Fillmore County Visitors Committee Community Promotions Grants
Grant Information and Guidelines

Adopted July 28, 1998, Amended June 2004, Amended March 2010, Amended June 2013, May 2017

Who is eligible?

Non-profits and organizations are eligible applicants for funds.

What is eligible?

- Events, festivals, and celebrations focused on attraction of visitors from outside Fillmore County are eligible for marketing assistance from the Fillmore County Visitors Committee.
- Events can be new, annual, or on-going.
- Additional consideration will be given to events that have the possibility of generating overnight lodging.

How much can we apply to receive?

You may apply for any amount up to the total of your advertising budget, but rarely more than $300 per event or per organization per year is awarded.

How do we apply?

All applicants must complete the application form provided by the Fillmore County Visitors Committee (FCVC) and submit a marketing budget, PDFs and/or transcripts of all advertising, and appropriate agendas. Rough drafts are acceptable.

When are the deadlines for application?

The Visitors Committee meets quarterly in March, June, September, and December during the first or second week of the month. The application needs to be to the Visitors Committee prior to the event and prior to when they meet quarterly. All applications must be complete to be considered.

What else do we need to know?

No applicant will receive funds unless they **include the Fillmore County Visitors Committee website**: www.visitfillmorecounty.org, in all their advertising. This includes, but is not limited to: printed material, and electronic media, (radio, TV, websites, any Internet social media).

Why must your advertising include the Visitors website? The reason the Fillmore County Visitors Committee is so insistent about getting the www.visitfillmorecounty.org address on all advertising is that when visitors look on the website, they find more activities to do and/or places to visit in the County. They can also find all the services they need. Consequently, they may stay longer and spend more money in the Fillmore County communities. If they stay longer and use a lodging facility it creates more lodging tax that can then be used to provide more funding for marketing.

When will we know if we've been selected to receive a grant?

Recipients of awards will be notified following the quarterly meetings.
The grant amount will be sent to the organization when the FCVC receives copies of the paid advertising bills and the Fillmore County Visitors Committee has verified that their FCVC website was included in all advertising.

All decisions made by the Fillmore County Visitors Committee are final.