



SCOTT COUNTY VISITORS COMMISSION

Fund Application

Applicant Information: Organization Name: Contact Person: Email: Phone Number: Mailing Address: Non-Profit (501(c)(3)) or For-Profit Business? <input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit Federal Tax ID (if applicable): Event Website/Social Media:	Event Information Event Name: Event Date(s): Event Location: Estimated Overall Attendance: Estimated % of Out-of-County Attendees: Estimated Overnight Stays Generated: Target Audience: <input type="checkbox"/> Local <input type="checkbox"/> Regional <input type="checkbox"/> National Brief Event Description:
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Funding Request

- Total Event Budget: \$ _____ Amount Requested from SCVC: \$ _____

Additional Forms to Complete

Attachment A: Event Budget Breakdown

- Provide an itemized list of event expenses and revenue projections, including expected ticket sales, sponsorships, and other income.

Attachment B: Cost-Sharing Commitment (Applicant's Contribution)

- Include a list of all confirmed event sponsors and their financial contributions, specifying both cash donations and in-kind support.

Attachment C: Event Promotion Plan

- Describe the event's promotional strategy, including digital marketing, print advertising, social media, and public relations efforts.
- Specify how the Scott County Tourism Commission logo and website will be incorporated into promotional materials.

Attachment D: Tourism Impact Statement

- Explain how the event is expected to attract out-of-county visitors and generate overnight stays.
- Identify local businesses that are likely to benefit from the event, such as hotels, restaurants, and retail establishments.

Certification & Agreement

I certify that the information provided is true and correct to the best of my knowledge. I understand that SCVC funds must be used for tourism-related purposes, and I agree to provide a post-event report detailing attendance, tourism impact, and fund usage.

Event Promotion Requirements:

1. All promotional materials must include the Scott County Tourism Commission logo and website.
2. Marketing must be coordinated and approved by the SCVC Director, no funds
3. A post-event report must be submitted within 30 days, including:
 - o Letter requesting the final 25% of approved funding
 - o Total attendance and percentage of out-of-county visitors
 - o Number of overnight stays generated
 - o Financial breakdown of how SCVC funds were used, with receipts as applicable
 - o Event success metrics (e.g., business impact, media coverage)

Signature: _____ Date: _____

Director Eligibility Review: ☐ Tier 1 ☐ Tier 2 ☐ Tier 3

Attachment A: Event Budget Breakdown

Instructions: This form helps SCVC understand how you plan to spend and earn money for your event. Fill in the blanks, check the appropriate boxes, and provide detailed descriptions where requested. Please note that all marketing and advertising must be coordinated and approved by SCVC, and individual expenses for self-run marketing will not be reimbursed.

Itemized List of Event Expenses:

(Provide all anticipated costs required to host the event. Be clear and specific. Do not include cost-sharing details or sponsorships, as those will be reported separately in Attachment B.)

- **Venue Rental:**

- Do you own the event location? ☐ Yes ☐ No
- If yes, is the rental value based on fair market rates? ☐ Yes ☐ No
- If multiple locations are used, is each listed separately? ☐ Yes ☐ No

Description:

Cost: _____

- **Entertainment/Attractions:**

- Will there be multiple entertainers or attractions? ☐ Yes ☐ No
- Will any entertainers or service providers collect fees directly from attendees? ☐ Yes ☐ No
 - If yes, list estimated fee per attendee and total expected revenue:
Fee per attendee: _____
Total expected revenue: _____
- Is the entertainment open to all attendees (not restricted to VIPs)? ☐ Yes ☐ No

Description:

Cost: _____

- **Infrastructure/Logistics:**

- Are temporary restrooms needed? ☐ Yes ☐ No
- Will parking fees be charged? ☐ Yes ☐ No
 - If yes, list estimated fee per vehicle and total expected revenue:
Fee per vehicle: _____
Total expected revenue: _____
- Are safety measures (e.g., security, barriers) included in the budget? ☐ Yes ☐ No

Description:

Cost: _____

- **Other Expenses:**

- Are permits required for the event? ☐ Yes ☐ No
- Is event insurance included in the budget? ☐ Yes ☐ No

- Are there any donated items or in-kind services? ☐ Yes ☐ No

Description: _____

Cost: _____

Revenue Projections:

(Estimate the income you expect to generate from the event. Be as realistic and detailed as possible.)

