

**APPLICATION FOR  
FUNDING  
FY2028**



**PARK COUNTY  
TRAVEL  
COUNCIL**

**PLEASE NOTE: ALL ATTACHMENTS, INCLUDING THE CHECKLIST, MUST BE SUBMITTED WITH THIS APPLICATION FOR CONSIDERATION BY THE PCTC BOARD OF DIRECTORS**

**ANY INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED. PLEASE REVIEW YOUR APPLICATION BEFORE SUBMISSION**

ORGANIZATION NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

WEB ADDRESS: \_\_\_\_\_ PHONE: \_\_\_\_\_

CONTACT PERSON: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

PROJECT TITLE: \_\_\_\_\_

EVENT DATE (IF APPLICABLE): \_\_\_\_\_

AMOUNT OF FUNDING REQUESTED FROM PCTC: \_\_\_\_\_

WILL YOUR ORGANIZATION BE REQUESTING FUNDING FROM OTHER SOURCES? \_\_\_\_\_

IF SO, FROM WHOM AND IN WHAT AMOUNT? \_\_\_\_\_

I CERTIFY THAT THIS APPLICATION AND ALL ATTACHMENTS HERETO ARE CORRECT TO THE BEST OF MY KNOWLEDGE:

SIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_

NOTARY:

BEFORE ME \_\_\_\_\_, A NOTARY PUBLIC IN AND FOR PARK COUNTY,

STATE OF WYOMING, PERSONALLY APPEARED \_\_\_\_\_

AND HE/SHE BEING FIRST DULY SWORN BY ME UPON HIS/HER OATH, SAYS THAT THE FACTS ALLEGED IN THE FOREGOING INSTRUMENTS ARE TRUE.

NOTARY PUBLIC \_\_\_\_\_

(SEAL)

MY COMMISSION EXPIRES: \_\_\_\_\_

# CHECKLIST

## CHECKLIST FOR SUBMISSION OF APPLICATIONS

One signed, dated, and notarized application form must be submitted accompanied by these attachments:

- \_\_\_\_\_ 1. A copy of the organization's current Articles of Incorporation as filed with and signed by the Wyoming Secretary of State. (If Articles have not changed and are on file at PCTC office, DO NOT include with this application.)
- \_\_\_\_\_ 2. A copy of the organization's current By Laws, Certificate of Incorporation or IRS non-profit, tax-exempt letter.
- \_\_\_\_\_ 3. A complete list of the organization's current board members with addresses, occupations, and their function on the board.
- \_\_\_\_\_ 4. A detailed financial statement and balance sheet for the immediate preceding year.
- \_\_\_\_\_ 5. Review of the immediate preceding years' marketing plan effectiveness which should include materials sent, Google Analytics, website analytics, SEO, SEM, conversions, paid and organic social media campaigns, and any other relevant information that was included with the approved grant dollars.
- \_\_\_\_\_ 6. A list of paid or volunteer management working on this project/program/event.
- \_\_\_\_\_ 7. A statement of the organization's purpose.
- \_\_\_\_\_ 8. A statement of goals and long-term plans related to this program/project/event.
- \_\_\_\_\_ 9. A detailed budget shows the costs and revenue source(s) for the project/program/event.
- \_\_\_\_\_ 10. A detailed written narrative of the program/project/event to include:
  - A concise, one-paragraph overview of the program/project/event
  - Reasons, goals, and objectives of the program/project/event
  - Proposed dates for beginning and ending the program/project/event.
  - A layout, design and/or script of proposed promotional materials and ads for the program/event.
  - The program/project/event director
  - A program/project/event management plan
  - An explanation of how the program/project/event will enhance or benefit tourism in the Park County geographical area or economic center.
  - An estimate of the promotional value of the program/project/event
  - An explanation of the program's compatibility with other known program/project/event
  - An explanation of cooperative efforts with other organizations that could benefit from the program/project/event.
- \_\_\_\_\_ 11. A complete Media Plan/Schedule (attached)
- \_\_\_\_\_ 12. If applicable, a draft, unsigned contract relating to any and all services or projects that are a part of the project.

