

CITR Grant Programs Overview

When are applications due?

Grant applications are due in the CITR office by noon on the dates listed below:

Advertising	October 7, 2011
Heritage Tourism	October 7, 2011
Promotion - Print	October 7, 2011
Promotion - Other	October 7, 2011
Second Round - Tourism Training	January 13, 2012

Who is eligible to apply?

Registered non-profit organizations from a CITR county in good standing (county has paid the annual matching funds amount); county governmental organizations from a CITR county in good standing; and CITR business/organization members in good standing.

What format requirements are there?

- * Grant applications must be typed and must follow the original format - i.e. questions must remain on the same pages in approximately the same place.
- * Faxed or emailed applications are NOT accepted.
- * A total of **7** sets (1 original and 6 copies) of your application and supporting materials are required.
- * Do not use covers, 3-ring binders, folders, spiral binding, etc.

When must projects be completed?

Because CITR must spend grant funds in the same fiscal year in which they are appropriated, projects must be completed and paid for between July 1, 2011 and June 1, 2012.

What needs to be included in a draft, mock-up storyboard or flow chart?

Submitting a draft, mock-up, storyboard, or flow chart is required for the advertising, promotion - print and promotion - other grant programs. If applicable, this must indicate the location of the CITR logo, web site or tagline.

Where do supporting materials go?

Supporting materials such as quotes, letter(s) of intent, drafts, mock-up, photos, diagrams, etc. should be placed at the end of the application as attachments.

What expense information is required with the application materials?

- * Complete project cost information must be provided and quotes must be attached. Review each grant for specific eligible expenses, match requirements, and maximum grant amounts.

Who can provide local match funds and how do you demonstrate this?

- * Local match funds can be provided by one or multiple entities. Other state grant funds **cannot** be used as matching funds.
- * Signed letters of intent from **each** funding source other than CITR is required. If your organization is providing the matching funds, you must still include a letter from your organization stating your intent to match the grant funds from CITR.
- * A cash match is required, in-kind services or in-kind contributions **cannot** be used as matching funds.

What requirements does CTR make of the project?

- * Except for heritage tourism projects and tradeshow projects, the CTR logo, tagline, or web site must be included.
- * Grant recipients are required to sign a project agreement upon receiving a grant. When the project is finished, grant recipients submit a reimbursement form and provide project documentation to the region office. Reimbursement information and supporting documentation are due by June 1, 2012.
- * Grants are set up on a **reimbursement basis** and are payable only upon completion of the project.
- * Grant recipients who do not comply with the requirements of the grant programs (forget to include the logo, tagline or web site) forfeit their funds.

Grants are reviewed on a competitive application basis. Incomplete applications, late applications, or those submitted by ineligible applicants will automatically be disqualified.

CTR Grant Programs Key Points

In addition to the basic requirements of the grant applications, the following are key when preparing applications for the CTR grant programs, and are key factors the reviewers consider when evaluating applications. Refer to the individual application forms for more information.

Advertising Grant Program

- * The co-op programs sponsored by the Iowa Tourism Office are **not** eligible for CTR grant funding.
- * Priority will be given to advertising placed **outside** of the Central Iowa Tourism Region. Advertising placed within the central region (but outside of your own local area) is still eligible but will receive a lower funding priority.
- * A mock-up is required and **must** show placement of CTR logo, tagline or web site.
- * How the advertising will reach your target market, and why you want to advertise in the medium(s) selected are key considerations in the application review process.
- * If your advertising will generate requests for information, how you plan to fulfill these requests is an important factor grant reviewers consider.

Promotion - Print Grant Program

- * A distribution plan for the materials you plan to produce must be included, as well as the specific number of materials to be handled at each distribution point. These numbers should “add up” and match the numbers provided in the quoted estimates.
- * Priority will be given to projects with a distribution focus **outside** of the Central Iowa Tourism Region. Projects distributed within the region are still eligible but are given a much lower priority for funding.
- * A mock-up of your project is required and **must** show placement of CTR logo, tagline or web site.

Promotion - Other Grant Program

- * See application form for additional information about eligible projects, etc. New this year - tradeshow registration fees are eligible. See application for details.
- * A mock-up, flow chart, sketches, artists rendering, etc. is required with your application materials. This **must** show placement of the CTR logo, tagline or web site. Tradeshow displays are not required to include the logo, tagline or web site but a mock-up is still required.

Heritage Tourism Grant Program

- * Your project needs to have not only historical value, but also relate to tourism. This is one of the key factors grant reviewers consider when evaluating projects.
- * It is **strongly recommended** applicants provide diagrams, photos, etc. to help grant reviewers better understand the nature and scope of your project.
- * The CTR logo and tagline requirements do not apply to the heritage tourism grant. However, applicants must provide information about how CTR will be recognized for financially supporting the project.

Tourism Training Grant Program

- * Your education session must be open to anyone from the Central Region who wishes to attend.
- * Sessions must focus on **tourism-oriented** training and should address a local training need. Examples of sessions which have been funded in the past include hospitality training, fundraising, making retail stores destination experiences, working with the media, group tour training, and developing a marketing plan.
- * Paying for the costs associated with an entertainer or special event are **not** eligible under the grant program.
- * The grant is designed to fund an outside, professional speaker. Local experts or speakers can be used, but should not be someone who would ordinarily speak to your group for free (board member or member), or a person who would speak to your group as part of their normal job duties (local chamber or development staff).
- * You can charge a reasonable fee for people to attend the education session, even if awarded grant funding. If this will be the case, income from registration fees should be included in the budget information provided with the grant. If a discounted fee is offered, this same discount must be extended to CTR representatives and members.

Where to Get Applications

- * Applications can be emailed to you by sending your request to ann@iowatourism.com and specify which applications you want to receive. Or, you can download applications from the CTR web site at: www.iowatourism.com
- The applications are under the "members" section of the site.

Questions... Contact CTR at 515.832.4808 or 800.285.5842