



City of Scottsboro Tourism Grant General Information

The City of Scottsboro offers a grant program that assists local organizations with projects that increase tourism and attract out of town visitors to economically benefit Scottsboro. Grant funds are generated by a lodging tax. Funds generated by this tax are to be expended by the municipality for the promotion of tourism and conventions within the City of Scottsboro. It is our goal that funding such projects will draw and increase the number of visitors, especially overnight visitors to Scottsboro, thereby providing added economic benefit to the community. Fund requests will be provided to the Scottsboro City Council for review and approval.

How to Apply

1. Obtain an application from the Scottsboro City Clerk or the city website: www.cityofscottsboro.com
2. Fully and legibly complete the application along with any other pertinent documents.
3. Carefully address the evaluation criteria.
4. The Scottsboro City Council should receive the application at least 90 days prior to the planned event.
5. Submit evidence seeking additional funding sources such as foundations, matching grant programs, etc.

Evaluation Criteria

Grant applications for the Scottsboro Tourism Fund shall be evaluated primarily on the following terms:

1. The event's ability to attract overnight visitors.
2. The event's ability to evaluate the success of its event.
3. The event's ability to attract other sources of funding or matching funding.
4. The event compliments the best interest of the Scottsboro community.
5. The event or some portion of the event must occur within the city limits of Scottsboro or otherwise attract overnight non-residents.
6. Provides economic opportunities for Scottsboro businesses.
7. Be proposed by an organization (or an individual) that has/have an established history of successful accomplishments.

8. Be innovative in the promotion of the Scottsboro community.
9. Enhances the visual environment that results in lasting positive impressions of the community.
10. One or more of the following is included:
 - a) A repeat of an event that has been successful in past years. This should not be interpreted as an ongoing means of funding an event. The ideal scenario is lending more funds to "new" or "young" events and gradually decreasing the amount as the event moves toward becoming self-supporting and profit making.
 - b) An event that meets a need for greater attention, in the total spectrum of Scottsboro attractions.
11. Lower funding priority will be given to the applications that enhance the reputation of an individual or business over the reputation of the community.
12. Eligible uses for Scottsboro Tourism Funds
 - a. Advertising
 - b. Entry Fees/Entertainment
 - c. Hotel Rooms
 - d. Transportation Expense
 - e. Insurance
13. Ineligible uses
 - a. Concessions
 - b. Souvenirs
 - c. Equipment
 - d. Officials

Grants will be paid out as a reimbursement for specific costs when receipts are provided. Reimbursement will generally be made within 7 days of receipt.

Crediting City/Tourism for Funding Project

The following statement will be incorporated on all printed material and/or television/radio marketing: "Funding provided in part by the Scottsboro Tourism Fund". Failure to include statement will result in a total cost disallowance for that portion of the grant project.

A following-up report of any monies from the Scottsboro Tourism Fund MUST be received within 60 days after the event. The follow-up summary is attached. Said report will consist of actual financial statements, samples of promotional materials, event statistics and/or the usage of tourism money to promote tourism in Scottsboro.

Tourism Grant Application

Name of Organization: _____

Contact Person: _____ Telephone: _____

Address: _____

Not for Profit: Yes No Tax Exempt Number: _____

Name of Event: _____ Date of Event: _____

List you Board of Directors, Committee or Project Members: _____

Grant amount being requested: _____

How Event Promotes Tourism in Scottsboro

How will the funding of this request increase tourism or impact other

Scottsboro businesses in a positive manner: _____

How does your event attract non-residents: _____

If your application is accepted, how would the tourism funds granted be

used? _____

Estimated attendance expected: _____

Sponsor: _____

Statement of Assurances

Any funds received under this grant will be used for the purpose described in this application. The figures, facts and representations in this application are true and correct to the best of my knowledge.

Name(Please Print): _____

Signature: _____

Date: _____ Title or Office Held: _____

Detailed Budget

INCOME		
	Actual Last Year	Estimated Present Year
Rental of Booths		
Entry Fees/Gate Receipts		
Donations/Sponsorships		
T-Shirts and Souvenirs		
Food and Drinks, etc		
Scottsboro Tourism Grant		
Total Income		

EXPENSES		
	Actual Last Year	Estimated Present Year
Advertising		
T-Shirts and Souvenirs		
Food, Drinks, etc		
Labor Cost		
Entertainment		
Supplies		
Postage		
Rentals		
Insurance		
Other (Explain)		
Total Expenditures		

Tourism Grant Application- Summary of Event
(To be submitted within 60 days after event)

Name of Organization: _____

Contact Person: _____ Telephone: _____

Address: _____

Name of Event: _____ Date of Event: _____

Amount of Award: _____ Date Granted: _____

Summary of Event

Attendance: _____ Scottsboro Hotel/Motel Rooms: _____

Average Stay (# of nights): _____

If Scottsboro motels sold out, list other accommodations that attracted visitors:

Describe the general impact this event had on the Scottsboro community:

Describe the success of this event:

Please use the space below for any additional info:

_____ To the
best of my knowledge, the info given to the Scottsboro City Council concerning the

above events is factual. I understand that the Scottsboro City Council may require receipts verifying expenditures.

Signed: _____ Title: _____

Date: _____

Failure to complete this form within 60 days of the above event may result in denial of funds for future events. Mail this form to the City of Scottsboro, c/o Scottsboro City Clerk, 316 South Broad Street, Scottsboro, AL 35768.

Profit and Loss Summary of Event

(to be submitted within 60 days after event)

INCOME	
Rental of Booths	
Entry Fees/Gate Receipts	
Donations/Sponsorships	
T-Shirts and Souvenirs	
Food and Drinks, etc	
Scottsboro Tourism Grant	
Total Income	

EXPENSES	
Advertising	
T-Shirts and Souvenirs	
Food, Drinks, etc	
Labor Cost	
Entertainment	
Supplies	
Postage	
Rentals	
Insurance	
Other (Explain)	
Total Expenditures	