



# JOHNSON COUNTY TOURISM ASSOCIATION (JCTA)

## APPLICATION FOR TOURISM PROMOTION GRANT

**Deadline for Application: Wednesday, February 26, 2025**

**\*\*Please submit original and nine copies\*\***

Applications and nine copies should be mailed to:

**Johnson County Tourism Association, P.O. Box 152, Buffalo, Wyoming, 82834**

**OR delivered to our office: 5 N. Lobban Ave., Suite #6, in Buffalo**

It is mandatory that all applicants make a maximum 20-minute presentation of their program/event/marketing plans on **Tuesday, March 04, 2025** in the **basement meeting room at ANB Bank**, 99 South Main Street.

Presentations will be by appointment only. Administrative Assistant Kristin de Galard will contact you to set up an appointment time. Grants will not be given to any organization or event that does not make a presentation.

Prospective applicants will follow the guidelines and policies described below if they receive approval for their grant applications.

- The JCTA's goal for 2025-2026 grant funding is to encourage applicants to plan events or create marketing campaigns/materials which will bring overnight visitors to Johnson County, especially during the off season and/or slower months. Although everyone is encouraged to bring their ideas and present, preference is going to be given to those that are encouraging visitors to visit our area in the less visited months, i.e., January through April and November and December. The funds you receive cannot be used to purchase items for resale or fundraising. **Grants are to be used primarily for the purpose of marketing to visitors from outside of Johnson County.** This can be accomplished through print, radio, television, internet and social media, with internet and social media being the preferred method of advertisement. **Expenses may not exceed 25 percent of the total reimbursement for media that is distributed solely in Sheridan, Campbell, Natrona or Johnson counties.**
- Grantees will submit invoices and a financial summary of the event no later than January 8, 2026. Summary of the event/promotion will include, but is not limited to, event participation, information on overnight stays created, and evaluation of advertising. Any photos, ads or newspaper articles would be beneficial.
- JCTA will only fund items that have been approved by the JCTA in the grant applications. A JCTA voucher must be completed and signed along with a copy of the invoices that are to be reimbursed. Successful applicants will have until January 8, 2026 to complete their projects and submit the voucher. Any unused funding reverts to the JCTA.
- JCTA reserves the right to disallow any claims made that, in their opinion, do not follow these guidelines. Lodging tax funds may only be used to promote tourism and visitation to Johnson County.

**Event or Marketing Campaign Budget – The application process asks for past or expected budget of income and expenses. You may submit your own budget form or use Exhibit A on the back of this sheet. Indicate any notes about your budget on a separate sheet. If this is a first-year event, indicate projected income and expenses.**

**Exhibit A: Budget Form**

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<b>REVENUE</b>	2025 Budget	2024 Actual
Attendee/Gate Receipts		
Advertiser Sales		
Sponsorships		
Participant Entry Fees		
Direct Concession Sales		
Event Programs		
Space Rental to Concessionaires		
Other:		
Other:		
<b>Total Revenue</b>		
<b>EXPENSES</b>	5	4
Advertising, Newspaper*		
Advertising, Radio*		
Advertising, Brochures etc*		
Advertising, Web*		
Advertising, Other*		
Event Programs*		
Social Media/Promotion*		
Event Entertainers		
Labor		
Professional Services		
Rental of Facilities		
Other:		
<b>Total Expenses</b>		
<b>Net Profit (Loss)</b>		
<b>Total Estimated Attendance</b>		
Johnson County Attendees		
Elsewhere in Wyoming		
Out of State		

\*Items payable by JCTA.

# JOHNSON COUNTY TOURISM ASSOCIATION (JCTA) APPLICATION FOR TOURISM PROMOTION GRANT

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Requested Amount: \$

Program/Event Date: \_\_\_\_\_

Number of years event/organization has existed: \_\_\_\_\_

**Event Budget – Please submit your event’s past or expected budget of income and expenses, using your own budget forms or Exhibit A on back of the details sheet. Indicate any notes about your budget on a separate sheet. If this is a first-year event, indicate projected income and expenses.**

How many vendors, volunteers, staff members will be working at the event?  
\_\_\_\_\_

How many spectators or other participants are expected to attend the event?  
\_\_\_\_\_

What percentage of people do you expect will come from outside Johnson County?  
\_\_\_\_\_ %

What methods do you use to measure the attendance and geographic reach? (For example: Do you charge admission, have participants register, or collect any other data on visitors?) *(290 character limit on fillable form)*

Briefly describe the events or activities for which you are requesting funds and how it promotes a positive image of the county to visitors outside of Johnson County?

How will the funds received be utilized? (Please be specific on how funds are to be spent outside of the Johnson County area with examples of print advertising, brochures/flyers with distribution plan, and social media campaigns, with the intent that funds will be used beyond the regional markets of Sheridan, Gillette or Casper.)

Explain how this event/organization will bring visitors to Johnson County.

With regard to hotels, motels, campgrounds and RV parks, please indicate the expected impact. If a block has been or will be arranged, please specify the lodging establishment. If there is an expected number of reservations that will be made for participants and visitors, please indicate that amount.

Event/promotion sponsor will sign below to show that they understand and agree to the above stated guidelines and policies.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_