

# Valley City Tourism Development Grant/Loan Guidelines

Adopted by the Valley City Commission December 1, 1997

Updated January 4, 2022

**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 is established pursuant to chapter 20-05.1 of the Valley City Municipal Code under the authority of NDCC 40-57.3. The monies raised by a one percent Restaurant (food & beverage) Tax are to be appropriated as grants/loans from the Visitor's Promotion Capital Construction Fund in accordance with state and local law and as set forth in these guidelines.

Any Valley City individual, or for-profit or non-profit business or organization, meeting the attached guidelines, may apply for grant/loan funds for tourism projects. An eligible Valley City based business or organization may file an application on behalf of any Sheyenne Valley region business or organization that provides a tourism amenity that has a major positive economic impact on the City.

The 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 Restaurant Tax revenues maintained by the City shall be evaluated using the following objectives and attached criteria:

## Mission Statement

The Valley City Tourism Development Grant/Loan is to be utilized generally for tourism or developing, purchasing, equipping, improving, constructing, maintaining, repairing and acquiring buildings or property consistent with long term visitor attraction or promotion.

## Objectives:

- To develop new tourism attractions that will draw new visitors to the City 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 City. 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 City 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.

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. Project applicants shall be current on Public Works bills and property taxes on applying property.
8. Upon completion of funded projects, applicant shall be required to develop an evaluation method and submit a detailed project summary to the Valley City Visitor's Committee as a requirement of the grant/loan program.
9. Monies may be distributed as grants or zero interest loans. 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 one (1) copy 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.
16. For-profit entities must maintain adequate insurance and operate for a minimum of three (3) years from the date grant funds are received or will be required to refund to the City a pro rata portion of the months said conditions are not met.

**Return completed application 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.

Description of project/event:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please identify: Maximum Occupancy Capacity \_\_\_\_\_, number of restrooms \_\_\_\_\_

Estimated number of visitors coming to Valley City 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 of 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 Valley City Visitors Committee no later than 60 days after project completion.

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Checklist of Enclosures:**

- \_\_\_\_\_ Application
- \_\_\_\_\_ Business Plan
- \_\_\_\_\_ Letters of Recommendation (optional)
- \_\_\_\_\_ Articles of Incorporation (if applicable)
- \_\_\_\_\_ Budget

## 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)