

**Lafayette – West Lafayette Convention & Visitors Bureau, Inc.  
Tourism Promotion Grant Program Application**

**Application Date:**

- A. Organization Applying for Grant:
- B. Contact Person and Title:
- C. Mailing Address:
- D. City:                      State:                      Zip Code:
- E. Phone:                                      FAX:
- F. E-mail address:                                      Web site address:
- G. Federal Tax ID Number:                                      Date of Incorporation:
- H. Indiana Not-for-Profit?                                      Tax Exempt #:
- I. Describe your organization, its history and its goals.
- J. List your Board of Directors, committee or project members.

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Project Information

- A. Project:
- B. Event Date (If Event):
- C. Event Location (If Event):
- D. Summarize the project for which funds are being requested. Write a description that gives a good understanding of your project.
- E. Total budget for this project:
- F. Dollar amount being requested and what it is to be used for:  
(Cannot exceed 50% of the total project.)
- G. What funding, if any, is being sought from other organizations for this project?
- H. What funds has your organization committed to this project from its budget, or what funds have been raised for this project?
- I. Have you ever received past support from the LWLCVB? If yes, please list year(s) and amount.

- J. How will it benefit the convention & visitors industry?
- K. Please provide numbers on past year attendance or visits to event/attraction/website was? If new event/attraction/website, please provide expected attendance/visits.
- L. How did/will you track attendance/visits?
- M. How many visitors were from outside the county? How did/will you track outside attendance/visits?
- N. How will the event/attraction be promoted and or marketing materials distributed?
- O. Does this event bring in overnight business to the lodging properties?  
How do you know this?
- P. Describe the method to be used to evaluate the success of the event:

**Attachments to answer any question above are acceptable.**

#### Certification

On behalf of the organization identified on this application, I do hereby certify that the submitted application has been compiled using the Lafayette – West Lafayette Convention and Visitors Bureau grant application guidelines and that the information is true and accurate.

I understand a wrap up report is due within 60 days of project completion.

I understand that this is a matching fund grant and dollars requested can't exceed 50% of the project's total cost. Material created through this grant must be used to enhance tourism in Tippecanoe County and must bear the statement "Produced in cooperation with the Lafayette – West Lafayette Convention and Visitors Bureau" and carry the Bureau logo if possible and practical. Should I fail to administer all aspects of the guidelines, I further understand the grant may be revoked.

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Signature and Title

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Date

**If you have questions, please contact:**  
**Lisa Morrow, [lmorrow@HomeOfPurdue.com](mailto:lmorrow@HomeOfPurdue.com)**  
**765-447-9999**

**January 2010**