
CO-OPERATIVE GRANT PROGRAM



**Connecticut Commission
on Culture & Tourism**



Connecticut Commission on Culture & Tourism

Art
Tourism
Film
History

Dear Culture & Tourism Constituent:

Thank you for your interest in the Commission on Culture & Tourism's new Marketing Grant Program. The grants are designed to create partnerships, increase attendance and visitation to Connecticut destinations, increase overnight stays and extend state and regional marketing efforts.

The CCT Marketing Grants require matching funds and are available to arts, history and heritage, film and tourism entities that are destinations open for visitors. Two types of marketing grants are available under this program:

- Culture & Tourism **Challenge Grants** – provide matching funds to non-profits for new and innovative marketing projects or expansion of current projects;
- Culture & Tourism **Co-operative Grants** – subsidize specific marketing partnerships in collaboration with CCT marketing efforts.

Co-operative (Co-op) Grants provide valuable strategic marketing partnerships to constituents and leverage the collaboration of CCT's statewide marketing and regional tourism district efforts funded by the State of Connecticut. Four Co-op Grant projects are offered by CCT for FY 2008. Organizations may apply for more than one:

- Billboard Advertising
- Newspaper & Online Advertising
- Market Research
- Strategic Marketing Planning

The Co-op Grant application selection process is rolling through the final deadline. Applications will be considered as they are received until all grant funds are allocated or by the deadline January 8, 2008, whichever comes first. This method of selection is necessary to allow grantees to confirm desirable advertising space before it is sold out and to begin market research and strategic marketing planning during the 2008 calendar year.

Program guidelines and the application form are available at www.cultureandtourism.org. We look forward to your participation in this program. If you have any questions, please contact Barbara Cieplak, by e-mail at barbara.cieplak@ct.gov.

Sincerely,

Karen Senich
Acting Executive Director



MARKETING GRANT PROGRAM - CO-OPERATIVE GRANTS

PROGRAM DESCRIPTION

The Co-operative (Co-op) Grants are intended to provide valuable strategic marketing partnerships to CCT constituents, increase attendance, visitation and overnight stays, and extend state and regional marketing efforts funded by the State of Connecticut.

Co-op Grants subsidize pre-selected cooperative marketing projects for arts, history and heritage, film, and tourism partners that are destinations open for visitors. The Co-op Grants Program funds culture and/or tourism marketing projects. Matching funds are required; the required match will vary depending on the eligible project you select. State or federal funds cannot be used as your match contribution. Grantee eligibility varies by project for non-profit and for-profit entities.

OBJECTIVES

- Increase attendance and visitation to Connecticut's culture and tourism businesses.
- Promote Connecticut's brand image to tourists and state residents.
- Extend limited public and private sector resources through strategic marketing partnerships.
- Focus public and private sector marketing efforts through shared objectives and strategies.
- Leverage culture and tourism as a contributor to the economic development of Connecticut.

WHO MAY APPLY

- For-profit project applicants for eligible projects can be arts or history and heritage venues, tourism attractions, destination marketing organizations, special event organizers, lodging facilities, dining or shopping establishments, or providers of tourism services available to the public.
- Non-profit project applicants must be non-profit organizations including state or regional tourism, arts, history and heritage or film organizations. Proof of non-profit status is required.
- Eligibility is determined by specific marketing project.
- All applicants must provide their Federal Employer Identification Number provided by the Internal Revenue Service.
- Applicants must demonstrate a fiscal accountability system that insures that the monies will be spent in the manner indicated by the grant application.
- Applicants must be registered to do business in Connecticut and have a certificate of authority from the Office of the Secretary of the State.
- Applicants should have a current strategic marketing plan. Applicants without a marketing plan may submit the strategic marketing questionnaire provided by CCT.

