

## **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 (CCTCC) 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. **The CCTCC Executive Director will receive requests for your event which MUST have a direct economic impact on the community by increasing overnight visitation and/or meals eaten in local restaurants.** The financial extent of funding will be dependent upon the availability of designated funds.

### **Application Process:**

1. Obtain a copy of the application (see attached) from the **Cave City Tourist Commission** located at Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY or download the document from [www.cavecity.com](http://www.cavecity.com); [www.cavecitychamber.com](http://www.cavecitychamber.com); or [www.cavecityconventioncenter.com](http://www.cavecityconventioncenter.com)
2. Complete the application and attach any supporting documents needed. Only typed applications will be reviewed. PDF files can be converted to Word doc format via free Google Docs program.
3. **Submit the original to PO Box 518, 502 Mammoth Cave St., Cave City, KY 42127, on or before the 5<sup>th</sup> of each month**, or submit electronically to [cavecitytourism@gmail.com](mailto:cavecitytourism@gmail.com)
4. Applications will be reviewed at the monthly Board of Directors Meeting held the 2<sup>nd</sup> Monday of each month, 1pm, Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY.
5. **A representative of the group/business applying for funds must attend the scheduled Board immediately following the submission.** Meetings are held the 2<sup>nd</sup> Monday of each month, 1pm, Cave City Convention Center, 502 Mammoth Cave St., Cave City, KY.
6. Grants are limited to a maximum match of 50% of eligible costs for project budgets greater than \$500. (Ex: Project \$500 will receive a maximum of \$250 grant assistance). Project match can be cash or documented in-kind support (i.e. labor, donated materials). Project budgets under \$500 will not be considered.
7. Governmental entities will not be eligible.
8. Project location must have a Cave City, KY address or a MCNP affiliate project within Cave City.
9. 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.
10. Projects with a budget over \$2000 (\$1000 match) will be reimbursed up to 50% after project is completed and documents submitted. Maximum amount per application is limited to \$5000 (\$2500 match)
11. Project budgets between \$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)
12. Questions concerning grant eligibility prior to submitting an application can be addressed by calling 270-773-3131.

### **Eligible Projects:**

1. Marketing efforts to attract tourism include but are not exclusive to:  
Rack Cards; 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

### **Non-Eligible Projects:**

1. Projects that do not attract visitors, visitor spending, or lodging room usage
2. Prizes and soft marketing items (i.e. t-shirts, sticker, promotional items)

3. Receptions in which the audience is largely from within Barren County, KY.
4. Capital improvements (construction, painting, lighting, etc.)
5. Operation expenses (labor, office supplies, equipment, 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. If requested, applicant may be asked to give a project update at a board meeting during the grant year.
3. **Projects must acknowledge: Funding by Cave City Tourist and Convention Commission with CCTCC logo.**



Cave City Tourist & Convention Commission  
502 Mammoth Cave St.  
PO Box 518  
Cave City, KY 42127

4. Applicant will be notified by email or phone call within 48 hours of board approval.

**Post Funding Requirements**

1. **Funds must be spent on pre-approved purposes in order to receive reimbursement.**
2. The CCTCC reserves the right to withdrawal all or partial reimbursement if funds are not used for pre-approved purchases. If funds are used on event fliers, newspaper and magazine advertising they must carry the CCTCC logo and copies of each must be submitted with the report. Any radio and television advertising mentioning the CCTCC as a contributor must also be included. All promotional items produced for the event must carry the CCTCC logo.
3. This funding agreement may be terminated within 24 hours by written notice by the CCTCC for breach or failure of the applicant to perform pursuant to any of the provisions or requirements set forth herein.

