

Visit Yankton's

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 Tourism Grant program 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.

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 county of Yankton
- Application must be received no less than 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
- Choose the funding category best suited to your event
- Applications must be legible and signed by applicant - only complete applications will be considered
- All events must create a positive image of Yankton and the Lewis and Clark Lake Area

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

APPLICATION PROCEDURES

- Grant applications are reviewed 2 times per year: April and November
- Yankton Thrive Tourism Director reviews applications and clarifies areas as needed with applicant
- Approximately six weeks after the application deadline, written notification is sent to all 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



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