**INELIGIBLE
APPLICANTS**

- Past CCT grantees with overdue final reports
- Religious or faith based institutions and organizations; elementary and secondary schools and service organizations or clubs; individuals
- No agency or organization may act as a fiscal agent simply to receive or disburse CCT Marketing Grant funds

ELIGIBLE PROJECTS

Four Co-op Grant projects are offered by CCT for FY 2008. The two advertising projects offer a choice of visible and affordable media that can be accessed by partners with varying funding levels. The research and planning projects provide an opportunity for partners to learn more about their audiences and clearly define their strategies to increase visitation and audiences. All projects should work in synergy with the CCT Strategic Marketing Plan www.cultureandtourism.org and extend the Connecticut brand and image.

Culture and tourism partners may apply for more than one, submitting an application form for each project requested.

- Billboard Advertising (for non-profits and for-profits)
- Newspaper & Online Advertising (for non-profits and for-profits)
- Market Research (for non-profits)
- Strategic Marketing Planning (for non-profits)

Please refer to the Co-op Grant fact sheets for additional details for each specific project.

MATCHING FUNDS

A match which varies from 30% to 60% depending on project selected, as well as non-profit or for-profit status is required. The grantee has ninety days (90) days after completion date of the project or June 30, 2009, whichever comes first, to submit proof of matching funds. If the grantee has not raised the matching funds within the prescribed time, all funds must be returned to CCT.

State or federal funds cannot be used as matching funds. The goal is to raise dollars by creating partnerships with the private sector. In-kind services do not qualify as matching funds.

Eligible matching funds include direct grants, monies raised through memberships, sales of promotion items, fund drives, corporate sponsorships, money raised through ticket sales, registrations or admission fees and net profits.

APPLICATION

The application selection process is rolling through the final deadline. Applications will be considered as they are received until all grant funds are allocated or the deadline January 8, 2008, whichever comes first.

Applications must include four (4) sets of materials (1 marked “Original” and 3 copies) in the following order:

1. Application Form (must be signed and dated, with an original signature)
2. Application Narrative (2 pages): The narrative is comprised of a brief history of the organization and the description of the project. The narrative form is no more than two (2) single-spaced typed pages (one side only) with margins no less than $\frac{3}{4}$ inch on all four sides, with font size no smaller than 11 point.
 - Brief History of Organization: Applicants must provide a brief history of their organization including operating years, office location, if applicable, mission statement and objectives. It must also show financial stability and include any previous state loans or grants.
 - Project Description: Applicants must provide a detailed description how the selected project will impact your business and work toward the goal of increased visitation to Connecticut. Project goals and objectives must be outlined and include, where applicable: proposed audience, projected attendance, lodging room nights, or other economic impact indicators. Please outline how this marketing project will align with other initiatives you are currently undertaking.
3. Project Timeline: A detailed timeline for key approvals and implementation stages pertinent to the project must be included.
4. Project Budget (1 page income and expenses): A detailed project budget must be provided and shall include revenue and expenses. Revenue must be broken down by earned income, grants and contributions and identified source of matching funds. Expense must be broken down by item (media costs, consulting fees) and the expense of each item shown under the appropriate category of revenue: CCT Marketing Co-op Grant, matching funds, other revenue.
 - Grant funds may only be expended on eligible marketing expenses defined in each fact sheet. Expenses paid by matching fund dollars may not consist of in-kind services.
 - Applicants must demonstrate a fiscal accountability system that insures the monies will be spent in the manner in which the grant application indicates.
5. Strategic Marketing Plan: Applicant’s current strategic marketing plan must be provided. Applicants without a strategic marketing plan must complete and submit copies of the marketing questionnaire provided by CCT available at www.cultureandtourism.org.
6. Promotional Materials: Past promotional materials are optional.

**APPLICATION
(CON'TD)**

Only one set of the following items #7-8 must be attached to the original set (marked "Original"):

7. Non-Profit Status - Tax Exempt Verification if applicable (select what applies; examples listed below):

- IRS Tax Exempt Letter (Determination Letter)
- Affirmation Letter
- Instrumentality Letter
- Copy of State Statute.

