

December 2011

Dear Potential Applicant:

Because of the popularity of the Ocean County Tourism Advisory Council Matching Promotional Grants (Note: Grant Program Subject to Funding in 2012 Budget), Freeholder Joseph H. Vicari has suggested that we sponsor a grant's orientation meeting. The grant awards are for a minimum of \$500. and must be matched by your organization dollar-for-dollar. The total amount must be used to fund only **promotional** activities. It cannot be used to pay for costs associated with holding the event, journals that contain primarily advertising and/or newsletters dealing mainly with non-tourism promotional topics or for a single event and only distributed at the event. The meeting will be held:

Tuesday, January 3, 2012 at 7:00 p.m.
Room 119, Ocean County Administration Building
101 Hooper Ave., Toms River, NJ.

Both the person completing the application (usually the treasurer) and the person who will be spending the money (usually the committee chair and/or public relations chair) should attend. In the past, we have found that non-compliance and loss of grant funding has occurred due to a lack of communications about the grant rules between these two individuals. We will explain:

- New changes;
- How to complete the application;
- How it will be evaluated;
- What past areas of confusion have been;
- How to process paperwork for prompt payment.

The meeting should take less than one hour (depending upon the number of questions). If you plan to attend, please call the Ocean County Tourism Advisory Council at (732) 929-2000 or (800) 722-0291, ext. 2000 to register. Attendance, while recommended, is not required to apply for a grant. The deadline for filing the grant application is **January 31, 2012** before **5:00 p.m.** **No exceptions will be made.**

Sincerely,

Barbara W. Steele
Director

December 2011

Dear Potential Ocean County Matching Tourism Promotional Grant Applicant:

Enclosed are rules and an application for the **2012** Ocean County Matching Tourism Promotional Grant. The deadline for filing is **January 31, 2012 before 5:00 p.m.** It is important to remember that:

1. You **must match the grant** award with your own funds dollar-for-dollar (a minimum of \$500. from your organization); and
2. The funds only are to be used for **promotion of activities**. Non-promotional topics are not eligible: For example, costs associated with holding the program, postage costs, journals that contain primarily ads and newsletters devoted mainly to Non-promotional topics are not eligible.
3. **Do not ask for more money than you can match and use.** The funds must be appropriated when the grant is awarded. By asking for more than you can use, you deprive other organizations of the opportunity to obtain funding. This can impact your next grant request.

The Matching Tourism Promotional Grant program is subject to funding by the Ocean County Board of Chosen Freeholders in the **2012 budget**. Qualified nonprofit organizations and government agencies promoting tourism events in the county are eligible to apply. You may either apply for a grant and/or announce its availability to the appropriate nonprofit organizations in your area. In **2011** the Ocean County Tourism Advisory Council recommended that the Ocean County Board of Chosen Freeholders fund 51 grants ranging from \$1,000 to \$1,500. The minimum will be \$500. in 2012. The amount of the grant depends not only on your application, but also on the amount budgeted by the Freeholders, the number of successful applicants and the ranking of their proposals.

It is important for the person who completes the grant to share a copy of the rules with the person who will be making the expenditures so both will be aware of the procedures. Municipalities must provide a certified resolution by the governing body approving the grant application.

If you have any questions about the grant program please contact me at bsteale@co.ocean.nj.us, or Patty Rutkowski in the Public Affairs Department at 732-929-2000. Thank you.

Sincerely,

Barbara W. Steele
Director

- Enc.: 1. Procedures & Rules (Pages 1-5)
2. Checklist I
3. 2012 Event Description
4. Checklist II
5. 2012 Grant Application



*2012 OCEAN COUNTY TOURISM
PROMOTIONAL MATCHING GRANT
Procedures & Rules*

I. INTRODUCTION

The Ocean County Board of Chosen Freeholders through the Ocean County Tourism Advisory Council has established a matching grant program to **PROMOTE** activities and programs that will enhance the tourism economy of the county.