**ALL ATTACHMENTS WILL BE CONSIDERED PART OF THE OFFICIAL APPLICATION AND WILL BE SUBMITTED TO THE BOARD OF DIRECTORS.**

**PARK COUNTY TRAVEL COUNCIL  
TOURISM MATCHING FUNDS GUIDELINES**

The following guidelines are given to assist Park County non-profit tourism organizations in designing programs and projects that are eligible for funding through the Park County Travel Council.

## **DEFINITIONS**

1. "Council" or "PCTC" means the Park County Travel Council.
2. "Organization" means any established non-profit organization that has a program promoting tourism within Park County, Wyoming.
3. "Sponsor" means one who assumes responsibility for the organization, project, or program.

## **PURPOSES OF THE COUNCIL**

The purposes of the Council shall be to provide for the promotion of travel and tourism within the various geographic areas and economic centers in Park County; to facilitate and bring about broad and effective development and marketing of programs; and to enhance and improve overnight and destination tourism.

## **ELIGIBILITY**

Organizations eligible to apply for grants shall be "non-profit organizations", under the laws of the State of Wyoming, which have projects for the promotion of tourism within Park County. Organizations applying must have the capability of attracting visitors to Park County. The Council encourages those organizations not familiar with the PCTC grant program to contact the PCTC Executive Director and explain their proposed project, dates and any other factors that might be relevant before undergoing the formal application process. The Council may offer suggestions on the project and will recommend whether or not the organization should proceed with the formal application.

## **SPECIAL CONSIDERATION**

1. Organizations using matching funds from another entity, or the private sector shall be given special consideration. Proof of pledges or applications should be submitted to the Council.
2. Organizations which come to the Council with funds of their own already committed to the project and requesting matching funds will be given special consideration.

## **SUBMISSION**

One copy of the application is to be submitted to the Council. This application and all attachments will be retained by the Council for the official files.

The application is to be postmarked or delivered to the PCTC Executive Director on or before the stipulated deadline for applications.

Applications are to be submitted to:

### **Mail or Deliver**

Park County Travel Council  
Attn: Amanda Keyes  
1306 Sheridan Avenue  
Cody, WY 82414

### **E-mail**

Subject Title: PCTC FY28 Grant Application –  
"Name of Organization"  
Attn: Amanda Keyes  
To: amanda.keyes@codyyellowstone.org

## **SPECIFIC GUIDELINES**

1. Cooperative projects with the private sector: The sponsoring organization may solicit donations and receive funds from the private sector provided that such funds are deposited into the sponsor's bank account and become a part of the sponsor's operating budget. Credit for such donations may be given in the form of "promotional consideration provided by..." followed by a listing of the firm names and/or individuals contributing to the project or by including the business

corporate seal or logo within the final advertisement, brochure, audio-visual production, or display. In all cases, such promotional consideration listings shall be printed in a type size no larger than the normal text type utilized throughout the project. Logos and seals will also be printed in the smallest recognizable size compatible with the type size.

Promotional consideration will appear only on the last page of printed material; at the bottom of advertisements or posters; at the end of audio-visual productions; or below the sponsor's identification sign on displays. In no case will commercially display advertising be allowed within the sponsoring organization's advertisement, brochure, publication, poster, audio-visual production, or display. Such advertisements may appear adjacent to, or in connection with, the sponsor's projects but must be purchased separately without assistance from the Council's funding program. Variances may be granted at the discretion of the Council in properly documented circumstances.

2. Marketing projects eligible for funding are:

- a. Regional/national advertising campaigns in electronic or printed media.
- b. Production of travel promotion.
- c. Promotions and solicitations of conventions, meetings, and seminars.
- d. Market research studies specifically aimed at identifying target markets at which marketing programs will be directed.

