
CO-OPERATIVE GRANT PROGRAM



**Connecticut Commission
on Culture & Tourism**



Art
Tourism
Film
History

Connecticut Commission on Culture & Tourism

Dear Culture & Tourism Constituent:

Thank you for your interest in the Commission on Culture & Tourism's 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 2009. Organizations may apply for more than one:

- Billboard Advertising
- Free Standing Insert (FSI)
- Market Research
- Strategic Marketing Planning

The deadline for completed applications is October 14, 2008 by 4:00 pm.

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 Rena Calcaterra, by e-mail at rena.calcaterra@ct.gov.

Sincerely,

Karen Senich
Executive Director

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APPLICATION



CO-OPERATIVE MARKETING GRANT-FY2009

The Connecticut Commission on Culture & Tourism (CCT) Co-operative Grant Program provides valuable strategic marketing partnerships to all CCT constituents. The grants are designed to increase attendance, visitation, overnight stay and leverage the collaboration of CCT's statewide marketing and regional tourism district marketing efforts funded by the State of Connecticut.

APPLICATION DEADLINE	<p>Must be received (not Postmarked) by 4:00P.M. on October 14, 2008</p> <p><i>Funding Period: January 1, 2009 – May 31, 2010</i></p>																
PROGRAM TIMELINE	<table border="0"> <tr> <td>Application Deadline</td> <td>October 14, 2008</td> </tr> <tr> <td>Award Notification</td> <td>December 2008</td> </tr> <tr> <td>Funding Period</td> <td>January 2009 – May 31, 2010 (varies)</td> </tr> <tr> <td>Status Report(s)</td> <td>June 2009 (every six months a project is open)</td> </tr> <tr> <td>Final Report Due</td> <td>Within 60 days of completion of grant period</td> </tr> <tr> <td></td> <td>Final Report Financial</td> </tr> <tr> <td></td> <td>Final Report Evaluation Narrative</td> </tr> <tr> <td>Final Report Audit (if applicable)</td> <td></td> </tr> </table>	Application Deadline	October 14, 2008	Award Notification	December 2008	Funding Period	January 2009 – May 31, 2010 (varies)	Status Report(s)	June 2009 (every six months a project is open)	Final Report Due	Within 60 days of completion of grant period		Final Report Financial		Final Report Evaluation Narrative	Final Report Audit (if applicable)	
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PROGRAM INFORMATION	<p>Four subsidized, pre-selected marketing partnerships are offered by CCT for the FY 2009 Co-operative Grant Program. Constituents may apply for matching grants for billboard, free standing insert, marketing research or strategic marketing planning. The two advertising projects offer a choice of visible and affordable media that can be accessed by partners at 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. Matching funds are a requirement; the required match and eligibility varies depending on the project you select. All projects should work in synergy with the CCT Strategic Marketing Plan (the Executive Summary is available at www.cultureandtourism.org) and extend the Connecticut brand and image.</p> <p>Culture and tourism partners may apply for more than one of the four eligible projects. Separate application packages must be submitted for each proposed project.</p> <p>Status Report: Status reports are required by the Co-operative Grant Program every six months a grant project is open. Status Reports are available on CCT's website, www.cultureandtourism.org.</p> <p>Vendor Arrangements: Grant recipient shall contract with the media outlets or other pre-selected vendors and guarantee payment for the media placements or services. Grant recipients may be required to go through a credit application process with vendor(s). CCT will provide the matching grant funds directly to the grant recipient, not to the vendor.</p> <p>Project Mock ups: All project materials such as billboard creative, advertisement mock-ups, market research reports for distribution, strategic marketing plan drafts 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.</p>																

WHO MAY APPLY

Eligible Applicants

- 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 should have a current strategic marketing plan. Applicants without a marketing plan may submit the strategic marketing questionnaire provided by CCT.
- Eligibility varies by project for non-profit and for-profit entities.

