

# Janesville Area Convention & Visitors Bureau Tourism Marketing Grant Photography/Videography Guidelines

## Objectives

The Janesville Area Convention & Visitors Bureau, Inc. (JACVB) is an independent non-profit 501 c 6 organization and serves as the Destination Marketing Organization for the Janesville community. The JACVB has established a Tourism Photography/Videography Grant Fund to assist attractions and event organizers with marketing themselves to visitors from outside of Rock County. Knowing rich images and videography is key to successful marketing, the JACVB has established a one-time \$30,000 grant fund to obtain quality images and video footage for marketing purposes.

## Qualifications

. Qualifications include but are not limited to:

- Hiring one or multiple professional photographers
- Hiring one or multiple professional videographers

## Eligibility

- Groups or organizations with a goal of attracting visitors to the Janesville area
- Preference will be given to non-profit organizations or those with a strong and demonstrated partnership with a non-profit

The JACVB will not consider requests from the following:

- Organizations that discriminate because of race, color, creed, gender, religion, or national origin
- Political organizations, candidates for political office, or organizations whose primary purpose is to influence legislation
- Organizations or events that benefit only a few people
- . Individuals

## Application Process

Funds are limited to \$30,000 and individual grants will not exceed \$5,000. Applications will be reviewed and granted on a first come, first served basis and will end when grant funds are depleted.

JACVB staff will review applications and clarify areas as needed with applicants, and a grant committee will review and evaluate applications to make a final decision. *The JACVB Board of Directors reserves the right to accept or reject any or all applicants. All decisions are final.*

## Applicants will be REQUIRED to:

- Provide an outline of what specific photography and/or videography they are seeking, including any dates and an estimate of how many images or minutes of final footage they are seeking
- Submit a minimum of 2 bids for photography and/or videography services
- Provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days following completion of the project



Convention & Visitors Bureau

20 S. Main Street, Suite # 11, Janesville, WI 53545  
(608) 757-3171 [janesvillecvb.com](http://janesvillecvb.com)

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# Tourism Marketing Grant Application - Photography/Videography

Applicant Organization: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Any Partnering Organizations: \_\_\_\_\_

Date of Application: \_\_\_\_\_

## TOURISM MARKETING GRANT ELIGIBILITY CHECKLIST

(Please complete this section before proceeding)

- ☐ Our organization's goals include attracting visitors to Janesville.
- ☐ We have an outline of our photography/videography needs, including any dates and an estimate of how many images or minutes or final footage we are seeking.
- ☐ We are submitting a minimum of 2 bids for our services.

\$\_\_\_\_\_ GRANT REQUEST AMOUNT

\_\_\_\_\_ I have fully read and understand the guidelines and requirements of the Tourism Marketing Grant.  
(Initial)

I understand that by signing below my organization and I certify that all of the information included on this form is true and correct. I also understand that approved grant projects must provide a detailed final report and request for reimbursement for grant funded items to the Janesville Area Convention & Visitors Bureau, Inc. within 30 days of the event. Grant funds will not be paid for items submitted outside of the above stated 30-day time frame.

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

\_\_\_\_\_  
Date

## Event/Marketing Project Description

On a separate piece of paper, please type your response to the following questions:

1. Briefly describe the purpose/mission of your organization.
2. Provide your photography/videography project.
3. Provide a minimum of 2 bids.



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