



Jackson County Tourism

Simply Iowa

JCATA Mini Grant Application Guidelines

Helping you help us promote the Jackson County Area

Please read the following material carefully. Refer questions or requests for clarification to the JCATA Director at the address, email or phone number below.

GRANT PROCESS AND TIMELINE

- A JCATA Mini Grant can pay up to 100% of a project's total cost but will not exceed \$750 per award.
- Application must be made by completion of the approved JCATA Application Form. The completed form and any supporting documents must be received at the Jackson County Welcome Center no later than 5:00 pm, Monday, April 15, 2019 to be considered by the JCATA Mini Grant Committee
- Grant applications will be evaluated by the JCATA Mini Grant Committee. This Committee will be comprised of the JCATA President, the Vice President, the Secretary-Treasurer and the JCATA Director
- If members of the JCTA Mini Grant Committee have submitted a JCATA Mini Grant Application on behalf of an organization, that member will not be included in the evaluation of that application.
- The JCATA Mini Grant Committee will use a point system for reviewing applications and determining funding amounts. Possible points awarded are noted on the JCATA Mini Grant Application Form.
- Grant recipients will be announced at the Annual Meeting of the JCATA in May 2019 (coinciding with Iowa Tourism Month).

- Projects may be new or existing but must be completed and covered expenses paid by grant recipients after the JCATA Annual Meeting and before June 30,2020.
- Grantees will receive grant funding as approved projects are completed and final documentation is received by the JCATA. Projects must be finalized and completed requests for reimbursement must be received by the JCATA no later than 5:00 pm, June 30, 2020.

ELIGIBLE APPLICATIONS

- Projects may be developed by a single organization or may be cooperative among several organizations. Cooperative ventures must include a letter of support and cooperation from each project participant.
- Only one JCATA Mini Grant application will be accepted per entity per year.
- Prior Year Grantees are eligible to make new applications each grant cycle.
- Only one application is required for a cooperative project. A maximum of \$1,500 may be awarded per cooperative project.
- Membership in the JCATA is not required for application or award. However, when reviewing equally rated applications, applicants who are actively involved with the JCATA will receive preferential consideration. Active involvement includes but is not limited to: membership in the JCATA, attendance at monthly JCATA meetings, participation in JCATA sponsored events, multiple years of membership in the JCATA, and attendance at JCATA Annual Meetings.
- Applications must be received on the JCATA Mini Grant Application Form. Any grant application received in another format will not be considered by the JCATA Mini Grant Committee.
- All questions and sections on the JCATA Mini Grant Application Form must be completed. Failure to complete each section or answer each question of the JCATA Mini Grant Application Form will cause the application to be considered invalid.

- A careful use of the JCATA Mini Grant Application Checklist (below) will optimize the success of a JCATA Mini Grant Application.
- The following are not allowable expenses and should not be included in the project budget: postage, distribution services, utilities, hardware and/or equipment (scanners, printers, cameras, brochure racks, etc.), salaries, in-house staff design fees, mileage or travel expenses.

PROJECT APPLICATION CATEGORIES

Tourism Advertising: Includes applications for projects involving advertising design, production and/or placement of tourism related ads placed within the United States. Such ads may be in print (newspaper, travel guides, magazines, etc.) or electronic (radio, TV, on-line, on social media, etc.)

- Ads must be tourism related.
- Ads may be in consumer or group travel markets.
- The ad must be designed to promote awareness of tourism opportunities or venues in the Jackson County (JCATA membership) area.
- Recognition of JCATA grant support is required on all ads. Recipients will be informed of the form this support must take. Print ads must feature the JCATA logo and website address. Non-print ads must include the phrase: *Sponsored by a grant from the Jackson County Area Tourism Association, www.jcatourism.com.*

Tourism Education: Includes applications for hosting an educational seminar related to tourism, attendance at a tourism-related workshop, college course(s), continuing education programs, or the development of in-office tourism related libraries.

- Educational programs must be tourism related and applications must explain how the educational program will positively affect tourism in the Jackson County (JCATA membership) area.
- Applications for funding for attending a course, seminar or continuing education activity must include information explaining how the subject matter relates to tourism.
- Applications may be for costs involved in planning, hosting or providing a speaker at an educational seminar.
- Applications may be for registration costs for tourism related workshops.
- Applications may be for costs to purchase educational, tourism related office library materials.