8. W-9 Form: A completed W-9 Form must be attached to the original application only.

Applications must be received (not postmarked) by the Connecticut Commission on Culture & Tourism no later than 4:00 p.m. on January 8, 2008. No application will be accepted after this date and time. Funds are allocated on a rolling basis until funds are completely allocated. CCT does not guarantee that funds will remain until January 8, 2008. E-mail or fax submissions will not be accepted. Applications missing any of the listed materials will be considered incomplete and will not be reviewed.

Send completed applications to:

Barbara Cieplak
Connecticut Commission on Culture & Tourism
One Constitution Plaza
2nd Floor
Hartford, CT 06103

Applications forms can be found at www.cultureandtourism.org.

TIMELINE

January 8, 2008	Final date for accepting applications, until 4:00 p.m.
Within 10 business days of CCT receiving application	Applicants advised and contract drafted.
January – February, 2008	Contract signed and processed.
February - March, 2008	Payments processed.
Date contract fully executed	Projects can begin no sooner than date.
June 30, 2009	Projects can end no later than date.
June 30, 2009 or 90 days after completion of project, whichever one comes first	Final report due.

SELECTION PROCESS

Co-op Grant applications are reviewed based on the following criteria:

- **Organization and experience:** Applicants will be evaluated based on the quality of their application, experience and financial stability.
- **Technical approach:** Must clearly outline objectives and goals of project, including target audience, projected attendance or percentage increase in attendance and lodging room nights impacted by the project. Strategies or messages must be clearly articulated as appropriate to the project. Timelines must be clearly defined and reasonable.
- **Consistent with CCT's Strategic Marketing Plan (www.cultureandtourism.org):** Applicants must clearly articulate how the project will further and support the statewide marketing plan and the degree to which it expands culture and tourism in Connecticut. Project must encourage culture and/or tourism visitation.
- **Budget:** Must be detailed and complete. Costs must be well researched and reasonable. Other sources of income must be indicated with a clear indication of matching dollars.

**AFTER FUNDING
DECISION ARE
MADE**

CCT will notify all applicants in writing of the Commission's decision. If awarded funding, the following will apply:

Grant Contract and Payments: CCT will send the grantee a grant contract and requisite forms for signature. The contract will outline the terms of the grant and the payment schedule. CCT will request the release of funds only upon receipt of the fully executed contract.

- A Corporate/Certified Resolution needs to accompany the returned signed contract. Two (2) dated and notarized copies must be submitted with the signed contracts.
- **Affirmative Action Statement:** All grantees are required to submit non-discrimination certification.

Vendor Arrangements: Grant recipient shall contract with the media outlets or project vendors and guarantee payment for the media placements or services. Grant recipients may be required to go through a credit application process with vendor. CCT will provide the matching grant funds directly to the grant recipient, not to the vendor.

Project Mock ups: All project materials such as billboard creative, newspaper ad creative, market research reports for distribution, strategic marketing plan draft and copy content etc. must be approved by CCT prior to being produced or scheduled for final production. A minimum of five (5) working days is required for this approval.

Credit: All grantees must acknowledge support by CCT in any news release or material promoting this grant-funded activity. The CCT Tourism logo in the approved format must be included in the research report or strategic marketing plan and include the phrase: With support from the Connecticut Commission on Culture & Tourism. A copy of CCT's **Credit & Publicity Kit** will be included with the contract.

**AFTER FUNDING
DECISION ARE
MADE
(CON'TD)**

Final Report: Within ninety (90) days of the last day of the funding period but no later than June 30, 2009, grantee will provide a written program evaluation narrative including measurable results and financial report to CCT in a format to be specified by CCT. Proof of matching funds must accompany your financial report. The financial report must include documentation of all expenditures including invoices and/or canceled checks.

Once the advertising appears or the reports are produced, the grant recipient shall provide CCT with a photo of the billboard or copy of the newspaper tear sheet, research report or Strategic Marketing Plan. The final report shall include project work samples that acknowledge CCT support.

Future CCT funding is contingent on submission of final reports. Thoughtful, complete and timely final reports help assess the effectiveness of grant programs, account for expenditure of taxpayers' investment, and document the public benefit of investing in culture and tourism organizations and programs.

