

Central Iowa Tourism Region Promotion - Print Grant Program 2007-2008 Application

Application Deadline:
Received in CITR office by Noon on October 5, 2007

Applicant Information

Organization/Business Name: _____

Contact Person: _____

Mailing Address: _____

City, State, Zip: _____

Daytime Phone Number (include area code): _____

Fax (if available): _____ E-mail (if available): _____

County Name(s): _____

Total Project Cost: _____

Amount Requesting from CITR Promotion - Print Grant Program: _____

Name of Your Project: _____

Applicant Information (check **all** that apply):

Private member of CITR Non-profit organization

County appointed representative County government

Participation in the Region during the past 15 months (circle yes or no):

Someone from our organization has attended a CITR meeting(s): **yes** **no**

Someone from our organization has served on a CITR committee: **yes** **no**

For office use only:

Application Number: _____

Date Received: _____

Eligible: _____

Instructions • CITR Promotion - Print Grant Program

Deadline:

- * Applications and all supporting materials must be received in the CITR office by 12 noon on October 5, 2007. Note this is a received in the office date, **not a postmark date**.
- * Applications are not accepted by fax or e-mail.

Format Requirements:

- * Applications must be typed and completed applications must follow the original format (i.e. questions must remain on the same pages in approximately the same space).
- * A total of 5 copies of the application and 5 copies of all supporting materials are required.
- * Attachments (i.e. quotes, letters of intent, mock-up, etc.) should be stapled or attached with binder clips at the end of each application form.
- * Do not use plastic covers, 3-ring binders, folders, spiral binding, etc. Applications are forwarded to grant reviewers and these items are unnecessary and increase our postage costs.

Logo/Tagline Requirements:

- * Projects must contain at least one of the following, and are encouraged to include all three if space allows: 1) CITR logo, 2) the tagline: This project sponsored in part by the Central Iowa Tourism Region, or 3) to include the region's web site address and tagline: For More Information in the Area Visit www.iowatourism.com. Usage of the CITR web site address is encouraged when possible.
- * High-resolution copies of the CITR logo are available at www.iowatourism.com and are located under the membership section of the web site. From the membership page, click on CITR grant applications and scroll down to the bottom of this page.

Eligible Applicants:

- * Registered non-profit organizations from a CITR county in good standing.
- * County governmental organizations from a CITR county in good standing.
- * CITR Business/Organization members in good standing (for-profit organizations must be a CITR Business member in good standing to be eligible for the grant programs).

Eligible Projects:

- * Eligible projects include design and production costs for printed promotional brochures.
- * Distribution costs (postage to mail your brochure, the fee to ship and display your brochure at the Iowa Welcome Centers, etc.) are not eligible for grant funding.
- * Projects must be completed and paid for between July 1, 2007 and June 1, 2008.

Eligible Expenses, Maximum Grant Amount & Local Match Requirements:

- * The only expenses eligible for the grant are design and production costs for your brochure.
- * Quoted estimates must be included with the application materials.
- * Grants are set up on a reimbursement basis and are payable upon completion of the project.
- * Grants are limited to no more than 50% of eligible project costs or \$1,500 (whichever is lowest).
- * The grant must be matched with local funds or other funding sources, but cannot be matched with other state grant funds.
- * A cash match is required for the local match. In-kind contributions or "soft-match" are not allowed. Staff costs cannot be used as part of the local match.
- * Signed letter(s) of intent from each funding source specifying the dollar amount committed to the project must be submitted with this application.

Mock-up/Samples:

- * A draft or mock-up of your brochure project must be submitted with your application materials, failure to do so will automatically disqualify your application. This can be a sample of another brochure you plan to model your project after, your current brochure with notes indicating changes, or a simple sketch or mock-up of your project. **Placement of the CITR logo, tagline, and/or web site must be shown on your mock-up/sample.**

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Evaluation Criteria:

- * Incomplete applications will automatically be disqualified.
- * In addition to the basic requirements of the grant program, reviewers place emphasis on the following areas when evaluating applications:
 - Distribution Plan: the percentage of the brochures printed that will be distributed outside of the central region. Priority is given to projects with a higher percentage of distribution outside of the Central Iowa Tourism Region. Projects distributed within the Region are still eligible, but are given a lower priority for funding.
 - Effectiveness: does the project have the potential to draw visitors into the region?
 - Participation in the region: when reviewing equally rated applications, private members or active county representatives of the region will receive priority for funding.

