

Billboard Grant Program

**Russell County Economic Development & CVB
Promoting Our Countywide Attractions & Businesses**

Program Overview

Russell County Economic Development & CVB (RCEDCVB) is launching a new Billboard Grant Program to highlight and promote local attractions, businesses, and community pride.

The program has **two components**:

1. **Business & Attraction Billboard Sponsorships**
 - Designed for **for-profit businesses** and **nonprofit attractions/museums**.
 - RCEDCVB will split two billboards into half-panels, awarding **four total recipients**.
 - Selected recipients will receive **one side of a billboard at no cost for two years**.
2. **Community Billboard Competition**
 - A creative contest open to **all community members, countywide**.
 - Participants may submit ideas and draft designs showcasing what makes Russell County unique.
 - Two winners will have their concept professionally designed and displayed on a billboard for two years.

Billboard Locations

Located on Interstate 70 - Specific placement for each recipient will be determined by RCEDCVB to maximize visibility and impact.

Eligibility

Part 1: Businesses & Attractions

- Eligible applicants include:
 - For-profit businesses located in Russell County.
 - Russell County nonprofit attractions, museums, and cultural destinations.
- Applicants must:
 - Be in good standing with the community and local regulations, including taxes.
 - Agree to collaborate with RCEDCVB and billboard company on artwork and design.

Part 2: Community Competition

- Open to **all Russell County residents**.
- Submissions may include:
 - Artwork, sketches, taglines, or themes.
 - Digital mockups or written concepts.

- Winning submissions will be refined by a professional designer.

Selection Process

- **Part 1:** The RCEDCVB Board will review applications based on:
 - Contribution to economic development and tourism.
 - Ability to attract visitors and strengthen community pride.
 - Balance of industries/attractions represented.
- **Part 2:**
 - Community submissions will be narrowed down by the RCEDCVB Board.
 - Finalists will then be posted online for a **public vote**.
 - Winners will be selected and their concepts turned into professional billboard designs.

Program Timeline

- **Application & Submission Period:**
 - Business & Attraction – March 1st deadline.
 - Community Competition – January 9th deadline.
- **Selection & Notification:**
 - Business & Attraction – March 20th
 - Community Competition – January 16th
- **Billboards Installed:** 30 – 60 days after notification.
- **Display Period:** Two – Three years, or until weathered.

Costs

There is **no cost** to participate. RCEDCVB will cover billboard leasing and standard design/installation.

How to Apply

For Businesses & Attractions:

1. Complete the **Billboard Grant Application Form** available at <https://www.russellcountyks.org/files-forms>

For Community Competition:

1. Submit your billboard idea, sketch, or concept (digital or hand-drawn) by January 9th.
2. Entries may be delivered to the RCEDCVB office or emailed to tourism@russellks.net