

# PACT Tourism Grant Application



The purpose of the Appanoose County Tourism Grant is to encourage development & expansion of destinations & events that bring visitors into Appanoose County. For the purposes of this application, tourism is defined as an event, activity or piece of marketing collateral designed to draw visitors into Appanoose County from outside the county. Funding for the grants comes from a portion of lodging tax funds collected in the City of Centerville and in the unincorporated areas of Appanoose County. The Committee may award less than, but not more than the amount requested. Funds are awarded on a competitive basis to projects that meet the overall objectives of the Tourism Committee. Misrepresentation of facts or failure to comply with details outlined in the application may result in the reduction or withdrawal of grant funding.

- A follow-up report (Summary of Event) of any monies from the Appanoose County Tourism Committee as well as images/video of the project MUST be received within 30 days of the expenditure or event. Projects funded in the prior year may be required to appear before the committee to report on success of the project (you will be notified regarding date and time of appearance, if required).
- Appanoose County Tourism grants are competitive grants and applicants will be evaluated based on the following criteria: Relevance, Visibility, Impact, Quality, Budget & Effectiveness.

Please type or print:

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

Name of the Organization: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Attraction/Event: \_\_\_\_\_

Location of Attraction/Event: \_\_\_\_\_

Description of Attraction/Event: \_\_\_\_\_

Total Cost of Attraction/Event: \$ \_\_\_\_\_ Amount Requested: \$ \_\_\_\_\_

Please address the following in an attached, typed document:

1. A project budget & business plan (if applicable) and any contributions or pledges from other funding sources.
2. Will this be an ongoing/annual event or a one-time/limited time event or attraction?
3. Who is your target audience?
4. Estimate the number of people from outside Appanoose County that this event or attraction would bring in.
5. Describe the potential economic benefit to Appanoose County from this event or attraction?
6. How will this event or attraction be promoted?
7. Describe how the requested funds will be used. Please be very specific & include bids (if applicable).
8. If this is for an ad or brochure, please include a mock-up and printing estimates.

**Deadline: Applications for grants to be awarded for the 2022 year will be available on January 25th and must be returned to the PACT office no later than March 31, 2022 at 4:30pm.**

Send or drop off 1 copy of the completed application and all attachments to:

PACT  
Attn: Appanoose County Tourism Grant  
128 N 12th Street, Centerville, IA 52544