



## MARKETING CHALLENGE GRANT GUIDELINES - 2011

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 OR BEFORE JANUARY 12, 2011**

*Projects Period: April 15, 2011 - May 31, 2012*

Applicants will be notified of receipt of their application via e-mail within two (2) weeks from the deadline date.

### PROGRAM TIMELINE

<b>Application Deadline</b>	January 12, 2011 - Deadline Extended to January 13
<b>Award Notification</b>	March 2011
<b>Funding Period</b>	March 2011 - May 31, 2012
<b>Project Period</b>	April 15, 2011 - May 31, 2012
<b>Status Report</b>	September 2011 (every 6 months a project is open)
<b>Final Report Due</b>	Within 60 days of completion of the grant period
	Final Financial Report
	Final Evaluation Narrative
<b>State Single Audit (if applicable)</b>	

### PROGRAM INFORMATION

The Connecticut Commission on Culture & Tourism (CCT) Marketing Challenge Grant Program assists non-profit culture and tourism entities in their efforts to promote attractions and events that are open to visitors. CCT Marketing Challenge Grant funds are available to arts, history, humanities 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 Marketing Challenge Grant Program requires a 1-1 match. (See page 4).

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. Applicants that are partners on the proposed project must submit one combined application per project.

All projects should work in synergy with the CCT Strategic Marketing Plan (the Executive Summary is available at [www.cultureandtourism.org](http://www.cultureandtourism.org)) and extend the Connecticut brand and image.

**Connecticut Strategic Marketing Plan:** 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, heritage preservation and tourism entities. Projects must articulate compatibility with the Connecticut Strategic Marketing Plan.

**Status Report:** Status reports are required by the Marketing Challenge Grant Program every six months a grant project is open. Status Reports are available on CCT's website, [www.cultureandtourism.org](http://www.cultureandtourism.org).

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**PROGRAM  
INFORMATION  
(CONT'D)**

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.

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.

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**WHO MAY APPLY**

Eligible Applicants

- Only arts, heritage, tourism, film and cultural non-profit 501(c)(3), 501(c)(6) and municipalities are eligible for the Marketing 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 in place of the marketing plan.

Ineligible Applicants

- For-profit businesses or organizations;
- Individuals;
- Elementary and secondary schools;
- Service organizations or clubs.

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**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 marketing and social networking, 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.

**WHAT WE FUND  
CONT'D**

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

<b>Eligible Expenses Chart for CCT Marketing Opportunities</b>			
<i>Expense</i>	<i>Grant Funds Qualify</i>	<i>Match Funds Qualify</i>	<i>Funds Outside Grant Projects Qualify</i>
Magazine FSI	Yes	Yes	Yes
Online Advertising	Yes	Yes	Yes
CTvisit.com Advertising	No	No	Yes
Market Research Vision Visitor Intercept Tracking	Yes	Yes	Yes
CT Open House Day	No	No	Yes

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.
- Select CCT Cooperative Marketing Opportunities (see above).

These expenses cannot be included as project costs; therefore, they cannot be included as part of the grant and match, but grantee may use other revenue to fund these expenses.

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**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 Marketing Challenge Grant amount is \$7,500 and the maximum is \$30,000.

Matching Funds: A match of 1-1 is required, as set forth below.

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

The grantee has sixty days (60) days after completion date of the project to submit a final report which includes 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.

Matching funds must cover expenses considered eligible under this program.

The goal is to raise dollars by creating partnerships with private sector industries.

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.
- private donations.
- net profits.

Ineligible Sources of Matching Funds: State and/or Federal Funds cannot be used as matching funds.

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**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, job development, 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.

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**REVIEW PROCESS  
CONT'D**

- Consistency with CCT's Strategic Marketing Plan ([www.cultureandtourism.org](http://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 Commission for approval. All applicants will be notified in writing via e-mail.

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**APPLICATION  
MATERIALS**

The application material outline for the Marketing Challenge Grant Program is on page 9. Below are details regarding application components.

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

Type of Project: see page 3 of this booklet to select the most appropriate category or categories.

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 commenced at the time the application is made.

A detailed budget of the Marketing 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. 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.

Expenses 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 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 8.

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](http://www.cultureandtourism.org). The Strategic Marketing Questionnaire must be complete and submitted with the original and the eleven (11) copies.

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**APPLICATION  
MATERIALS  
CONT'D**

You may download the application packet from CCT's website, [www.cultureandtourism.org](http://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. All applications must be received (not postmarked) **on or before 4:00 pm**, January 12, 2011.

No application or parts thereof will be accepted after the deadline. Faxed 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 eleven (11) 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 April 15, 2011. Projects must end no later than May 31, 2012.

All required information must be provided in the application package at the time of submission along with eleven (11) copies to be considered completed and forwarded for review.

Applications must include one original (marked original) and eleven (11) 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,

**Eleven (11) Copies**

1. Application (must be signed and dated, with a copy of the 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);

**Twelve (12) sets are required in total to be considered a complete application package.** Details on application package components can be found below.

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**GRANTEE  
RESPONSIBILITIES**

Please refer to CCT Grant Overview Guidelines in particular the sections regarding:

- Grantee Responsibilities
- Credit & Publicity Responsibilities
- Reporting Requirements



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**GRANTEE  
CANCELLATIONS**

Please refer to page 6 of the CCT Grant Overview Guidelines.

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**HOW TO APPLY**

Applicants must follow 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 4:00 pm, January 12, 2011. 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 on or before 4:00 pm, January 12, 2011. 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  
Marketing Challenge Grant Program  
Connecticut Commission on Culture & Tourism  
One Constitution Plaza, Second Floor  
Hartford, CT 06103

Please list deadline date (January 12, 2011) on the bottom left corner of the Application Package envelope.

Applicants will be notified of receipt of their application via e-mail within two (2) 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.**