



Grant Program

POLICIES AND APPLICATION

Approved by the

**CAMPBELL COUNTY LODGING TAX
JOINT POWERS BOARD**

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I. INTRODUCTION AND DEFINITION

Visit Gillette-Wright is governed by the Campbell County Lodging Tax Joint Powers Board. This Board is made up of tourism industry professionals and others, appointed by the City of Gillette, County and Town of Wright Municipal Officials. Visit Gillette-Wright administers funds collected from the County 2% Lodging Tax on occupied transient lodging sales, i.e. hotels/motels, Airbnb's, and campgrounds. The funds are designated to promote Campbell County as a visitor destination with emphasis in the following markets: leisure & group travel, meetings and conventions, special events, cultural activities and sporting events.

Visit Gillette-Wright allocates funds from its annual budget to a grant program for groups and organizations that coordinate events with a demonstrated history of visitor impact, significant potential to draw visitors to the area or economic development. The grant fund is administered by Visit Gillette-Wright with the approval of the Campbell County Lodging Tax Joint Powers Board.

A "Special Event" shall be defined as a "new or existing organized festival, fair, conference, meeting, or sports exhibition, which is conducted according to a pre-arranged schedule, and in which public interest is manifested. For this grant program, the public interest should extend to Campbell County residents and to those living outside Campbell County who would consider visiting and staying overnight to observe or participate.

The program, project or special event must be in direct correlation with Visit Gillette-Wright's mission statement which is **"The mission of the Visit Gillette-Wright is to promote and provide monumental experiences for all visitors to Campbell County"**.

Each application will be evaluated against established criteria. The number and extent of these grants will be dependent upon the availability of designated funds and specific allocations. Ideally, the funds allocated by Visit Gillette-Wright for programs, projects or special events will eventually be returned through an increase in transient lodging sales, additional lodging and sales tax revenues, and/or economic impact to the community.

II. STATEMENT OF POLICIES

- A. Grant funds are intended to supplement the sponsoring organization's budget.
- B. Funding is intended to generate media exposure, support marketing and promotional efforts, venue/site rentals, travel expenses to trade shows, costs associated with production and technical expenses or visiting artists and/or exhibits.
- C. Grant applications will be reviewed at each of the Campbell County Lodging Tax Joint Powers Board regularly scheduled meetings unless there are extenuating circumstances.
- D. Funding shall be provided as **reimbursement** for approved actual expenditures upon completion of the event. Proof of payment must be provided. Proof of payment may be submitted in the form of a vendor invoice/receipt and a copy of the cleared check or credit card receipt. Cash receipts will not be accepted without written confirmation from the vendor that expenditure has been paid in full.
- E. Under special circumstances, upfront funding may be petitioned for at a monthly board meeting, for up to 50% of the total grant approved, until the first day of the event. The remaining 50% will be provided as reimbursement for approved actual expenditures upon completion of the event, and submission of the completed Post Event Report and Survey.

- F. To be eligible for payment, a completed Post Event Report must be submitted. Failure to submit a complete Post Event Report will result in disqualification for support. If the event occurs near the end of the Visit Gillette-Wright fiscal year, final receipts for reimbursement must be received before the fiscal year audit of the Visit Gillette-Wright financials, or the grant funds will be considered forfeited by the organization.
- G. Any funds granted will be subject to audit by the Visit Gillette-Wright auditor.
- H. Recognition of the Visit Gillette-Wright grant/sponsorship **MUST BE** included where appropriate on all printed material, electronic media, the organization's web site and referred to in public relation activities. A Visit Gillette-Wright logo will be provided. All printed materials with the Visit Gillette-Wright logo must be presented with the Post Report. Failure to include the logo can be cause for disallowing reimbursement of the grant funds. To be able to utilize the Visit Gillette-Wright logo on marketing materials for the event, the application must be received and reviewed through the approval process **six weeks prior to the event start date** to allow the inclusion of the Visit Gillette-Wright logo on materials. Visit Gillette-Wright will also provide a 3' X 5' banner to be displayed at the event, if appropriate.
- I. Allowable expenses shall include the following: promotion, marketing and programming expenses, educational materials, staging of events, paid advertising that reaches beyond Campbell County with potential to drive overnight trips, media buys, production and technical expenses, site fees/costs, speaker fees, and/or travel expenses to trade shows.
- J. Unallowable expenses include the following: general and administrative/labor expenses, building construction, renovating and/or remodeling expenses, and debts incurred prior to grant requests that are unrelated to the current event grant request.

