

Nebraska Tourism announces tourism grant recipients

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PRESS RELEASE

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Nebraska Tourism announces tourism grant recipients

LINCOLN, Neb. (October 7, 2016)— The Nebraska Tourism Commission today announced grant awards totaling just over \$562,000 in two grant programs. Both programs are very competitive and involve a selection committee of grant reviewers from the private and public sectors, and citizens at large.

The Community Impact Grant Program, per Nebraska Revised Statute 81-3725, provides marketing assistance grants to communities and organizations hosting national or international-caliber events held in Nebraska that have the potential to attract a significant percentage of out-of-state visitors and to generate favorable national or international press coverage for Nebraska. Awardees under this cycle of the Community Impact Grant Program are:

- \$25,000 to the Nebraska Travel Association for web marketing of the Nebraska Eclipse 2017 (NEclipse17.com) – drawing visitors from around the world to witness a total solar eclipse which will travel across 468 miles of Nebraska on August 21, 2017
- \$250,000 to the Omaha Equestrian Foundation for national broadcasting of the 2017 Federation Equestrian International World Cup Jumping and Dressage Finals – gaining national and international exposure for the state of Nebraska for the event in April 2017

The focus of the Tourism Marketing Grant Program is to attract new visitors from outside a 100-mile radius, and offers applicants three different grant categories to assist with their marketing efforts: 1) Promotion of an Event, 2) Promotion of a Region, and 3) General Marketing. During this grant cycle, the Commission received Tourism Marketing Grant proposals from 26 applicants requesting more than \$350,000 in funding. Grant recipients include:

- \$21,000 to Brownville Fine Arts Association to promote the Where it all Began Campaign
- \$7,875 to Cheyenne County Visitors Committee for Tourism Branding
- \$2,000 to Crane Trust for a Video Marketing Campaign
- \$16,085.64 to Dawes County Tourism for Northwest Nebraska Trails Promotions
- \$7,500 to Durham Museum for Website Development
- \$3,335.25 to Hildegard Center for the Arts to promote the

Bridges Sesquicentennial Traveling Photo Exhibit

- \$15,781.50 to Kearney Visitors Bureau for regional promotions of the Nebraska Flyway Marketing Campaign
- \$24,336 to Kearney Visitors Bureau for Web Development and Marketing
- \$2,887.50 to Knox County Development for Brochure Promotions
- \$6,756.75 to Lincoln County Historical Museum for Marketing
- \$4,263 to Lincoln Highway Historic Byway for Trade Show Marketing
- \$13,398 to MPH, LLC Motorsport Park Hastings for Marketing
- \$20,420 to the Museum of Nebraska Art for App Development
- \$6,750 to Nebraska Outlaw Trail for Website Development
- \$17,250 to Nebraska Winery & Grape Growers Association to promote the 2017 NWGGA Regional Educational Conference
- \$25,000 to North Platte/Lincoln County Visitors Bureau to promote the Buffalo Bill Marketing Campaign
- \$25,000 to Omaha Equestrian Foundation for promotions of the 2017 FEI World Cup Jumping and Dressage Finals
- \$25,000 to Opera Omaha for promotion of their 60th Anniversary Season
- \$2,026 to Red Road Herbs for Group Bus Tour Promotions
- \$23,825 to Sandhills Journey Scenic Byway for Marketing
- \$7,425 to Support Nebraska for promotions of the Pinnacle Bank Championship
- \$9,275.80 to York Visitors Bureau for promotion of the 50 Miles of Smiles Campaign

For additional information about future grant opportunities through the Nebraska Tourism Commission, please visit

<http://visitnebraska.com/media/industry/category/grants>

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The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry making it more viable by creating awareness, attracting increased visitors which results in greater tourism revenue and economic gain throughout the state. To learn more, go to VisitNebraska.com.

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