Ineligible Applicants

- Elementary and secondary schools
- Service organizations or clubs
- Individuals

WHAT WE FUND

Culture and tourism partners may apply for more than one project. Submit separate application packages for separate projects

- Billboard Advertising (non-profits and for-profits)
- Free Standing Insert (non-profits and for-profits)
- Market Research (non-profits)
- Strategic Marketing Planning (non-profits)

Individual project factsheets are at the end of this guideline booklet starting on page 12.

Eligible Expenses

All expenses eligible for payment by grant and match funds vary from project to project. Details on expenses and appropriate vendors are outlined in the project specific factsheets.

Ineligible Expenses

Any expenditure utilizing grant or matching funds not pre-selected or approved by CCT are ineligible. Ineligible expenses will not be honored and may result in the return of grant funds. In-kind services do not qualify as matching funds.

HOW WE FUND

Grant Requests

The maximum amount of requested CCT Co-operative Grant funds and eligibility differ by project. Please refer to the Co-op Grant fact sheets for additional details on each specific project.

Matching Funds

This program requires matching funds (cash) and is available to arts, history, film, heritage and tourism entities. The maximum grant and matching funds varies dependent upon the co-op project. Please refer to the Co-op Grant fact sheets for additional details on each specific project.

A cash match is required that varies from 30% to 60% depending on project selection as well as non-profit or for-profit status. The grantee shall submit a final report within 60 days of the completion of the grant period which will provide proof of matching funds. If funds have not been raised or the recipient does not supply proof of matching funds or if the grantee has not raised the matching funds within the prescribed time, all grant funds must be returned to CCT.

State or federal funds cannot be used as a match contribution.

Eligible Sources of Matching Funds

Eligible sources of 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. Keep documentation of these sources and the resulting expenditures thereof as it is required in the Final Report.

Ineligible Sources of Matching Funds

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 including salaries do not qualify as matching funds for this program.

Matching funds must cover expenses considered eligible under this program.

REVIEW PROCESS

Applications will be reviewed based on the following criteria:

- Organization and experience: Applicants will be evaluated based on the quality of their application, history of organization & experience and financial stability. Please depict the credentials of the organization and the pertinent experience points. Place this information in the first section of the narrative portion in the application package.

REVIEW PROCESS
(Continued)

- Technical approach: The second section of the narrative is for identifying the proposed project. Please clearly state the usage of the grant project dollars. The applicant 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 and based on sound research. Tactics to execute the project must be included and should be on target. The project plan must exhibit balance, integration, conciseness, correct approach, be thorough and clear as well as exemplify adequate resources for the grant funded project. Timelines must be clearly defined and reasonable.
- Consistency with CCT's Strategic Marketing Plan (www.cultureandtourism.org): Applicants must clearly articulate compatibility with the Strategic Marketing Plan and the degree of enhancement and/or expansion of culture and tourism in Connecticut. Project plans should exemplify creativity, innovation and quality to enhance Connecticut's image; signify economic growth and job development. Project must encourage culture and/or tourism visitation. Greater consideration will be given to those projects that encourage visitation in a region rather than a single community as well as those which promote extended stays.
- Budget: The project budget must be detailed and complete. Applicants must demonstrate rational tactics in preparing the budget. Costs must be well researched and reasonable, receiving the best value for the proposed budget. Other sources of income must be indicated with a clear delineation of grant and matching dollars. The identified matching funds must be from eligible sources and the expenses must also be eligible.

Funding recommendations will be presented to the CCT Board for approval. All applicants will be notified in writing via U.S. mail

APPLICATION
MATERIALS

You may download the application packet from CCT's website, www.cultureandtourism.org. You can digitally fill out the application, save a copy for your records and submit the completed application to CCT by mail or hand delivery. Fax or electronic submissions will not be accepted. For more information on filling out and saving application forms, please see CCT's website.

The original application (marked "original") and ten (10) copies are required. The application package must be complete and include the application, narrative, budget, timeline, strategic marketing plan or questionnaire and the required attachments.

Projects must begin no earlier than January 2009 and end no later than May 30, 2010.

All required information must be provided in the application package marked original at the time of submission along with ten (10) copies to be considered completed and forwarded for review.

