



## 2016 Local Tourism Grant Program - Call for Projects

The Shelbyville-Bedford County Chamber of Commerce Local Tourism Grant Program provides funding for local programs and events that promote tourism and conventions within, or otherwise attracting overnight nonresident visitors to Shelbyville and Bedford County.

Deadline for submission: Applications must be received on or before the dates listed below:

### **Yearly Schedule**

<u>Event Date</u>	<u>Grant Submittal</u>
July – September	May 15
October – December	July 10
January – March	October 10
April – June	January 10

Grant awards will be made four times per year.

### **Eligibility**

Applicants to the Local Tourism Grant Program must be organizations seeking to produce and promote a clearly defined festival, program or event that promotes tourism and conventions within, or otherwise attracts overnight nonresident visitors to Shelbyville and Bedford County

### **Review Criteria**

All events must show the potential to generate overnight hotel stays and should include Shelbyville hotels, motels and bed and breakfast inns in their promotion. Applications will be assessed based upon criteria including, but not limited to the following:

1. Ability of the event to attract overnight visitors in past years
2. Ability of the event to grow over two or more years.
3. Food, beverage and retail expenditures by out of market visitors and the extent to which the event provides economic opportunities for Shelbyville and Bedford County businesses.
4. Ability of the event to project a positive image of Shelbyville and Bedford County and to increase the visibility of Shelbyville and Bedford County tourism, attractions and events.