III. Funding Eligibility

The intent of the Grant Funding Program is to support programs, projects, and special events that have a measurable economic impact on Campbell County's tourism and hospitality industries, particularly through overnight stays. To be eligible for funding, the following criteria must be met:

1. **Application Deadline:** Applications must be received no later than six (6) weeks prior to the event date. **LATE APPLICATIONS WILL NOT BE CONSIDERED.**
2. **Complete Application:** The grant funding application must be fully completed, including all required attachments and signatures. Incomplete applications will be returned.
3. **Signed Certification and Compliance:** A signed Certification and Compliance Page must accompany each application.
4. **Event Impact:** The program, project, or event must positively contribute to the economy of Campbell County, with a primary focus on driving overnight stays in commercial lodging, campgrounds, Airbnb's, and other accommodations.
5. **Grant Cap:** Due to budget constraints, the maximum grant amount available for any single program, project, or event will be capped at **\$3,000**. This cap applies regardless of the scope or scale of the event.
6. **Overnight Stays Requirement:** Priority will be given to events and programs that directly encourage overnight stays. Applicants must provide a clear and realistic estimate of the number of out-of-town overnight visitors expected and the projected number of room nights.
7. **Economic Impact:** The requested funds must demonstrate a clear link to lodging tax revenue generation. The event should promote lodging and sales tax, dining, retail shopping, and other local expenditures that benefit the economy.

IV. Rating Criteria and Process

The Campbell County Lodging Tax Joint Powers Board will review all grant applications based on the following scoring criteria, with particular emphasis on overnight stays and the event's potential to generate lodging tax revenue. The scoring system has been adjusted to reflect the focus on overnight accommodations and the capped budget.

Each application will be evaluated based on a 50-point scale.

TOURISM DEVELOPMENT	<ul style="list-style-type: none"> • Overnight Stays (5 points): The applicant must demonstrate a strong potential to attract out-of-town visitors who will stay overnight in Campbell County. This includes realistic estimates of out-of-town attendees, room nights booked, and an overall plan to encourage lodging in the county. • Economic Impact (5 points): Does the event contribute to local businesses, particularly in lodging, dining, shopping, and transportation? Evidence of how the event generates additional sales tax, lodging tax, or other economic benefits will be scored highly. • Market Reach (5 points): How well does the program or event target key audiences that would travel to Campbell County? The application must outline how the event will be marketed to encourage visitors from outside the area. • Filling Non-Peak Periods (5 points): Does the event help to attract visitors during typically low-traffic periods in Campbell County? Preference will be given to events that boost tourism during off-peak seasons. • Appeal to Visitors (5 points): Does the event enhance Campbell County's image as a desirable destination for tourists? Applicants should demonstrate how the event will attract visitors beyond Campbell County and potentially create a repeat visitation cycle. 	25 POINTS	
PROGRAM/ PROJECT OR EVENT EVALUATION	<ul style="list-style-type: none"> • Alignment with Visit Gillette-Wright's Mission (5 points): The event must align with the mission of Visit Gillette-Wright, which is to promote the county as a desirable tourist destination. • Event Feasibility and Planning (5 points): Does the application provide clear and realistic goals, objectives, and a reasonable budget? A clear connection between requested funding and intended outcomes is critical. • Eligible Expenses (5 points): Does the grant request meet the criteria for allowable expenses, including promotion, marketing, lodging incentives, event production, and other directly related costs? Funds should be used to create or enhance the event's ability to attract visitors and increase overnight stays. • Overnight Lodging Plan (5 points): Does the application include a clear and actionable plan to encourage overnight stays in local accommodations? Events that demonstrate a solid strategy for securing local lodging will be rated higher. • Evaluation of Outcomes (5 points): Applicants must detail how the event will be evaluated post-event, particularly regarding its impact on overnight stays, visitor spending, and overall success. A clear method for tracking and reporting event outcomes will receive full points. 	25 POINTS	

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III. GRANT REQUEST FUNDING LEVELS

The following table reflects the level of funding possible based on the grant application's score. The final funding recommendations will be based on the Board's discretion and available funding levels. As an example, if the Board believes the event has overstated the potential impact, the Board has the right to place the application in a lower funding category.

Total Points Score	Funding Range
46 to 50	Eligible for grants up to \$3,000 (maximum funding cap)
41 to 45	Eligible for grants ranging from \$2,200 to \$3,000
31 to 40	Eligible for grants ranging from \$1,000 to \$2,200
Less Than 31	Eligible for grants up to \$500 or may not receive funding

Additional Considerations:

- Visit Gillette-Wright reserves the right to adjust funding based on the application's alignment with its mission and available funding levels. Applicants should ensure that all requested grant funds are directly tied to activities that support overnight stays and economic impact in Campbell County.
- Incomplete applications or those that do not meet the overnight stay requirement may not be considered for funding.

