

YANKTON THRIVE TOURISM

Grant application

The many festivals, conventions and sporting events hosted in the Yankton area are an important aspect of the region's tourism industry. Yankton Thrive's grant program is designed to assist 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

The grant exists to encourage tourism in the City of Yankton or to fund area events that will have a significant impact on a business located in the City of Yankton, specifically generating overnight stays and/or extending visitor stays at hotel or other lodging options, including camping, in the Yankton area.

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

All events must project a positive image of Yankton and the Lewis and Clark Lake area.

The grant program is appropriated and administered to qualifying organizations by Yankton Thrive Tourism. Applicants must provide all of the information requested and be in compliance with all criteria. If you have questions please call the Yankton Thrive Tourism at 605.665.3636 or email Jay Gravholt at jay@yanktonsd.com.

*** Incomplete applications will be returned.**

Applicant Organization:

Street Address: City: State:

Contact Person: Phone #: E-mail:

Purpose of Organization:

Name of Event:

Type of Event: Festival: Sporting Tournament: Convention: Other:

Location of Event:

Date(s) of Event:

Date of Application:

Grant Amount Requested:

 803 EAST 4TH STREET, YANKTON, SD 57078

 605-665-3636

 THRIVE@YANKTONSD.COM

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SOUTH DAKOTA

TOURISM GRANT FUND ELIGIBILITY CHECKLIST

*This section must be completed before proceeding

- 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.

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EVENT DETAILS

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 project?

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:

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TOURISM GRANT APPLICATION BUDGET WORKSHEET

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
- Radio Advertising Expense
- Television Advertising Expense
- Digital Advertising/Social Media Expense
- Trophies/Awards/T-Shirt Expense

\$

Total Eligible Promotional Grant Expenses: \$ (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: \$

NOTE: Please list N/A for any items not applicable to your event.

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