

**Lafayette – West Lafayette Convention & Visitors Bureau, Inc. (LWLCVB)  
Tourism Promotion Grant Program**

**Application Guidelines**

**LWLCVB Mission Statement:**

The Lafayette-West Lafayette Convention & Visitors Bureau is the official destination marketing organization of Tippecanoe County that contributes to the economic health of its communities by promoting as a preferred travel destination and by enhancing the visitor experience.

**LWLCVB Vision Statement:**

Showcasing a vibrant university community and the Wabash River heritage corridor, Lafayette-West Lafayette has become a primary regional and year-round center of unique visitor experiences.

**Synopsis of the LWLCVB Grant Program:**

The LWLCVB is a matching grant program that assists local not-for-profit organizations with projects that increase tourism business in Tippecanoe County. Those projects must be used to bring in new business, develop local events, festivals or sporting events. Dollars awarded can only be used for out of town marketing. It is the LWLCVB's philosophy that funding such projects will draw and increase the number of visitors, especially overnight visitors, to Tippecanoe County, thereby providing added economic benefits to the community.

1. Applying organizations must use the dollars for out of town marketing. Examples would be:
  - Out of Tippecanoe County print, radio or TV advertising.
  - The cost of printing and design of promotional pieces used out of town.
  - The postage costs for said pieces that are mailed out of town.
  - Out of Tippecanoe County email marketing campaigns.
  - Website development.
  - Development of website video that promotes the event or attraction.
2. Qualified organizations must demonstrate how the project for which they are requesting funding ties into the mission of the LWLCVB, and describe the method used to evaluate the success of the project.
3. High consideration will be given to applicants who are requesting funding for events that will generate overnight business for Lafayette – West Lafayette accommodation properties during the months of November through March, or Sundays-Thursdays. Consideration will not be given to applicants requesting funding for an event that will generate overnight business that takes place on a date(s) that is already a weekend that fills Tippecanoe County lodging properties.

4. The LWLCVB website must be linked on the home page of an event or funded organization's website. All printed materials and broadcast advertising funded by the LWLCVB must include the words "Produced in cooperation with the Lafayette – West Lafayette Convention and Visitors Bureau, Inc." and include the LWLCVB's toll free phone number and website. This number may be used as an informational number for an event, provided that all relevant information is provided to the LWLCVB staff.
5. Partnerships with Lafayette – West Lafayette tourism industry members are encouraged and will be given high consideration. For example, providing a package that would include tickets to an event, plus an overnight stay.
6. Grant dollars can't be used to produce items to be sold. All funded promotional materials must be available to the general public free of charge.
7. Qualified organizations must be not-for-profit groups registered and in good standing with the Indiana Secretary of State.
8. An organization may submit more than one application, but multiple applications for the same project may not be submitted. Each application will be evaluated independently, based on grant criteria.
9. Due to the amount of grant applications at a given time, applicants requesting funding for projects funded in past years may receive grant dollars in amounts less than requested or may be denied.
10. Projects should be completed within a year from the date of notification of grant approval. When possible, applicants should provide receipts for reimbursement by the end of the fiscal year in which dollars were expended.
11. A summary report must be provided to the LWLCVB Board Grants Committee within sixty days of completion of a funded project. A post event/project evaluation checklist is attached to help with that.
12. The total amount requested can't exceed 50% of the total project cost.
13. Applications must be computer generated or typewritten. For your convenience the application and guidelines are available on the LWLCVB website at [HomeOfPurdue.com](http://HomeOfPurdue.com)
14. Applications will be accepted at any time during the year.
15. Supportive data for projects must be submitted with the application, i.e., brochure or advertising mock-ups or past examples of promotional tools used.
16. Upon turning in the application, the President or Vice President will review the application to ensure that all the needed information is with the application. If it appears the application is not completed in its entirety, the applying organization will be asked to complete any missing information before it can be forwarded to the Grants Screening Committee.

17. Once it has been determined that the application is complete it will then be sent to the Grants Screening Committee of the LWLCVB Board. The Grants Screening Committee will review and evaluate the application in a timely manner and present it to the LWLCVB Board along with a recommendation. The LWLCVB Board makes the final decision.
18. Applications will be assessed by considering the following:
  - Event/Attraction's ability to attract overnight visitors. Timing of event. (More points will be given to those events which have the potential for overnight business, when occupancy is not at a peak.)
  - Event/Attraction's ability to draw visitors from outside Tippecanoe County that will also help increase food, beverage and retail expenditures.
  - Event/Attraction's ability to project a positive image of Tippecanoe County through media and marketing activities.
  - Event/Attraction's ability to evaluate the success of it's event/project.
  - Event/Attraction's ability to attract other sources of funding.
  - Event/Attraction's ability to grow, with funding support, over two or more years.
  - Incorporation of LWLCVB logo into promotional materials from projects funded in the past.
19. Grants Committee members with real, or perceived, conflicts of interest will voluntarily remove themselves from the evaluation and decision making process when an application is under consideration.
20. Applying organizations will be notified in writing of the final decision regarding their grant request.
21. Payment will be issued with completion of project upon the LWLCVB receiving appropriate expense receipts.

**The LWLCVB is pleased to participate in expanding the quality of life in Tippecanoe County through this tourism promotion grant program, which brings new money into the community and allows residents to enjoy the festivals, special events and sporting events.**

**For questions, please contact: Lisa Morrow, 765-447-9999 or via email at:**  
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