

2010 NORTH DAKOTA TOURISM DIVISION GRANT PROGRAM

OVERVIEW & CRITERIA FOR SUBMISSION



Event Grant

EVENTS MATCHED GRANT PROGRAM OVERVIEW:

The Events Matched Grant Program has funds available for communities, and event promoters wanting to regionally promote their 2010 tourism-related event.

The Event:

- Must be two or more days in length.
- Must be an annual event (no centennial celebrations, etc.) or event with national significance.
- Must be a unique event (e.g., no Fourth of July, Labor Day, etc. celebrations).
- Must have visitor appeal and growth potential.
- Can occur anytime during the year.
- Cannot be religious or political in nature.

Event funding is available for a maximum of 3 consecutive years

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. Grant money will be awarded in two payments. Grant recipients will be awarded 25% of grant money within 90 days of selection. The 75% balance will be paid upon completion of the event and demonstration that each criteria was met. Failure to fulfill criteria will reduce the award by 10% per criteria not met.

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

For consideration for the 2010 Events Matched Grant, please address the criteria outlined on the following pages in this order. Incomplete applications will be discarded.

- ___ 1) Cover letter stating their desire for funding.
- ___ 2) Completed application form.
- ___ 3) Event information (dates, times, history of the event, etc.).
- ___ 4) Visions/goals for the future of the event.
- ___ 5) Past and future marketing and distribution plans.
- ___ 6) Past marketing pieces (website print offs, blogs, ads, brochures, posters, etc.)
- ___ 7) Tracking information including attendance numbers for past events and how attendance is tracked.
- ___ 8) Overview of current funding resources.
- ___ 9) Event budget for upcoming year.
- ___ 10) A support letter from a community leader stating that the community is dedicated to the growth of this event, documentation of community contributions, in-kind and cash.

APPLICATION CRITERIA FOR GRANT SUBMISSION:

In submitting your grant application for a tourism grant, please ensure that you address each of the following criteria in the attached application and make certain that it is received at North Dakota Tourism Division no later than September 8, 2009.

1. Matching funds must be utilized for the purpose of promoting a seasonal event, festival or tournament, capable of attracting visitors from the region, nationally, or internationally.

2. At least 75 percent of marketing activities resulting from the grant must be promotional, focused on providing travel information for visitors to attend the event. Please attach current and proposed marketing plan to grant application. What will the additional marketing dollars enable you to do?

3. Please attach current and proposed distribution plans to grant application. 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 indexed for good search ability or on high traffic sites.

4. Communication must focus on illustrating unique North Dakota experiences in support of the state's tourism branding, "North Dakota Legendary," to maximize brand equity, and must demonstrate integration of the North Dakota Tourism Division logo, website and slogan in all communications materials.

5. 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.

6. Applications must demonstrate partnerships and regional collaboration in the promotional efforts. Priority will be given to new events with potential to draw substantial attendance.

7. 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 as defined in the application.

8. The applicant must provide confirmation of dollars committed to match marketing funds, to a maximum of \$5,000.

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

KEY DATES AND DEADLINES

Submission for Final Payment:

The applicant must submit final product, with the exception of final analysis, to the North Dakota Tourism Division by June 1, 2010 for complete funding.

Including:

- Provide completed evaluation forms from businesses and a summary report from the committee.
- Collect and provide copies of any event press, examples, attendee comments, photos, etc.
- Provide event inquiry and attendance tracking.

Application Submission Deadline:

September 8, 2009

In making your submission for a tourism grant, please ensure that you address each of the following criteria in your application and make certain that it is received at the Tourism Division no later than September 8, 2009.

For more information: Contact: Fred Walker
800-435-5663
701-328-3502
[*fwalker@nd.gov*](mailto:fwalker@nd.gov)

Mailing Address: North Dakota Department of Commerce
Tourism Division
Century Center
1600 E. Century Center, Suite 2
PO Box 2057
Bismarck, ND 58503-2057

For additional grant forms and specifications:

www.ndtourism.com/industry/



TOURISM DIVISION
2010 TOURISM EVENT MATCH GRANT PROGRAM

Name of event: _____ Date of Event: _____

Grant amount requested: \$ _____

Please print or type clearly

Organization Name _____

Contact Name _____

Mailing Address _____

City, State, Zip _____

Phone _____ Fax _____ Tax code Number _____

E-Mail _____ Website _____

Regional Partners: _____

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

What increased visitation can be attributed to this event? _____

Brief history of event and attendance _____

Mission or goals for upcoming event _____

Planned Marketing efforts (Please attach further details on marketing plans):

Funding: Ticketed Event ___ Yes ___ No; Pricing Structure _____

Total Expenses: 2008 _____ 2009 _____ 2010 (Projected) _____

Total Revenue: 2008 _____ 2009 _____ 2010 (Projected) _____