3. The specific categories of costs to be considered within an acceptable project are:

- a. Advertising:
  - i. Purchase of space and time, fees of a recognized ad agency, and production costs.
  - ii. Authorized grantee is financially responsible for a minimum of 100 percent of the cost of the portion of the ad used by the individual business, entity, or member of that grantee organization.
- b. Travel Shows: Rental of booth space, rental of equipment and services required for the show, shipping and drayage costs for booth, literature, and registration fees.
- c. Audio-Visual Production
- d. Research: By contract between the organization and a recognized research firm or consultant. Copies of a draft, unsigned contract must be submitted with the organization's application. Specific goals, objectives, costs, and the time frame of the research project must be identified; and
- e. Administration: Staffing salaries for eligible community visitor centers only.

4. The costs specifically excluded from funding are:

- a. Purchase of equipment.
- b. Use of temporary, portable advertising signage, including permanent billboards.
- c. Expenses of commitments made prior to project approval. The grant will not cover any expenses paid before the date of project approval. Any contractual commitments made between the project sponsor and the supplier will be the sole responsibility of the sponsor.
- d. Any non-budgeted expense which is not presented in the budget and approved contract. No contingency can be allowed.



e. Sales Items: Travel promotion items such as audio-visual storage devices, cassettes, brochures, posters, etc., produced for sale except in cases where profits are reinvested in the program and used for further tourist promotion. Projected profits should be included in the organization's overall, long-range tourism promotional plan.

VARIANCES MAY BE GRANTED BY THE COUNCIL FOR ANY OF THE ABOVE EXCLUSIONS WHERE A JUSTIFIABLE, PROPERLY DOCUMENTED SITUATION IS PRESENTED.

5. Projects must be compatible with other travel marketing programs funded by the Council and with the Wyoming Office of Tourism's marketing programs.
6. Advertising programs submitted for funding assistance should be designed specifically to encourage visitors from outside Park County.
7. For all printed material, the copy, layout, photographs, and other design factors must be submitted to the PCTC Executive Director for approval before final printing begins.
8. Scripts for film or broadcast programs must be submitted to the Council Executive Director before final production begins.
9. All literature and audio-visual production produced with Council funding assistance will include the following statement, "IN COOPERATION WITH THE PARK COUNTY TRAVEL COUNCIL" or display the PCTC funding logo.
10. Consideration of vendors outside Park County should only be made when the organization is unable to obtain the materials or services in Park County, the cost is substantially lower, or the materials or quality of the Park County vendor are inferior.
11. All contracts for goods and services under the funding program shall be between the organization and the vendor. In no case will the Park County Travel Council be part of such a contract.
12. Organizations are encouraged to consider projects that have not been undertaken before and that they would otherwise not be able to undertake without this funding program. Funding of repeat projects will be judged based on effectiveness, potential for growth, improvements in quality and the results of the previous project.
13. All records pertaining to the projects under this funding program that are not required by the Council shall be retained by the organization for a period of seven (7) years. The Council reserves the right to inspect, at any time, the records of the organization for purposes of audit.
14. Individual line items included within a project can be adjusted for cost/quality after a project is approved with the prior approval of the Council. In no case can such an adjustment increase the overall cost of the project.

**All approved grantees will be required to display a window cling (provided) for the duration of the fiscal year that your grant is awarded.**

## **EVALUATION OF APPLICATIONS**

The Council will receive, review, and make recommendations on the applications and will make the awards from among the applications by majority vote. The following questions will be asked about each application, and the answers will be evaluated:

