



*Area Chamber of Commerce
Tourism and Visitors Bureau
101 South Front Street
Saint Peter, MN 56082-2500*

COMMUNITY GRANTS PROGRAM

The purpose of the St. Peter Tourism and Visitors Bureau is to promote St. Peter, its businesses, events and other attractions for tourism.

GRANT GUIDELINES

The Tourism Bureau annually budgets financial support for matching grant programs to help promote community attractions. The project, program, or unique marketing plan must attract visitors that benefit the City of St. Peter in the areas of retail, overnight accommodations, and/or attractions.

1. Grants are available up to \$1,000 for new events/attractions and up to \$3,000 for established events/attractions. The Tourism Bureau determines the grant amount awarded based on the following criteria: size of the event/attraction, the approximate # of participants and/or scope of anticipated outreach, and after careful review the organization's promotional budget. Grant matching is encouraged but not essential for qualification, and must be used for advertising and promotional purposes. "IN KIND" advertising/promotion is not recognized as part of any match. Receipts must accompany the final report.
2. The grant/project is a calendar year award, single activity, or sequence of closely related activities undertaken by an organization. **Grants given may not exceed 50 percent of the total project advertising/promotional cost and must be used for promotional expenses.** These grants are NOT available for an organization's general operating support, overhead, or capital expenses. Approval in any given year is not an automatic approval in succeeding years. Applications must be made each year for approval.
3. Events for which grants are approved must include in all publications, websites, and any other form of advertising and promotion the following statement:

**THIS PROGRAM IS MADE POSSIBLE WITH FUNDS PROVIDED BY THE
ST. PETER TOURISM AND VISITORS BUREAU.**

In addition, the St. Peter Tourism and Visitors Bureau logo must be prominently displayed in all event publications, websites, and advertising.

4. Applications must be submitted two months in advance of the event date.

5. The final report is due within three months following the event; if it is not received within that time, the final 10 percent of the grant may not be paid.

APPLICATION PROCESS

Grant proposals must include a completed “Grant Application” form available from the Tourism Bureau and any supporting materials. Applicants will be asked to provide:

1. The need or demand for the project, focusing on how it will promote tourism.
2. The organization’s ability to carry out the project.
3. A detailed budget including project expenses, specific promotional expenses, and project revenues.
4. Application must be submitted a minimum of two months in advance of the project.

REVIEW CRITERIA

Grant applications will be reviewed for eligibility, budget, clarity and completeness; the application will be evaluated based on the quality and merit of the project, the need for the project by the organization and/or community, how it enhances the tourism objectives of the Tourism Bureau, and the availability of funds for grants.

PAYMENT PROCESS

Ninety percent (90%) of the grant funds will be forwarded to the applicant upon Tourism Bureau approval. The remaining ten percent (10%) will be paid to the grantee contingent upon the Tourism Bureau’s review and acceptance of the grantee’s final report, which should be submitted within 60 days of completion of the project.

Revised 12/22

ST. PETER TOURISM & VISITORS BUREAU

GRANT APPLICATION

Date:

Program Title:

Address:

Phone Number:

Applicant Organization:

Contact Person:

Phone Number:

1. Project description - include dates, time, location and activity:

d

2. Statement of need or demand for the project, focusing on how it will promote tourism:

d

3. Outline structural make-up of the project and organization:

d

4. Please state amount for which you are applying.

d

5. Please attach a detailed budget, including project expenses, specific promotional

expenses, and project revenues.

d

- 6. Date funds will be needed (Ninety percent of the grant funds will be paid upon Tourism Bureau approval.)**

d

- 7. Approximate date final report will be complete? (Ten percent of grant funds will be paid grantee after review of grantee's final report, which must be submitted within 60 days of completion of project.)**

d

Signature of Project Director

Return original to: Tourism & Visitors Bureau
101 South Front St.
St. Peter, MN 56082



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**St. Peter Tourism Grants Program
Guideline for Final Report**

- 1. Demographic information of audience in attendance**
- 2. Detailed, written, and listing of actual expenses and revenues**
- 3. Provide samples of advertising and promotional materials that were used, including receipts.**