



The Yankton Thrive mission for tourism is to increase the regional economic impact and facilitate the continued development of the visitor industry in Yankton.

GRANT GUIDELINES & INFORMATION

GRANT PROGRAM

The purpose of the Yankton Thrive Tourism (YTT) Grant is to assist organizations in hosting events that will promote a positive image to potential visitors, generate overnight visits, extend visitor stays and create a desire to return to the City of Yankton. The maximum amount awarded per grant is \$2,000. The YTT grant is designed to aid event planners by providing funds for marketing, advertising, printing and postage in the following categories:

- *Meetings:* Conventions, meetings, retreats, etc.
- *Sporting Events:* Tournaments, competitions, etc.
- *Festivals/Special Projects:* Other events that generate overnight stays

ELIGIBILITY

- Non-profit organizations, volunteer managed organizations, for-profit LLCs and individuals may apply
- Tourism Grant projects must have a significant impact on overnight stays within the city of Yankton
- Preference will be given to applications received 90 days prior to the first day of the event

INELIGIBLE ORGANIZATIONS & PROGRAMS

- Organizations that discriminate on the basis of race, color, creed, gender, national origin or sexual orientation
- Political organizations, candidates for political office, and organizations whose primary purpose is to influence legislation
- Building (brick and mortar) or capital campaigns
- Individuals and organizations that have not fulfilled all previous grant administrative guidelines
- Non-profit fundraisers

APPLICATION GUIDELINES

- All grants must be matched on a dollar-for-dollar basis. Matching funds include: cash contributions, in-kind contributions or a combination of both
- In-kind services include complimentary contributions of space, materials, equipment or professional services
- Total Grant Request Must Not Exceed Half Eligible Promotional Grant Expense

REVIEW CRITERIA

- Level of community impact and public benefit
- Quality of the proposed project
- Evidence of careful financial planning
- Evidence of need and sustainability/growth potential
- Projected tourism impact, including visitor spending and room night generation
- First consideration will be given to:
 1. New festivals, conventions/meetings, sporting events and other events by providing "seed" money to assist with start-up costs
 2. Existing events showing an expanded focus for event/tourism growth

APPLICATION PROCEDURES

- Grant applications are reviewed monthly
- Yankton Thrive Tourism Director reviews applications and clarifies areas as needed with applicant
- Approximately four to six weeks after the application is received, written notification is sent to applicants
- Yankton Thrive reserves the right to accept or reject any or all applications
- 1/2 of grant funds are disbursed prior to the event and the second 1/2 are disbursed post-event; once the required follow-up report is submitted

If you have questions please call the Yankton Thrive Tourism at 605-665-3636 or email the Tourism Director at visityankton@yanktonsd.com.



803 EAST 4TH STREET, YANKTON, SD 57078



605-665-3636



THRIVE@YANKTONSD.COM



VISITYANKTONSD.COM | YANKTONSD.COM



YANKTON THRIVE TOURISM

Grant application

* Incomplete applications will be returned.

Applicant Organization:

Street Address: City: State:

Contact Person: Phone #:

E-mail:

Purpose of Organization:

Name of Event:

Location of Event:

Date(s) of Event:

Grant Amount Requested:

TOURISM GRANT FUND ELIGIBILITY CHECKLIST

*This section must be completed before proceeding

- This event is an eligible organization as listed on page 1
- This event will show a favorable impression of Yankton and the Lewis & Clark Lake Area
- This event will be promoted to out of town visitors
- This event or organization has received previous grants from the Yankton Convention and Visitors Bureau or Yankton Thrive.

Number: Amount Awarded:

HISTORICAL DATA

How many years has this event been held?

Attendance at last event:

(Divide into spectators and participants if appropriate)

What % of attendance was visitor draw?
(Visitor = Outside 50+ Mile Radius)

Estimated Room Nights of Last Event:

Comments:



EVENT DETAILS

Will or has your organization received funds from the City of Yankton? Yes: No: Amount:

Briefly describe the purpose of your organization; what your organization provides to the community; the group of people you are targeting to bring into the community with this event.

Describe your event. Be sure to include who, what, where, when and how activities will take place.

Explain how your event benefits the community and your organization. Specify whether your event is a first time event, annual event or an on-going program.

What geographic areas are you bringing event participants from? Indicate geographic areas you are marketing for visitor attraction to your event.

What are the specific goals of this event?

Explain how your grant request would be used to promote tourism in Yankton. Note the resulting impact of your event if the request for funding were denied.

If this is a new event, what is the estimated hotel room nights this event will generate? How are you able to estimate this number?

Please complete the additional budget form. Budgets not provided on this form will be rejected. Budget reflected should be for the event only.

Authorized Signature:

Date:

 803 EAST 4TH STREET, YANKTON, SD 57078

 605-665-3636

 THRIVE@YANKTONSD.COM



VISITYANKTONSD.COM | YANKTONSD.COM



TOURISM GRANT APPLICATION BUDGET WORKSHEET

Event Revenues:

- Carryover from Prior Year's Event
- Ticket Sales/Admissions
- Public Contributions (Cash)
- Grants (Excluding YTT Grant)
- Sales - Food & Beverages
- Sales - Other
- Advertising/Sponsorship
- Booth/Exhibit Rental
- Other Income

	Received	Pledged	Total
	\$	\$	\$
Total Revenues:			\$ (a)

Event Expenses:

- Speakers/Entertainment
- Food & Beverage
- Other Concession Items
- Cost of Other Items to be Sold
- Licenses Fees
- Insurance
- Local Shuttle Service Expense
- Facility Rental Expense
- Equipment Rental Expense
- Booth/Exhibit Rental Expense

\$	
Total Event Expenses:	\$ (b)

Eligible Promotional Grant Expenses:

- Postage Expense
- Printing Expense
- Advertising Expense (Ex: Press & Dakotan & Radio)
- Television Advertising Expense
- Digital Advertising/Social Media Expense
- Trophies/Awards/T-Shirt Expense

\$	
Total Eligible Promotional Grant Expenses: <i>(Grant Request Total Must Not Exceed Half Eligible Promotional Grant Expenses)</i>	\$ (c)

Administrative Expenses of Proposed Event:

- Supplies Expense
- Telephone Expense
- Salaries & Wages Expense

\$	
Total Direct Administrative Expenses:	\$ (d)

Other Expenses (Please List)

Total Other Expenses:

\$ (e)

Total Event Expenses:

\$ (f=b+c+d+e)

Net Income:

\$ (a-f)

In-Kind (List):

TOTAL GRANT REQUEST FROM YANKTON TOURISM:
(Total Grant Request Must Not Exceed Half Eligible Promotional Grant Expense)

\$

NOTE: Please list zero for any items not applicable to your event.

