

**CITY OF FERNLEY
CONVENTION AND TOURISM AUTHORITY
GUIDELINES FOR EXPENDING GRANT OR MATCHING GRANT MONEY**

These guidelines have been established to assist grant applicants in developing proposals for funds and for consistent reporting and appraisal of grant projects. The Board reserves the right to reject, any and all, grant applications or proposals. The Board reserves the right to waive any irregularities in any proposal if it is in the best interest of the Board to do so. The FCTA Grant is a reimbursable grant.

1. PURPOSE OF GRANT

The Fernley Convention and Tourism Authority Board (Board) may make available monies during a fiscal year as follows:

- A. Grant funds are intended exclusively to develop, promote, and improve tourism to and within the City of Fernley. Funds may be used for no other purpose and must be obligated and/or expended in the same fiscal year as awarded.
- B. A goal of the grant program is for the grant money awarded to serve as "seed" money, helping a project get started or grow, and for future grant awards for projects to decrease as each event or promotion becomes successful enough to be self-sustaining. This will allow funds to be used to assist new projects in getting started or to expand and to bring additional tourism to Fernley.
- C. Grant funds will assist applicants:
 - 1. Advertising the resources of the City of Fernley.
 - 2. Advertising available accommodations (hotels, motels, restaurants, etc.) within the City of Fernley.
 - 3. Advertising available transportation (bus, air, etc.).
 - 4. Advertising special events.
 - 5. Advertising natural resources and climate.
 - 6. Reimbursements of budgeted expenses for special events, which have been approved by the Board.
- D. The Board will consider applications on a case-by-case basis giving priority to projects with the highest deemed potential for attracting tourists to the City of Fernley and which will:
 - 1. Create media exposure locally, statewide, regionally, nationally; and, thus

help promote tourism to Fernley through increased awareness and interest.

2. Improve tourism and attract tourists who will stay in Fernley, preferably for several nights.
3. A key component of a successful application is to demonstrate the proposed project or event has the support of community and tourism partners.
4. Be beneficial in other ways as determined by the Board.

2. MATCHING GRANT FUNDS

- A. Grant funds may be reimbursed by the Board to non-profit organizations with or without matching funds which promote travel and tourism to the City of Fernley.
- B. Grant funds may be reimbursed by the Board to for-profit organizations with a 1:1 matching funds which promote travel and tourism to the City of Fernley.
- C. Applicants must demonstrate a match of actual and committed investment in the proposed project or event for the same purpose as 1C above.

3. FCTA GRANT APPLICATION

Applications for grant or matching grant funds must be made on the official form. In addition, applicants must provide a formal and complete written statement of the project goals including:

- A. An exact description of the purpose of the grant funds and how the grant funds will be expended.
- B. An itemized budget, distribution plan and/or media schedule (if appropriate to the project).
- C. Long and short-term goals of the project.
- D. An estimate of the number of visitors/tourists the project expects to attract.
- E. Creative ideas and plans are also helpful in the grant evaluation process.
- F. Other factors that may affect the success of an application or the amount of potential award is the frequency of previous grants or the amount of previous grants to an organization.

4. GRANT AGREEMENT

- A. The **Grant Agreement** must be signed by the project director.
- B. It is the responsibility of the grantee to complete all provisions of the grant award.
- C. Failure to complete all provisions of the grant award may jeopardize future awards.
- D. Reimbursements cannot be made until after the execution of the **Grant Agreement** and all other billing procedures are followed.

5. **GRANT REIMBURSEMENT**

The grant is a reimbursable grant.

- A. A reimbursement requires the submission of an **Outlay Report and Request for Reimbursement** form with original signatures and copies of bills, contracts, invoices, purchase orders, and copies of materials for which the grant monies were used (and in the case of a matching grant award, evidence of expenditure of matching funds).
- B. If deemed appropriate by the Board, a letter of invoice requesting grant funds may be submitted for the purposes of reimbursing grant funds for the project to the organization awarded the grant.
- C. Any extra grant funding awarded must be approved by the board and updated on the Grant Budget – Advertising and/or Grant Budget – Sponsorship prior to reimbursement.
- D. Grants may be audited at any time by the Board or its representatives.

6. **ELIGIBLE EXPENSES**

Grant funds may be awarded with stipulations or restrictions by the Board on how they may be expended. Generally, grant funds should be used for the following:

- A. **Advertising.** The purchase of advertising space or time, reasonable fees of an advertising agency, production, and fulfillment costs.
- B. **Public Relations.** The purchase of agency time and expertise in preparing and implementing a marketing, advertising, promotion, and publicity plan.
- C. **Events.** Start-up costs, up to the amount of grant awarded, for a special event or promotion that results in interim revenues equal to the amount of the grant which are then used for advertising, promotion, and publicity.

- D. **Research.** Costs associated with measuring project results such as surveys or research required to determine the viability of a project such as response cards or test advertising.
- E. **Promotion.** Costs associated with promoting the project outside the purview of advertising, and publicity that have a positive impact and can be verifiably measured (such as direct mail or bulk mail postage for a project promotional piece, travel associated with the project as it relates to additional media and visitor awareness).

7. INELIGIBLE EXPENSES

The following are **NOT** fundable expenses for the purpose of grant funds awarded:

- A. Capital investments or improvements with the exception of signs or billboards (which may be classified as official signs and required to meet the Nevada Department of Transportation and city or county standards). Any sign funded by the Board must have a negotiated life span and message.
- B. Salaries, overhead, staff lodging or food, staff benefit, entertainment and transportation (except where deemed by the Board as a promotional expense), and promoter fees excepted (promoter fees are grant eligible).
- C. Equipment purchases.
- D. Alcohol or drugs.
- E. Administration.
- F. Non-budgeted expenses.
- G. Expenses incurred or commitments made prior to the grant award.
- H. Any questionable or non-verifiable expenses as deemed by the Board or are not approved of in advance.

8. EVALUATION OF COMPLETED PROJECT/EVENT

A methodology for measuring project results is essential in considering grant applications.

- A. Completed projects must be evaluated for effectiveness with measurable results.
- B. Each grant application should project the increase in visitors, the financial impact on the local economy, and how these increases or impacts will be measured.

C. An **Evaluation** form must be completed by all grantees.

D. Each project for which grant funds are awarded must be evaluated by the Board at the project's completion and before future awards can be considered.

9. DEADLINES

Deadlines may be set by the Board for the submission of grant applications or action on grant awards.