
CHALLENGE GRANT PROGRAM



**Connecticut Commission
on Culture & Tourism**



Connecticut Commission on Culture & Tourism

Art
Tourism
Film
History

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755 Main Street
Hartford, Connecticut
06103

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Dear Culture & Tourism Constituent:

The Connecticut Commission on Culture & Tourism (CCT) thanks you for your interest in CCT's Challenge Grants. The purpose of the Challenge Grant Program is to encourage innovative culture and tourism marketing programs that will have a significant, measurable impact on Connecticut's economy.

The program's primary goal is to enhance the culture and tourism promotion efforts within the State of Connecticut by enabling applicants to create or promote culture and tourism attractions, including events that will draw visitors from outside the State. A second goal is to entice residents of Connecticut to visit destinations within the state.

The CCT Challenge Grant Program provides matching grants to eligible organizations.

The process for applying for a CCT Challenge Grant is outlined in detail on the following pages. In order for your proposal to be considered for award, you must strictly adhere to all of the requirements as stated. Grant Overview Guidelines applies to all grants unless otherwise stated. Please read thoroughly.

The Challenge Grant Program deadline is October 22, 2008. Applicants will be notified of funding decisions in January 2009 for activities that take place between March 15, 2009 and May 31, 2010. A matching formula of 1-1 is required. State or Federal funds cannot be used as a match. The program seeks to raise dollars by creating partnerships with private sector industry. Applicants must have a non profit status prior to application. If there are partners in the project, the lead applicant must have non-profit status while other partners can be either non-profits and/or for-profits.

Grantees are required to comply with program requirements and legal requirements set forth in the grant contract. Grantees are required to submit reports on grant activities and expenditures.

Program guidelines and the application form are available at <http://www.cultureandtourism.org>. If you have any questions, please call Rena Calcaterra at 860.256.2744.

Sincerely,

Karen Senich
Executive Director

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APPLICATION



CHALLENGE GRANT- FY2009

The Connecticut Commission on Culture & Tourism (CCT) Challenge Grant program provides culture and tourism entities with matching marketing funds.

APPLICATION DEADLINE

Must be received (not Postmarked) by 4:00P.M. on October 22, 2008

Funding Period: March 15, 2009 – May 31, 2010

PROGRAM TIMELINE

Application Deadline

October 22, 2008

Award Notification

January 2009

Funding Period

March 15, 2009 – May 31, 2010

Status Report

September 2009 (every 6 months a project is open)

Final Report Due

Within 60 days of completion of the grant period

Final Financial Report

Final Evaluation Narrative

State Single Audit (if applicable)

PROGRAM INFORMATION

The Connecticut Commission on Culture & Tourism (CCT) Challenge Grant Program assists non-profit culture and tourism entities in their efforts to promote attractions and events that are open to visitors. CCT Challenge Grant funds are available to arts, history, film, heritage and tourism entities. The grant program creates a partnership between CCT and its constituents, supports product development and extends CCT's strategic marketing efforts. The Challenge Grant Program requires a 1-1 matching formula.

The proposed projects considered for funding must have a definable impact on the culture and tourism industry and encourage innovation as well as job development. The following types of projects will receive greater consideration: new or unique projects, projects that encourage culture and tourism visitation to a region rather than a single community, projects that expand existing cultural and tourism marketing efforts, and projects that ensure extended stays.

Any proposed project must support or further the Executive Summary of CCT's Statewide Strategic Marketing Plan, available at the CCT office and the website www.cultureandtourism.org.

CONNECTICUT STRATEGIC MARKETING PLAN EXECUTIVE SUMMARY

The Strategic Marketing Plan strives to extend the reach of the state's strategic marketing effort through collaboration and cooperative partnerships with the culture and tourism industries at large, reaching the arts, history, film and tourism entities. Integration and successful cooperative efforts, such as the CCT's Challenge Grant Program, benefit the culture and tourism industries and the state in many ways:

CONNECTICUT
STRATEGIC MARKETING
PLAN EXECUTIVE
SUMMARY (Continued)

- Increase attendance and visitation to Connecticut’s culture and tourism businesses,
- Promote Connecticut’s brand image to tourists and state residents (see Connecticut Brand Positioning below),
- Provide funding for new and innovative marketing initiatives,
- Extend limited public and private sector resources through 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.