II. PROCEDURES

A. An **original and four copies of the grant** are to be **TYPED, SIGNED**, completed **IN FULL**, and mailed or hand delivered by the deadline, **January 31, 2012 before 5:00 pm**, to:
Ocean County Tourism Advisory Council
Room 109, 101 Hooper Ave., P.O. Box 2191, Toms River, NJ 08754-2191
A signed, faxed copy will be accepted, **but only if the original and four copies are postmarked and mailed by the deadline date.**
We strongly suggest you do not wait until the last day to submit your application.
Handwritten copies are **NOT** eligible for consideration.
A WORD version of the application will be available. Call 732-929-2000 for details.

- B. Applications will be evaluated and ranked on a combination of the following, so it is **IMPORTANT** that you address each of these points.
- 1. How the program/event integrates into Ocean County tourism? 20 points
 - 2. How will these four (4) elements be used?
 - 1) County seal,
 - 2) Slogan - **“Funded in part by a grant from the Ocean County Board of Chosen Freeholders”**
 - 3) Phrase - **Free Vacation Guide (800) 365-6933** and
 - 4) Website - **www.oceancountytourism.com** 20 points
 - 3. Applicant’s prior performance 10 points

These points are cumulative and can total up to a minus 15 (-15) deduction.
Problems with prior grant compliance, such as *not submitted by deadline* - 5 points
County logo, seal, slogan not used properly, not all funds used - 10 points
Activity cancelled/with no timely notification/resulting in loss of funds to Council - *
*** NOT ELIGIBLE NEXT GRANT CYCLE**

- 4. a. Ability of event/program to attract tourists 10 points
b. Ability of event/program to attract tourists to stay overnight 10 points
- 5. Ability of event/program to attract tourists out-of-season or in-season on weekdays 10 points
- 6. Quality of the program/event, Scope or size of the program/event, including attendance 10 points
- 7. New, Creative and innovative program/event OR ***expanded or new aspects to existing program.*** 10 points
- 8. BONUS – Link on your website to **www.oceancountytourism.com** and/or using social media or new technology for promotion. 10 points

C. Evaluation Committee will be formed as follows:

1. A minimum of two volunteers from the Tourism Advisory Council
2. Chair of the Tourism Advisory Council or designee
3. Also invited:
 - ◆ Freeholder/Tourism Liaison (advised, attendance not required)
 - ◆ Director, Ocean County Public Affairs Department (or representative)

Monitoring of Events:

D. **If the grant is for an event**, invitations and copies of promotional publications will be sent

To: **1. Ocean County Board of Chosen Freeholders, Attn: Joseph H. Vicari**

2. Public Affairs Director (both at P.O. Box 2191, Toms River, NJ 08754-2191

If grant is for a publication(s), send a supply to Ocean County Public Affairs Department.

E. Amount of grant:

1. Minimum amount for which application can be made is \$500.
(The applicant's **promotional** budget must be double amount of grant request)
2. Grants generally will not exceed \$1,000. Applicant can request more as the Council reserves the right to recommend more for exceptional or extraordinary programs, or those that attract visitors mid-week and out of season, as the budget permits.

F. Notification/Reimbursement

1. Successful applicants will be notified by mail. They will receive:
 - A. Contract which must be **signed & returned within 30 days** or before the event is held, whichever happens first.
 - B. County Purchase Order (**white form**) & Payment Document (**white form with Claimant's Certification printed in red for signature of receipt**).
 - C. Sheet containing current graphics of mandatory 4 elements.
Grantee **MUST** use 4 mandatory elements, but does not have to use the graphic combining the elements in one location. They can be separated.
2. Upon completion of the program/event or publication, the grant recipient **MUST RETURN TO THE OCEAN COUNTY PUBLIC AFFAIRS DEPARTMENT (IN ONE PACKET)**:
 - a. A signed Ocean County Payment Document (received after contract returned)
 - b. Paid Invoices in the name of the grant recipient for twice the amount of the grant (include canceled checks)
 - c. **Proof of the use of the 4 elements (advertisements, copies, samples, photo):**
 - 1) **County Seal**
 - 2) **"Funded in part by a grant from the Board of Chosen Freeholders"**
 - 3) **Free Vacation Guide – 800-365-6933 (NOT ENJOY-33)**
 - 4) **www.oceancountytourism.com**
 - d. Completed checklist.

