



2024 WELLS COUNTY TOURISM EVENT MARKETING GRANT GUIDELINES

OVERVIEW

The mission of the Visit Wells County event marketing grant program is to assist events in creating positive economic impact, growth, and publicity of Wells County as a destination for tourists by providing funding for the marketing of events.

TIMETABLE & EVALUATION PROCEDURE

Applications will be accepted in advance but must be submitted by 4:00PM on the dates below to be considered. They will be reviewed bi-annually. If your event is recurring, please apply by the date closest to the start date of the first occurrence.

The Wells County Chamber of Commerce Inc. operates without discrimination as to race, national origin, religion, gender, gender preference, age, or disability or that perceived as a disability in the consideration of grant requests. Likewise, grants will be awarded only to those organizations operating without the aforementioned discriminations.

Event Date	Application Deadline
January- June	December 1 st 2023
July-December	May 1 st 2024

APPLICATION GUIDELINES

1. Event must occur in calendar year 2024.
2. Event must be held within Wells County.
3. An organization may submit only one application per application deadline, requesting funds for one project/event.
4. Must be an organization seeking to produce and promote a well-defined tourism-oriented festival or event.
5. Events must be open to the public, not exclusive regarding attendance, and programmatically accessible.
6. Event must provide recognition to Visit Wells County as an event or promotional sponsor and have website linked on event and/or organization homepage. Visit Wells County will supply logos and links.
7. Preference is given to marketing efforts running outside a 50-mile radius of Wells County.
8. No event may have as its primary purpose the promotion of a specific candidate, political party, or promotion of lodging facilities outside Wells County.

IMPORTANT DETAILS

1. If an event has a history of attendees or participants creating negative experiences or damages to Wells County lodging, restaurant or attraction partners, funding may be affected.
2. Each organization receiving grant funding is asked to capture information on attendees, including demographic information, spending habits, event satisfaction and how they heard about the event. Visit Wells County can help in building a survey and provide suggestions on how to implement it.

QUALIFYING APPLICANTS

Grant funds are issued to qualifying applicants by check. To receive these funds applicants must:

1. Supply proof of event liability insurance (submit a copy).
2. Submit completed grant agreement form and proof of payment for all eligible grant expenditures within 60 days after funded event occurs.
3. Complete a post event summary form, provided Visit Wells County within 60 days after funded event occurs, all fields are required.

Visit Wells County reserves the right to provide funding to organizations outside of the grant program.

ELIGIBLE EXPENDITURES

1. Advertising (print, social media, web display, outdoor, and radio) Applications must include media details including outlet, advertising dates, size, and frequency of ads to be placed. (Fort Wayne is an eligible market area)
2. Event website development provided by an independent contractor.
3. Photography and or videography services provided by an independent contractor (not to exceed 50% of award)
4. Artist and or performer fees (not to exceed 50% of award)
5. Facility Rental (not to exceed 50% of award)

INELIGIBLE REIMBURSEMENT EXPENDITURES

1. Wages for any salaried or hourly staff/employee

Fees that do not accumulate to the applied amount requested will be returned to the grantor.

211 Water Street Suite a.
Bluffton, IN 46714

Failure to utilize funds for approved application expenses could result in a repayment requirement of any or a portion of grant funds.

It is understood that The Wells County Chamber of Commerce Inc., The Wells County Government, and The Wells County Convention and Visitors Commission are not responsible for damages or incidents that occur at this event.