APPLICATION MATERIALS
(Continued)

Applications must include one original (marked original) and ten (10) sets of material in the following order:

Original

1. Application (must be signed and dated, with an original signature);
2. Application Narrative (2 sections/pages with 11 point font);
3. Project Budget;
4. Timeline;
5. Strategic Marketing Plan or Strategic Marketing Questionnaire;
6. Promotional Materials (optional);
7. Sponsorship Opportunities Package (if applicable);
8. Tax Exempt Verification (select what applies; examples listed below):
 - o IRS Tax Exempt Letter (Determination Letter),
 - o Affirmation Letter,
 - o Instrumentality Letter,

Ten (10) Copies

1. Application (must be signed and dated, with an original signature);
2. Application Narrative (2 sections/pages with 11 point font);
3. Project Budget;
4. Timeline;
5. Strategic Marketing Plan or Strategic Marketing Questionnaire;
6. Promotional Materials (optional);
7. Sponsorship Opportunities Package (if applicable);

Eleven (11) sets are required in total.

APPLICATION PACKAGE

1. Application Form:

The application form must be signed with an original signature preferably with blue ink. Please note that an authorized official of the applicant's organization must duly sign the original copy.

Applicant Information:

The first page of the application asks for your Federal Employer Identification Number. This information can be found on a W-9 tax form.

The Date of Incorporation in Connecticut may be listed in year only. Tax exempt verification is required with the submission of the application if applying for a non-profit project status.

The Organization's Official Name refers to the legal name of the applying entity and is necessary for contracting the Co-operative Grant Award. Please list an alternate name on the line below.

If the person submitting the application is not responsible for the grant project, list the individual in charge of executing the specific grant project as the project contact person; list grants manager as the application contact person.

**APPLICATION PACKAGE
(Continued)**

Legislative Information:

Please list the appropriate name and district number of the legislator for your organization's central office. This information can be found at www.votesmart.org or can be obtained from your town clerk. Incorrect or omission of this information may result in being disqualified.

Project Information:

New Initiative: refers to the project or grant-funded component of a total program being utilized for the first time or a new component and/or new program.

Expansion of an Existing Project: refers to the grant project component of the total project/campaign. It is possible to have a new initiative within an existing project

Project Location: Projects may have an event location other than the organizations address. Please list all locations of the project.

Title of Project: Give the project a title for specific and easy reference.

Type of Project: see page 12-17 of this booklet to select the appropriate category.

If the project has an event or event dates please list the dates or if unknown, please notify CCT when the date becomes known.

Project Summary:

Please complete a description of the expenses for the specific project to which funding has been requested in ten to fifteen words.

Projects must be new initiatives. Projects cannot have been completed or near completion at the time the application package is made.

Grant Request:

When calculating grant funds from a total project cost, divide the corresponding index figure into the total project cost to receive the grant request funds (see below for the index figure).

Required Match	Index Figure
30%	1.3
40%	1.4
50%	1.5
60%	1.6

Example:

10,000 cost for an entire free standing insert (FSI) project for a non-profit agency.

$\$10,000 \div 1.3 = \$7,692$ grant request (to the nearest dollar)

$\$7,143 \times 30\% = \$2,308$ required match (to the nearest dollar)

The amount of matching funds is dependent upon the grant request amount.

APPLICATION PACKAGE
(Continued)

2. Application Narrative (See Review Process page 3 for specific criteria):

This part of the application is completed on another sheet not included in the application form. There are two parts to this section. The narrative is comprised of a brief history of the organization and the description of the project. The narrative form will be no more than two (2) single-spaced typed pages (one side only) with margins no less than ¾ inches on all four sides, with font size no smaller than 11 point.

The first section of the narrative asks for a brief history of the organization including the years of operation, mission statements, objectives and financial stability incorporating any previous state loans or grants. This information is a determining factor to the status and capability of the applicant organization.

The second section of the narrative asks about the project (i.e. program component) that is to be funded as a Co-operative Grant Project. Explain the purpose, estimated benefits project may provide the applicant, in addition to the proposed activities of the Co-operative Grant project and detailed explanations on how the project funds will be used.