3. Unless otherwise arranged through the Department of Public Affairs Director, bills should be submitted by the first weekday in October of the grant year. For events held after October, the documentation should be submitted as soon as possible and before the end of the year in which the grant was awarded.
4. Reimbursement will be made after approval at a meeting of the Board of Chosen Freeholders. Payment will take from three to six weeks from the time the proper documentation is submitted, depending on the Freeholder Board meeting schedule.

G. Non-Use of Grant Funds

If, for any reason, an applicant is awarded a grant and is unable to use the funds, the applicant must notify the Director of the Ocean County Public Affairs Department immediately by phone with confirmation in writing. This will permit the funds to be reallocated to other tourism activities. Failure to provide such notice will result in the applicant not being eligible for the next year's grant cycle.

H. Funding

DUE TO BUDGET CONSTRAINTS, ANY GRANT AWARD IS SUBJECT TO THE ADOPTION OF THE COUNTY BUDGET AND FUNDING BY THE BOARD OF CHOSEN FREEHOLDERS. The Council is not responsible for actions taken by applicants in anticipation of receiving funding. Applications may be made for events already held during January, February and March of the grant year (prior to grant awards), but there is no guarantee funds will be awarded and the four mandatory elements must be used. A grant award in prior years is not a guarantee that a grant will be received this year. Official notice is the receipt of the Ocean County Purchase Order, not through any newspaper coverage or other method.

III. GRANT RULES

A. Open to Ocean County based:

1. **Governmental Units.** (Must provide **Taxpayer's I.D. Number**)
2. **Nonprofit Organizations** as defined in N.J.S.A. 15A: 1-1 et seq. and including, but not limited to Chambers of Commerce, merchant business associations, heritage, cultural and historic museums or commissions. (**Must submit Taxpayer's I.D. Number AND an IRS Tax Exemption letter with application.**)

B. Format of Applications:

Applications must be **TYPED**, submitted on the official form or identical copy and complete. **Handwritten applications will not be considered.** A WORD formatted document is available upon request. Call 732-929-2000 for details.

C. Matching Fund Formula:

The amount requested must be **MATCHED** dollar-for-dollar in the **PROMOTIONAL** budget of the applicant and a minimum of **\$1,000. must be expended** for qualifying promotional activities (\$500. from Grant's program, \$500. from applicant). **Do not request more than you can expend**, as the funds must be appropriated in the amount requested and will not be available to other deserving applicants. If the funds are not all expended, there may be a point penalty on the applicant's next grant application that may reduce the amount of the grant or disqualify it completely.

D. Number of Grant Applications Permitted:

1. No more than one grant will be awarded to any applicant.
2. If multiple applications are submitted by separate, but closely related organizations with different federal identification numbers, each may apply for a grant.
3. No more than one application per Federal ID number may be submitted, but including the promotion of multiple programs/activities in the one application is permitted.

E. Following are examples of costs that are **NOT ELIGIBLE**. This list is not all-inclusive:

1. Durable equipment including tents, rentals, capital investments, restoration or rehabilitation of buildings
2. Wages, benefits or other employee compensation
3. Hospitality expenses including alcoholic beverages
4. Entertainment
5. Fireworks
6. Transportation, Dining & Lodging
7. Postage
8. Membership fees
9. Program books/ad journals containing primarily advertising (distributed at a single event such as a dinner or festival.)
10. Trophies
11. Newsletters dealing mainly with topics other than tourism activities
12. Signage used only the day of the event
13. Services-in-kind are not eligible for match. Funds only reimburse cash expended.

F. Eligible costs include, but are not limited to:

1. Media (newspapers, radio, television, Internet) advertising
2. Promotional publications, including preparatory costs such as artwork and color separations required for brochures, signs, and banners and distribution costs.
3. Billboards promoting events/programs.

