



## 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](http://HamiltonCountySports.com) for further details.

### Requirements to receive support for nonprofit organizations:

- Relates in some way to potential visitors (e.g. is a fair festival, event or performance, attraction)
- Complete an [annual tourism audit](#)
- Conduct periodic check-ins with HC Tourism
- Add events to the online Hamilton County Tourism calendar regularly
- Engage with HC Tourism on social media if you participate (e.g., Facebook, Twitter, Instagram, etc.)
- Include a link to HC Tourism on your website
- Provide organizational accounting background (e.g. letter of agreement, W9 form)

### Support Categories:

#### **Community Downtown Development Programs, \$1,000-\$2500**

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

#### **Festivals (10,000 or more attendance), \$500-\$1,500**

Festivals are short-term in nature and must appeal to a wide variety of audiences.

#### **Special Tourism-Related Events, \$250-\$3,000**

Annual in nature, attract a wide variety of audiences, have a proven history and are widely promoted.

#### **Nonprofit Tourism-Related Large Organizations, up to \$10,000**

Iconic nonprofits that have regular operating hours, truly attract regional audiences and are tourism focused.

#### **Nonprofit Tourism-Related Small Organizations, up to \$2,000**

Contributing nonprofits that have consistent operating hours, help tell a story of a community to visitors and have regular special programs. **Community Asset Development Organizations, Varies and Must Work through the Pipeline for Future Funding**

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.

Questions about the Hamilton County Tourism Gives grant program should be directed to:

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### **Hamilton County Tourism, Inc.**

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[VisitHamiltonCounty.com](http://VisitHamiltonCounty.com)



### **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)