Project Modification: Any revisions or modifications to the approved proposal shall be submitted in writing. Changes may only be made with the express written approval of CCT.

Project Withdrawal: CCT shall be notified in writing in the event a project does not go forward.

**GRANT
CANCELATION**

CCT has the right to withhold, reduce or cancel grants if an organization:

- Owes final reports from previously received CCT grants
- Fails to comply with the terms of the grant contract
- Is unable to raise or expend the required cash match
- Demonstrates inadequate financial management or oversight
- Does not properly credit CCT support
- Experiences significant changes in programs or services or cancels or suspends a funded project.

QUESTIONS

Questions regarding CCT Marketing Co-op Grants, contact: Barbara Cieplak, CCT Tourism Division, Marketing Director, at barbara.cieplak@ct.gov.

FACT SHEET – ELIGIBLE PROJECT: BILLBOARD ADVERTISING

DESCRIPTION

The Billboard Advertising project allows grant recipients to advertise in the greater metro New York area and along the major thoroughfares of Connecticut (I-84, I-95, and I-91). CCT is offering several advertising options, which you will need to specify as part of your grant application process.

Final locations of boards will be determined by the grantee in consultation with the billboard vendor once the grant application is approved and availabilities are researched. Cost for billboards including installation and vinyl print ranges from \$6,000 in Connecticut to \$27,000 in New York per board per month.

MEDIA OPTIONS

Please select your media intentions on the application form for billboard advertising from the following options. Billboards are sold on space available by location and month and usually require a signed contract within 3 days of final negotiations with the vendor. Confirmation of final billboard locations, etc., is determined by contract with the vendor.

As a value-added, billboard project partners will be highlighted on www.CTvisit.com, the state's official tourism website with more than two million visitors annually, in rotating value-added sidebars from April through July.

Billboard locations: I-84 Connecticut, I-95 Connecticut, I-91 Connecticut, I-87 New York, I-95 New York, I-84 New York

Territory options: New York gateways to Connecticut, Fairfield County, New Haven, Shoreline, Danbury, Waterbury, Hartford

Time duration options for 2008: April, May, June, July

CREATIVE OPTIONS

Billboard creative development shall be designed by CCT's marketing agency, Pita Communications, located in Hartford. The Co-op billboard project shall have a unified look and include the Connecticut logo and website, CTvisit.com.

In addition to the Co-op Grant funds, CCT will provide 16 hours of time with Pita Communications for copy editing, layout, production and account service for the execution of the grantee's billboard creative. Any time above 16 hours will be charged to the grantee by Pita Communications at \$125 per hour and is the sole responsibility of the grantee and will not be reimbursed through the grant.

Grant recipients may choose one of two creative concept options which can be viewed at www.pitacomm.com/billboardcreative.

All grant recipients shall provide Pita Communications with copy points for their billboard based on the concept selected, one photo, logo/name, and Interstate access and exit or town location.

Advertising messages that promote a negative image of the state, are morally offensive, competing interests, or products documented to be harmful to health or well-being will not be approved by CCT.

**ELIGIBLE
APPLICANTS &
REQUIRED MATCH**

- Non-profit entities: require 40% match
- Regional tourism districts: require 40% match
- State or regional art, history and heritage, film or tourism organizations: require 40% match
- For-profit entities: require 50% match

**ELIGIBLE EXPENSES
OR ACTIVITIES FOR
FUNDING**

The Co-op grant funds can be used for the following:

- Media purchase costs for the billboard(s)
- Billboard vinyl production costs
- Billboard installment costs

No other expenses or activities related to the billboard co-op can be reimbursed.

**MAXIMUM GRANT
REQUEST**

The maximum grant request is \$30,000.

DEADLINES

Applications must be received by CCT no later than January 8, 2008. In order to secure the most desirable billboard locations, you are encouraged to submit applications as soon as possible.

VENDOR CONTACT

Applicants shall contact the billboard vendor directly for availability and costs of billboards and to contract for media.

