

**2010 NORTH DAKOTA TOURISM DIVISION
GRANT PROGRAM**

OVERVIEW & CRITERIA FOR SUBMISSION



**Tourism Marketing
Grant**

MATCHED GRANT PROGRAM OVERVIEW:

The Matched Grant Program has funds available for individual businesses, communities and tourism marketing organizations wanting to promote North Dakota tourism-related programs or projects for the 2010 season.

Program may be recipient of ND Tourism Marketing Grant for no more than three (3) consecutive years.

Applications with an e-marketing, technology or innovative goal, will be given priority.

Applications will be evaluated on their scoring, with the maximum grant being \$5,000, and consideration given to ensure equitable distribution of grant monies throughout the state.

All applications will be judged against each of the criteria outlined in the application and ranked against other grant applicants.

All applications must be submitted completely. If all criteria are not met or addressed, the application will not be forwarded for competitive ranking.

All grants will be issued within 90 days of submission deadline. Grant money will be awarded in two payments. Grant recipients will be awarded 25% of their grant money within 90 days of approval. The 75% balance will be paid upon completion of the project and demonstration that each individual criterion was met. Failure to fulfill criteria will reduce the award by 10% per criteria not met.

Grant applications must be submitted no later than 5 p.m. CT, **September 8, 2009**.

For consideration for the 2010 Marketing Grant, please include the following pieces and address the criteria outlined on the following pages in this order.

- ___ 1) Cover letter stating their desire for funding.
- ___ 2) Visions/quantifiable goals for the future of the attraction or program.
- ___ 3) Past and future marketing and distribution plans. Include specific growth plans for the future.
- ___ 4) Past marketing pieces (ads, brochures, posters, websites, blogs, etc.)
- ___ 5) Tracking information including attendance numbers and how it is tracked.
- ___ 6) Overview of current funding resources and budget.
- ___ 7) Amount of funding committee plans to commit to that year's project.
- ___ 8) Proof of community involvement by submitting one or more letters of support from a community leader stating how the community is dedicated to the growth of this attraction or program.
- ___ 9) **APPLICATION CRITERIA FOR GRANT SUBMISSION:**
 - a) Matching funds must be utilized for the purpose of promoting a regional experience, activity or place unique to the state.
 - b) At least 75 percent of marketing activities resulting from the grant must be promotional, focused on providing travel information. Attach current and proposed marketing plan to grant application. Please identify what additional marketing the Grant will allow you to do.
 - c) Attach current and proposed distribution plans. All collateral marketing efforts must have a quantifiable distribution channel to ensure that materials are displayed prominently in accessible, high-traffic locations. Web promotions should be coded for search ability and on high traffic sites.
 - d) Communication must focus on illustrating unique North Dakota experiences in support of the state's tourism branding, "North Dakota Legendary," to maximize brand equity. Applications must demonstrate integration of the North Dakota Tourism Division logo, website and slogan in all communications materials.
 - e) All communication must have a call-to action utilizing a regional 800-number or Web address for information, with a hyperlink to the state's Web site.
 - f) Applications must demonstrate partnerships and regional collaboration in the promotional effort. Applications that package or cross-sell tourism experiences, Learning Based Vacations and new technology based marketing programs will be given priority.
 - g) The applicant must indicate a plan to measure the impact of the promotional tactics resulting from the grant, and agree to submit a post analysis within 30 days of the event or tourism season, as defined in the application.
 - h) The applicant must provide confirmation of dollars committed to match marketing funds, to a maximum of \$5,000.



TOURISM DIVISION
2010 TOURISM MARKETING MATCH GRANT PROGRAM

Name of project: _____

Location: _____

Grant amount requested: \$ _____

Please print or type clearly

Organization Name _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Phone _____ Fax _____

E-Mail _____ Website _____

For consideration for the 2010 Tourism Marketing Grant Program, please include the following and address the criteria outlined below in this order:

What increased visitation can be attributed to this project? _____

Brief description of activity _____

Three measurable objectives for activity

1) _____

2) _____

3) _____

Targeted demographic/geographic area(s) for activity

