

APPLICATION FOR CASPER AREA IMPACT GRANT FISCAL YEAR 26/27

1. GRANT OVERVIEW

Funded by Visit Casper and the City of Casper, the Casper Area Impact (CAI) Grant Program is designed to assist Natrona County non-profit organizations with producing events that drive economic impact, bring visitors to the community, and/ or improve quality of life for Natrona County residents.

Requests for funding will be divided into three (3) categories:

- Cash
- In-kind staffing and services
- In-kind facility rentals

There is no minimum or maximum, however, the average cash award with this program is \$2,500; the average in-kind City services or facilities is 50%.

Funds and services awarded are to support events that occur between July 1, 2026, and June 30, 2027.

Late, incomplete, and unsigned applications will not be accepted or considered.

All applications are due by NOON, Friday, May 15, 2026.

Submit your application before the deadline either in person, by email, or through regular mail to:

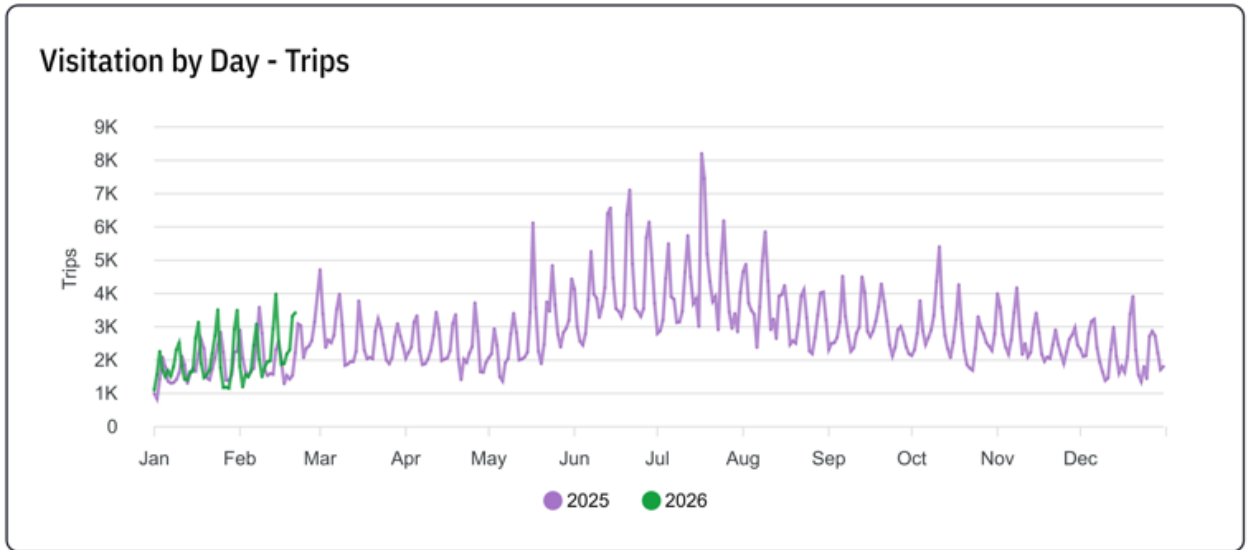
**Visit Casper
Attn: Terri Weinhandl
CAI Grant Program
139 W 2nd Street; Suite 1B
Casper WY 82601**

2. GRANT DECISIONS & FUNDING CRITERIA

All funding requests will be reviewed, analyzed and scored against five (5) major criteria:

- **Room Nights:** The event generates paid overnight stays in Natrona County lodging facilities. The more room nights generated, the higher the score.
- **Seasonality:** The event generates overnight stays during lodging need periods, generally between September and May. *Please review the seasonality chart below:*

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Filters: Dates: 1/1/25 - 2/21/26 | In-State | Out-of-State | Distance: 50 mi - 3,339 mi | Regions: All Included
 Cluster: Lodging Included | POIs: All Included

Caladan 1.2 Model © Datafy - All Rights Reserved
 Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



- Impact:** The event has the high potential of not only offering a positive return on investment, but it also generates commercial, economic, and social benefits that will be realized by the community.
- Retention:** Points may be awarded to retain and grow the event.
- Miscellaneous:** Points may be awarded at the discretion of the grant review committee for criteria such as idea presentation, event history, reporting history, number of funding partners, program sustainability, number of years funding has been requested, etc.

Events held prior to the committee’s review of the corresponding grant application are not eligible for grand funds. The amount of an approved grant may be modified at the committee’s discretion. The grant review committee will review applications and send notice of awards in the first week of June. *Applicants may be asked to address or answer questions from the grant review committee during the review process.*

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3. ELIBIBLE/ IN-ELIGIBLE EXPENSES

Eligible advertising mediums include:

- Paid social media
- Digital marketing
- Email marketing
- Geolocation/ media attribution
- Brochures
- Posters and promotional fliers
- Billboards
- Magazine/ newspaper advertising
- Radio/ TV advertising
- Travel trade shows (booth fees, registrations fees and material production)
- Websites

Eligible event expenses include:

- Event invitations/ stationery
- Registration forms
- Entertainment
- Speakers/ presenters
- Rental equipment
- Space/ venue rental
- Programs

Grant funds may NOT be used for:

- Postage/ phone
- Event programs for on-site use only or sold for profit
- Alcoholic beverages
- In-kind contributions and/ or sponsorships
- Capital projects or purchases
- Salaries
- Anything contrary to Federal and State law or local ordinances

4. VISIT CASPER AND CITY OF CASPER RECOGNITION

Visit Casper and the City of Casper requires recognition for their financial participation as follows:

- Audible identification as Visit Casper and the City of Casper on all radio advertising.
- Logo and/ or audible identification as Visit Casper and the City of Casper on all TV advertising.

