

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. Please see the next page for details on the types of projects the committee is prioritizing for 2024, reporting and more.

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 (including bids for supplies, labor, etc), proposed timeline & business plan (if applicable) as well as any contributions or pledges from other funding sources.
2. Please attach a copy of the total assets of the organization and why these assets cannot be used for this project (checking accounts, savings, CD, etc).
3. Will this be an ongoing/annual event or a one-time/limited time event or attraction?
4. Who is your target audience?
5. Estimate the number of people from outside Appanoose County that this event or attraction would bring in. Please explain your reasoning behind this number.
6. Describe the potential economic benefit to Appanoose County from this event or attraction? Please include numbers where applicable (attendance, number of people reached, hotel room nights, dates that lack other events or programming)
7. How will this event or attraction be promoted? Please include bids or rate cards for print, digital and radio marketing.
8. How will this project be sustained and/or continued upon the completion of the grant. Include how the project's success will be measured and how the project will benefit Appanoose County's tourism economy in the future. Can this event or attraction continue to grow year after year?
9. Have you received funding from Appanoose County Tourism before? If so, please share the year(s), amounts funded and any notes about the project.

Deadline: Applications for grants to be awarded for the 2024 year will be available on January 26th and must be returned to the PACT office no later than April 5, 2024

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

Attn: Appanoose County Tourism Grant
101 E Van Buren St, Centerville, IA 52544

Facts & FAQs

- For the purposes of this grant, an event is a single-or multi-day gathering typically organized and staged by a local organization or business. The event is centered on celebrating some unique aspect of the community, the services of an agency, a historic person or milestone, culture or tradition, or local/national holiday. Events showing the greater ability to attract visitors from 50+ miles (one-way) outside of Appanoose County and encourage overnight hotel stays will have the better success at being funded.
- For the purposes of this grant, a tourist attraction is a physical or cultural feature at a place that individual travelers or visitors experience for their specific leisure-related interests. These attractions typically offer natural or cultural value, historical significance, or natural or formed beauty, offering amusement, leisure, adventure, or educational value. A tourism attraction must show the ability to attract visitors from 50+ miles (one-way) outside of Appanoose County and retain a visitor in this area for at least 3 hours.
- Funding for the Appanoose County Tourism 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 no more than the amount requested in any given grant application.
- Appanoose County Tourism grants are competitive grants and applicants will be evaluated based on a ten question rubric including criteria such as relevance, visibility, impact, quality, budget & effectiveness.
- Misrepresentation of facts or failure to comply with details outlined in the grant application may result in the reduction or withdrawal of grant funding.
- A follow-up report (Summary of Event) of any funding 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. If you project is not complete by the end of 2024, a status report of where the project currently stands must be submitted by 12/31/24 to the committee to stay in good standing for future PACT/Appanoose County Tourism grant opportunities.
- If you do not submit a report or project update by 12/31/24, your grant is in default and you will not be eligible to apply for any PACT or Appanoose County Tourism grants until your report is submitted. If you don't submit by the 12/31/24 deadline, you will have a 30 day grace period. If you don't submit within the 30 day grace period, the organization must sit out one grant cycle before being eligible for Appanoose County Tourism grants.

PACT Tourism Grant Application Review Form

Priority is given to projects that impact the Appanoose County Tourism committee's main focuses of increasing hotel room nights in the county and events or activities hosted in the non-peak season or weeknights.

Applicant: _____

Score the applicant on each criteria point below. 1= Strongly disagree, 5 strongly agree.

- Does this project have a strong tourism component, drawing in visitors from at least 50 miles away?

1 2 3 4 5

- Is there a clear target audience for this project?

1 2 3 4 5

- Is there a marketing plan for this project that will be effectively directed to the target audience?

1 2 3 4 5

- Is there a realistic projected timeline of completion for this project?

1 2 3 4 5

- Is this project well planned?

1 2 3 4 5

- Does this project fit well with the community's resources and needs?

1 2 3 4 5

- Will this project provide an economic benefit to Appanoose County?

1 2 3 4 5

- Does this project create a positive image/bring positive recognition to Appanoose County?

1 2 3 4 5

- Is there a strong financial commitment for the project from a sponsoring entity?

1 2 3 4 5

- BONUS: Does this project fit into the Appanoose County Tourism committee's main focuses of increasing hotel room nights and/or hosting events in the non-peak season or weeknights?

1 2 3 4 5

Comments:

Total Score =