Promotional activities are to include these required four county elements WHICH MUST BE READABLE & NO SMALLER THAN THE SIZE ON SAMPLE SHEET:

- a. Ocean County Seal
- b. Funded in part by a grant from the Board of Chosen Freeholders
- c. Free Vacation Guide (800) 365-6933 (DO NOT USE 800-ENJOY-33)
- d. www.oceancountytourism.com (do not use www.oceancountygov.com)

G. The BUDGET IS A CRITICAL SECTION of the application and MUST INCLUDE:

1. The entire budget for the proposed event/program.
2. The promotional grant amount requested from the Board of Chosen Freeholders.
3. All proposed sources of funding for the program.
4. A breakdown of the promotional expenses.

H. No applicant may act as a “feeder” for a third party or organization.

1. The applicant must be the sponsor of the activity.
2. Bills must be made out to and paid by the applicant.
3. No services-in-kind are permitted for funding.

I. Mandatory 4 Elements:

1. To create a countywide identity where all organizations will be helping each other by promoting the entire county, the **following MUST be readable**, and included on any product, advertising, etc. submitted for payment through the grant program.
 - a. County Seal
 - b. Funded in part by a grant from the Board of Chosen Freeholders.
Note: DO NOT use the words “sponsored by.”
 - c. Free Vacation Guide (800) 365-6933 (**DO NOT USE 800-ENJOY-33**)
 - d. www.oceancountytourism.com
(**do NOT use www.oceancountygov.com**)

A graphic containing the 4 elements is available from the Ocean County Public Affairs Department or **at www.oceancountytourism.com** and may be used to fulfill this requirement.

2. **PROOFS OF THE PROPOSED USE OF THE MANDATORY FOUR (4) ELEMENTS MUST BE SUBMITTED IN WRITING AND APPROVED BY THE DIRECTOR OF THE OCEAN COUNTY PUBLIC AFFAIRS DEPARTMENT BEFORE PRODUCTION OF THE PRODUCT, ADVERTISING, ETC.**
3. Any deviation or variation of this format must be approved IN WRITING by the Director of the Ocean County Public Affairs Department BEFORE the production of the product, advertising, etc.
4. Relating to size and clarity, the elements **MUST BE READABLE.**

CHECKLIST - I
(READ BEFORE IMPLEMENTING GRANT PROJECT)

GRANT APPLICANT SHOULD DISTRIBUTE THIS LIST TO ORGANIZATIONS:

- 1) Treasurer
- 2) Project chair, if any
- 3) Publicity chair
- 4) Any person ordering promotional materials or advertisements

Please read this carefully as your organization could be penalized in the next grant cycle or lose some of this year's funding if you do not comply with the terms of the grant.

- #1. Read the grant application and contract upon which this award was made before any expenditures are made. They provide the qualifying terms for your payment.
- #2. Return the two contracts (enclosed with the notice of the successful grant award) **WITHIN 30 DAYS OF RECEIPT, BEFORE** any project is started. A copy will be returned to you.
- #3. You will receive a **Payment Document** in the amount of your grant after the Board of Chosen Freeholders executes your contract. **It is important to keep track of it, as you will need to submit it to receive grant funds when your project/activity is completed.**
- #4. Ensure bills & cancelled checks are submitted for the project outlined in the grant.
- #5. Be sure the person ordering advertising or any other qualifying promotional activity is aware that **the readable use of the 4 elements must be approved prior to publication and proof of use is required for payment.** The website must read www.oceancountytourism.com (NOT www.oceancountygov.com). **The lack of their presence will negatively affect your grant and/or result in reduction or loss of this year's grant amount:**

- 1) County Seal
- 2) "Funded in part by a grant from the Board of Chosen Freeholders"
- 3) Free Vacation Guide - (800) 365-6933 and (NOT 800-ENJOY33)
- 4) www.oceancountytourism.com

Proof is not the bill. It must be the actual advertisement or a copy, photograph or a sample of the actual product showing the 4 elements.