- Tourism Promotion:** Includes applications for the development, production, and/or printing of promotional items. These may include (but are not limited to): brochures, maps, calendars of events, event posters, marketing kits, direct mail fliers, banners, videos, websites or pages, t-shirts and photography.
- Promotional projects must market and promote tourism in the Jackson County area.
 - Recognition of JCATA grant support is required on all projects. Recipients will be informed of the form this support must take. Print materials must feature the JCATA logo and website address. Non-print materials must include the phrase: *Sponsored by a grant from the Jackson County Area Tourism Association, www.jcatourism.com.*
 - Applications may be for costs to obtain photos for projects, exhibits or a photo library.
 - Applications should include the quantity of material produced if the project is a printed material (number of brochures, maps, calendars, etc.)
 - Promotional items must be distributed at no charge and cannot be used as fundraisers. Costs of products developed for retail sale (souvenirs, videos, t-shirts, etc.) are not eligible.

NOTICE OF JCATA MINI GRANT AWARD

- A JCATA Mini Grant can pay up to 100% of a project's total cost but will not exceed \$750 per award.
- Announcement of the JCATA Mini Grant Award recipients will be made at the JCATA Annual Meeting in May.
- Projects may not be changed from the original application description unless the Project Coordinator requests approval for such changes by submitting a letter to the JCATA Director and after the JCATA Mini Grant Committee approves such changes. Changes in projects, even if approved by the JCATA Mini Grant Committee, may result in changes in grant award amount.

- The Project Coordinator of an awarded grant will receive a package of materials which will include
 - A letter of award
 - Two copies of the JCATA Mini Grant Agreement signed by the JCATA Director. Both copies should be signed by the Project Coordinator. One should be retained by the Coordinator and one returned to the JCATA Director. The JCATA Director must receive the signed agreement from the Project Coordinator by July 1, 2018 or the agreement and award will be considered void.
 - JCATA Mini Grant Request for Reimbursement Form. This form will be used to inform the JCATA of the completion of the grant project and provide final information on the grant project and its expenses. Additional documentation may be required depending on the project (receipts, example of print materials, etc.)
- The JCATA Mini Grant project must be completed and the completed JCATA Request for Reimbursement Form (and any additional required documentation) must be returned to the JCATA Director by 5:00 pm, June 30, 2020 or the grant award will be considered void.

PAYMENT OF GRANT FUNDS

- JCATA Mini Grant recipients may request payment of 100% of the grant amount at the project completion (and submission of the completed JCATA Mini Grant Reimbursement Form and any other required documents to the JCATA Director) or they may request receipt of 75% of the grant proceeds when the JCATA Director receives the completed JCATA Mini Grant Agreement and the remaining 25% upon completion of the project (and submission of the completed JCATA Mini Grant Reimbursement Form and any other required documents to the JCATA Director). Payment preference will be indicated by the Project Director on the JCATA Mini Grant Agreement
- The JCATA Mini Grant project must be completed and the completed JCATA Request for Reimbursement Form (and any additional required documentation) must be returned to the JCATA Director by 5:00 pm, June 30, 2020 or the grant award will be considered void.

Jackson County Welcome Center
60488 Highway 64
Sabula, IA 52064
(563) 687-2237 * jctourism1@gmail.com

JCATA MINI GRANT APPLICATION CHECKLIST

- You must use the official JCATA Mini Grant Application Form.
- Answer all questions even if the answer is “0” or “not applicable/NA.”
- Proofread your application. Presentation of the application will be considered during the application evaluation. Spelling, grammar, page order, accuracy, etc. are important and will affect how points are assigned.
- Illustrate or describe in your application how JCATA support will be cited. A sketch or illustration should be included in all applications for printed ads or promotions.
- Official cost quote(s) on vendor(s) letterhead must be attached. Quotes should be current (not months old). Emails and estimates will not be accepted as cost quotes.
- Highlight the total amount(s) on attached vendor quotes to simplify the application review process.
- Submit your original application and support documents and four copies of the application and any support documents to the JCATA Director at: The Jackson County Welcome Center, 60488 Highway 64, Sabula, IA 52070. All application materials must be received at this address by 5:00 pm, April 15, 2030
- Your application must be typed.
- Make sure you sign and date your application. The original signature of the Project Coordinator must appear on the original JCATA Mini Grant Application Form.
- Do not use plastic folders, covers or coversheets.
- Do not fax, email, or reformat the JCATA Mini Grant Application Form.
- The following expenses are not allowable: postage, distribution services, utilities, hardware and equipment (scanners, cameras, printers, brochure racks, etc.) Make sure they are not included in the budget portion of your application.
- If additional space is needed, additional pages may be included with your application. These should be clearly labeled and typed.