

# **Hanover Tourism Grant Application Guidelines** revised 12/25

## **Program Goals**

The Hanover Tourism Grant Program is designed to support local tourism-related businesses and nonprofits that invest in events encouraging visitors from outside Hanover County, along with residents residing within the County, to explore and experience what Hanover has to offer. This program provides reimbursable grant opportunities through Hanover County's Economic Development Authority (EDA) that meet the following requirements:

- Increase visitation to Hanover County from visitors outside of the community.
- Increase awareness of events and attractions to residents of the County.
- Encourage the growth of new and emerging tourism events with potential for substantial visitation and economic impact.
- Build upon existing events to attract new visitors or drive increased tourist spending.

## **Priority given to proposals that leverage grant dollars by:**

- Having additional funding sources.
- Collaborating with multiple partners to amplify impact and messaging.
- Incorporating more than one of the Program's requirements in their application.
- Anticipated (new event) or proven data (reoccurring event) of an attendance of over 5,000 attendees.

## **Eligibility**

Applicants must be:

- A business or nonprofit organization located within the geographical boundaries of Hanover County.
- Hosting an event that takes place within the geographical boundaries of Hanover County.
- For new events, applicants must show anticipated attendance attracting significant visitation from both inside and outside of the County and providing positive contribution to local economic activity.
- For reoccurring events, applicants must be able to show previous attendance that attracted significant visitation from both inside and outside of the County and provided positive contribution to local economic activity.

## **Funding Levels**

Funding is allocated annually by Hanover County with maximum funding of \$10,000 available for the program. Individual grant funding is based on projected or demonstrated impact and attendance and alignment with above goals; the number of grants allocated annually may vary depending on funding requests and amounts, and will only be available until the annual allocation is exhausted.

Maximum request per event: \$5,000, no minimum request.

## **Application Requirements**

Applicants must be able to provide:

- A clear vision of the impact the project will have on tourism in Hanover County.
- Event budget (income and expenses) that matches the funding request and shows the additional funding sources.
- A marketing plan.
- Reliable data or evidence to show anticipated economic impact with attendance estimates.
- Evidence of how the Economic Development Department, EDA, and Tourism entity (Visit Hanover) will be recognized (such as logo placement, media attention, etc).
- A copy of the entity's W-9 to establish as a vendor, for payment purposes, with Hanover County.

## **Application Timeline**

- **Application Period:** Applications are ongoing until funds are depleted. Decisions made within 30 days of submission. Applicant must file an application to the Hanover County Economic Development Authority no later than 6 months prior to the event date.

## **Review & Scoring**

Applications will be scored based on:

- Project Impact: 50%
- Project Plan: 25%
- Outcomes: 25%

Funding decisions are made by the Hanover County Department of Economic Development and recommended to the Economic Development Authority. The EDA will take up the funding request at their regular scheduled meetings, which are held on the second Wednesday of each month. An application must be submitted no sooner than two weeks prior to the EDA meeting date in order to account for initial review and to have placed on the agenda.

## **Award Process**

A letter will be sent to the applicant within 10 business days of the EDA meeting with their decision. The EDA has the options of denying the funding, adjusting the amount of the requested funding or awarding the full amount requested. All decisions are final.

Once awarded, the event must take place and the applicant must submit within 30 days of the event the following documentation:

- Estimated economic impact and/or attendance figures.
- Data Analytics from social media and/or website engagement.
- Copies showing usage of the Tourism, EDA's and the Economic Development office logos listed in the application.
- Copies of paid invoices totaling the amount of the award.

Once all documentation has been received, a reimbursement check will be mailed to the organization.



**Estimated % of out-of-county visitors:**

**Describe the anticipated economic impact:**

**If new event: Explain how attendance projections were determined:**

**If recurring: Provide past attendance and impact data:**

## **5. PROJECT PLAN**

**Describe how the event will be executed (logistics, structure, operations):**

**List of key partners and collaborators:**

**Describe your marketing plan (channels, target audience, geographic reach):**

## **6. BUDGET & FUNDING**

**Total Event Budget:    Grant Amount Requested:**    *(Maximum \$5,000)*

**Other Funding Sources:**

**Expenses Breakdown:**

## **7. MARKETING & RECOGNITION**

**Describe how Hanover County Economic Development, EDA, and Tourism will be recognized:**

## **8. OUTCOMES & MEASUREMENT**

**What metrics will you use to measure success?**

- Attendance
- Visitor origin (local vs. out-of-county)
- Sales/revenue data
- Social media analytics
- Website traffic
  
- Other:

**Describe how data will be collected:**

## 9. REQUIRED ATTACHMENTS

- Event Budget (detailed)
- Marketing Plan
- Attendance/Economic Impact Data
- W-9 Form

## 10. CERTIFICATION

I certify that the information provided is accurate and that funds will be used in accordance with program guidelines.

**Signature:** \_\_\_\_\_

**Name (Printed):** \_\_\_\_\_

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