The Connecticut Strategic Marketing Plan directs the marketing communication efforts of CCT and serves as the basis for the state’s advertising campaign. The plan builds on the success of Connecticut tourism marketing efforts and introduces selected new strategies and initiatives based on consumer market research and campaign tracking results, in addition to valuable industry and tourism region input. The plan is utilized as a marketing guide for the promotion Connecticut to visitors and state residents.

Challenge grant projects must support and further the Connecticut Strategic Marketing Plan.

The Strategic Marketing Plan and campaign are designed to attract tourists from neighboring states in the Northeast as well as friends and family visitors of in-state residents. Connecticut is positioned as a great close-by getaway destination that offers an abundance of experiences for families and adults.

CONNECTICUT BRAND
POSITIONING

Only Connecticut with its scenic New England charm, variety of activities and culture provides busy individuals and families a close-by destination for fun, active adventure or simply the chance to disengage from daily routines.

OBJECTIVES

- Enhance out-of-state perceptions of Connecticut as a travel destination.
- Enhance in-state perception of Connecticut as a travel destination that includes outstanding cultural experiences.
- Increase likelihood of out-of-state residents to visit Connecticut for leisure purposes.
- Increase likelihood of Connecticut residents to take in-state trips for leisure purposes.
- Increase duration of a leisure stay in Connecticut.
- Increase average number of trips to Connecticut.
- Increase total leisure visitation to Connecticut.

STRATEGIES

Proven strategies from previous plans remain in place:

- Leverage consumer interest in short-term leisure travel.
- Influence the greatest number of potential visitors possible verses fractional niche market segments.
- Strengthen the state’s brand image to reflect consumer attitudes toward Connecticut.

STRATEGIES (Continued)

- Continued focus on market with the greatest visitor potential:
 - o Demographic: Women, ages 34-58, as primary decision makers,
 - o Geography: Metro New York, Northern New Jersey, and Connecticut residents,
 - o Income level: Median household income of \$80,000+,
 - o Party composition: Adults traveling without children and family travel.
- Employ year round efforts with primary focus on the peak summer travel season; fall as the secondary season.
- Leverage media strategy to balance image building with spontaneous planning.
- Increase strong web presence and online relationships.
- Engage in-state residents as ambassadors - key influencers for visiting friends and family.
- Other target markets:
 - o Connecticut preparatory and higher education admissions/communication offices;
 - o Travelers in bordering Northeast states and the mid-Atlantic;
 - o Leisure travelers in international markets, particularly the United Kingdom and Germany;
 - o Meeting and convention planners, travel trades;
 - o Diversity markets.
- Integrate advertising, online, public relations, direct sales, collateral production, and customer service marketing efforts.

The 2007-2008 plan features a number of new strategies:

- Ensure consumers realize broad range of experiences in Connecticut:
 - o Arts & Culture,
 - o History,
 - o Family Fun,
 - o Active Adventure,
 - o Rest & Relaxation.
- Promote regional sub-brands with specific attributes (events, hotel packages):
 - o Fairfield County,
 - o Greater New Haven,
 - o River Valley,
 - o Mystic Country,
 - o Litchfield Hills.
- Develop more consumer friendly products with easy and value-oriented getaways, overnight packages, and specials.
- Build upon visitors likely to return to Connecticut and referral sources.
- Use Welcome Centers and tourism info kiosks to capture the growing spontaneous traveler segment.
- Expand collaboration to maximize potential.

PROJECTS

To qualify for funding, projects must meet the following requirements:

1. Proposed projects must have a definable impact on the culture and tourism industry and encourage innovation and job development.

