



CORSICANA

VISITORS' BUREAU

CORSICANA, TEXAS

301 S. Beaton St., Corsicana 75110 (903) 654-4850

CVB Grant Guidelines

This grant is made possible by the collection of local hotel/motel tax. The City of Corsicana and the CVB designate a portion of this tax to this grant to promote activities, attractions and special events that foster local economic development and create economic impact through tourism.

Mission:

As a partner-driven organization, the Corsicana Visitors' Bureau (CVB) has the responsibility to maximize hotel/motel occupancy within the Corsicana area through marketing and promoting the area as a tourist destination, featuring special arts and cultural events and tourist-related business.

Use of Grants:

- The expenditure must directly enhance and promote tourism and the convention and lodging industries.
- Every expenditure must clearly reflect one of the six statutorily provided categories below.
 - ♦ Funding the establishment, improvement, or maintenance of a convention center or visitor information center.
 - ♦ Paying the administrative cost for facilitating convention registration.
 - ♦ Paying for tourism-related advertising and promotion of the city or its vicinity for public events designated for or by tourism.
 - ♦ Funding programs that enhance the arts.
 - ♦ Funding for promotion for historical restoration or preservation programs.
 - ♦ Sporting events where a majority of participants are or may be tourists.

Allowable Expenses:

- ♦ Development of new events or major exhibits and activities.
- ♦ Promotional activities that complement advertising, including materials that create awareness and build or maintain a good image of metropolitan Corsicana, e.g., printing of brochures or inserts for events; production of tradeshow display booths; and/or signs, slide and video presentations.
- ♦ Production costs of media advertising.
- ♦ Marketing expenses including outside professional marketing services.
- ♦ The purchase of recognized media advertising focusing on attracting visitors to Corsicana (radio, television, social media, billboard, magazine and newspaper). Allowable advertising buys are in markets more than 50 miles from Corsicana or with broadcast radio of 50+ miles. Local media outlets do



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not meet the intended purpose of the grant and will receive less consideration than media outlets located 50+ miles outside of Corsicana.

Disallowable expenses:

- ◆ Capital expenditures.
- ◆ Rent of offices, repairs, renovation, and/or remodeling of facilities.
- ◆ General operating or administrative expenses.
- ◆ General staff or personnel costs (excluding sales and marketing staff).
- ◆ Interest or the reduction of deficits or loans.
- ◆ Expenses incurred or obligated before grant project approval.
- ◆ Expenditures for local food and beverage events.
- ◆ Projects restricted to private or exclusive participation, other than certain grand and pre-opening expenses.
- ◆ Scholarships or endowments.
- ◆ Cash awards of any description.
- ◆ Expenses not directly related to the approved program.
- ◆ Purchase of ads in any CVB advertiser - supported publications.
- ◆ Activities or materials which violate the law.

Applicants must fulfill the following:

- ◆ Have completed at least two years of fiscal operation with the ability to provide financial information upon request.
- ◆ An annual audit by an independent auditor or by a qualified government auditor may be required for each grant and for each year during the grant.
- ◆ **A final report is required for each grant and for each year during the grant.**
 - The final report should consist of a one page (maximum) typed summary of the results of the project and the impact it had on tourism. Attendance figures are appropriate. Samples of advertising and promotions including tear sheets, tapes, photographs, brochures, video tapes, broadcast affidavits, etc. may be attached.
- ◆ All applicants must represent an ongoing, sustainable activity.
- ◆ No qualified entity may serve as a fiscal agent for a non-qualified entity.
- ◆ If requested, the applicant may be required to furnish the CVB with up to 10% of all printed materials produced with the assistance of this grant.
- ◆ Applicants should be able to demonstrate the ability to execute the project without depending on the continued financial assistance from these funds. It should be the intention of the organization to be self-sustaining.
- ◆ The festival/event must take place in the Corsicana area; in the alternative, if it is a program, the office must be located in the Corsicana area and/or a



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board of directors composed of at least one half Corsicana residents. The board must meet on a regular basis.

- ◆ An application and all related documents must be submitted and approved by the CVB Grant Review Committee. Grant requests are evaluated by the Grant Review Committee or the CVB Board of Directors.
- ◆ Include a copy of last year's income statement.
- ◆ Include a copy of the current year's budget.

Core Stipulations:

- ◆ Failure to use funds as specified in the contract may result in penalties up to and including a full refund of grant funds.
- ◆ Failure to submit the audit and final report by the deadline may result in penalties up to and including a full refund of grant funds.
- ◆ Project applicants cannot transfer funds from one specific tourism project to another without a written request and approval from the CVB Grant Committee or CVB Board.
- ◆ Organizations receiving a CVB Grant must have a reciprocal link on their Web site to <http://www.VisitCorsicana.com>. The consumer must be able to access that site in one click.
- ◆ The CVB must be recognized on all advertising materials related to the sponsored event either by name or with the supplied CVB logo.
- ◆ Applicants who do not comply with all deadlines and procedures may be disqualified as eligible to receive CVB Grant Funds in the future.

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