Applicants must provide a detailed description how the selected project will impact their business and work toward the goal of increased visitation to Connecticut. Project goals and objectives must be outlined and include, where applicable: proposed audience(s), projected attendance, lodging room nights and other economic impact indicators. Details on the strategy and how the set goals will be reached should be clearly articulated and based on sound research. Please outline how this marketing project will align with other initiatives you are currently undertaking. Consistency with the Statewide Strategic Marketing Plan may also be included in this section.

3. Project Budget

A detailed budget of the Co-operative Grant Project is required for an application to be eligible for review. Applicants must demonstrate a fiscal accountability system that insures the monies will be spent in the manner in which the grant application package indicates.

The budget must be detailed and complete. The budget must be in two sections: Revenue and Expenditures.

Revenue must be broken down by earned income, grants & contributions and identified source of matching funds. The revenue section must identify the sources of 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. The Expense section must clearly denote which funding source is utilized for each item.

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.

A sample budget can be found on page 9.

APPLICATION PACKAGE
(Continued)

4. Project Timeline

A detailed timeline must be submitted in the application package. The timeline must indicate the key stages of implementation, components of each stage and factor the approval of all project materials by CCT.

A minimum of five (5) working days are required to receive CCT approval on all materials prior to final production. All project and collateral project materials (press releases, graphics, layouts, text copy, ad samples, brochure mock-ups, media or frequency schedules, story boards, out of home, scripts, web design, etc.) must be approved by CCT prior to being produced or scheduled for final production for this program. Please demonstrate this requirement in the timeline portion of your application package as needed.

5. Strategic Marketing Plan

Applicant's current strategic marketing plan must be provided with the original and every copy. Applicants without a strategic marketing plan must complete the marketing questionnaire provided by CCT available at www.cultureandtourism.org. The Strategic Marketing Questionnaire must be complete and submitted with the original and the ten (10) copies.

Funding Section

Summary of Costs:

Total Cost of Program refers to the general marketing campaign. This figure may include ineligible expenses.

Total Amount of Requested Funds refers to only eligible expenses from the specific Co-Operative Grant project that is to be funded by grant dollars only.

6. Promotional Materials:

Past promotional materials are optional. If provided, please include with the original and each copy.

7. Sponsorship Opportunities Package:

If the project has sponsored opportunities, please include a detailed copy of the sponsorship package including costs and benefits.

8. Non-Profit Status: (Original Only)

If applying under non-profit status please include tax exempt verification (select what applies; examples are listed below):

- IRS Tax Exempt Letter (Determination Letter)
- Affirmation Letter
- Instrumentality Letter

GRANTEE
RESPONSIBILITIES

Please refer to the following sections on page 4-5 of the CCT Grant Overview Guidelines:

- Grantee Responsibilities
- Credit & Publicity Responsibilities
- Reporting Requirements

Co-operative Grant Budget Sample

Revenue		CT Tourism	
Item	Description	Co-operative Grant	Matching
State Grant	CCT Challenge Grant	\$30,717.00	
Corporate Pledges	XYZ Company		\$3,500.00
	M&M Company		\$2,500.00
Membership			
Proceeds from Gift Shop & Admission Fees			\$3,215.00
Total Revenue		\$30,717.00	\$9,215.00
Expenses		Expense Paid	Expense Paid
Item	Description	by Co-operative Grant	by Matching Funds
FSI			
	Summer Full Page and Brochure Ad	\$15,283.31	\$4,584.69
	Summer Fulfillment iBrochure (optional)	\$1,530.00	\$459.00
	Fall Full Page and Brochure Ad	\$12,374.62	\$3,712.38
	Fall Fulfillment iBrochure (optional)	\$1,530.00	\$459.00
Total		\$30,717.00	\$9,215.00

GRANT CANCELLATIONS

Please refer to page 5 of the CCT Grant Overview Guidelines

HOW TO APPLY

Applicants must follow all instructions and provide all instructions and provide accurate and complete information in all sections and supporting materials as stated in each program's guidelines. Failure to do so will render the application ineligible for review.