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- The Visit Casper and the City of Casper logos and website addresses must appear on all printed material including print media, brochures, posters, flyers, registration forms, magazine/ newspaper advertising, etc.
- Links to www.VisitCasper.com and www.CasperWY.gov on event website.
- Listing on credits for audio-visual presentations.
- Visit Casper and City of Casper logos on billboards.
- Visit Casper and City of Casper banners at event site.
- Advertising in event programs relative to investment.
- Logos and website addresses on t-shirts, if sponsors are recognized this way.
- Recognition in digital and other online marketing as available.

Visit Casper and the City of Casper will provide applicants with the appropriate materials for recognition upon request.

Note: If your organization receives support, your organization must be willing to share a participant list (database) prior to the event for marketing purposes. This information will be kept confidential and will only be used to increase event participation and awareness.

5. REPORTING

Within 60 days of completion of the event, the applicant must submit the following to the satisfaction of the grant review committee:

- A completed “Project Report and Evaluation Form” (available on website).
- A complete “Hotel Tracking Form” (available on website).
- Copies of all advertising utilizing the Visit Casper and City of Casper logos and website addresses.
- Copies/ photos of recognition given to Visit Casper and the City of Casper (i.e. website link, banner, reader board, brochures, online marketing, etc.).
- Invoices and proof of payment for all grant fund expenditures.
- Other materials produced.

Funds will be disbursed after the “Project Report and Evaluation Form” and the “Hotel Tracking Form” are submitted with all required reporting documentation and reviewed for completeness and inclusion.

In unique instances and at its discretion, the grant review committee may disburse approved funds prior to the event upon written agreement to provide follow-up reporting requirements.

The grant view committee will consider the CAI grant application null and void if the applicant does not submit the “Project Report & Evaluation Form” and “Hotel Tracking Form” to Visit Casper within the reporting timeframe. There is no grace period for the final report, and no

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reminders will be sent. Failure to submit required reporting and/ or documentation/
substantiation could impede future applications as well.

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6. APPLICANT INFORMATION

Please attach additional sheets with information if necessary. *Please note that all fields are required.*

Date of Application _____

Organization Name: _____

Physical Address: _____

Mailing Address: _____

Phone: _____

Authorized Representative: _____

Email Address: _____

Role/ Title Within the Organization: _____

Website: _____

Employee Identification Number: _____

Tax Exempt # : _____

What best describes your organization? (Please check one)

_____ 501(c) 3 Non-Profit

_____ Nonprofit organization registered with the WY Secretary of State

7. EVENT DETAILS

Event Name: _____

Event Location: _____

Years in Existence: _____

Event Date(s): _____

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Total funds requested: \$ _____

In-kind services requested: _____

1. Has this event been funded by Visit Casper and the City of Casper before?
 Yes No

2. Have all the proper permits been awarded? Yes No

(If no, please explain)

3. Is the event insured? Yes No

Please provide the name of the insurance policy provider and policy number.

4. Event Description:

5. What are your event goals? *(Check all that apply)*

Create a cultural experience *(visual or performing arts, history, or lifestyle)* for Natrona County locals

Create a cultural event or festival *(visual or performing arts, history, or lifestyle)* to attract visitors from out-of-area

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Support local youth or amateur athletics through a tournament or athletic event

Attract athletes/ teams/ coaches/ families from out-of-area through a tournament or athletic event

Support local businesses, industry and/ or organizations through meetings or convention services

Support businesses, industry and/ or organizations from out-of-area through meetings or convention services

Other:

6. What are your target audiences? *(Check all that apply)*

Locals

In-state visitors

Out-of-state visitors

International visitors

Gen Alpha *(Born 2010-2024) 2-16 years of age in 2026*

Gen Z *(Born 1997-2009) 16-29 years of age in 2026*

Millennials *(Born 1981-1996) 30-45 years of age in 2026*

Gen X *(Born 1965-1980) 46-61 years of age in 2026*

Boomers *(Born 1946-1964) 62-80 years of age in 2026*

The Silent Generation *(Born 1928-1945) 81-98 years of age in 2026*

7. How will you market the event to visitors from outside of Natrona County?

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8. How many total attendees do you expect? *Please share your methodology for your estimate.*

9. How will you track and measure visitor counts from outside of Natrona County?

10. What percentage of visitors do you believe will come from outside of Natrona County?
Please share your methodology for your estimate.

11. Have you selected a host hotel? ___ Yes ___ No

If No, please use \$80.00 in the "Room Rate" area of the formula below.

If No, would you like Visit Casper to help find a host hotel? ___ Yes ___ No

If Yes, please list your host hotel here

12. What is the contracted daily room rate? \$ _____

13. Will you be receiving a room rebate? ___ Yes ___ No

If Yes, what is the rebate amount? \$ _____

14. How many sleeping rooms will be needed to accommodate event attendees?

15. Will you be receiving any complimentary rooms? ___ Yes ___ No

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Organization: _____

Amount: _____

Approved: Yes No

Organization: _____

Amount: _____

Approved: Yes No

Organization: _____

Amount: _____

Approved: Yes No

Organization: _____

Amount: _____

Approved: Yes No

Required Documents

Organization budget—*Please attach a financial statement or general operating budget for your organization.*

Specific event budget—*Please attach a budget for your event.*

Event budget history—*If your event is not new, please provide an event budget history including budgets from the previous three years.*

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9. APPLICANT CHECKLIST:

- _____ Completed application
- _____ Attached organization budget
- _____ Attached event budget
- _____ Attached event budget history
- _____ Application is signed
- _____ Retain copy of application for your records

10. APPLICANT PLEASE SIGN AND DATE:

Print Name: _____
Signature: _____
Date: _____

Please leave this section blank for Visit Casper:

Received by: _____ Date: _____