

Visit Lafayette – West Lafayette (VLWL) Tourism Promotion Grant Program

Application Guidelines

VLWL Mission Statement:

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

VLWL 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 VLWL Grant Program:

The VLWL 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 VLWL'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 campaign fees.
 - Update or develop websites. (Dollars limited to \$3,000 max.)
 - 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 VLWL, and describe the method used to evaluate the success of the project.
3. The VLWL 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 VLWL must include the words "Produced in cooperation with Visit Lafayette – West Lafayette" and include the VLWL'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 VLWL staff. The VLWL also retains the right to require that the Visit name or logo be removed from something as well.
4. 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.
5. 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.

6. Qualified organizations must be not-for-profit groups registered and in good standing with the Indiana Secretary of State.
7. 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.
8. 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. **A summary report along with receipts and invoices must be provided to the VLWL Board Grants Committee within 60 days of completion of a funded project.** A post event/project evaluation checklist is available to help with that.
11. The total amount requested can't exceed 50% of the total project cost.
12. Applications must be computer generated. For your convenience the application and guidelines are available on the VLWL website at HomeOfPurdue.com
13. **Applications are due by March 31st** of the year in which the event/project will take place.
14. Supportive data for projects must be submitted with the application, i.e., brochure or advertising mock-ups or past examples of promotional tools used.
15. Upon turning in the application, the 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.
16. Once it has been determined that the application is complete it will then be sent to the Grants Screening Committee of the VLWL Board. The Grants Screening Committee will review and evaluate the application in a timely manner and present it to the VLWL Board along with a recommendation. The VLWL Board makes the final decision.
17. 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 its 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 VLWL logo into promotional materials from projects funded in the past.

18. 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.
19. Applying organizations will be notified in writing of the final decision regarding their grant request.
20. **Projects must be completed within the calendar year of the award. Failure to turn in wrap up report or receipts by 90 days after the project/event completion could reduce the award to 50%. Failure to turn in wrap up report or receipts by 120 days after the project/event completion could jeopardize future grant eligibility.**
21. Invoices/receipts for advertising or printing costs could be submitted for payment before project/event completed. However, payment for not more than 50% of grant award will be disbursed to organization before completion of event/project.

The VLWL 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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