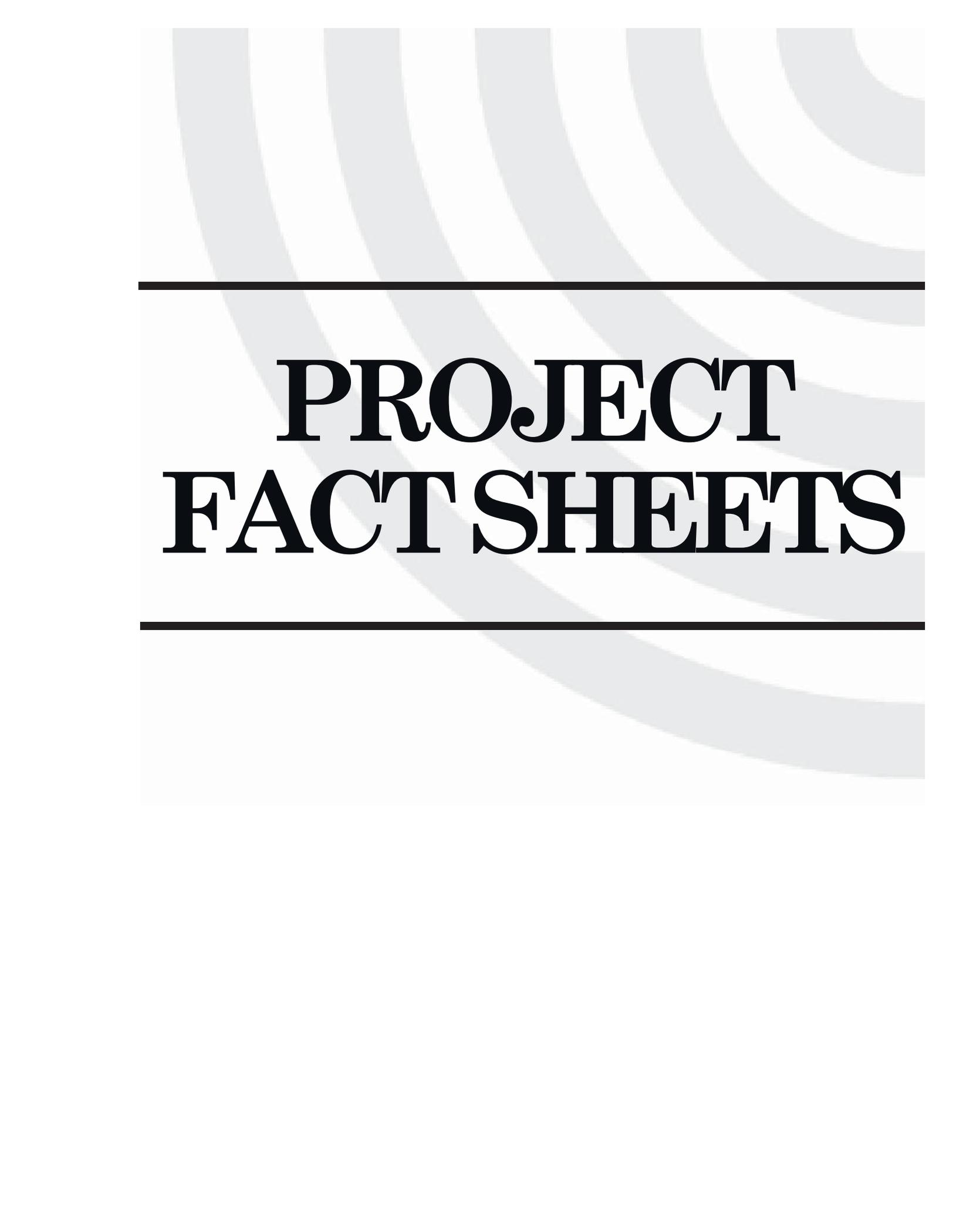
All CCT applications must be received (not postmarked) on or before the due date. No application or parts thereof will be accepted after the deadline. E-mail or fax submissions will not be accepted.