PROJECTS (Continued)

2. The following types of projects will receive greater consideration: new or unique projects; projects that encourage culture or tourism visitation to a region rather than a single community, projects that expand cultural and tourism marketing efforts and projects that ensure extended stays.
3. Proposed projects must support or further the Statewide Strategic Marketing Plan.
4. Projects must be measurable with performance measurements defined in the application and reported in the final report.
5. Projects may fit into one or more of the following categories:
 - media advertising, direct marketing, promotional pieces
 - production pieces, trade shows/exhibits, public relations
 - research programs & studies/expansion of existing programs
 - online development, design or promotion

For detailed description on eligible projects see pages 5.

6. A matching formula of 1-1 is required. The grantee shall submit a complete final report within 60 days of the end of completion of the grant period which will include proof of matching funds and the expenditures. If the grantee has not raised the matching funds, within the prescribed time, all the funds shall be returned to CCT. See page 6, "Matching Funds" for details.
7. Projects must be new initiatives. Projects cannot have been completed or near completion at the time the application is made.

STATUS REPORT

Status reports are required by the Challenge Grant Program every six months a grant project is open. Status Reports are available on CCT's website, www.cultureandtourism.org.

PROJECT MOCK UPS

All project materials must be approved by CCT prior to being produced or scheduled for final production for this program. A minimum of five (5) working days is required for this approval. Please demonstrate this requirement in the timeline portion of your application package as needed.

The grant recipient shall provide CCT with a final copy of all project materials. The final grant report shall include project work samples which acknowledge CCT support.

WHO MAY APPLY

Eligible Applicants

- Only non-profit organizations are eligible for the Challenge Grant Program. Proof of non-profit status is required with the submission of the application. Projects involving partners must have a lead applicant with non-profit status. Partners can be non-profit or for-profit entities.
- Applicants shall 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 marketing plan. Applicants without a marketing plan may complete the strategic marketing questionnaire provided by CCT in place of the marketing plan.

WHO MAY APPLY
(Continued)

Ineligible Applicants

- for-profit businesses or organizations;
- individuals;
- elementary and secondary schools;
- service organizations or clubs.

WHAT WE FUND

Eligible Project Expenses

Keep documentation of the expenses of this project as verification for the final report.

Items eligible for funding consideration include but are not limited to:

- **Media Advertising:** Advertising through mass media including online, newspapers, magazines, out of home, radio and television. Preference for placement should be impacted by tourism targets as stated in the Strategic Marketing Plan.
- **Direct Marketing:** Direct mail or e-mail to targeted audiences.
- **Promotional Pieces:** Promotional pieces include cost of designing, producing and printing of printed materials (such as brochures, inserts, posters, calendars of events, or other promotional materials). Design and layout costs shall not exceed 25% of the budget. Distribution plan for the promotional piece must be outlined.
- **Production Projects:** Production projects include the production costs of audio/visual video or film presentations to be used in approved advertising and marketing programs.
- **Direct Sales:** Participation in trade shows and/or trade related exhibits to include booth space as outlined by the trade show contract, rental of furniture for booth space, registration fee and literature shipping cost. The registration fee includes the cost to admit one or more participants of the organization to staff a designated booth as outlined by the trade show contract. (Travel expenses, including transportation, hotel accommodations and meals are not considered marketing expenses and do not qualify for grant funding.) Hosting tour operators on familiarization tours or trade industry events is an eligible expense.
- **Public Relations:** Public relations projects include costs incurred for the production and distribution of press releases, press kits, preparing of other related materials, and hosting travel writers on familiarization tours or media events.
- **Research Programs and Studies:** Research programs and studies designed to stimulate and increase the culture and tourism visitation.
- **Expansion of Existing Programs:** Expansion of current culture and tourism marketing efforts intended to increase visitation.
- **Online:** Development, design, or promotion, including search engine optimization of a website promoting destination and Connecticut culture and tourism.

