that the information provided is accurate to the best of my knowledge.

Applicant \_\_\_\_\_ Date: \_\_\_\_\_

Board Decision: \_\_\_\_\_

Amount Awarded: \_\_\_\_\_