- #6. Upon completion of the program/event or publication, the grant recipient **MUST RETURN TO OCEAN COUNTY PUBLIC AFFAIRS:**
 - a. A signed Ocean County Payment Document;
 - b. Paid Invoices in the name of the grant recipient and their cancelled checks in twice the amount of the grant;
 - c. Advertisements, copies, photographs or samples documenting how the four elements (see above) were used for each item;
 - d. Completed checklist.
- #7. Unless otherwise arranged through the Department of Public Affairs Director, bills should be submitted by the first business day in October of the grant year. For events held after October, the documentation should be submitted as soon as possible and before the first business day in December.
- #8. If you have any questions, please contact:
Patty Rutkowski at the Ocean County Public Affairs Department
at prutkowski@co.ocean.nj.us or (732) 929-2000 or (800) 722-0291, ext. 3315.

BUDGET

(Sample page)

DO NOT COPY - DO NOT SUBMIT WITH GRANT APPLICATION

This is to help you in preparing the budget, which must be included with your application.

PROPOSED EXPENSES		INCOME	
✓ PRINTING	\$ 1,000	Entry Fees	\$ 4,000
350 Flyers		Booth Rentals	\$ 1,000
3,000 Brochures		Advertising Journal	\$ 1,000
20 Posters		T-shirt Sales	\$ 3,000
✓ ADVERTISING	\$ 2,500	Corporate Sponsors	\$ 2,000
Periodicals			
New Jersey Monthly			
Newspapers			
Bergen Record			
Star Ledger			
Radio			
101.5			
✓ TV			
Cable Comcast 34/ Clear Cable 8			
✓ PROMOTIONAL ITEMS	\$1,000		
T-shirts			
MISC.*	\$6,500		
<i>Postage</i>			
<i>Timing Apparatus</i>			
<i>Flag Markers</i>			
<i>Installation of Electric</i>			
<i>Clean up Supplies</i>			
<i>Stand Rental</i>			
<i>Food</i>			
<i>Phones</i>			
AD JOURNAL			
<i>Food for Volunteers</i>			
#TOTAL BUDGET	\$11,000	TOTAL INCOME	\$11,000
#Total Promotional Budget	\$ 4,500		
#Amount Requested **	\$ 1,000		

Enter this information for your organization or agency on Page 2 of the Application
EXPENSES LISTED UNDER MISC. IN THIS EXAMPLE ARE NOT ALLOWABLE.
(List is not all-inclusive)

** Must be matched or exceeded in Promotional Budget.

For example, if application request is \$1,000, there must be at least \$2,000 in the Total Promotional Budget. Organization must expend an amount equal to the grant award and a minimum of \$1,000 from their own funds.

DO NOT REQUEST MORE THAN YOU CAN MATCH. IT WILL RESULT IN A LOWER SCORE IN NEXT YEAR'S GRANT CYCLE IF YOU DO NOT USE ALL YOUR FUNDS.

2012 OCEAN COUNTY
TOURISM PROMOTIONAL MATCHING GRANT APPLICATION
MUST BE TYPED - HANDWRITTEN APPLICATIONS NOT ELIGIBLE

SCHEDULE

Deadline for submitting applications: Jan. 31, 2012 5:00 pm
Announcement of Awards: About March 30, 2012
Deadline for submitting: Proof of use of 4-elements,
County Purchase Order & Paid Bills/Checks: October 1, 2012
For events held after Oct. 1, 2012, deadline: December 3, 2012
Grant Project Completion Date: December 31, 2012

Form with fields for 2012 Nonprofit, 2012 Tax ID, Minus, Prior Year, Evaluation Number, Cancel Notice, Completed (date)

- 1. This form must be used. Photocopies, identical computer scans & "WORD" documents are permissible.
2. READ Grant Procedures & Rules before completing application.
3. Grant applications MUST BE COMPLETE to be considered.
4. Submit an ORIGINAL & four HARD COPIES. (TOTAL 5) - in person or by mail. NO E-MAIL COPIES
5. Submit IRS Tax Exemption Letter. Municipalities are exempt from the requirement letter, but must submit Federal I.D. number & a certified resolution from the governing body approving the grant.
6. Direct questions to: Patty Rutkowski at the Public Affairs Department 732-929-2000 or prutkowski@co.ocean.nj.us
7. Return completed form to: Ocean County Public Affairs Department Room 109, 101 Hooper Ave, Toms River, NJ 08754-2191



