

VISIT HARDY TOURISM ADVERTISING PROGRAM

Tourism Industry PRINT LITERATURE Application



The ***TAP Tourism Industry Print Literature Grant*** provides funds for the printing of travel literature including rack cards, brochures, travel guides, etc. for tourism related businesses and organizations to increase the number of visitors coming to Hardy County as overnight guests.

If using this print literature for an event please use the TAP Event Advertising application.

- Applicants may include arts, cultural, heritage, and recreational businesses, associations, or organizations; restaurants; farmers markets; outfitters; specialty shops (i.e., galleries, gift shops, general stores, etc.) and lodging facilities.
- The applicant must have been open for business at least one year to be eligible for this grant
- Lodging applicants must be up to date with their Hardy County Hotel/Motel Occupancy Tax to be eligible for this grant.*
- At least 20% of the literature (or a maximum of 500 pcs) printed with the assistance of this grant must be distributed at least 50 miles outside of the County (i.e., WV Welcome Centers). Literature must also be made available for distribution by VISIT HARDY. *Approval from WV Tourism Office must be received prior to distribution to WV Welcome Centers. Click on Welcome Center link: <https://wvtourism.com/information-and-press/tourism-partners/industry-resources/>*
- Completed applications must include:
 - (1) A print-ready proof of literature
 - (2) A signed quote from the printer identifying the cost, date, and quantity to be printed.
 - (3) Printing must be completed within 30 days of grant approval.
 - (4) *Hotel/Motel Occupancy Tax receipt from HC Sheriff's Office or 3rd party (i.e., AirBnB)
- The maximum Print Literature Grant award is up to \$350 and requires a 1:1 match (if grant request is \$350 then it must be matched with \$350).
- Only one piece of print literature may be awarded every two years to the applicant.
- The VISIT HARDY logo and/or text must appear on the literature in accordance with the VISIT HARDY TAP Guidelines.
- Reimbursement of the costs (up to \$350) will be made within 30 days after VISIT HARDY has received:
 - (1) Completed Reimbursement Form
 - (2) A copy of paid invoice(s)
 - (3) A copy cancelled checks or credit card receipts
 - (4) Proof (i.e. USPS receipt) of distribution of literature outside of Hardy County
 - (5) Copy of WVDOT approval letter if distributed to WV Welcome Centers
 - (6) A printed copy of the literature with Visit Hardy logo or text
 - (7) Literature for VISIT HARDY to distribute

Tourism Industry PRINT LITERATURE Application

Business/Organization Name*		*Must be located in Hardy County WV				
Number of years in business	Type of Business	Lodging	Retail	Restaurant	Recreation	Other
Contact Name						
Position w/Business/Org						
Mailing Address						
City		State		Zip		
Contact's Phone				WV Bus Lic or 501c3 #		
If applicable						
Contact's Email*						
*Email address must be included						
Name of Printer					Email	
Quantity to be Printed					Delivery Date	
Where to be Distributed					&	
#1 Total cost of Print Literature		\$				
#2 Grant Request (No more than \$350)		\$				
#3 Cash Match (Must equal or exceed #2)		\$				
#4 Total cost (#2 + #3 must equal #1)		\$				
Signature of Contact		Date				

For questions, please call VISIT HARDY at 304.897.8700

or email visithardy@gmail.com

Please email the application and required attachments to visithardy@gmail.com
no later than first Thursday of February, April, June, August, October, or December