If hand-delivered, applications must be received by 4:00 pm on the due date. Applicants must request and retain a receipt from the CCT staff person accepting the hand-delivered application.

All mailed applications shall be sent to:
Rena Calcaterra
Co-Operative Grant Program
Connecticut Commission on Culture & Tourism
One Constitution Plaza, Second Floor
Hartford, CT 06103

Applicants will be notified of receipt of their application via e-mail within two weeks of the deadline.

Applicants must follow all instructions and provide accurate and complete information in all sections and supporting materials as stated in the guidelines. Failure to do so will render your application ineligible for review.



PROJECT FACT SHEETS

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). Creative templates have been predesigned. CCT is offering grantees the choice from 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 August for the spring/summer option and September through October for the fall season option.

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 durations for the 2009 options are as follows:

- grantees must contract for at least one month
- with the choices of any and all of the months from each options

Spring/Summer: April, May, June, July and August

Fall: September and October

CREATIVE OPTIONS

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

In addition, the Co-op Grant funds 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. Grantees receiving funding for both seasons will receive up to 24 hours of creative time. Any time above the maximum allowed hours will be charged to the grantee by Pita Communications at \$135 per hour which 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.

BILLBOARD FACT SHEET (CONTINUED)

CREATIVE OPTIONS
(Continued)

All grant recipients shall provide Pita Communications with copy points for their billboard based on the concept selected: one photo, along with the selection of Interstate access and exit or town location or event name including dates with optional horizontal logo in black.

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
- 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 for Spring/Summer Season.

The maximum grant request is \$20,000 for the Fall Season.

The maximum grant request is \$50,000 for both Seasons.

DEADLINES

Applications must be received by CCT no later than October 14, 2008.

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

2009 FREE STANDING INSERT (FSI) FACT SHEET

<p>DESCRIPTION</p>	<p>Free Standing Insert (FSI) Co-Op Grant recipients will partner with CCT and Madden Preprint Media in a 2009 Newspaper Insert-Led Campaign that encourages both in-state residents and out-of-state travelers to visit Connecticut’s many cultural and tourism destinations. The inserts will appear in newspapers in the greater New York City metro area and major Connecticut dailies.</p> <p>This strategic marketing opportunity will help to maximize your exposure and ultimately lure first time and repeat visitors to experience Connecticut. The Co-Op Grant is available for advertising participation in the 2009 summer and/or the 2009 Fall FSIs.</p> <p>Along with the newspaper inserts, Madden Preprint will include a special value-added online component on VacationFun.com. Each insert will drive readers to the unique URL assigned to the campaign’s VacationFun.com landing page with a Connecticut sweepstakes and reader service. Madden Preprint will also include an additional circulation to regional AAA offices.</p> <p>The FSI co-ops along with their added-values have delivered consistently strong results for its advertising partners. The average lead count for the 2007 Fall Connecticut Campaign was \$5,895 per advertiser. This co-op will make it more affordable for smaller properties to advertise in a new coordinated, branded and trackable marketing effort.</p>
<p>MEDIA OPTIONS</p>	<p>The Summer FSI will have an insert date of May 31, 2009. The Fall FSI will have an insert date of September 13, 2009. Inserts will be placed in the following markets: Asbury Park, Bergen County, Bridgewater, Bridgeport, Danbury, Hartford, East Brunswick, New Haven, New York, Newark, Stamford, Greenwich, Waterbury and Westchester. Other markets may be added if resources allow.</p> <p>Applicants may select to participate in the Summer FSI, the Fall FSI or both. They may choose from a full page, half page, quarter page or eighth page advertorial space, with each option including a reader service card brochure ad.</p>
<p>CREATIVE</p>	<p>Grantee advertisements will appear as advertorials. Grantees will supply copy and photos based on the size of the contracted space. Madden Preprint Media will layout the advertorial.</p>
<p>ELIGIBLE APPLICANTS & REQUIRED MATCH</p>	<p>The Free Standing Insert (FSI) Project Grant for 2009 is available to new advertisers and/or expanded advertising from the 2008 Connecticut FSI with Madden Preprint Media.</p> <ul style="list-style-type: none"> • Non-profit single entities: require a 30% match • For-profit entities: 60%
<p>ELIGIBLE EXPENSES OR ACTIVITIES FOR FUNDING</p>	<p>The FSI newspaper advertising grant funds can be used for the following:</p> <ul style="list-style-type: none"> • Media purchase costs for the FSI newspaper advertisement(s) <ul style="list-style-type: none"> o Summer 2009 FSI and/or Fall 2009 FSI o Full page, half page, quarter page or eighth page advertising space <p>No other expense or activities related to the FSI newspaper advertising co-op can be reimbursed. Advertising space is not transferable.</p>

