



Pocahontas County Convention and Visitors Bureau
Calvin W. Price Appalachian Enrichment Series Application

All applications must be received **no later than October 1**. Please fax or mail this application and any attachments to: Pocahontas County CVB, Calvin W. Price Appalachian Enrichment Series, P.O. Box 275, Marlinton, WV 24954 Phone: 304.799.4636, Fax: 304.799.4649

BACKGROUND INFORMATION:

Date of Application: _____
 Applicant's Name: _____
 Applicant's Address: _____
 Contact Person: _____
 Contact Number: _____
 Contact Email: _____
 Contact's Signature: _____
 Name of Proposed Event/Project: _____
 Date of Event/Project: _____
 Make Check Payable To (Be Exact): _____

FINANCIAL INFORMATION:

Total Event/Project Cost: \$ _____

Amount Requested from PC CVB (MAX: \$1,000): _____

Have you applied to other West Virginia or Pocahontas County organizations (such as West Virginia Humanities Council, Dramas, Fairs, & Festivals, PC Parks & Recreations, WV MAPP, etc.) for this event/project? YES or NO

If yes, please provide details:

Organization _____	Amount Requested or granted: \$ _____
Organization _____	Amount Requested or granted: \$ _____
Organization _____	Amount Requested or granted: \$ _____

Is your event FREE to the public? YES or NO

If NO, what fees will you charge participants? Please explain: _____

Please provide a breakdown of your Total Event/Project expenses: Include marketing and all other anticipated expenses. The Calvin W. Price Enrichment Series funds may be used for the entire project cost or a portion of the costs but should support the foundation of the program as it qualifies for the program.

The CWPAES mission: *The Calvin W. Price Appalachian Enrichment Series grant program promotes continued tourism growth and encourages community based tourism. The Series will provide authentic, hands-on enrichment experiences to the public. An “authentic, hands-on enrichment experience” is defined as activities and learning experiences that promote public appreciation and interest in local culture through activity-oriented experiences like guided tours, demonstrations, workshops, interpretations, dramas, experiences that transfer the essence of our place to the traveler.*

The CWPAES objectives include increasing visitation to the county, enhancing a visitor experience, creating overnight stays in the county, and encouraging “shoulder season” tourism product development.

Programs funded through the CWPAES grant do not qualify for any other CVB grant programs. If you offer a quality program with specialists, certified speakers, or trainers, then it is up to you to augment your costs by imposing a small registration fee.

Itemized projected expenses (marketing, speaker stipends, refreshments, handouts, xerox copies, etc):	Dollar Amount
Total Expenses	

EVENT/PROJECT DESCRIPTION

How many people will be involved in or benefit from this project? _____

Is this a new event/program? **YES** or **NO**

If **NO**, how many years has it been held and describe below the new elements that qualify for this grant? _____ Number of Years _____

If **YES** do you anticipate this being an annual event? _____

Describe your event/project. How will it provide an authentic, *hands-on* enrichment experience for the visitor? Outline your curriculum. Include speaker/educator biography and if any fees will apply to participants/public. (If needed, attach a separate piece of paper, but no more than three pages.)

APPLICATION APPROVAL MUST OCCUR BEFORE THE DATE OF THE PROPOSED EVENT/PROJECT. ALL MONIES MUST BE UTILIZED AND ACCOUNTED FOR WITHIN 60 DAYS OF THE COMPLETION OF THE EVENT/PROJECT, OR SUCH MONIES MUST BE RETURNED IN FULL TO POCAHONTAS COUNTY CVB. PLEASE SUBMIT RECEIPTS FOR YOUR EXPENSES, OR SUBMIT A FINANCIAL STATEMENT LISTING A CHECK FOR EACH ITEMIZED AMOUNT, AS WELL AS THE MANDATORY SUMMARY REPORT (ATTACHED).

***A REPRESENTATIVE FOR THE PROGRAM/EVENT MUST BE PRESENT FOR THE APPLICATION REVIEW.**

Please initial that you have read the above paragraph _____

**The Pocahontas County CVB will include the CWPAES events in the annual Visitor’s Guide and promote the events on the Pocahontascountywv.com website. In addition, if you prepare press releases for your event, the CVB staff will also assist you in distributing the media information, if you so desire. Press releases must be provided at least 3 weeks in advance.



Pocahontas County Convention & Visitors Bureau

Cal W. Price Enrichment Series

SUMMARY REPORT

This form must be filled out and returned within sixty [60] days after the conclusion of the Event or Sponsorship for which grant funds were provided.

Cal Price Event Name: _____

Date of the Event: _____

Business / Organization: _____

Contact Person: _____

Phone: (home) _____ (work) _____

Amount of Cal Price Enrichment Series Funds Granted: \$ _____

Please explain how the grant funds were distributed: **Please attach all applicable invoices or receipts for your expenses along with any advertising or marketing materials produced for this event [newspaper tearsheets, brochures, flyers, etc.].**

Estimated Attendance (if applicable): _____

How did you arrive at this figure? _____

Do you feel this project was a success? Yes _____ No _____

Please explain: _____

Do you have any knowledge that this event generated lodging room nights in the county?

Do you plan to repeat or participate in this event in the future? _____

Cal Price Enrichment Series Applications are due annually October 1st for the following year.

Were there any unused grant funds to be returned to the Pocahontas County Convention & Visitors Bureau?

Yes _____ No _____

If Yes, what is the amount? _____

If any grant funds were unused, please enclose a check for the balance, payable to the Pocahontas County Convention & Visitors Bureau.

Signature: _____

Date: _____

Please mail to: Pocahontas County Convention & Visitors Bureau

P.O. Box 275

Marlinton, West Virginia 24954

Phone: 304-799-4636

Cal Price Enrichment Series contact person for any questions:

Makinsey Cochran- makinsey.cochran@gmail.com

Phone: 304.799.4636