



Tourism Gives Operating Support

Operating Support provides cash to tourism-focused organizations, events and festivals. Lower grant levels in each category are for emerging product that have greater local impact than tourism impact but contribute to quality of place. Higher grant levels in each category are given to organizations that significantly impact tourism in the county. Sports organizational grants are managed by the Hamilton County Sports Authority and have similar qualification levels and other parameters. Go to HamiltonCountySports.com for further details.

The requirements to receive grant funding for nonprofit organizations are as follows:

- Complete the [annual tourism grant questionnaire](#)
- Add tourism related events to the [online Hamilton County Tourism calendar](#)
- Conduct periodic check-ins with Destination Development Manager, Sarah Buckner (e.g. email updates, in person meetings, attend PR Power Hour, etc)
- Engage socially with HCT if your organization has a digital presence (HCT's links to: [Facebook](#), [Twitter](#), [Instagram](#))
- Include a link to HC Tourism on your website
- Provide organizational background. No support can be given without returning a signed version of this letter of agreement form AND an organizational W9 form.

Support Categories:

Downtown Neighborhood Associations, \$500 - \$2,500

Designated organizations that create events in downtown areas and are scaled by size of community or maturity of the sponsoring organization.

Event Makers, \$500-\$5,000

City organizations that host a series of community events to activate their downtowns.

Arts Districts, \$500-\$2,500

Community arts organizations that provide regular programming on a community-wide scale.

Festivals (10,000+ in attendance), \$500-\$3,000

Festivals are short-term in nature and must appeal to a wide variety of audiences, including out-of-area visitors. School-related festivals do not qualify.

Special Tourism Event Opportunity, \$250-\$750

Start up funding for unique or new opportunities with long-term potential.

Nonprofit Tourism-Related Large Organizations, up to \$12,000

Iconic nonprofits that have regular operating hours, can prove they attract regional audiences and are tourism friendly or support a culture that is tourism focused.

Nonprofit Tourism-Related Small Organizations, up to \$1,000

Contributing nonprofits that have consistent operating hours, help tell a story of a community to visitors and have regular special programs.

Support Categories, continued:

Community Asset Development Organizations, \$1,500 - \$4,000

Organizations that support place making through community revitalization, enhancements or targeted installations.

Special Projects, Varies and Must Work through the Pipeline for Future Funding

Hamilton County Tourism looks for future partnership opportunities to make our communities destinations for visitors and great places to live. These projects are negotiated on a one-by-one basis, and HCT is fully involved in the implementation.

Other Support

Hamilton County Tourism supports social service organizations that help make Hamilton County a better place through silent auction donations, staff fundraising programs, technical assistance, project support and occasional “spotlight” marketing programs.

Tourism Gives Marketing Co-op

Tourism Gives Marketing Co-op provides marketing expertise to tourism-focused organizations, events and festivals. To be considered for strategic assistance with public relations, advertising, social media, collateral, or a marketing plan, organizations must fulfill the following requirements:

- In the tourism/hospitality industry (e.g. is a fair festival, event or performance, attraction)
- Furthers the mission of Hamilton County Tourism
- Match in investment (match amount varies by project, can be in-kind or cash)
- Must include similar attractions within the city and/or county if determined to be a beneficial cross-promotion by HCT staff
- Engage with HC Tourism on social media (e.g., Facebook, Twitter, Instagram, etc.)
- Include a link to HC Tourism on website
- Provide organizational accounting background (e.g. letter of agreement, W9 form)

Questions about the Hamilton County Tourism Gives grant program should be directed to: Sarah Buckner, Destination Development Manager 317.660.4048 or sbuckner@HamiltonCountyTourism.com.