2009 FREE STANDING INSERT (FSI) FACT SHEET (CONTINUED)

MAXIMUM GRANT
REQUEST

\$30,717.00 is the maximum request for grant funds under this project.

DEADLINE

Applications must be received by CCT no later than October 14, 2008.

VENDOR CONTACT

Contact Pati Flannery of Madden Preprint Media at 800-226-0584 or pflannery@maddenpreprint.com to coordinate media buys. Applicants must contact FSI newspaper sales representative for availability, advertising rates and to contract for media.

MARKET RESEARCH FACT SHEET

DESCRIPTION	<p>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.</p> <p>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 20,000 interviews. The methodology was developed by the State with its partners and is managed by VISION research partner, Witan Intelligence Strategies.</p> <p>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.</p> <p>The report measures key information needed by marketers. For example:</p> <ul style="list-style-type: none">• 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	<p>The Market Research Project Grant is available only to new subscribers which are non-profit entities:</p> <ul style="list-style-type: none">• Non-profit entities: require 50% match• For-profit entities: not eligible
ELIGIBLE EXPENSES OR ACTIVITIES FOR FUNDING	<p>The Market Research Project grant funds can be used for the following:</p> <ul style="list-style-type: none">• 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	<p>Applications must be received by CCT no later than October 14, 2008.</p>
VENDOR CONTACT	<p>Contact vendor directly for further information about "VISION" and subscription rates and to contract:</p> <p>John Bourget Witan Intelligence Strategies, Inc. 7 Andrea Lane, Suite 2200 Avon, CT 06001 Phone 860-675-0231 E-mail witan@aol.com</p>

STRATEGIC MARKETING PLANNING FACT SHEET

DESCRIPTION	<p>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.</p> <p>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.</p>
ELIGIBLE APPLICANTS & REQUIRED MATCH	<p>The Strategic Marketing Planning Project Grant is available only to non-profit entities:</p> <ul style="list-style-type: none">• Non-profit entities: require 50% match• For-profit entities: not eligible
ELIGIBLE EXPENSES OR ACTIVITIES FOR FUNDING	<p>The Strategic Marketing Planning Grant funds can be used for the following:</p> <ul style="list-style-type: none">• Consultant fees <p>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.</p>
DEADLINE	<p>Applications must be received by CCT no later than October 14, 2008.</p>
MAXIMUM GRANT REQUEST	<p>\$10,000 is the maximum request for grant funds under this project.</p>
VENDOR CONTACT	<p>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.</p>



APPLICATION

FORM



CULTURE AND TOURISM CO-OPERATIVE MARKETING GRANT APPLICATION - FY 2009

Deadline: October 14, 2008

Please send completed application to: Rena Calcaterra, Culture and Tourism Challenge Grant,
Connecticut Commission on Culture & Tourism, One Constitution Plaza, 2nd Floor, Hartford, CT 06103

*EVERY BLANK MUST BE FILLED IN (USE N/A WHERE APPLICABLE) IN ORDER FOR
THIS FORM TO BE CONSIDERED COMPLETE AND READY FOR REVIEW*

APPLICANT INFORMATION

Federal Employer ID # _____ Date of Non-Profit Incorporation in CT _____
 Applicant Organization Official Name _____
 Organization Also Known As (if different from 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 _____ Telephone/Extension _____
 Application Contact Person _____
 E-mail _____ Telephone/Extension _____
 Project Contact Person _____
 E-mail _____ Telephone/Extension _____

LEGISLATIVE INFORMATION (OBTAIN FROM TOWN CLERK OR WWW.VOTESMART.ORG)

CCT informs your legislator about your grant. It is important that you provide accurate information.

