

Marshall Tourism Grant Application

Tourism Grant Guidelines and Application
2018 funding period

Directions: Complete the following application & return directly to the MSDC office located at 1455 West Arrow (Marshall Municipal Utility building), or mail to PO Box 427, Marshall, MO 65340. You can also email the application. For questions, please call Stan Moore or Carolyn Pearson at the MSDC office 660-886-6889 or e-mail Stan or Carolyn at: stan@marshall-saline-dev.com or carolyn@marshall-saline-dev.com

Deadline: For the Annual Application Review, applications should be turned in to the MSDC Office by October 31th for assembly in the 2018 Tourism Grant Application. The 2018 Marshall Tourism Grant application will be delivered to the Marshall Tourism Commission for their review at the November meeting. Applications may be submitted throughout the year by delivering the application to the MSDC Office.

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 # _____

The Chamber and MSDC can help promote your events, throughout the year, on both websites www.marshallmochamber.com and www.visitmarshallmo.com .

You can email Jeanette at the Chamber at jeanette@marshallmochamber.com or Carolyn at MSDC at: carolyn@marshall-saline-dev.com with all the information on the event.

Section C1 - Marketing Evaluation Criteria

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In order for the Marshall Tourism Commission to better understand your request, please list all marketing and promotion expenses you have budgeted. Provide a line item breakdown of the following budget amounts. **List estimated costs (in detail) for all marketing and promotional 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 _____

Categories	List Providers	Not Requested or Non Qualifying Amount	Requested or Qualifying Amount
MEDIA:			
Radio			
Newspapers			
Magazines			
PRODUCTION:			
Design and Layout			
Photography			
PRINTED MATERIAL			
Brochures			
Flyers			
Rack Cards			
Outdoor Adv./ Hwy Signage			
Other: internet design and set up, Booth acquisitions, audio visual, market research-			
Total of all Marketing and promotional Budgeted items \$ _____			
Total of all not requested or Non-qualifying Amount \$ _____			
Total qualified and requested Amount \$ _____			

marketing and promotion expenses you have budgeted. Provide a line item breakdown of the budget

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amounts. **List estimated costs (in detail) 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 _____

Categories	List Providers	Not Requested or Non Qualifying Amount	Requested Qualifying Amount
Acquisition of sites/buildings Purchase Cost			
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 cost, construction engineering, feasibility studies, development plans, exhibit design plans, consultant 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 of all Development Budgeted items \$ _____ Less total of not requested or Non-Qualifying Amounts \$ _____ Total Qualified and Requested Amount \$ _____			

Questions 1 through 6 for either (or both) Marketing (C) and Development (D) Evaluation Criteria.

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

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1. Describe your project clearly and concisely. If your project is a specific event, include the location and the date(s) of your event, admission fee. If your project is an on-going year-round event, include hours of operation and/or months of operation.
2. Describe the overall market plan your event/activity. Give reasons for the type and placement of printed advertising and plan for distribution of printed materials such as brochures, flyers, letters, etc. Describe any plans for non-print advertising such as web-site and social media.
3. Describe how this project will increase visitation, length of stay and/or economic benefit in the area. Estimate the expected attendance and your method of calculating the attendance and the overall outcome of your project.
4. Explain how this project demonstrates financial and/or other partnership between two or more eligible organizations.
5. Summarize the most recent history of your event including attendance figures and number of out of county/state attendees. Include a summary of the most recent Visitor Information you have regarding your event or activity.
6. Summarize your other activities and events that occur throughout the year that promote your organization, involve partnerships and create opportunities for funding.