

TOURISM ADVERTISING PROGRAM

Hardy County Tourism Industry RACK CARD Application



The **TAP Tourism Industry Rack Card Grant** provides funds for the publication of rack cards for tourism related businesses and events to increase the number of visitors and patrons, especially overnight guests, coming to Hardy County.

- Applicants include arts, cultural and heritage associations; restaurants; farmers markets; fairs and festivals; general, antique, specialty shops; special events, etc.
- The applicant must be open for business to be eligible for this grant
- At least 30% of the rack cards (or a maximum of 1500) printed with the assistance of this grant must be distributed at least 50 miles outside of the County (i.e. WV Welcome Centers) and 20% (or a maximum of 750) must be made available for distribution by the HCCVB
- In addition to the form below, completed applications must include an (1) ad copy proof of the rack card layout, (2) a signed printing contract identifying printer, (3) printing cost, (4) date to be printed and (5) quantity to be printed. Printing must be completed within 60 days of grant approval.
- The maximum Rack Card Grant award is \$250 and a 2:1 match (50% cash up to \$125) is required.
- Only one Rack Card Grant will be awarded every two years to the applicant business or organization.
- The HCCVB logo and text must appear on the rack card in accordance with the HCCVB logo standards*
- Reimbursement of the printing costs (up to \$250) will be made within 30 days after HCCVB has received (1) a copy of a paid invoice, (2) cancelled check or credit card receipt, (3) proof of distribution of cards outside of Hardy County and (4) delivery of rack cards to the HCCVB.
- For questions, please call the Hardy County CVB at 304.897.8700 or email info@visithardy.com

Business Name				
Contact Name				
Mailing Address				
City		State		Zip
Phone		Fed ID or WV Bus Lic #		
Contact's Email*				
*Email address must be included				
Name of Printer				
Printer's Quote	\$	Date to be printed		
Grant Request (No more than \$250)	\$			
Cash Match (No more than \$125)	\$			
Balance Paid by Applicant or Other Source	\$			
Name of Other Source:				
Total (Must match Printer's Quote)	\$			

Please mail the application with required attachments to the following address
 Hardy County Convention & Visitors Bureau • 104 South Main Street, Suite 2A • Moorefield, WV 26836