Moira McNally, Director of Sales

Out of Home America

Phone 860-289-9001

E-mail moira@outofhomeamerica.com

FACT SHEET – ELIGIBLE PROJECT: NEWSPAPER ADVERTISING & ONLINE

DESCRIPTION

Newspaper Advertising Co-op Grant recipients will partner with CCT in a promotional advertising campaign that encourages state residents to visit Connecticut's many cultural and tourism destinations.

The newspaper co-op shall enhance CCT's Connecticut Ambassador Program which encourages residents to share their state with visiting family and friends, the source for more than 35% of Connecticut's out of state tourists. Other new Ambassador program efforts include online e-newsletters with special offers, registration at www.CTvisit.com and a "Show the World Your Connecticut" brochure and CPTV announcements by Governor M. Jodi Rell.

The Newspaper Advertising Co-op will make it more affordable for smaller properties to advertise to their most efficient close-by markets under the statewide brand while reaching influential residents and new ambassadors to increase visitation from the out of state market.

MEDIA OPTIONS

The five-week advertising campaign will run during the late spring and peak summer vacation season in major dailies in five of the state's largest media markets: Hartford, New Haven, Fairfield County, Waterbury and New London. These newspapers are: Connecticut Post, Hartford Courant, New Haven Register, Republican-American and The Day. As a value-add, each newspaper will extend its print reach by highlighting advertisers in their online environment.

Applicants may select from the list of newspapers offered and may choose from five specific advertising dates. It is recommended that applicants choose more than one newspaper to maximize exposure.

Thursday weekend tabloid sections and other placement opportunities are being offered. Supporting editorial will feature a different experience each week. Newspaper Co-op Grant recipients are encouraged to advertise in several editorial sections to cross-promote to a wider audience.

The editorial schedule is as follows:

- May 15 – "Arts and Culture"
- May 29 – "History"
- June 12 – "Active Adventure"
- June 16 – "Rest & Relaxation"
- July 10 – "Family Fun"

**CREATIVE
DEVELOPMENT**

Grant recipients shall provide their advertisements to the newspapers directly for insertion in the special Connecticut culture and tourism pages. These pages will be branded with the Connecticut logo and Website and feature editorial content about state attractions.

Advertising messages that promote a negative image of the state, are morally offensive, competing interests, or products documented to be harmful to health or well-being will not be approved by CCT.

**ELIGIBLE
APPLICANTS &
REQUIRED MATCH**

- Non-profit entities: require 30% match
- Regional tourism districts: require 40% match
- State or regional art, history and heritage, film or tourism organizations: require 40% match
- For-profit entities: require 60% match

**ELIGIBLE EXPENSES
OR ACTIVITIES FOR
FUNDING**

The Newspaper Advertising grant funds can be used for the following:

- Media purchase costs for the newspaper advertisement(s)

No other expenses or activities related to the newspaper advertising co-op can be reimbursed.

**MAXIMUM GRANT
REQUEST**

The maximum grant request is \$15,000.

DEADLINE

Applications must be received by CCT no later than January 8, 2008.

VENDOR CONTACT

Please contact Phil Lucey of the New England Newspaper Association at (978) 744-8940 to coordinate ad buys. Applicants must contact newspaper sales representative for availability, advertising rates, and to contract for media.

FACT SHEET – ELIGIBLE PROJECT: MARKET RESEARCH

DESCRIPTION

The Market Research Co-op project extends to new partners participation in VISION, Connecticut's syndicated visitor intercept study. It will allow grantees a one year trial subscription to collect valuable audience data used to guide their marketing direction, and compare with others in their regional categories. Participating venues have the unique advantage of being able to directly compare their own results to those of the state.

VISION is an on-going study of intercept interviews with visitors at a panel of tourism and culture attractions across the state. The VISION database began in 2001 and now includes the results of over 15,000 interviews. The methodology was developed by the State with its partners and is managed by VISION research partner, Witan Intelligence Strategies.

VISION intercepts are conducted at an attraction eight times a year, representing four seasons as well as weekdays and weekend/holidays. Results are reported in four seasonal waves and in an annual aggregate report.

