

Marshall Tourism Grant Proposal

Tourism Grant Proposal Guidelines and Application - FY22/23 Funding Period

What is the Lodgings 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.

The Lodging Tax Grant program was established to enhance the economic impact of tourism in our community. The grant proposal program is a reimbursement grant and not necessarily designed to cover the entire cost of a project. The program is designed to assist an organization with their event or activity.

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 Marshall 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, 75% of Marshall Tourism Grant Proposal funds allocated to any one organization must be used for distributing promotional material, promoting and advertising at least 30 miles away from Marshall. Up to 25% of the total Marketing Funds requested by any one organization may be allocated to local advertising.

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 and Deadlines:

Shelby Dawson – City of Marshall
214 N. Lafayette Avenue
Marshall, MO 65340

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Lodgings Tax funds are generally available for allocation annually, unless special circumstances arise. All requests must be submitted on a proposal form, which is available online at visitmarshallmo.com. Completed proposal applications should be returned to the City Office Building at 214 N. Lafayette Avenue to be reviewed for completeness and grant eligibility.

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED!

Annual Tourism Grant Proposal Deadline: **Friday, August 26.**

Semi-Annual Tourism Grant Proposal Deadline: **Tuesday, February 28.**

All proposals must be submitted to the Commission at least 60 days prior to the date of the event.

What Types of Funding Is Encouraged?

Convention & Visitors Bureau marketing for the community wide tourism industry and events or activities that have the potential of demonstrating a positive economic impact to the community.

Preference will be given to projects that encourage overnight room stays.

Eligible Expenses Include: media advertising, newspapers, trade publications, social media ads or boosts, magazines, radio, television, internet, billboard rental and design, banners, 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, and costs associated with research to determine the outcome of the project.

Expenses NOT Eligible for Funding Include: salaries, costs associated with sponsorship of trophies, blankets, entertainment, etc. for events or activities held in the Marshall area. Equipment purchases or the value of in-kind services (such as Affiliate Committee member creating art work for web site or ads.), in house costs, any items for resale or alcoholic beverages. Marketing of local community events that promotes mostly to local citizens and is attended predominantly by local citizens.

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

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

Expenses NOT Eligible for Funding Include: salaries, the value of in-kind services, in house costs and items for resale or alcoholic beverages.

Estimates and bid records for ALL expenses are required for both a Marketing or Development request.

What Is Required of Participants?

- All projects funded by the Marshall Tourism Commission must use the Marshall Tourism Commission Logo on all advertising, program booklets, brochures, flyers, signage at the site and other applicable forms of marketing.
- **Event attendance tracking is required. A Post Event / Year End Summary must be provided to the Tourism Coordinator within 30 days after the event. Additionally, event dates for FY22/23 must be submitted to the Tourism Coordinator by 08.26.2022.**
- The Commission encourages and priority will be given to projects which demonstrate collaboration with other Grantees to promote events. Collaboration between entities can result in more effective use of funds.
- At the discretion of the Tourism Commission, applicants may be asked to be present during a Tourism Commission meeting when application(s) are being reviewed for grant request consideration.
- Project modifications to approved projects must be reported in writing to the Tourism Coordinator for presentation to the Marshall Tourism Commission 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.
- **Incomplete applications will not be considered for funding under any circumstance. Failure to submit a completed Post Event / Year End Summary may cause an application to be rejected in subsequent years.**

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