NAME of ORGANIZATION: _____

Address: _____ Town _____

State _____ ZIP _____ FAX () _____

Day Phone: () _____ Night Phone: () _____

Website: http:// _____ E-mail: _____

FEDERAL IDENTIFICATION NUMBER:

(Municipalities must attach a certified resolution adopted by the governing body approving the grant application.)

CONTACT PERSON FOR GRANT:

Day Phone: () _____ Night Phone: () _____

E-mail _____

NAME OF ACTIVITY/PROGRAM _____

WAS THIS ACTIVITY/PROGRAM FUNDED IN PRIOR YEAR? ()yes () no

NAME OF PROJECT: _____

DATE HELD (if event) _____ **ANTICIPATED ATTENDANCE** (where appropriate) _____

FUNDS TO BE USED FOR () Advertising () Publications ()

Other _____

TOTAL COST OF PROJECT \$ _____

***PROMOTIONAL BUDGET:** \$ _____ **AMOUNT REQUESTED** \$ _____

***Must be double the amount requested**

IF FUNDING IS REQUESTED FOR AN EVENT: All information is: () Firm () Tentative

DATE _____ **ADMISSION:** \$ _____ **TIME** _____ **LOCATION** _____

I. BRIEF DESCRIPTION of PROJECT: (If new project, include brief history of organization)

II. DISCUSS PROPOSAL RELATIVE TO ALL EVALUATION POINTS IN SHORT PARAGRAPHS. YOU MAY ATTACH DOCUMENTS, IF NECESSARY.

1. How does the program/event integrate into Ocean County image of tourism?
(Family oriented/nautical ambiance/heritage of the county, etc)

2. How will the four (4) elements be used?
(County seal, website, telephone number and "Funded in part by the Ocean County Board of Chosen Freeholders")

3. Applicant's prior performance - history/statistics if reapplying for same event/program or about organization if new event/program

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4a. How will this event/program attract tourists?

4b. How will this event/program encourage tourists to stay overnight?

5. How will this event/program encourage attract tourists out-of-season or in-season on weekdays?

6. Describe the quality of the event.

7. Describe the scope or size of the program/event, including attendance if appropriate.
How is this event creative or innovative OR if previously funded, any expanded or new aspects to the program.

If event, how many people are expected to attend # _____
From what geographical areas:

If publication, how many copies? # _____ and how will they be distributed?

8. BONUS POINTS: Will you use Social Media or any new technology? If so describe:

Will you link to www.oceancountytourism.com () Yes () No.

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BUDGET FOR GRANT PROGRAM

(Must be completed in its entirety or application will be rejected.)

See sample budget.

Proposed income should equal or exceed proposed expenses.

Be sure to show promotion expenses. They must be twice the amount of the grant request.

**Put a “✓” next to those promotional items you think qualify for grant funding.
If cost of publications are included, include how many do you plan to print**

PROPOSED INCOME

PROPOSED EXPENSES

IF PAID ADVERTISING (not press releases) IS PLANNED, LIST PUBLICATIONS, RADIO AND TELEVISION STATIONS HERE:

Did you put a “✓” next to the items you think qualify for grant funding?

