



CASS COUNTY

VISITORS BUREAU

www.Visit-CassCounty.com

TOURISM GRANT APPLICATION FORM

GRANT CATEGORY

Please select the grant program for which you are applying:

- ☐ Promotions & Advertising Grant
- ☐ Destination Enhancement Grant

Grant Amount Requested: \$_____

Application Date: _____

SECTION 1: APPLICANT INFORMATION

Organization Name: _____

Organization Type: _____

- ☐ Nonprofit Organization
- ☐ Municipality/Government Entity
- ☐ Tourism-Related Business
- ☐ Other _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Title: _____

Phone: _____

Email: _____

Website: _____

Federal Tax ID (EIN): _____

SECTION 2: PROJECT INFORMATION

Project/Event Name: _____

Project Location: _____

Project Start Date: _____

Project Completion Date:

Has your organization previously received a Cass County Visitors Bureau Grant?

☐ Yes

☐ No

If yes, please list the year(s) and project(s):

SECTION 3: PROJECT DESCRIPTION

Describe the project, event, initiative, or marketing activity for which funding is requested.

What are the primary goals of this project?

How does this project align with the Cass County Visitors Bureau's mission to increase tourism and overnight visitation?

SECTION 4: TOURISM IMPACT

Estimated Total Attendance/Participation:

Estimated Percentage of Visitors from Outside Cass County:

Estimated Number of Non-Local Visitors: _____ %

Number of Overnight Visitors:

Estimated Hotel Room and Airbnb Nights Generated:

Target Market Area:

- ☐ Local
- ☐ Regional
- ☐ Statewide

Please explain how these estimates were determined.

SECTION 5: ECONOMIC IMPACT

Estimated Visitor Spending:

\$_____

Calculation Example:

Estimated Visitor Spending Formula

Estimated Non-Local Visitors × Average Visitor Spending = Estimated Visitor Spending

Suggested Spending Rates

Visitor Type	Average Spending Per Visitor*
Day Visitor	\$75
Overnight Visitor	\$200

Please explain how this estimate was calculated.

Expected benefits to local businesses, attractions, restaurants, lodging providers, or the community:

SECTION 6: MARKETING PLAN

How will this project be promoted?

- ☐ Social Media
- ☐ Digital Advertising
- ☐ Print Advertising
- ☐ Radio Advertising
- ☐ Television Advertising
- ☐ Tourism Publications
- ☐ Website Promotion
- ☐ Email Marketing
- ☐ Other _____

Describe your marketing strategy and budget.

SECTION 7: PARTNERSHIPS & COLLABORATION

List organizations, sponsors, contributors, or partners involved in this project.
Please include organization, contact person, phone & email.

Describe each partner's role and contribution.

SECTION 8: PROJECT BUDGET

Revenue Source	Amount	Promotions and Advertising Expense	Amount	Profit/Loss
Grant Request		Local Print		
Organization Contribution		Regional Print		
Sponsorships		Digital		
Donations		Social Media Campaign		
Other Grants		Radio and Television		
Other Revenue		Tourism Publications		
		Visitor Guides		
		Entertainment/Programming		
		Equipment/Rentals		
		Supplies		
		Facility Costs		
		Tourism Improvements		
		Other		
Total				

GRANT FUNDS REQUESTED

Please identify the specific expenses for which grant funds will be used.

SECTION 9: SUPPORTING DOCUMENTATION

Please attach the following, if applicable:

- ☐ Budget Worksheet - required
- ☐ Quotes or Cost Estimates
- ☐ Marketing Materials
- ☐ Letters of Support
- ☐ Project Renderings or Photos
- ☐ Sponsorship Commitments
- ☐ Other Supporting Documentation

SECTION 10: CERTIFICATION

I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that submission of this application does not guarantee funding and that any grant awarded is subject to approval by the Cass County Visitors Bureau and compliance with all grant requirements.

Authorized Representative:

Title:

Signature:

Date:

APPLICATION CHECKLIST

- ☐ Completed Application Form
- ☐ Project Description
- ☐ Tourism Impact Estimates
- ☐ Marketing Plan
- ☐ Budget Information
- ☐ Supporting Documentation
- ☐ Signature

For Questions Contact:

Cass County Visitors Bureau
info@visit-casscounty.com
574-753-4856
visit-casscounty.com

Completed applications should be emailed to
info@visit-casscounty.com.