The report measures key information needed by marketers. For example:

- Demographics: Who visitors are (age, income, race, family)
- Economic Impact: How much visitors spent and what they spent it on
- Itinerary: What visitors did while visiting the area
- Loyalty: Whether visitors were a first-time or frequent visitor
- Media Performance: Where visitors get their information
- Promotional Timing: When visitors made their decision
- Residence: Where visitors come from
- Satisfaction: Visitors' satisfaction with their visit

ELIGIBLE APPLICANTS & REQUIRED MATCH

The Market Research Project Grant is available only to new subscribers which are non-profit entities:

- Non-profit entities: require 50% match
- Regional tourism districts: require 50% match
- State or regional art, history and heritage, film or tourism organizations: require 50% match
- For-profit entities: not eligible

ELIGIBLE EXPENSES OR ACTIVITIES FOR FUNDING

The Market Research Project grant funds can be used for the following:

- Subscription costs for the base program for a maximum of one year. Additional survey questions, interview samples, days of interviewing or custom reports and cross-tabs beyond the base study will not be reimbursed. No other expenses or activities related to the market research co-op can be reimbursed.

DEADLINE

Applications must be received by CCT no later than January 8, 2008.

VENDOR CONTACT

Contact vendor directly for further information about “VISION” and subscription rates and to contract:

John Bourget
Witan Intelligence Strategies, Inc.
7 Andrea Lane, Suite 2200
Avon, CT 06001
Phone 860-675-0231
E-mail witan@aol.com

FACT SHEET – ELIGIBLE PROJECT: STRATEGIC MARKETING PLANNING

DESCRIPTION

The Strategic Marketing Planning Project Grant offers strategic marketing planning services by recognized consultants to grant recipients for developing their plans to increase attendance and visitation and for leveraging CCT's Strategic Marketing direction. This expertise will help strengthen culture and tourism entities through successful marketing efforts, support operations, and promote future product development.

Grant recipient's resulting plan must demonstrate integration with the CCT Strategic Marketing Plan. During the contract phase, CCT will provide grantees an outline of the minimum requirements that must be included in the final document.

ELIGIBLE APPLICANTS & REQUIRED MATCH

The Strategic Marketing Planning Project Grant is available only to non-profit entities:

- Non-profit entities: require 50% match
- Regional tourism districts: require 50% match
- State or regional art, history and heritage, film or tourism organizations: require 50% match
- For-profit entities: not eligible

ELIGIBLE EXPENSES OR ACTIVITIES FOR FUNDING

The Strategic Marketing Planning Grant funds can be used for the following:

- Consultant fees

Travel, communication and other related expenses will not be reimbursed. No other expenses or activities related to the market research co-op can be reimbursed.

DEADLINE

Applications must be received by CCT no later than January 8, 2008.

VENDOR CONTACT

Grant recipient must provide the following information for the consultant(s) under consideration: professional credentials, examples of previous strategic marketing plans demonstrating sound research-driven recommendations with consumer input developed by the vendor similar to the grantee's needs, and three references within the past three (3) years. Vendor submissions must be acceptable to the CCT prior to the final contract.

CULTURE AND TOURISM MARKETING CO-OPERATIVE GRANT APPLICATION - FY 2008

Deadlines: January 8, 2008, 4:00pm

Please send completed application to:

Connecticut Commission on Culture & Tourism, One Constitution Plaza, 2nd Floor Hartford, CT 06103.

Mark application package: RE: Marketing Co-op Grant, deadline January 8, 2008.

APPLICANT INFORMATION

Federal Employer ID # _____ Date of Non-Profit Incorporation in CT _____

Applicant Organization Official Name _____

Street Address or Location _____

Mailing Address (if different) _____

City/State/Zip _____

Telephone _____ Fax _____

General Organization E-mail _____

Website address _____

Executive Director _____ E-mail _____

Application Contact Person _____ E-mail _____

PROJECT INFORMATION

Project location (City(ies)/Town(s)) _____

Project beginning date (no sooner than fully executed contract) _____

Completion date (no later than June 30, 2009) _____

If the project includes an event, please specify event date(s) _____

Title of Project _____

Type of Project (select appropriate number, refer to Project Fact Sheets for definitions)

Culture and tourism partners may apply for more than one, submitting an application form for each project requested.

