

Fayette County Travel & Tourism Bureau 2025 Tourism Assistance Grant Guidelines

The purpose of the Tourism Assistance Grant program is to assist Fayette County based organizations in promoting a positive image to potential visitors, generate overnight visits, extend visitor stays, create a desire to return, and enhance the tourism industry through creative planning and marketing.

Grant applications must meet the following requirements:

- Project to be funded must have the probability of increasing tourism and/or recreational activity in Fayette County.
- The stability and public awareness of the project will be a supporting factor for grant approval.
- Organizations requesting funding must be working to raise funds themselves.
- Maximum grant available per project annually will be \$5,000.00.

Completed application forms and support materials must be submitted to Fayette County Travel & Tourism Bureau's (FCTTB) office by the deadline date of **September 25, 2024 at 4:00 PM**. Incomplete or late applications will not be considered.

FCTTB Board of Trustees, using established procedures, will meet and review all applications. By consensus vote, they will award the grants and all recipients will be notified by mail/email before November 1, 2024.

Recipients are required to acknowledge FCTTB as a sponsor or supporter for contributions to the project in all print and digital advertising, signage and promotions. Failure to do so could result in the loss of future funding.

Recipients must supply FCTTB with documentation of paid invoices, receipts, or signed completed work orders, before funds are dispersed. Only properly supported funds will be released.

All funds awarded for the 2025 Tourism Assistance Grant program period must be applied for by grant recipients prior to December 31, 2025. After January 1, 2026 funds not applied for and/or any short fall of total grant amounts awarded will remain with FCTTB and will not be awarded. *Any awarded grants not utilized could affect your opportunity to apply again.*

Should the recipients event or project be rendered not feasible, impossible to execute or cancelled awarded grant funds will remain with FCTTB.

Any non-compliance with agreed upon requirements shall result in FCTTB denying any additional funds and requiring repayment of funding previously provided.

If you have any questions or comments, please contact:

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