

**CROOK COUNTY PROMOTION BOARD
RULES AND REGULATIONS**

Adopted February 2013
Revised December 2017
Revised March 2019

**Article A:
Code of Ethics**

As a duly appointed member of the Crook County Promotion Board I,

1. Will work diligently to represent Crook County tourism and travel interests in promoting the attractions, amenities, and events of the county,
2. Will dedicate myself to ensuring that all votes and decisions participated in by me as a member of the board meet the purpose and mission to the furthest extent possible,
3. Will adhere to parliamentary procedure and follow formal meeting conduct for all meetings of the Promotion Board,
4. Will know and follow the Bylaws, Policies and Procedures of the Promotion Board and the Lodging tax laws of the state of Wyoming,
5. Will respect the opinions of community members and fellow Promotion Board members as exhibited through the encouragement of positive and solution focused discussion,
6. Will work to remain a fair and impartial board member who makes decisions only after full discussion at publicly held Promotion Board meetings,
7. Will make all decisions based on the available facts and my independent judgement without bias or exceptional treatment given to individuals or special interest groups,
8. Will conduct myself in a courteous and respectful manner at all times when acting in the capacity of a Promotion Board member. I will maintain a civil tone of voice, use appropriate language and respectful demeanor as such,
9. Will not knowingly put myself in a position of a conflict of interest and will refrain from using my Promotion Board position for personal or partisan gain,
10. Vow to recuse myself from involvement in any matter or dealing in which I stand to personally gain,
11. Will encourage and exhibit good sportsmanship and teamwork in all manners possible,
12. Refuse to take any private action unsanctioned by the Promotion Board, especially those that will compromise the Promotion Board and respect the confidentiality of information that is privileged under applicable laws,
13. Agree to support the decision or position of the Promotion Board once a majority of the Promotion Board is reached.

I acknowledge that behaviors and actions taken by myself not in accordance with the crook County Promotion Board Code of Ethics may result in a report to my appointing agency and a request for my resignation.

<hr/> Steve Lenz, Chair	<hr/> Date	<hr/> Andrea Wood, Vice Chair	<hr/> Date	<hr/> Kendra Meidinger, Treasurer	<hr/> Date
<hr/> Cynthia Clonch, Secretary	<hr/> Date	<hr/> Robert Olson, Member	<hr/> Date	<hr/> Deb Smith, Member	<hr/> Date

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**Article B:
Annual Calendar of Work**

The Board reserves the right to act upon any decision any time they deem necessary at any meeting. The Board will attempt to follow this suggested schedule of agenda items; actual timing of business may vary.

January Meeting

[Review Cycle 4 Grants \(Due January 1\)](#)

[Vote on Cycle 3 Grants](#)

Designate Official Newspapers and Depository

Adoption of the revised Bylaws, Rules and Regulations and Grant Process if changes have been made

[Pay approved Cycle 3 Grants](#)

March Meeting

[Review Cycle 5 Grants \(Due March 1\)](#)

[Vote on Cycle 4 Grants](#)

Review/Update Website Design and Materials

Review County Website and Submit Necessary Updates

Review CCPB Brochure Design and Stock

Prepare Draft Budget

Renew Marketing Agency Contract

[Pay approved Cycle 4 Grants](#)

May Meeting

[Review Cycle 6 Grants for Fiscal Year Ending June 30 \(Due May 1\)](#)

[Vote on Cycle 5 Grants](#)

Approve and Submit Proposed Budget (Due June 1)

Schedule and Advertise Public Budget Hearing

Contract with Madden Media and Miles Marketing

[Pay approved Cycle 5 Grants](#)

July (before regularly scheduled meeting)

Conduct Public Budget Hearing (must occur BEFORE the third Thursday in July)

July Meeting

[Review Cycle 1 Grants \(Due July 1\)](#)

[Vote on Cycle 6 Grants](#)

Review Budget Hearing Information, Review and Adopt Final Budget
(within 3 days of Budget Hearing)

Send Final Budget to Wyoming Department of Audit and Crook County Commissioners and our CPA
(Due July 31)

Send letter to Crook County Clerk identifying where documents may be publicly accessed

Prepare Annual Audit (due Sep. 30)

Review Madden and Miles Marketing Materials

Elections

Bond Treasurer and Designate Depository

Adjust Bank Signature Cards if needed

[Pay approved Cycle 6 Grants for Fiscal Year Ending June 30.](#)

[Non applied for grant funds from previous fiscal year revert to the Board and are added into current year budget](#)

September Meeting

[Review Cycle 2 Grants \(Due September 1\)](#)

[Vote on Cycle 1 Grants](#)

Contract with Black Hills and Badlands, Review and Revise Listing

Approve Annual Audit Report

Review Current Bylaws, Policies and Procedures and Grant Process

[Pay approved Cycle 1 Grants](#)

November Meeting

[Review Cycle 3 Grants \(Due November 1\)](#)

[Vote on Cycle 2 Grants](#)