CCT's Cooperative Marketing Opportunities may or may not qualify as an eligible expense for this grant program (see grid below for details)

Expense	Grant	Match	Funds	Outside Grant Project
Connecticut Vacation Guide	no	no		ok
Connecticut Culture Guide	no	no		ok
CCT Lead Purchase	no	no		ok
CCT's Free Standing Insert	ok	ok		ok
Literature Distribution	no	no		ok

INELIGIBLE PROJECT
EXPENSES

- Projects that are primarily fundraisers, such as social events or entrepreneurial activities.
- Feasibility studies.
- Administrative Expenses: salaries, rent, phone, supplies, postage, photocopying or other overhead associated with ongoing normal administrative functions of any organization;
- Travel expenses (including lodging for salaried personnel or volunteers of applicant);
- Food and beverage (Exception would be for direct expenses relating to hosting tour operations and/or travel writers on familiarization tours or media events. Alcoholic beverages cannot be funded.);
- Equipment purchases and equipment rentals unrelated to trade shows or exhibit (to include computer hardware and software);
- Entertainment, honoraria, scholarships, artist's fees, tournament awards or grants, prizes or gifts for participants or volunteers;
- Projects in which fees are charged for the sale, lease or loan of any advertising themes or construction of posters, brochures, prints or any other materials purchased, developed or produced through the program;
- Materials or staff funded by state tax dollars as part of their in-kind services;
- Lobbying expenses;
- Fundraising expenses.
- Select CCT Cooperative Marketing Opportunities (see page 5)

These expenses cannot be covered by funds from the grant or match, but utilizing other revenue not affiliated with the fiscal portion of the grant project is acceptable funding.

HOW WE FUND

An approved contract must be in place prior to extending state grant funds.

A matching formula of 1-1 is required.

Keep documentation for sources of matching funds and all expenses related to this project for required verification in the Final Report.

GRANT REQUESTS

The minimum CCT Challenge Grant amount is \$7,500 and the maximum is \$30,000.

MATCHING FUNDS

The minimum allocation CCT Challenge Grant funds per application is \$7,500 with a maximum allotment of \$30,000. A matching formula of 1-1 is required.

The grantee has sixty days (60) days after completion date of the project to submit proof of matching funds. If the grantee has not raised the matching funds, within the prescribed time, all the funds shall be returned to CCT.

Twenty percent (20%) of matching funds can be in-kind services. Organizations cannot use materials or staff funded by state tax dollars for their in-kind service(s).

Matching funds must cover expenses considered eligible under this program.

ELIGIBLE SOURCES OF
MATCHING FUNDS

Eligible sources of matching funds include:

- direct grants,
- monies raised through memberships,
- sales of promotional items,
- fund drives,
- corporate sponsorships,
- money raised through ticket sales,
- registrations or admission fees directly associated to the project,
- net profits.

INELIGIBLE SOURCES OF
MATCHING FUNDS

State and/or Federal Funds cannot be used as matching funds. The goal is to raise dollars by creating partnerships with private sector industries.

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. This information could be best placed in the first section of the narrative portion in the application package.
- 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. Applicants must follow all instructions and provide accurate and complete information in all sections and supporting materials as stated. Failure to do so will render the application ineligible for review. 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 by 4 p.m. All CCT applications must be received (not postmarked) on the due date. No application or parts thereof will be accepted after the deadline. 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.

Implementation of project must begin no earlier than March 15, 2008 and end no later than May 31, 2010.

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

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 (no more than two (2) pages with 11 point font);
3. Project Budget (on a separate page);
4. Timeline (on a separate page);
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;
2. Application Narrative (no more than two (2) pages with 11 point font);
3. Project Budget (on a separate page);
4. Timeline (on a separate page);
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 to be considered a complete application package. Details on application package components can be found below.

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. Please note the Challenge Grant Program is eligible for non-profit applicants only.

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

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.

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 and/or omission of this information will render the application ineligible for review.

Project Information:

New Initiative: refers to the project or grant-funded component of a total program being utilized for the first time in an existing program 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 5 of this booklet to select the most appropriate category or categories.

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

APPLICATION PACKAGE
(Continued)

Project Summary:

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

Grant Request:

The minimum CCT Challenge Grant amount is \$7,500 and the maximum is \$30,000. The grantee shall submit a final report within 60 days of the end of completion of the grant period that shall include proof of matching funds and verification of project funding sources. If the grantee has not raised the matching funds, within the prescribed time, all the funds shall be returned to CCT.