U.S. Representative's Name _____ District # _____
 State Senator's Name _____ District # _____
 State Representative's Name _____ District # _____

PROJECT INFORMATION

This is a new initiative: Yes No
 This is the expansion of a current project/ program: Yes No
 Project location (City(ies)/Town(s)) _____
 If the project includes an event, please specify event date(s) _____
 Title of Project _____

FOR OFFICE USE: App # _____

PROJECT INFORMATION (CONTINUED)

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: Spring/Summer April May June July August
 Fall September October

2) Free Standing Insert-FSI (mark preferred options in a & b)

a. Season: Summer Fall Both

b. Advertisement Size: Full Page Half Page Quarter Page Eighth Page

3) Market Research

4) Strategic Marketing Planning

PROJECT SUMMARY

Please complete the following sentence (10-15words) in relation to your application:

CCT funds will support _____

GRANT REQUEST

\$ _____ (\$7,500 minimum/\$30,000 maximum) Must be matched with non-governmental funds on a dollar-to-dollar cash basis.

Project Start Date (no sooner than January 2009) _____

Project End Date (no later than May 31, 2010) _____

APPLICATION NARRATIVE

Answer questions 1-2 in narrative of no more than two (2) single-spaced typed pages (one side only). Margins should be no less than 3/4 inch on all four sides with a font size no smaller than 11 point. The Challenge Grant budget is not included in the two-page total.

1. Brief History of the Organization

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. Proposed Project

Describe the project for which you seek funding. Include key proposed activities, target audience (i.e., to whom this project is directed), project goals and objectives. Specify how requested funds will be used.

PROJECT BUDGET

Provide a detailed budget which will include revenue, broken down by earned income, grants & contributions, identified source(s) of matching funds and in-kind services; expenses, broken down by item (media costs, creative design, printing, postage, etc.) and the expense of each item shown under the appropriate category of Revenue, CCT Challenge Grant, matching funds, in-kind services, other revenue.

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.

STRATEGIC MARKETING PLAN

Applications must include a Strategic Marketing Plan in their application package. If the applicant does not have a Strategic Marketing Plan then the Strategic Marketing Questionnaire, available at <http://cultureandtourism.org>, and must submit copies of the completed form.

CHECKLIST

10 APPLICATION COPIES ASSEMBLED IN THE FOLLOWING ORDER:

- Application Form - dated and signed (original signatures)
- Application Narrative – Brief history of the organization and project description (no more than 2 pages)
- Budget
- Timeline
- Strategic Marketing Plan/completed Strategic Marketing Questionnaire
- Sponsorship Opportunities Package (if applicable)
- Promotional Materials (optional)

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

- IRS Tax Exempt Verification (if applicable)

Already submitted this fiscal year in _____(Name of Grant Program)

SIGNATURE

Under penalties of perjury, I declare that I have examined information contained in the application for this grant and accompanying documents and, to the best of my knowledge and belief, they are true, correct and complete, and I am in fact eligible for funding under this grant program. I am aware that the submission of any false information or omission of any pertinent information resulting in the false representation of a material fact may subject me to civil and/or criminal penalties for filing of false public record and/or forfeiture of any funding awarded under this program. I further declare that I have reviewed the Commission on Culture & Tourism’s Grant Overview Guidelines and acknowledge my responsibility as a grant applicant to become familiar with these guidelines and that failure to comply could result in ineligibility for the grant program. I understand that should I have any questions regarding these guidelines, I may contact CCT. I further understand that all documents submitted become the property of CCT.

Printed Name _____ Title _____

Signature _____ Date _____



**Connecticut Commission
on Culture & Tourism**

Connecticut Commission on Culture & Tourism

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

Co-operative Marketing Grant Program

Rena Calcaterra
860-256-2744
rena.calcaterra@ct.gov

www.cultureandtourism.org