Present Proposed Changes to Bylaws, Policies and Procedures and Grant Process

Advertise Any Changes to Bylaws, Policies and Procedures and Grant Process and proposed adoption date

Set meeting dates/locations/times for the next year

[Pay approved Cycle 2 Grants](#)

Before December 31

Submit Local Government Annual Report Summary to the Wyoming Department of Audit

**Article C:
Guidelines for Grant Application**

The purpose of the Crook County Promotion Board shall be to promote travel and tourism within Crook County. Crook County Promotion Board's primary mission shall be to increase the number of overnight visitors to the county through the effective spending of lodging tax funds. Promotion of travel and tourism in Crook County shall be compliant with Wyoming State Statutes for Lodging Tax and conducted in a manner that is consistent with the shared values of the cities, towns, and county. Promotion actions by the Crook County Promotion Board shall reflect stewardship of the county's natural resources, make an effort to highlight local attractions, events, and business, and endeavor to enhance the experience of visitors to the county.

All taxes imposed on lodging services shall be paid to the Promotion Board rather than any other entities set forth in W.S. 39-15-211 (a) (ii).

It is the policy of the Board to provide grants for local travel and tourism promotion. The first 2% excise tax collected on lodging services in Crook County will be used to fund the promotion of travel and tourism as the Board deems appropriate through the yearly budgeting process. The second 2% excise tax collected on lodging services will be distributed through the Promotion Board grant process to each jurisdictional area in the amounts proportionate to the excise tax collected on lodging tax services in their jurisdiction.

All grant funding must be used for travel and tourism promotion. The distribution of these funds shall be according to the purpose and mission of these By-Laws. **Any funds from the second 2% excise tax collected on lodging services not applied for through the grant process and expended in each jurisdictional area at the end of the fiscal year, shall revert to the Board to be used in the next fiscal year to promote travel and tourism in Crook County as the Board deems appropriate through the yearly budgeting process.**

Eligibility

Organizations and individuals are eligible to apply for grants from the Crook County Promotion Board. Said organizations and individuals that have projects whose goal is the promotion of tourism and travel within Crook County and whose purpose is to bring outside visitors to Crook County and who are applying for grants, should have the capability of increasing overnight visitors to Crook County.

Special Considerations

Organizations and individuals using matching funds from other entities, the private sector, or funds of their own already committed shall be given special consideration. A copy of pledges or applications of funds should be submitted to the Board as attachments to the grant application. Organizations and individuals which will use the grant funds for purchase of goods and services with Crook County will be given special consideration. Organizations and individuals sponsoring events which span multiple days will be given special consideration.

Eligible Activities

1. Promotional activities that will attract visitors to Crook County.
2. Activities that support events that are compatible with the purpose and mission of the Crook County Promotion Board.
3. Activities that offer advertising locally and nationally that is in keeping with the purpose and mission of the Crook County Promotion Board. Advertising media may include, but are not limited to:
 - a. Brochures and other print publications
 - b. Billboards
 - c. Websites
 - d. Social Media
 - e. T.V. or radio advertising
4. Purchase of promotional items used to promote tourism and travel within Crook County
5. Fundraising activities that promote tourism and travel within Crook County

Ineligible Activities

1. Promotional activities that will not attract visitors to Crook County.
2. Fundraising activities that do not promote tourism and travel within Crook County
3. Buildings or capital construction projects
4. Equipment purchases, office supplies etc.
5. Facility or equipment leases
6. Wages of any kind or administrative fees
7. Participant awards unless the distribution and content clearly promote tourism and travel within Crook County

Specific Guidelines for Additional 2% Eligible Grant Applications

Crook County Promotion Board Additional 2% eligible grant applications must be received by the cycle due date to be considered. Late or incomplete applications will not be reviewed. Applications must be completed in full; attendance at the meeting is not required, but applicants may be provided seven (7) minutes at the beginning of a meeting if they desire to share further information with the Board. Grant applicants will be informed of their grant status by letter within 60 days of grant cycle application due date. **Grantees must provide invoices, receipts, proof of purchase or other documentation before payment may occur.**

Grant application cycles and additional 2% excise tax distribution formulas:

- a. Cycle 1: Grant applications due July 1, reviewed at the July meeting
Distribution 6: 2% excise tax accrued to a jurisdiction, applied for through May 1 grants, that were approved at the July meeting for Fiscal Year Ending June 30 with distribution payment made at July meeting. Unapplied for funds from previous fiscal year revert to the Board on July 1 for the current year budget.,
- b. Cycle 2: Grant applications due September 1, reviewed at the September meeting
Distribution 1: 2% excise tax accrued to a jurisdiction, applied for through July 1 grants, that were approved at the September meeting with distribution payment made at September meeting.,
- c. Cycle 3: Grant applications due November 1, reviewed at the November meeting
Distribution 2: 2% excise tax accrued to a jurisdiction, applied for through September 1 grants, that were approved at the November meeting with distribution payment made at November meeting.,
- d. Cycle 4: Grant applications due January 1, reviewed at the January meeting
Distribution 3: 2% excise tax accrued to a jurisdiction, applied for through November 1 grants, that were approved at the January meeting with distribution payment made at January meeting.,
- e. Cycle 5: Grant applications due March 1, reviewed at the March meeting
Distribution 4: 2% excise tax accrued to a jurisdiction, applied for through January 1 grants, that were approved at the March meeting with distribution payment made at March meeting.,
- f. Cycle 6: Grant applications due May 1, reviewed at the May meeting
Distribution 5: 2% excise tax accrued to a jurisdiction, applied for through March 1 grants, that were approved at the May meeting with distribution payment made at May meeting.

