

*LOCAL INVESTMENT FUND for TOURISM ("LIFT") PROGRAM***FUNDING REQUESTS INFORMATION****I. INTRODUCTION**

The Northern Kentucky Convention & Visitor's Commission (meetNKY) collects and administers the funds from a 3% transient room tax levied on occupied lodging sales within the counties of Boone, Campbell and Kenton. The funds generated by the transient room tax support convention, meeting and tourism activity in Northern Kentucky.

Through the Local Investment Fund for Tourism (LIFT) Program, meetNKY sets aside funds for special promotional programs within the counties of Boone, Campbell and Kenton that benefit the local tourism industry. Requests for funding should be directed to the County Administrator or Judge Executive of each county.

Each request will be reviewed by a committee in each county for consideration. If approved, the request for funding will be sent to the Marketing Committee of meetNKY for review. Subsequent to this review, the Marketing Committee will submit its report to the meetNKY Board for final decision. Upon approval, the funds will be allocated within the time frame designated by meetNKY.

II. STATEMENT OF POLICIES

1. Each funding request will be reviewed to determine whether it complies with the provisions of meetNKY's enabling legislation, KRS 91A, et seq.
2. Any funds granted will be subject to audit by the auditors retained by meetNKY, and/or auditors for the counties of Boone, Campbell and Kenton.
3. All funds granted are for the purpose of advertising and promotion unless otherwise approved by meetNKY.

III. PROCEDURES FOR APPLICATION

1. Requests for funding should be made on the provided application form. Please submit applications via electronic mail to both the County and meetNKY.
2. At a minimum, the funding request should include:
 - a. The scheduled date and time of the event or program;
 - b. A summary description of the promotion and advertising plan;
 - c. The estimated cost of the plan and a budget for the use of the requested funds; and
 - d. The amount of LIFT Program funds requested.

IV. APPLICATIONS

Applications may be obtained at www.campbellcountyky.gov.

V. POST-FUNDING REQUIREMENTS

A post-event report must be submitted via electronic mail to meetNKY within 45 days following conclusion of the event or program.