VII. POST PROGRAM, PROJECT OR EVENT REPORT:

Following the program, project or event, Visit Gillette-Wright reserves the right to conduct a post-audit of information presented on the Post Report. **PLEASE NOTE THAT ANY MISLEADING OR FALSE INFORMATION PRESENTED CAN AND WILL ADVERSELY AFFECT FUTURE GRANT AWARDS.**

VIII. CONCLUSION:

Questions regarding the grant process can be answered by the Visit Gillette-Wright staff at 307.686.0040. Please submit the original grant application form and certification and compliance statement to:

Visit Gillette-Wright
Attn: Grants Program
P.O. Box 1393
Gillette, WY 82717

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IX. CAMPBELL COUNTY CONVENTION & VISITORS BUREAU

GRANT PROGRAM APPLICATION

PLEASE PRINT CLEARLY

Date Submitted: _____

APPLICANT INFORMATION

Organization: _____ Contact Name: _____
(Name and Event)

Mailing Address: _____ Telephone/Office: _____
 _____ Cell Phone: _____
 _____ E-mail: _____

PROGRAM/PROJECT OR EVENT DESCRIPTION – PLEASE ADD ADDITIONAL SHEET(S) IF NEEDED PROJECT/EVENT INFORMATION

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Date(s) of Event: _____ Location: _____ Amount Requested: \$ _____

Non-Profit Organization:

☐ Yes ☐ No

Tax I.D. #:	
Social Security #:	
Tax Exempt – Certificate Required	

This Information Is Required

Do you carry event insurance?

☐ Yes ☐ No

If YES, Name of Carrier: _____ Policy Number: _____

Is this a one-time program/project/event or recurring?

☐ Yes ☐ No

If recurring, how frequently: _____

Has the Campbell County CVB funded this event in the past?

☐ Yes ☐ No

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If **YES**, number of times & amount received to date: # _____ \$ _____

Is the event public or private? _____Public _____Private

Has the venue/facility been secured? _____Yes _____No

If so, please list:	
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Has a hotel or campground been secured (if applicable)? _____Yes _____No

If YES , please list hotel(s), campgrounds, etc.:
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INFORMATION FOR TOURISM DEVELOPMENT PORTION OF APPLICATION - SCORING 25 POINTS MAX

Anticipated # of out-of-town overnight visitors: (5 points)
*If overnight stays are not applicable to the event, the applicant
 will automatically receive the maximum of 5 points.*

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Anticipated # of Attendees:	
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Anticipated # of Room Nights (if applicable):

Date	Room Nights (# rooms x # nights)

Room Night History of Event (if applicable):

Dates	Hotel & Contact Name	Room Nights (# rooms x # nights)

How does this event contribute to the overall appeal of Campbell County as a preferred visitor destination or contribute to a positive economic impact? (5 POINTS)

Request has the ability to generate lodging tax dollars, sales tax dollars/economic impact: (5 POINTS)

Please list target markets that program/project or event will impact and how it will be marketed? (5 POINTS)

When appropriate: request fills non-peak time periods: (5 POINTS)

INFORMATION FOR EVALUATION PORTION OF APPLICATION - SCORING 25 POINTS MAX

How does the program/project or event support your organization's mission and the mission of the VISIT GILLETTE-WRIGHT? (5 POINTS)

EVENT BUDGET (5 POINTS)

Total Projected Budget: \$ _____ Total Projected Revenue: \$ _____
(Please attach budget with application)

Any income coming from:
Sponsorships: \$ _____ Other Grants: \$ _____
Donations: \$ _____ Admission Fees: \$ _____

If you are requesting or anticipating receiving funding for this program/project or event from other sources, please list each source and the amount requested/anticipated:

Amount Requested Or Anticipated:	Source:	Amount Received or Date to be Announced:
\$ _____	_____	_____
\$ _____	_____	_____
\$ _____	_____	_____
\$ _____	_____	_____
\$ _____ Total Income/Funding Requested/Anticipated		

Describe how grant funds would be used: (5 POINTS)

Describe how you plan to document overnight hotel/campground stays?

Describe how you will evaluate the outcome of the program/project or special event: (5 POINTS)

When appropriate: request includes plan for overnight lodging industry stays. (5 POINTS)

Additional information/comments:

Signature:_____

Date:_____

Title:_____

* Please note that incomplete applications will be returned. Carefully read and follow grant guidelines.

**** Grant Applications will be reviewed monthly**, the third Thursday of the month at the Campbell County Lodging Tax Joint Powers Board meetings. Be sure to submit your requests no later than six (6) weeks prior to your event so they may be reviewed on a timely basis.

