

The charter of Visit the Santa Ynez Valley (VisitSYV) is to ***“Promote visitation that achieves positive economic outcomes & overnight stays in the Santa Ynez Valley, and to support those that promote the same”***. Accordingly, SYV offers grants to non-profit and for-profit organizations responsible for events consistent with the SYV charter.

Applications are accepted throughout the year and are considered by the SYV Executive Board at its monthly meetings. Grants are awarded in accordance with the criteria described herein. Applicants are encouraged to support their applications by attending the SYV Executive Board meetings which are held on the second Thursday of each month at 9:00am at Chumash Casino, 3400 E Highway 246, Santa Ynez, CA.

1. **Use of Funds.** Funds are to be used to achieve positive economic outcomes in the Santa Ynez Valley among SYV members. Funds may also be used to promote the event outside of the Santa Ynez Valley but must 1) include reference to overnight hotel stays, 2) prominently display the VisitSYV Logo and 3) link to www.visitsyv.com. Promotion of the event using VisitSYV grant funds is expected to occur no less than 60 days prior to the start of the event.
2. **Grant Amounts.** Grants are available up to \$4,000 for events organized by non-profit organizations and \$2,500 for events organized by for-profit organizations.
3. **Application Deadlines & Requirements.** Applications may be received **no later than 90 days prior** to the start of the event and **no earlier than 180 days prior** to the start of the event. The deadline for consideration at a SYV Executive Board meeting is the 15th day of the month prior to the meeting. All applications and supporting material must be submitted **electronically** to danielle@visitsyv.com. Incomplete applications will not be accepted.
4. **Permit Requirements.** Events must be fully permitted by applicable authorities prior to the SYV Executive Board meeting in which the application is to be considered. Applications may be submitted prior to receipt of the permit, in which case the SYV Executive Board must be notified of successful receipt of the permit no later than the morning of the meeting.
5. **Event Timing.** Preferential consideration will be given to events held during off-peak season (September –March) and also to those that incorporate Sunday-Thursday night hotel stays.
6. **Event History.** Although first-time events are eligible for a SYV Grant, preferential consideration will be given to events with a successful track record of generating positive economic outcomes in the Santa Ynez Valley.
7. **Economic Outcomes.** Applications must be submitted complete with projected economic benefits to the SYV membership based on the metrics shown therein which include expected Number of Visitors and Number of Overnight Stays. Applications that include materials supporting projected success metrics will possess a greater chance of approval.
8. **Event Promotional Materials.** Applications should be submitted with 1) **Promotional Materials** and 2) an **Event Promotional Plan** clearly illustrating how, where, and when the event will be promoted. Promotional materials must clearly illustrate how SYV will be displayed and promoted. If final artwork is not yet available, mock-ups are acceptable.
9. **Application Disposition.** Applications may be 1) Accepted, 2) Accepted With Changes, or 3) Rejected. If Accepted With Changes, applicant must demonstrate to SYV that required changes have been successfully incorporated into the event plan prior to receipt of funds. Rejected applications may be resubmitted provided resubmittal occurs within the timeline requirements outlined in Section 3.
10. **Disbursement of Funds.** If Accepted or Accepted With Changes, approved fund amount will be disbursed no sooner than 15 days prior to the start of the event.
11. **Resubmittals.** Applications that were returned as Incomplete or otherwise Rejected by the Board may be resubmitted with appropriate updates/changes if within the timing requirements shown herein.



SYV GRANT APPLICATION

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|--|------------------|---------------|---|---|
| Application Date | | | Amount Requested | |
| Name of Event | | | | |
| Date(s) of Event | | | | |
| Location(s) of Event | | | | |
| Event Organizer (Company or Person) | | | <input type="checkbox"/> Non-Profit Organization | <input type="checkbox"/> For-Profit Organization |
| Point of Contact | | | Position | |
| Address | | | | |
| City, State, ZIP | | | | |
| Phone | | Email Address | | |
| Description of Event & Activities <i>(Attach all relevant materials describing the event and in support of projected outcomes)</i> | | | | |
| | | | | |
| Permit Status? | Required: YES NO | | If Yes, Date Issued: | |
| Demographic #1 of Primary Event Participants – Home Base? | | | | |
| Demographic #2 of Primary Event Participants – Age Range? | | | | |
| Demographic #3 of Primary Event Participants – Other? | | | | |
| Projected Number of Tickets to be Sold to Event? | Presale: | | Total: | |
| Projected Number of Visitors to the Santa Ynez Valley? | | | | |
| Projected Number of Overnight Hotel Stays? | | | | |
| Number of Similar Events by Same Organizer Held in the SYV? | | | | |
| Number of Similar Events by Same Organizer Held Outside of the SYV? | | | | |
| Please attach list of previous event names, dates, number of attendees, and references | | | | |
| | | | | |
| Signature | | Date | | |

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| <i>For Office Use Only</i> | | | |
| Date Received by SYV | | Board Meeting Date | |
| Process Check | | Disposition of Request | <input type="checkbox"/> Accept as Proposed |
| Reference Check | | | <input type="checkbox"/> Accept With Changes |
| Grant Feasibility Score | | | <input type="checkbox"/> Reject |
| Recommended Amount | | Amount of Funding Approved | |
| Funding Available | | Balance After Disbursement | |
| Board Meeting Comments & Recommendations | | Funds Disbursement Date | |
| | | | |