

**Pulaski County Tourism Bureau  
Co-Op Marketing Program 2009  
General Information  
Applying For and Receiving Funds**

Pulaski County Tourism Bureau, 137 St. Robert Blvd., St. Robert, MO 65584  
Email: [email@visitpulaskicounty.org](mailto:email@visitpulaskicounty.org)

**Forms needed:**

Funding Application  
Request for Reimbursement

**Funding:** Events, Activities and Projects that foster the growth of tourism and visitors to the area may submit an application for funding, but the project must still **be pre-approved by the Tourism Bureau's Board of Directors**. The Board meets once each month, so please plan to submit your application as early as possible. **Funding of any project may not exceed 50% of the total cost of the project.**

**SINCE FUNDING IS LIMITED, PRIORITY WILL BE GIVEN TO THE PROJECTS WITH THE GREATEST POTENTIAL TO DRAW VISITORS AND WHEN THE PROJECT WAS SUBMITTED FOR FUNDING.**

**Definition of Eligible Organizations:**

- a. Pulaski County non-profit organizations that sponsor an event in Pulaski County
- b. Organizations that sponsor an event, attraction or facility in Pulaski County but are located outside Pulaski County. They must be incorporated.

**Use of Funds** – (for events and activities).

1. Design and production of marketing collateral.
2. Media advertising and production expense, including newspapers, radio etc.
3. Fliers, banners and temporary signs.

**Funds cannot be used for:**

1. Annual operating expenditures.
2. Salaries, wages or employee benefits.
3. Consulting services.
4. Prize money, scholarships, awards, plaques, certificates.
5. Events which are restricted to private or exclusive participation.
6. Collateral which is only provided at the location of the event

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**To Apply:**

1. Obtain an application from the Pulaski County Tourism Bureau.
2. Complete the application as early as possible in the calendar year.
3. Submit the application to the Tourism Bureau along with samples of all marketing collateral, scripts for media placement and outline of media schedule.
4. A photocopy of your state incorporation must be submitted with your application form. **(If required for your category.)**

**Decision to Fund the Project**

1. A decision on funding will be made by the Pulaski County Tourism Bureau no earlier than the next regularly scheduled Board meeting.
2. The Tourism Bureau may fund up to 50% of the project but not more. The Tourism Bureau may fund less than 50% of the project.
3. **All Cooperative Money and Marketing plans must be pre-approved by the Tourism Bureau.** The Tourism Bureau will inform the contact person noted on the application if the project has been approved for funding and the matching amount of funds reserved for reimbursement.

**Request for Reimbursement by the applying organization:**

Upon completion of the project, the applying organization will submit to the Tourism Bureau within 90 days: (December event reimbursement forms must be submitted no later than January 15 of the following year.)

- a. A Request for Reimbursement form.
- b. Copies of invoices substantiating the **entire cost** of the project – not the part paid by this grant
- c. A sample of all marketing collateral and copy of any media ads including affidavits of placement. There must be evidence that credit was given to the Pulaski County Tourism Bureau through use of the logo and/or credit statement “Funding provided in part by the Pulaski County Tourism Bureau” or **THAT ITEM WILL NOT BE FUNDED.**