

Cave City Tourist & Convention Commission Tourism Grant Application

Founded in 1978, to manage the Cave City Convention Center and promote tourism in and around Cave City, KY, the Cave City Tourist and Convention Commission operations are funded by Convention Center rental revenue, Transient Room Tax (4%) and Restaurant Tax (1%). Effective July, 2015, the Cave City City Council authorized an increase in Restaurant Tax collections to 3% with a portion of the increase to be utilized as a community grant source for tourism development.

Application Process:

1. Obtain a copy of the application (see attached) from the Cave City Tourist Commission located at the Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY or download the document from www.cavecity.com; www.cavecitychamber.com; www.cavecityconventioncenter.com, www.cavecity.com, or www.cityofcavecity.com.
2. Complete the application and attach any supporting documents needed. Only typed applications will be reviewed.
3. Submit the original to PO Box 518, 502 Mammoth Cave St., Cave City, KY 42127, on or before the 5th of each month, or submit electronically. Applications will be reviewed at the monthly Board of Directors Meeting held the 2nd Monday of each month, 1pm, Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY.
4. A representative of the group/business applying for funds **must** attend the scheduled Board immediately following the submission. Meetings are held the 2nd Monday of each month, 1pm, Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY.
5. Grants are limited to a maximum match of 50% of eligible costs for project budgets greater than \$1000. (Ex: Project \$1000 will receive a maximum of \$500 grant assistance). Project match can be cash or documented in-kind support (i.e. labor, donated materials). Project budgets under \$1000 will not be considered.
6. Applicants can be non-profit or for-profit entities. Governmental entities will not be eligible.
7. Project location must have a Cave City, KY address, or a MCNP affiliate project within Cave City.
8. Projects must be completed within 1 calendar year of grant approval date. Projects that will require multiple phases/multiple years for completion will require separate application for each phase.
9. Projects with a budget over \$2000 will be reimbursed up to 50% after project is completed and documents submitted.
10. Project budgets under \$1000-\$1999 will receive advance funding up to 50% as needed with documented expenditure to a third party vendor (i.e. invoice, statement, bill, quote)

Eligible Projects:

1. Marketing efforts to attract tourism include but are not exclusive to:
Rack Cards; Off site signage (i.e. billboards, way-finding, trail blazing); Posters; Event signage or conference materials;
2. Tourism enhancement programs include but are not exclusive to:
Events, Festivals, Entertainment; Transportation for local tours as part of an event, conference or convention;
Conference or convention reception sponsorship
3. Beautification projects that enhance the visual environment resulting in lasting positive impressions of the community include but are not exclusive to
Public Art (murals, sculptures); Landscape

Non-Eligible Projects:

1. Projects that do not attract visitors, visitor spending, or lodging room usage
2. Website (i.e. domain names, hosting fees)
3. Prizes and soft marketing items (i.e. t-shirts, sticker, promotional items)
4. Receptions in which the audience is largely from within Barren County, KY.
5. Capital improvements (construction, painting, lighting, etc.)
6. Operation expenses (labor, office supplies, etc.)

Evaluation Criteria (project is not required to meet all of the following recommendations)

1. Focuses on attracting visitors to Cave City versus projects that focus on visitors once they arrive
2. Compliment the best interests of Cave City
3. Number of visitors attracted from outside a 60 mile radius of Cave City
4. Number of lodging rooms generated by marketing projects
5. Attracts visitors during the “off season” – months of October – May
6. Attract visitors during the week – Mon – Thurs.
7. Accuracy and completeness of application
8. Ability to complete the project within 12 months from award
9. Detailed budget and cost quotes

Award Process

1. The term of the grant is for a period of 12 months following receipt of grand award. Approved projects and activities must be completed within the term of the grant.
2. A final report narrative documenting successful completion of the project, including all applicable financial accounting for the expenditure of grant funds, must be submitted thirty (30) days following the end of the grant term.
3. If requested, applicant may be asked to give a project update at a board meeting during the grant year.
4. Projects must acknowledge: Funding by Cave City Tourist and Convention Commission with Cave City logo.
5. Applicant will be notified by email or phone call within 48 hours of board approval.