2. Application Narrative (see "Review Process" on page XX 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 $\frac{3}{4}$ 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 Challenge Grant Project. Explain the purpose, estimated benefits the project may provide the applicant, in addition to the proposed activities of the Challenge 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:

Grant funds may only be expended on eligible marketing expenses defined in each fact sheet. Projects must be new initiatives. Projects cannot have been completed or near completion at the time the application is made.

A detailed budget of the Challenge 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.

APPLICATION PACKAGE
(Continued)

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

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

A sample budget can be found on page 12.

4. Project Timeline:

A detailed timeline must be submitted on 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.

Challenge Grant Budget Sample

Revenue		CT Tourism		Other	
Item Description	Challenge Grant	Matching	In-Kind	Revenue	Total
State Grant					
CCT Challenge Grant	\$7,500.00				\$7,500.00
Corporate Pledges					
XYZ Company		\$3,500.00			\$3,500.00
M&M Company		\$1,500.00		\$2,100.00	\$3,600.00
Memberships					
Proceeds from Gift Shop & Admission Fees		\$1,000.00			\$1,000.00
Graphic Company			\$1,500.00		\$1,500.00
Graphic Design of Brochure			\$1,500.00		\$1,500.00
Total Revenue	\$7,500.00	\$6,000.00	\$1,500.00	\$2,295.00	\$17,100.00
Expenses					
		CT Tourism		Other	
Item Description	Challenge Grant	Matching	In-Kind	Expenses	Total
<i>Brochure ABC</i>					
Graphic Design for Brochure	\$1,000.00		\$1,000.00		\$2,000.00
Printing, Inc.					
Printing 20,000 copies 4-color	\$2,000.00	\$2,000.00		\$180.00	\$4,180.00
CTM					
Distribute Brochures	\$1,300.00	\$1,300.00			\$2,600.00
Postage					
2,000 @ .55	\$500.00	\$500.00			\$1,000.00
<i>Advertising</i>					
Graphic Company			\$500.00		\$1,000.00
Graphic Design of 2 ads	\$500.00				\$1,000.00
CT Vacation Guide				\$1,300.00	\$1,300.00
Yankee Magazine b&w, 2"	\$1,100.00	\$1,100.00		\$620.00	\$2,820.00
Travel Journal	\$1,100.00	\$1,100.00			\$2,200.00
1/4" Ad 3 @ \$765					
Total Revenue	\$7,500.00	\$6,000.00	\$1,500.00	\$2,100.00	\$17,100.00

APPLICATION PACKAGE
(Continued)

Funding Section

Summary of Costs:

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

Total Amount of Requested Funds refers to only eligible expenses from the specific Challenge Grant project which is to be funded by CCT Challenge Grant dollars only.

Matching Funds refers to the required percentage of supplemental grant project funding which can only be used for eligible expenses under the Challenge Grant project.

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

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 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 or before the due date. Applicants must request and retain a receipt from the CCT staff person accepting the hand-delivered application.

HOW TO APPLY
(Continued)

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

Please list deadline date (October 22, 2008) on the bottom left corner of the Application Package envelope.

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.



CULTURE AND TOURISM CHALLENGE GRANT APPLICATION - FY 2009

Deadline: October 22, 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)

Type of Project (select appropriate number(s), refer to Eligible Project Expenses for definitions)

- 1) Media Advertising, Direct Marketing, Promotional Pieces
- 2) Production Pieces, Trade Shows/Exhibits, Public Relations
- 3) Research Programs & Studies/Expansion of Existing Programs
- 4) Online Development, design or promotion

PROJECT SUMMARY

Please complete the following sentence (10-15 words 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 March 15, 2009) _____

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

FUNDING SECTION**Summary of Costs**

- Total Cost of Program: _____
(If the Challenge 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: _____
Cash: _____, In-kind services: _____

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

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

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Challenge Grant Program

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