Notification:

- * Applicants will be notified by November 30, 2007 regarding their funding status.

For More Information/Questions:

- * A downloadable "Ways to Improve Your Application -- Helpful Hints and Overview" sheet is available on the CITR web site. Go to the CITR web site at www.iowatourism.com and click on the membership button. From here, click on the CITR Grant Applications Link, scroll down the page, and this is where you can download the PDF of this document.
- * Contact the Region office at 515.832.4808 or 800.285.5842.

Project Identification

1. Provide a brief description of your brochure project below (i.e. size, length, type, and purpose of your brochure):

2. The promotion - print grant can be used to promote attractions, businesses, destinations, or events. What will your project promote? Be specific as to name of attraction, business, geographic area, or name of event; include date(s) if applicable.

Project Budget

1. List eligible costs below and reference to the attached estimates (quoted estimates for **all** eligible costs must be included with application materials):

Vendor	Amount	Attachment #
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2. List the source(s) of local match funds below. A signed letter of intent from **EACH** funding source **specifying the dollar amount committed to the project** must be submitted with this application. Even if you are matching the grant from your own budget, a letter from your organization or business must still be attached.

Source	Amount	Attachment #
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3. Have you applied to, or plan to apply to, any other grant programs to fund this project? If yes, specify which programs?

_____ No _____ Yes (please list grant program[s] and amount[s] below)

Project Administration

1. Projects must be completed and paid for between July 1, 2007 and June 1, 2008. All grant provisions must be met no later than June 1, 2008. When will the project be completed and costs incurred?

2. The promotion - print grant is targeted at materials that will bring more visitors to the central Iowa area. Describe the target audience for this project (demographics, etc.) Include the estimated number of people your project will reach and the estimated number of people your project will bring to Central Iowa.

3. The promotion - print grant is targeted at effective promotion materials that have a solid distribution plan (how you plan to distribute your materials - examples include by direct mail, at the Iowa Welcome Centers, at specific trade shows, in response to advertising, etc.).

List your planned distribution methods below along with the number of materials you anticipate distributing through each of these methods. We strongly recommend you provide this information in a table format. The total number of materials you plan to produce should equal the total quantity to be distributed.

If you are plan to distribute your brochure at the Iowa Welcome Centers, list the specific centers you plan to use, along with the number of brochures you estimate will be distributed at each center.

4. How does this project fit within your overall marketing plan? For example, is this brochure being used as an advertising fulfillment piece, is your brochure able to be requested from your website, does the brochure compliment other publications, etc.

5. How will you measure if your project was effective?

Acknowledgement and Certification

I agree to comply with the logo/tagline/web site requirements as outlined in this grant.

I agree to complete and pay for the project between July 1, 2007 and June 1, 2008. I understand all grant provisions, including submission of reimbursement forms and the required documentation, must be met no later than June 1, 2008.

I understand the grant is set up on a reimbursement basis and is payable only upon completion of the project within the timeframe outlined in this application.

I understand 5 sets (1 original and 4 copies) of my application materials must be submitted and that each set must include:

- _____ Completed application form.
- _____ Quoted estimate(s).
- _____ Signed letter(s) of intent from funding source(s) specify the dollar amount committed to the project.
- _____ Draft or mock-up of your brochure (**this must indicate placement of the CITR logo, tagline, and/or web site**).

I acknowledge that I have read and understand the application materials and instructions. I certify that all statements made in this application are true and correct. I agree and will comply with the requirements listed above.

signature

date

Completed applications can be submitted by mail, delivery service or in person to:

Mailing Address:

Central Iowa Tourism Region
PO Box 454
Webster City, IA 50595-0454

Delivery Service Address (such as UPS or Federal Express):

Central Iowa Tourism Region
1527 Superior Street
Webster City, Iowa 50595

In Person:

Contact the region if you need directions or a map to the CITR office.

Questions, please contact:

Ann Vogelbacher, CITR Executive Director at 515/832-4808