

Valley City Tourism Development Grant/Loan Fund Guidelines

Adopted by the Valley City Commission December 1, 1997

Updated May 3, 2004; March 21, 2018; March 3, 2020

Grant application must be submitted and approved prior to any construction being completed for which grant funds shall be used.

The Tourism Development Grant/loan fund is implemented by Valley City Ordinance No. 795 under the authority of NDCC 40-57.3. The monies raised by a one percent food & beverage tax are to be appropriated as grants/loans dedicated to the attraction of visitors to Valley City, Barnes County and Sheyenne Valley Region.

Any Valley City, Barnes County or Sheyenne Valley Region; for profit or non-profit; individual, business or organization meeting the attached guidelines; may apply for grant/loan funds for tourism projects.

The Food & Beverage Tax Committee and Valley City Visitors Committee will review all applications and make their recommendations to the Valley City Commission on a per application basis. The **City Commission** shall have **final authority** as to approval and disbursement of all monies.

Applications for Food & Beverage Tax revenues maintained by the City shall be evaluated using the following objectives and attached criteria:

Mission Statement

The Food & Beverage Tax Fund is to be utilized generally for developing, purchasing, equipping, improving, constructing, maintaining, repairing and acquiring of buildings or property consistent with long term visitor attraction or promotion.

Objectives:

- To develop new tourism attractions that will draw new visitors to the region indefinitely.
- To assist projects that shall be self-supporting upon project completion.
- To complete sustainable projects that are of the size and quality capable of attracting visitors to the region. Special consideration will be given to the quality of customer service.
- To assist projects that enhance existing tourism attractions.
- To leverage more grant funds to the region from regional, state and federal sources.

Guidelines:

1. Documentation of public support for the project.
2. The fully described project should be consistent with the tourism plan developed by community planning organized by the Valley City Visitors Committee.
3. The completed project or program shall demonstrate an economic tourism benefit to Valley City, Barnes County or the Sheyenne Valley Region.

4. Details and associated costs of the planned project should be included in the business plan section of the application. Funds shall not be used for general equipment and/or maintenance of buildings of privately owned property.
5. The project should identify all expected funding sources. A lead bank is required for all projects utilizing borrowed funds. Should the planned project extend beyond the current year, total project milestones and funding sources should be identified.
6. The requesting applicant or sponsoring organization must have a recognized fiscal and legal structure, including generally accepted procedures for the receipt and disbursement of monies. A governing board must be established and functioning.
7. The applicant must submit their most current financial statements.
8. Upon completion of funded projects, applicant shall be required to develop an evaluation method and submit a detailed project summary to the Food & Beverage Tax Committee as a requirement of the grant/loan program.
9. Monies may be distributed as grants or zero interest loans based on profit or nonprofit status of the applicant. Grants may be approved as a match up to a 3:1 basis for tourism projects; any project needing new construction will require matching funds. "Documented in-kind services may be considered as a match". Zero interest loans may be recommended upon review of any completed application.
10. All money, once approved, will be paid from actual invoices showing work has been completed.
11. Notification of approval or disapproval of funds will be made within 60 days of receiving a complete application.
12. Applicant may be invited to give up to a 5 minute project presentation followed by a question/answer period after a complete written application is received by the committee.
13. Applicant shall provide 2 copies of the completed application.
14. Projects will be evaluated by the committee with heaviest emphasis being placed on tourism creation and business plan.
15. Granted funds need to be spent within one year's time. The opportunity for a six-month extension may be approved with a request to the Visitors Committee. Should a project not be completed within 18 months, the applicant will need to reapply for remaining grant funds.

Return completed applications to:

Valley City Visitors Committee
City of Valley City
P.O. Box 390
Valley City, North Dakota 58072

Telephone: (701) 845-8125

**Application for
Valley City Tourism Development Grant/Loan Funds**

Date: _____ Amount Requested: _____

Name of Applicant or Organization: _____

- Is the applicant:
 - for profit _____ nonprofit _____ (Please enclose your articles of incorporation, if applicable.)
 - an individual _____ business _____ or organization _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Project Name: _____

Projected Start Date: _____ Projected Completion Date: _____

Uses of project funding (attach itemized material quotes with dollar amounts):

Sources of project funding:

- Please attach a copy of your project budget with funding timeline.
- Please attach applicant or sponsoring organization financial statement.

Description of project/event:

Estimated number of visitors coming to Valley City, Barnes County or the Sheyenne Valley Region for your project that are outside the local area:

Attach a Business Plan that includes the following:

- 1) Project Summary
- 2) Market Analysis
 - a) Identify existing market audiences & project history if applicable.
 - b) Identify potential new markets.
 - c) Identify obstacles, threats or opportunities.
 - d) Identify advertising strategies/plans.
- 3) Identify facility, equipment & project needs
- 4) Project & budget timeline
- 5) Budget, identifying funding:
 - a) Needs
 - b) Sources
 - i) Identify a lead bank if utilizing borrowed funds
- 6) Financial projections, 2 years projections if possible
- 7) Attach resumes to key management people
- 8) Include up to three letters of support or one from each participating agency/organization.

How will the project be evaluated after twelve months of operation:

The undersigned hereby agrees to submit a detailed evaluation/summary in writing to the Food & Beverage Tax Committee no later than 14 months after project completion.

Authorized Signature: _____

Date: _____

Checklist of Enclosures:

- _____ Application
- _____ Business Plan
- _____ Letters of Recommendation (optional)
- _____ Articles of Incorporation (if applicable)
- _____ Budget
- _____ Financial Statements

Project Budget

Expenditure	Food & Beverage Tax Fund Request	In-Kind/ Other	Commercial Lender	Foundation	State Funds	Federal Funds	Internal	Total
Salaries								
Fringe Benefits								
*Equipment, specify 1. 2. 3.								
Supplies 1. 2. 3.								
Travel								
Marketing Costs								
Advertising Costs								
Printing Costs								
Computer Costs								
**Consultant Fees 1. 2. 3.								
***Other Direct Costs 1. 2. 3.								
Indirect Costs 1. 2. 3.								
Total								

*Equipment, Land, Building (specify)

**Planning, Engineering, Legal (specify)

***Insurance, Utilities, Taxes (specify)

