

Marshall Chamber Tourism Committee

Tourism Grant Guidelines and Application

RETURN TO CHAMBER OFFICE by October 31, 2011

What is the Lodging's Tax?

City of Marshall Ordinance number 7613 states that the council of the City of Marshall, Missouri, can impose a tax on the charges for all sleeping rooms paid by the transient guests of hotels and motels situated in Marshall, Missouri, at a rate of five percent (5%) for the sole purpose of promoting tourism. Imposition of said tax was approved by the citizens of the City of Marshall, Missouri, at the election held on August 3, 2004.

How is the Lodgings Tax Administered?

The Marshall Tourism Commission consists of five (5) members, each of whom shall reside in the City and who shall not be members of the City government. At least one of the members shall be a representative of the hotel/motel industry. This Commission is responsible for administering the collected taxes through grants to qualified tourism affiliates.

Who may apply for funding?

Organizations that promote tourism – Affiliates must provide proof that their organization promotes tourism in the Marshall area. This purpose must be reflected in their application for funding. Eligibility is established only once. The tourism commission reserves the right to request financial statements from any tourism affiliate during the application review process.

How can lodgings tax funds be used?

All proceeds from the lodgings tax are to be used for tourism development projects in or near Marshall. Applications are accepted in two categories: Marketing and Development.

Marketing-funds are available for the creation, production and distribution of promotional material designed to promote tourism in the Marshall area. (Generally must be distributed/promoted/advertised at least 50 miles away from Marshall)

Development – funds are available for the development of tourism attractions or amenities consistent with a longer range tourism development plan. Projects can be for brick and mortar capital improvements, planning process and operations.

Application Process

Lodgings Tax funds are generally available for allocation annually, unless special circumstances arise. All requests must be submitted on an application form, which is available at the Chamber office. Return completed application to the Chamber office to be reviewed for completeness and grant eligibility. In an effort to respond to opportunities which may arise during the year, tourism grant applications may be processed throughout the year. The application process remains the same and all guidelines will apply.

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What types of funding are encouraged?

Convention & Visitors Bureau marketing for the community wide tourism industry. Target markets to include leisure travel, group tours and conference/meeting.

Eligible expenses include: media advertising, productions and fulfillment (newspapers, trade publications, magazines, radio, television, internet, billboard rental and design, travel/trade show registration, specialty advertising materials distributed at trade shows, travel costs, shipping costs and booth acquisition, brochure design, printing and distribution, web page design, set up and maintenance, advertising, video production, direct mail costs and toll free telephone lines to be used by the organization and/or the event organizers directly associated with the funded event, any costs associated with the research to determine the outcome of the project.

Expenses which are NOT eligible for funding include: salaries, costs associated with sponsorship of trophies, banners, blankets, entertainment, etc. for events or activities held in the Marshall area. Equipment purchases or rentals, the value of "in kind" services, in house costs any items for resale or alcoholic beverages.

Event/Attraction marketing for a multi day tourism event or year round tourist attraction.

Target markets to include leisure travel, group tours and conference/meeting.

Eligible expenses include: media advertising, productions and fulfillment (newspapers, trade publications, magazines, radio, television, internet, billboard rental and design, travel/trade show registration, specialty advertising materials distributed at trade shows, travel costs, shipping costs and booth acquisition, brochure design, printing and distribution, web page design, set up and maintenance, advertising, video production, direct mail costs and any costs associated with the research to determine the outcome of the project.

Expenses which are NOT eligible for funding include: salaries, specialty advertising materials distributed at trade shows, costs associated with sponsorship of trophies, banners, blankets, entertainment, etc. for in kind services, in house costs, any items for resale, alcoholic beverages, toll free telephone lines (funds available through Marketing).

Estimates and bid records for expenses of \$3000 or greater are needed for both marketing and development request.

Tourism Development

Projects must strengthen use of existing tourism industry or create new tourism opportunities.

Eligible expenses include: Development of tourism attraction or amenities consistent with a long range tourism development plan, renovation or acquisition of historical sites/building, expansion of visitor centers, development of parks and recreation facilities, feasibility studies, travel associated with research, development plans, exhibit design plans, consultation services, operating expenses, or other capital improvements. All funded tourism development projects will take into consideration the overnight stays it will result in. For example, a project that assures overnight stays (a weekend event)

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will have higher consideration than a project that does not produce any overnight stays (i.e., furniture in a museum).