Applications will only be accepted for projects that will occur after the grant application due date.

2. All successful applicants must recognize the Crook County Promotion Board as a donor in print at the event by inclusion of the following statement: **Partially funded by DevilsTowerCountry.com.**
3. Any advertising paid for with Crook County Promotion Board grant monies must include the following statement: **Partially funded by DevilsTowerCountry.com.** This includes: print, radio, television and internet social media; (including but not limited to Facebook, WhatsApp, WeChat, Qzone, Tumblr, Instagram, Snapchat).
4. Applicant must submit proofs and/or scripts of all advertising to the Crook County Promotion Board and is responsible for the accuracy of all materials and Board credit.
5. All contracts for goods and services under the grant program shall be between the applicant and vendor. In no case will the Crook County Promotion Board be any part of contracts between grant recipient and vendors.
6. No payments will be made by the Crook County Promotion Board directly to vendors. Grant recipient is responsible for all payments to vendors.
7. Requests for reimbursement of radio/TV advertisement fees must be accompanied by a list of airdates and length of each air spot on letterhead of the media company.
8. Invoices must show name of vendor, date of purchase, what was purchased, quantities and cost per item or advertisement, insert and/or dates service was rendered.
9. Within 60 days of project or event completion, grant recipient will submit to the board the Final Project Report and copies for all pertinent bills, receipts and other paperwork.
10. The grant will be considered complete following a review of the Final Project Report, pictures, and documentation.
11. Failure to complete the Final Project Report within 60 days of project or event completion, or exclusion of necessary supporting documentation will result in required repayment of the grant.
12. Misuse of funds or any misrepresentation may result in required reimbursement of the funds to the Crook County Promotion Board within 30 days of notification and/or legal action.
13. Organizations or Individuals found to have misused funds or provided false information, in addition to required repayment of the funds, will no longer be eligible for Crook County Promotion Board grant funding.

Crook County Promotion Board Grant Application

GENERAL CONTACT INFORMATION	
Organization, Business or Individual Name	
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;"><i>Organization Type:</i></p> <p><input type="checkbox"/> Non-Profit (attach documentation)</p> <p><input type="checkbox"/> Business</p> <p><input type="checkbox"/> Individual</p> </div> <div style="width: 45%;"> <p style="text-align: center;"><i>Special Considerations:</i></p> <p><input type="checkbox"/> Matching Funds Used (attach documentation)</p> <p><input type="checkbox"/> Purchase of Crook County Goods/Services</p> <p><input type="checkbox"/> Multi-Day Event</p> </div> </div>	
Responsible Party	
Address:	
City/State/Zip	
Phone/Fax	
Email	
Project Name	
Project Date	
Total Funds Requested	
<p>Has your organization been awarded prior funding through this grant program? <i>If yes, please list the event, date and award amount.</i></p>	
<p>Please describe the impact of any previous events or projects (even those not funded by the Promotion Board). Specifically note documented overnight stays that were generated.</p>	

Event or Project Description

Please provide a detailed description of the event or project including: starting and ending dates, target attendees/audience, partnerships or collaborations, opportunity to maintain and grow the event or project for multiple years and any other information you feel may be pertinent.

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Event or Project Budget

Item or Service	Projected Cost	Funding Source

Proposed Use of Funds

Please describe how the grant funds will be applied.

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Advertising and Marketing Plan

List all television, radio, print, online and social media advertisements along with the distribution plan. List the addresses of any websites where advertising will occur. Please indicate which, if any, advertising will be paid for with this grant. Advertising paid for with grant monies must include: [Partially funded by DevilsTowerCountry.com](http://DevilsTowerCountry.com). Please attach proofs and/or scripts of all advertising materials.

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APPLICANT CERTIFIES that he/she has read and understands the Crook County Promotion Board Grant Application Guidelines and is aware that the organization or individual must present a completed Final Project Report along with accompanying documentation within 60 days for completion of the event to the Crook County Promotion Board. Failure to complete the Final Project Report within

60 days of project or event completion, or exclusion of necessary supporting documentation will result in required repayment of the grant Applicant further understands that they may have seven (7) minutes to present additional information at the Crook County Promotion Board meeting.

Signature _____

Date _____

Printed Name _____

- I wish to be included on the next meeting's agenda
- I do not wish to be included on the next meeting's agenda