

# 2013 NORTH DAKOTA TOURISM DIVISION GRANT PROGRAM

OVERVIEW & CRITERIA FOR SUBMISSION



Tourism Marketing  
Grant

## **MARKETING 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 2013 season.

**Program may be recipient of ND Tourism Marketing Grant for no more than 3 consecutive years or a maximum of \$15,000 in total funding in multiple years.**

- Applications with an e-marketing, technology or innovative goal, will be given priority.
- Any organization or business involved in tourism may apply. Applicants must submit at least one letter of support from a local non-profit such as the city or county, economic development organization or chamber of commerce.
- All applications will be judged against each of the criteria outlined in the application and ranked against other grant applicants.
- Applications will be ranked and scored, with the maximum grant being \$5,000, and consideration given to ensure equitable distribution of grant monies throughout the state.
- 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 the approved amount upon receipt of the signed agreement form. The 75% balance will be paid upon completion of the project and demonstration that each individual criterion was met.
- Any subsequent changes to approved grants must be submitted in writing prior to March 1, 2013 and will be reviewed on a case-by-case basis. Special consideration may be given in situations where plans are disrupted by a natural disaster out of the applicant's control.
- The grant review committee will consider the first 25 applications received by the deadline. First time applicants will be given preference.

Grant applications must be received no later than 5 p.m. CT, **Friday, August 31, 2012.**

**For consideration for the 2013 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 two proposed marketing budgets, with and without funds from this grant, demonstrating what the additional marketing dollars would enable 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.

