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**\*\*SUBMISSION OF AN APPLICATION IS NOT A GUARANTEE OF FUNDING\*\***

**Tourism Assistance Program**

**Overview**

Established by the ShelbyKY Tourism Commission and Visitors Bureau Board, the **ShelbyKY Assistance Program** is designed to provide local tourism organizations with financial assistance for marketing efforts for businesses experiencing financial challenges as part of Covid-19 in order to retain businesses, jobs, and reduce the risk of vacancies in our community.

The program offers financial assistance in the form of reimbursement of up to $1,000.00. A business will be eligible starting May 1, 2020 – June 15, 2020.

**Eligibility**

Applicant must be an existing commercial enterprise and have an existing occupational license with the City. At this time, applicants must be classified within the industry sectors of Accommodation & Food Services or other appropriate sectors as determined by the ShelbyKY Tourism Commission and Visitors Bureau Board. Businesses must keep regular operating hours that are equal to or greater than twenty-five (25) hours per week.

It is recommended that the Applicant work with the Shelby County Chamber of Commerce or Kentucky Small Business Development Center (SBDC) on business coaching, contingency planning, accessing federal disaster loans. Finally, applicants must be in good standing with the ShelbyKY Tourism Commission and Visitors Bureau Taxes.

**Specific marketing efforts eligible for reimbursement include:**

Print and Digital Publications

Video or photograph efforts

Digital advertisements (to include social media)

Brochure Distribution Services

Web Site expenses

**Ineligible Expenses**

Capital expenses (brick and mortar) are not eligible for reimbursement.   
Personnel costs are not eligible for reimbursement.   
Production or activities shall not include obscene materials and shall not negatively impact the economy or the tourism industry of the Commonwealth.   
*Other advertising or marketing expenses may be eligible if approved by submitting the item to ShelbyKY Tourism for review*

**To Apply**

Applications are reviewed on a rolling basis. All applications must have the required attachments in order to be considered. Submission of an application is not a guarantee of funding. Applications must be approved and signed to be considered for reimbursement. Submission of an application is not a guarantee of funding until after the **ShelbyKY Assistance Program** has been approved and proof of payment submitted.

**PLEASE EMAIL APPLICATIONS TO:**

Chenelle Mcgee   
Phone: 502-633-6388  
Email: [coordinator@visitshelbyky.com](mailto:coordinator@visitshelbyky.com)  
Website: VisitShelbyKY.com

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**Tourism Assistance Program: Application**

Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Business Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Mailing Address (if different):   
Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Type of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Requested funds amount: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How will you use these funds? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the target market? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Applicant’s Signiture: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**ShelbyKY Tourism Approval: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Tourism Assistance Program: Supporting Documents**

**Reimbursement Supporting Documentation Checklist:**

Application packets must include the following documentation:   
Completed and signed application   
Receipt of payment