X. Appendices

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the Policies and Procedures of the Visit Gillette-Wright Grants Program and will abide by all legal, financial, and reporting requirements as a condition of receiving grant funds from Visit Gillette-Wright and Campbell County Lodging Tax Joint Powers Board.

Signatures must be **original** in **blue or black ink**.

Applicant Name (Please Print or Type)

Organization Name (Please Print or Type)

(Signature)

(Date)

Please return the original application and the original signed certification & compliance statement to:

**Visit Gillette-Wright
ATTN: Grants Program
P.O. Box 1393
Gillette, WY 82717**

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VISIT GILLETTE-WRIGHT POST PROGRAM, PROJECT OR EVENT REPORT

To be reimbursed, please submit the following:

1. Valid invoice(s) for allowable expenses. Please submit only enough PAID receipts to reach the awarded grant amount.
2. Copy of PAID vendor invoice showing a zero-balance due. Cash receipts will not be accepted without written confirmation from the vendor that expenditure has been paid in full. For all media buys, please provide tear sheets, copies of advertisements, schedules and signed station affidavits.
3. Number of visitors calculated listed below (if applicable).
4. Number of room nights tracked listed below (if applicable).
5. Copies of marketing or advertising materials, websites showing Visit Gillette-Wright's logo.

Grant Information

Name of Event:

Date(s) of Event:

Contact/Title:

Address:

City: State: Zip:

Telephone #: Awarded Grant Amount: \$

Email:

Make Check Payable To:
(Please Note –
Organization must be the
same as the organization
that was awarded the
grant.)

Tax I.D. or Social Security #:

(This information is required)

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EXPENSES TO BE REIMBURSED

Itemized expenses to be reimbursed by Visit Gillette-Wright grant funds must be allowable and match submitted invoices.

Expense Item	Amount

If more space is required, please use separate sheet

Total: \$ _____

VISITORS

Out-of-town Participants:		Participant = (attendees, athletes, coaches, officials, visiting artists, speakers, production crews)
Visitors:		Visitor = (family + spectators) from out of town.
Event Attendees/Ticket Sales:		May include locals
Total:		Attendees = (participants + out-of-town visitors)

ROOM NIGHTS

To calculate the total number of room nights, multiply number of rooms by the number of nights (i.e.: 5 rooms for 4 nights = 20 room nights)

- Unknown or untracked is not acceptable and requests for reimbursement will not be processed.
- Please provide an explanation if actual room nights are different than what was reported as anticipated room nights on the grant application.

HOTEL PROPERTY / STREET ADDRESS	ROOM NIGHTS

Please attach any additional information such as participant sign-in sheets or rosters/lists with home-towns to support room nights reported.

MEDIA / MARKETING

Provide summary of media exposure received (local, regional and national print, television, online and radio) as well as examples of promotional materials (brochures, posters, programs, etc.). **Please add an additional sheet if needed.**

COMMUNITY EVALUATION

Please rank the following entities and services utilized during your event, and rank from 1 to 10, 10 being high and 1 low:

Hotel/Lodging Accommodations

Please list, and add comments as necessary:

Hotel 1	Name_____	Ranking_____
Hotel 2	Name_____	Ranking_____
Hotel 3	Name_____	Ranking_____
Hotel 4	Name_____	Ranking_____
Hotel 5	Name_____	Ranking_____

Comments:

*Add separate sheet if additional space is needed

Venue	Name_____	Ranking_____
Venue	Name_____	Ranking_____
Venue	Name_____	Ranking_____

***IMPORTANT! If the CAM-PLEX was utilized for this event, please provide an invoice as part of the Post Grant Report.**

Comments:

*Add separate sheet if additional space is needed

Food and Beverage	Name_____	Ranking_____
Food and Beverage	Name_____	Ranking_____
Food and Beverage	Name_____	Ranking_____

Comments:

*Add separate sheet if additional space is needed

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Visit Gillette-Wright

Staff/Services Name _____ Ranking_____

Comments:

*Add separate sheet if additional space is needed

Any Tours and/or Attractions Name_____ Ranking_____

Any Tours and/or Attractions Name_____ Ranking_____

Any Tours and/or Attractions Name_____ Ranking_____

Comments:

*Add separate sheet if additional space is needed

Other Services Used Name_____ Ranking_____

Other Services Used Name_____ Ranking_____

Comments:

*Add separate sheet if additional space is needed

How likely are you to recommend the Gillette/Wright/Campbell County area to others? Ranking_____

Please include additional comments you would like to add below:

Please mark YES_____if you would like a representative from the Visit Gillette-Wright to contact you directly, and the contact information_____.

I certify that the above information is true and accurate to the best of my knowledge.

(Name)_____ (Organization)_____ (Date)_____