- **Ticket Sales:** _____

- Will admission be charged for all attendees? ☐ Yes ☐ No
- Are ticket prices the same for in-county and out-of-county visitors? ☐ Yes ☐ No
 - If no, list ticket prices and expected revenue:
 In-county ticket price: _____
 Out-of-county ticket price: _____
 Total expected revenue: _____

- **Other Income:** _____

- Will vendors pay fees to participate? ☐ Yes ☐ No
 - If yes, list average vendor fee and total expected revenue:
 Average vendor fee: _____
 Total expected revenue: _____
- Will any portion of revenue from attractions (e.g., bounce houses, petting zoos) support the event? ☐ Yes ☐ No
 - If yes, list estimated revenue: _____

Additional Space for Notes:

(Use this section to provide any other details or context that might help SCVC better understand your budget.)

Reminder: Do not duplicate information that will be provided in Attachment B (Cost-Sharing and Sponsorships). Ensure that all amounts are consistent across forms and attachments. Include all revenue and costs associated with the event, even if provided by individuals or businesses that generate income independently.

Attachment B: Cost-Sharing Commitment (Applicant's Contribution)

Instructions: Use this form to show who is helping pay for your event. List the names of all sponsors, the amount of money they are contributing, and any free help or supplies they provide (in-kind support). Be as specific as possible to help SCVC understand your cost-sharing efforts.

List of Confirmed Event Sponsors:

Sponsor Name	Cash Contribution (\$)	In-Kind Support (Free Help/Supplies)	Description of Support

- **Total Cash Contributions:** _____
- **Total In-Kind Contributions:** _____

Additional Information:

- Are there pending sponsorships that have not yet been confirmed? ☐ Yes ☐ No
 - If yes, please list potential sponsors and the expected contributions: _____
- Is the applicant contributing any funds directly to the event? ☐ Yes ☐ No
 - If yes, list the amount and intended use: _____
- Will any in-kind contributions be used to cover costs that would otherwise be paid with SCVC funds? ☐ Yes ☐ No
 - If yes, explain how this helps reduce the funding requested from SCVC: _____

Tips:

- Include any business or person who is supporting your event financially or through services/products.
- In-kind support examples: free venue rental, tents, food, advertising, volunteer labor, or equipment use.
- Clearly describe each sponsor's contribution to help SCVC assess the overall funding structure of your event.

Reminder: Ensure that all amounts listed match those provided in Attachment A and other application materials.

Attachment C: Event Promotion Plan

Instructions: Describe how you will promote your event to attract attendees. Include information about ads, social media, and flyers. Be sure to mention where you will display the Scott County Tourism Commission (SCVC) logo and website. Provide as much detail as possible.

- **Promotion Strategy:**
 - **Digital Marketing:** (Ads on Facebook, Google, or websites)
 - **Print Advertising:** (Posters, flyers, and newspaper ads)
 - **Social Media:** (Posts on Facebook, Instagram, or Twitter)
 - **Public Relations:** (Press releases and local TV or radio interviews)
- **Using the SCVC Logo:**
 - **I/We will include the SCVC logo on:** (List where you will put the logo, such as flyers, posters, event banners, and digital ads)
 - **I/We will include the SCVC website on:** (List where you will show the website, such as event registration pages and digital ads)
- **Additional Information:**
 - Will SCVC coordinate any social media posts for this event? ☐ Yes ☐ No
 - Do you plan to use influencers or brand ambassadors to promote the event? ☐ Yes ☐ No
 - Will any promotions specifically target out-of-county visitors? ☐ Yes ☐ No

Tips:

- Mention every way you will promote your event. If you are not using certain methods, leave those sections blank.
- Be clear about where the SCVC logo and website will appear to ensure compliance with promotion requirements.

Reminder: Ensure that your promotion plan aligns with the budget listed in Attachment A and that marketing costs are coordinated through SCVC where applicable.

