



**WHITE COUNTY
TOURISM
AUTHORITY, INC.**
105 W Broadway St.
Monticello, IN 47960-1934

Please send completed application to:
Kaylee Hahn
Digital Marketing Director
White County Tourism
105 Broadway Street
PO Box 657
Monticello, IN 47960
574 313 1421
info@enjoywhitecounty.com

2020 TOURISM FESTIVAL FUNDING APPLICATION

The White County Tourism Authority (WCTA) is dedicated to promoting the growth and development of White County. This funding was developed to offer financial assistance to groups planning festivals and unique events which encourage visitation from outside the county.

NEW FOR 2020: Applicants can decide between assistance packages. Please make your selection clear (**choose one**) by adding a checkmark or “X” in the box to the right of package description.

Package A	An official website landing page for your festival which you can share, post, and promote digitally to a broader audience	
Package B	Landing Page + \$300 cash assistance	

*Note: Website pages will be monitored by the Digital Marketing Director with complete analytic reports available (A return on investment metric previously unmonitored). **All** festivals will be highlighted on the enjoywhitecounty.com website under the Explore feature as an added benefit. Any festival choosing Package B will adhere to stricter fund usage inquiries to ensure cash allocations are being used *only in a promotional manner*.

Thank you for reaching out to the White County Tourism Authority with your festival or unique event initiative.

ORGANIZATION INFORMATION (use separate sheets as necessary)

Organization applying for funding:

Contact:

Mailing Address:

Telephone:

Email address:

Web site:

Tax ID Number:

Date of incorporation:

Describe your organization, its history and goals

List your board of directors, committee or project members

PROJECT INFORMATION

Name of festival or special event

Event dates

Location of events (include address)

Summarize the festival or special event for which funds are being requested. Write a description that gives a good understanding of your overall festival or event. (IMPORTANT: write this description assuming nothing is now known about your event.)

PROJECT EXPENSES/DESCRIPTION

Itemize the costs and explain the projects for which you are seeking funding.

List other funding your organization has applied for

List all sources of funding for the proposed project. Evidence of in kind support from other sources will not be considered as part of the applying organization's match.

Attach budget of income and expenses for your entire festival or event

Please enclose samples of last year's promotional materials such as brochures, advertisements, direct mail pieces, posters, etc.

VISITOR AND LODGING IMPACT

How many out of county visitors are expected

How many of these visitors do you expect to require overnight accommodations

How will you track the number of overnight stays in our lodging facilities

How many local people will assist in this event

How many local people will attend this event

What is your total attendance and how is it monitored

How do you evaluate your success

MARKETING PLAN – (Please attach your overall plan)

**This is the most important segment of the application, validating the sponsorship allocation from the White County Tourism Authority.*

EVALUATION OF FUNDING APPLICATION

May include, but not limited to:

- 1) Benefits to area hotels (how many room nights projected)
- 2) Distribution of materials and market to be reached
- 3) Potential impact of people who will benefit
- 4) Extent of local volunteer involvement and support for project
- 5) Organization's fiscal responsibility and management qualification
- 6) Ability to document results