1. Are the markets and messages compatible with the Council's existing or proposed programs? To avoid duplication of publications in which the Council advertises, can a co-op ads be placed in these publications as indicated on the Media Plan/Schedule?
2. Is there a recognizable economic benefit to Park County beyond the organization(s) direct involvement?
3. Is the program/project/event designed to draw visitors from outside Park County and encourage them to travel throughout the county? The Council will not fund projects designed only to retain visitors already in Park County or those that concentrate on local media promotion and distribution.
4. Does the program/project/event stand a good chance of satisfying its stated objectives? Is it effective and feasible?
5. Does there appear to be the potential for a favorable ratio to tourist dollars received in relation to marketing funds expended? Is the program/project/event efficient?
6. Does the program/project/event benefit a shoulder season or slow season of the year?
7. Is the program/project/event new or is it one that has been undertaken before? If it was undertaken before, did it achieve the desired results?
8. Is the application thorough and complete? Has the applicant overlooked costs that appear imminent or necessary for the successful completion of the proposed program/project/event? Is the extent and operation of the program/project/event clearly outlined?
9. Does the applicant have the financial ability to provide the funds necessary to carry the program/project/event to its successful completion? Does this program/project/event have the capability of being self-sufficient in the future?
10. Does the applicant possess or has he/she made arrangements to secure the technical ability to complete the program/project/event satisfactorily?
11. Is there a need for assistance from the Council's funding program? Does the applicant really need assistance to create or carry out the program/project/event?
12. Does the applicant have the wherewithal to provide accounting and reporting and track the number of out-of-county participants?
13. Will the program/project/event increase the lodging tax revenue for Park County? After a thorough evaluation of the application for general merit, total cost, potential effectiveness, efficiency, and other pertinent factors in respect to the proposed program/project/event, the Council shall approve or disapprove the application. The applicant will receive notification in writing of the Council's decision.

### **DISBURSEMENT OF FUNDS**

At its discretion, the Council may disburse funds to an organization for a program/project/event either upon approval, upon completion, or as needed to implement the program/project/event.

All requests for funds after the project has been completed must be submitted, with a Request for Payment and required attachments, to the Council Executive Director. After all items are found to be in order with the original application approved based on the aforesaid guidelines, a check will be issued. Payment of funds will be issued within ten working days from the regularly scheduled PCTC meeting at which the Request for Payment was approved.

### **PROJECT COMPLETION AND EXPENDITURE REPORT**

The Council has established a program/project/event completion and accounting date of June 12 of the year of the project's implementation. At this time, the Project Director will submit to the satisfaction of the Council:

1. A completed Request for Payment form with an accounting of all expenditures including itemized invoices (side two of Request for Payment form) and proofs of payment for expenses incurred as per approved application budget and acceptable cost categories. Invoices must show name of vendor, location of vendor, date of purchase, what was purchased, quantities and amount per item. Dates of services performed must be shown if the invoice is for a service rendered. Invoices or receipts for materials, transportation, and entertainment expenses of invited guests from familiarization tours must show who the guests were and whom they represented.
2. A final written narrative of the project's success, including attendance records, inquiries generated, and other pertinent information.
3. When applicable, the following shall also be provided:
  - a. Tear sheets from magazines or newspapers or affidavits of publication.
  - b. Placement schedules for electronic media advertising as indicated on the Media Plan/Schedule.
  - c. Distribution plan for literature and a copy of the completed publication.
  - d. Itinerary and list of participants of familiarization tours.
  - e. Booth space contracts for travel shows.
  - f. A complete copy of the research project.
  - g. Travel expense forms completed for each authorized sponsor representative at a travel show, trade show or familiarization tour.
  - h. Expenditure or accounting forms. These will allow the Council staff to balance invoices and interpret the purpose of each expenditure.
  - i. Other documents as may be requested by the Council to ascertain how the project funds were expended.

The Council will audit and evaluate each final report and determine its compliance with the approved contract. If further information is needed, the Council Executive Director will contact the organization and request such information as deemed necessary to substantiate compliance.

When a program/project/event is approved for payment on an "as needed" or "upon completion" basis, the payment will not be made on:

1. An amount exceeding the approved project budget.
2. Activities which were not specifically proposed in the approved application.
3. Bills paid before the program/project/event approval date unless they were specifically authorized in conjunction with the approval of the program/project/event. With prior approval, payment may be made on a monthly basis as portions of multiple element projects are completed and paid for.

When a program/project/event is approved for payment on an "as needed" or "upon completion" basis, the Council may require the recipient organization to provide an interim accounting and other appropriate documentation before disbursing additional funds. The Council may also withhold funds for the remainder of the program/project/event if the organization has not provided adequate accounting or otherwise adhered to the guidelines agreed to at the time the project or program was approved.

