

Central Iowa Tourism Region

Instructions • Tourism Training Grant Program

Deadline:

- * Applications and all supporting materials must be received in the CITR office by 12 noon on January 13, 2012. 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 7 copies of the application and 7 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:

- * All materials promoting the session 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 session sponsored in part by the Central Iowa Tourism Region, or 3) include the web site and tagline: For more information about the Central Iowa Tourism Region 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 tourism training programs (examples: hospitality training; developing effective promotion materials; public relations; writing a marketing plan; meeting the needs of the group tour market; or a specific training need that exists in your community/area).
- * The purchase of or showing of training videos is not eligible under this grant program.
- * Projects funded through the grant program must be open to anyone from the Central Iowa Tourism Region who wishes to attend.
- * Applicants awarded funding through the grant program may charge a fee to attend the program. If a discounted fee is offered, this same discount must be offered to CITR members and county representatives attending the program.

Eligible Expenses, Maximum Grant Amount & Local Match Requirements:

- * Eligible expenses include the costs of hiring a speaker from outside the community/area to conduct the session.
- * 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 \$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.

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Instructions • CITER Tourism Training Grant Program

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 tourism training applications:
 - Local Need: does a need exist for the session and how will tourism in the area be enhanced by the session?
 - Appeal: does the session also appeal to others from around the region to attend?
 - Timing: will the session be held when it's convenient for attendees? Does the date conflict with other tourism related sessions planned on a regional or statewide basis?
 - Impact: the number of attendees expected to attend the session.
 - Participation in the region: when reviewing equally rated applications, active private members, active county representatives or active non-profits will receive priority for funding over applicants who are not active in CITER.

Notification:

- * Applicants will be notified by February 3, 2012 regarding their funding status.
- * Funding for the CITER grant programs is dependent upon an annual allocation from the Iowa Legislature and provided through a contract between the Iowa Tourism Office, IDED and CITER.

For More Information/Questions:

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

Central Iowa Tourism Region Tourism Training Grant Program 2011-2012 Application

Second Round - Application Deadline:
Received in CITR office by Noon on January 13, 2012

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 Tourism Training Grant Program: _____

What Topic(s) Will Your Session Cover: _____

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

- | | |
|--|--|
| <input type="checkbox"/> Private member of CITR | <input type="checkbox"/> Non-profit organization |
| <input type="checkbox"/> County appointed representative | <input type="checkbox"/> County government |

For office use only:

Application Number: _____

Date Received: _____

Eligible: _____

Project Identification

1. The grant program is to be used to fund tourism training programs. What is your training program? Please be specific as to the topic, date(s), and speaker(s) for the program. Bio or credential information about the speaker(s) must be provided with your application materials.

2. Why do you want to hold the training program? Please be specific as to the need for the program and how it will enhance tourism.

3. The mission of the Central Iowa Tourism Region is to enhance tourism in central Iowa through information, education and promotion in cooperation with government and business. How does your project fit within the mission of CITR?

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 # |
|--------|--------|--------------|
|--------|--------|--------------|

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 # |
|---------|--------|--------------|
|---------|--------|--------------|

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. The grant is targeted at providing tourism training to those within the Central Iowa Tourism Region. Describe the target audience to attend your training session (example - business owners, employees, attractions, public officials, etc.). Include the estimated number of people who will attend the program and how you plan to promote and encourage attendance at the program.

2. How will measure if your training program was effective and if the goals of the program were reached? Examples -- will those attending be asked to complete an evaluation for the session; can you can track if the training impacted the audience you were trying to reach; etc.

Region Involvement

1. Is your organization/business a private member of CITR?

_____ Yes _____ No

2. Do you serve as a county appointed representative?

_____ Yes _____ No

3. Did you attend CITR meetings during the past year?

_____ Yes _____ No

If yes, which meetings did you attend (check all that apply):

_____ November 2011, *CITR Meeting*, Comfort Suites at Living History Farms

_____ July 2011, *CITR Meeting*, Des Moines Botanical Center

_____ May 2011, *CITR Annual Meeting*, Pella Opera House, Pella

_____ March 2011, *Iowa Tourism Town Meeting*, Hilton Garden Inn, Johnston

_____ February 2011, *Creating Pop of the Page Itineraries*, Prairie Meadows, Altoona

_____ November 2010, *Techno Trends*, Reiman Gardens, Ames

_____ July 2010, *Tourism Topics*, Hotel Pattee, Perry

_____ May 2010, *Annual Meeting*, Honey Creek Resort

4. Did you serve on a CITR committee, or were you involved in other CITR activities (examples – serve as a TFI district leader, advertise in the CITR travel guide, etc.) during the past year?

_____ Yes _____ No

If yes, list the committee(s) you served on and/or your involvement in CITR activities:

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, 2011 and June 1, 2012. I understand all grant provisions, including submission of reimbursement forms and the required documentation, must be met no later than June 1, 2012.

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 7 sets (1 original and 6 copies) of my application materials must be submitted and that each set must include:

- _____ Completed application form.
- _____ Quoted estimate(s).
- _____ Speaker(s) bio or credential information.
- _____ Signed letter(s) of intent from funding source(s) specifying the dollar amount committed to the project.

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:
515-832-4808, 800-285-5842 or email: ann@iowatourism.com