Expenses not eligible include: salaries, the value of in kind services, in house costs and items for resale or alcoholic beverages.

What is expected of Participants?

Project Modifications to the approved project must be reported in writing to the Chamber for approval prior to the expenditure taking place. The letter should include an explanation for the change.

Modifications cannot increase the total funding approved in the application.

Funded advertising must include ads placed on radio, TV and/or newspapers located at least 50 miles from Marshall. Printed materials must also be distributed at least 50 miles away from Marshall.

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Directions: Complete the following application & return to the Chamber office. For questions, please call Robin Shaffer at the Chamber office – 660-886-3324 or e-mail - robin@marshallchamber.com

Tourism Affiliate Information

Project Name _____

Organization Name _____

Address _____

City, State, Zip _____

Name & Address where the funds are to be mailed (if different than above)

Primary Contact _____ Phone # _____

Email address _____ Cell # _____

Second Contact _____ Phone # _____

Email address _____ Cell # _____

List other events your organization holds throughout the year. The Chamber can help promote these on both websites www.marshallchamber.com and www.visitmarshallmo.com as well as the newsletter. You can email robin@marshallchamber.com with all the information on the event.

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Section C1 - Marketing Evaluation Criteria

Provide a line item breakdown of the budget amounts. List estimated costs for all components of your project. You may use the form provided below or attach a separate sheet (8 ½ x 11, 10 pt. type, ½ inch margins) using the same format.

Name of organization _____

<u>Categories</u>	<u>List Providers</u>	<u>Non Qualifying Amount</u>	<u>Qualifying Amount</u>
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Media

Radio _____

Newspaper _____

Magazine _____

Design & Layout _____

Photography _____

Printed Material

Brochures _____

Flyers _____

Rack Cards _____

Outdoor Adv/Hwy Signage

Other (internet design and set up, Fam Tours, booth acquisition, audio visual, market research-related to project only, public relations, etc.)

Total Budget \$ _____

Total Non Qualifying \$ _____

Total Qualifying \$ _____

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Section D1 - Development Evaluation Criteria

Provide a line item breakdown of the budget amounts. List estimated costs for all components of your project. You may use the form provided below or attach a separate sheet (8 ½ x 11, 10 pt. type, ½ inch margins) using the same format.

Name of organization _____

<u>Categories</u>	<u>List Providers</u>	<u>Non Qualifying Amount</u>	<u>Qualifying Amount</u>
Acquisition of Sites/buildings (purchase costs)			

Development of parks/recreation facilities, tourist facilities, etc. (parking lots, lighting, landscape, signage, restrooms, site furniture, fencing, excavation, interpretive plaques)

Professional Services/Research (appraisals, surveys, legal costs, construction engineering, feasibility studies, development plans, exhibit design plans, consultation services, travel associated with research, grant writing, architectural drawings)

Capital Improvements (labor/construction costs, materials, maintenance, electrical, alarm/security systems, site/building renovations)

Operating Expenses (rent, utilities, insurance, janitorial, security system services, trash, telephone, general repair and upkeep, financial reporting/audit)

Other (equipment, supplies, artifacts, research library, collection care materials)

Total Budget \$ _____

Total Non Qualifying \$ _____

Total Qualifying \$ _____

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Sections 2 through 7 Marketing (C) and Development (D) Evaluation Criteria continued

Please type your responses to the following, in the order listed below.

2. Describe your project clearly and concisely. Include the location and the date(s) of your event.
3. Explain how this project furthers the goals of your organization to promote tourism.
4. Describe how this project will increase visitation, length of stay and/or tourism expenditures in the area. Include hours of operation and months of operation. Explain how this project furthers the local tourism industry, creates new tourism opportunities or strengthens the existing tourism industry. Identify the expected benefits resulting from this project.
5. Explain how this project demonstrates financial and/or other partnership between two or more eligible organizations. If no partners are included, detail the efforts made to collaborate on this project.
6. Summarize the most recent history of your event including attendance figures (if available) and number of out of county/state attendees.