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CERTIFICATION

- A. I have read the grant procedures and rules, paying particular attention to those things which qualify for funding and those that do not.
- B. I understand that my organization must match the amount of the application request and that the total must be used only for **promotional** expenses as outlined in the application and that proof of such activities must be submitted with request for payment.
- C. **I declare that all promotional efforts funded through this proposed program will support the county’s tourism theme & include documentation showing the use of:**
 - 1. County’s seal
 - 2. Words “*Funded in part by a grant from the Board of Chosen Freeholders*”
 - 3. Free Vacation Guide - (800) 365-6933 (NOT 800-ENJOY33)
 - 4. *www.oceancountytourism.com* (not *oceancountygov.com*)
- D. I will advise the person who will be arranging the expenditures about the terms of this grant/contract, particularly the use of the above 4 elements.
- E. I agree to make available to the County of Ocean, any pertinent documents or reports supporting expenditures made with grant funds or to supply any further information which may be required if so requested.
- F. I have complied with any laws or regulations governing the activities of my organization or agency.
- G. I understand that if I am unable to use the funds and do not notify the Public Affairs Department **before October 31** of this year, my organization will not be eligible for the next grant cycle.
- H. On behalf of the applying organization listed below, I hold the Ocean County Board of Chosen Freeholders harmless from any legal actions resulting from the event or program described in the application, should it be funded.

I have enclosed:

- a. One original typed application
- b. Four copies with each containing the proposed complete budget
- c. IRS Tax Exemption Letter or Township Resolution

Name _____ Title _____

Organization: _____

Address: _____ Zip _____

Signature: _____ **Date** _____

WITNESS

Signature: _____ **Date:** _____

EVENT DESCRIPTION

If you are requesting funds for an event(s), please complete the following. Should the opportunity arise, we would like to help publicize your event.

1. Name of Event _____
2. Date(s) Event will be held, if known _____ Rain Date (s) _____
3. Time _____
4. Admission () Adults, _____ () Children, under _____ \$ _____
5. Location Building _____
Street Address _____ Town _____
6. If held previously, approximate number of people attending each day _____
7. The people attending the event come from (check as many as apply):
() Municipality List Above () Ocean County () Central Jersey
() North Jersey () South Jersey () New York
() Pennsylvania () Other, _____
8. List the media in which you plan to advertise the event:

9. If the Tourism Advisory Council were able to help publicize your event with additional advertising, where would you want to see that advertising placed:

10. Specific directions from the Garden State Parkway: Take Exit # _____ and _____

11. Event sponsor _____
12. Internet Site _____
13. E-mail Address _____
14. Contact phone for us _____ Contact phone for public _____
15. Name of Contact Person _____



**If any of the details involving this event change, advise the
Ocean County Public Affairs Department
immediately as they may have it listed in the
Ocean County Calendar of Events.
PO Box 2191, Toms River, NJ 08754-2191 Phone: (732) 929-2000**

CHECKLIST II

(Submit with request for payment)

Return this checklist by first business day in October:
 a. **Signed Ocean County Payment form** (white form sent *after* grant award notification);
 b. **Paid Invoices** in the name of the grant recipient in at least twice the amount of the grant;
 c. **Documentation** of use of the 4 elements (Advertisements, copies, photographs of same, etc.).
**For events held in the Fall and Winter, submit documentation within 30 days of event.*

Name of Organization _____

If grant is for event, enter date of event, _____ Today's Date _____

Amount of Grant \$ _____

Total of Bills to be Submitted (*must be twice the amount of the grant*)
 \$ _____

Contact Person, for questions: _____ Day Phone () _____
 E-mail Address _____

Amount <i>(Pd. bills enclosed)</i>	Description & Invoices <i>(include #, applicable Ex. - 5,000 brochures)</i>	Proof submitted that following 4 elements have been used *				Cancelled Checks
		(1) County Seal	(2) 800 #	(3) www	(4) Funded by...	
\$ _____	_____	_____	_____	_____	_____	_____
\$ _____	_____	_____	_____	_____	_____	_____
\$ _____	_____	_____	_____	_____	_____	_____
\$ _____	_____	_____	_____	_____	_____	_____
\$ _____	_____	_____	_____	_____	_____	_____
\$ _____	TOTAL (MUST BE TWICE THE AMOUNT OF THE GRANT AWARD)					_____

Four **READABLE elements to be included according to the terms of the grant award.*

Return to:
 Patty Rutkowski
 Ocean County Department of Public Affairs
 101 Hooper Ave., Room 109
 Toms River NJ 08754-2191