Attachment D: Tourism Impact Statement

Instructions: Use this form to explain how your event will attract tourists to Scott County. Include estimates of attendance, overnight stays, and the local businesses that will benefit from the event. Provide as much detail as possible.

- How the Event Will Attract Tourists:**

- Estimated Number of Overnight Stays:**

- Total overnight stays: _____
- Estimated number of hotel rooms booked: _____
- Estimated number of nights per visitor: _____

- List of Local Businesses Expected to Benefit:**

Business Name	Type of Business (Hotel, Restaurant, Store, etc.)	How They Will Benefit

- Additional Information:**

- Will your event promote local businesses through sponsorships, partnerships, or vendor opportunities? ☐ Yes ☐ No
- Will there be tourism packages or discounts for event attendees (e.g., hotel packages)? ☐ Yes ☐ No
- Will out-of-county visitors be targeted through specific marketing efforts? ☐ Yes ☐ No

Tips:

- Be specific. For example, if you expect a hotel to book more rooms or a restaurant to have more customers, list those businesses by name.
- Include both direct benefits (increased sales during the event) and indirect benefits (brand exposure and future visits).

Reminder: All forms must be completed and attached to your main application for SCVC to review your funding request. If you need help, contact SCVC for guidance.

Frequently Asked Questions (FAQ)

1. Who is eligible to apply for funding?

- Eligible applicants include non-profits, event organizers, and for-profit businesses hosting events with measurable tourism impact. Priority is given to non-profits and events with regional or national appeal that increase overnight stays in Scott County.

2. What types of expenses can SCVC funding cover?

SCVC funds are allocated based on the event's Tier level and must be used to enhance tourism impact. Allowable expenses include:

- Marketing and out-of-county promotions (coordinated and approved by SCVC)
- Temporary event infrastructure (e.g., signage, portable restrooms, visitor booths)
- Partial funding of headline entertainment that attracts out-of-town visitors
- Logistical costs that enhance tourism accessibility (e.g., security, parking management)

3. What expenses are NOT covered?

SCVC funds cannot be used for:

- Permanent business improvements (e.g., venue upgrades, landscaping, equipment purchases, road repairs, facility renovations)
- Routine operational expenses (e.g., rent, salaries, utilities)
- Food and beverage costs (unless part of a visitor experience package)
- Merchandise giveaways (e.g., t-shirts, souvenirs)
- Exclusive, VIP-only event features
- Costs that primarily benefit a single private business

4. Can SCVC fully fund an event?

- Full funding is rare. SCVC follows a cost-sharing model where organizers are required to contribute their own funds and secure additional sponsorships. Funding percentages depend on the event's Tier level.

5. What is required in the post-event report?

Funded events must submit a report within 30 days of the event, including:

- Total attendance and percentage of out-of-county visitors
- Number of overnight stays generated
- Financial breakdown of how SCVC funds were used, with receipts as applicable
- Event success metrics (e.g., local business impact, media coverage)

6. How are funding decisions made?

Applications are reviewed based on:

- Tourism impact and expected overnight stays

- Alignment with SCVC's mission to promote tourism
- Cost-sharing efforts and financial transparency
- Ethical and responsible use of public funds
- Priority is given to events that directly increase overnight stays

7. Decision Tree: SCVC Funding Eligibility

Use this decision tree to determine if your event qualifies for SCVC funding. Answer each question and follow the path to see if you are eligible:

Is the event open to the public? Select Yes or No.

- ☐ Yes → Continue to the next question
- ☐ No → Not Eligible

Does the event have measurable tourism impact, including attracting out-of-county visitors and generating overnight stays?

- ☐ Yes → Continue to the next question
- ☐ No → Not Eligible

Does the request align with allowable funding categories and your event's designated Tier level?

- ☐ Yes → Continue to the next question
- ☐ No → Not Eligible

Does the request comply with cost-sharing requirements for your Tier level?

- ☐ Yes → Eligible for Funding
- ☐ No → Must Adjust Request

8. How can I submit an application?

- Submit completed applications by email to: info@visitscottcounty.org
- Or mail to:

Scott County Indiana Visitors Commission

90 N Main Street, Scottsburg, Indiana 47170

For additional questions, contact SCVC at 812-752-9211