- 1) Billboard Advertising (mark preferred options in a, b & c)
 - a. Locations: I-84 Connecticut I-95 Connecticut I-91 Connecticut I-84 New York
 I-87 New York I-95 New York
 - b. Territories: New York gateways to Connecticut Fairfield County New Haven
 Shoreline Danbury Waterbury Hartford
 - c. Time Duration in 2008: April May June July
- 2) Newspaper & Online Advertising (mark preferred options in a & b)
 - a. Media Markets: Hartford New Haven Fairfield County Waterbury New London
 - b. Publication Dates: 5 dates (TBD) will be available in May June and July
- 3) Market Research
- 4) Strategic Marketing Planning

FOR OFFICE USE: App # _____

LEGISLATIVE INFORMATION (OBTAIN FROM TOWN CLERK)

Federal Congressional District # _____ U.S. Representative's Name _____

State Senate District # _____ State Senator's Name _____

State Assembly District # _____ State Representative's Name _____

PROJECT SUMMARY

Supply the title of the project or a 10-15 word description in the following format:

This grant will support _____

APPLICATION NARRATIVE

Answer questions 1-2 in narrative form in no more than two (2) single-spaced typed pages (one side only), with margins no less than 3/4 inch on all sides; font size no smaller than 11 point.

1. Provide a brief history of the organization including operating years, office location if applicable, mission statements and objectives, and demonstrate financial stability incorporating any previous state loans or grants.
 2. Describe the project for which you seek funding. Include how project will impact your business and work toward the goal of increased visitation, proposed target audience (i.e., to whom this project is directed), project goals and objectives and how this project will align with your organization's other initiatives. Specify how requested funds will be used.
-

PROJECT TIMELINE

Include a detailed timeline indicating significant stages of implementation and approvals for the project. All project materials related to funding must be approved by CCT prior to being produced or scheduled for final production. A minimum of 5 working days is required for this approval.

PROJECT BUDGET

Provide a detailed budget which will include: revenue, broken down by earned income, grants & contributions, and identified source(s) of matching funds; expenses, broken down by item (media costs, consultant fees) and the expense of each item shown under the appropriate category of revenue including CCT Challenge Grant, matching funds, other revenue.

GRANT REQUEST

\$ _____ Must be matched with non-governmental funds on a percentage basis as indicated in the specific project fact sheet. In-kind services do not qualify as matching funds.

STRATEGIC MARKETING PLAN

Applications must include a current strategic marketing plan in their application package. Applicants without a strategic marketing plan must complete and submit the CCT marketing questionnaire available at www.cultureandtourism.org.

FUNDING SECTION

Summary of Costs

- Total Cost of Program: _____
(If the Co-op Grant project contributes to a broader program, provide the total cost of the program)
- Total Amount of Requested Grant Funds: _____
- Total Amount of Matching Funds: _____

CHECKLIST

4 APPLICATION COPIES ASSEMBLED IN THE FOLLOWING ORDER

- Application Form - dated and signed (original signatures)
- Application Narrative – Brief history of the organization and project description
- Timeline
- Budget - One page
- Strategic Marketing Plan/completed Marketing Questionnaire
- Promotional Materials (optional)

BEHIND THE COPY MARKED “ORIGINAL,” PLEASE ADD THE FOLLOWING

- IRS Tax Exempt Verification
- W-9 Form

SIGNATURE

Signature of Organization’s Authorized Official _____
Title _____ Date _____

State or federal funds cannot be used as match.



**Connecticut Commission
on Culture & Tourism**

Connecticut Commission on Culture & Tourism

One Constitution Plaza
2nd Floor
Hartford, CT 06103
Telephone: 860-256-2800

Co-operative Grant Program

Barbara Cieplak
860-256-2745
barbara.cieplak@ct.gov
www.cultureandtourism.org