



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

 803 EAST 4TH STREET, YANKTON, SD 57078

 605-665-3636

 THRIVE@YANKTONSD.COM



VISITYANKTONSD.COM | YANKTONSD.COM



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 the Tourism Director at visityankton@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:

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SOUTH DAKOTA

June 2023

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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