

FAQ's Frequently Asked Questions

REVISED March 20, 2020

What does the committee focus on when reviewing the applications? As a group, the committee discusses how the information in the application will generate economic impact, especially overnight hotel stays; how visitors outside Frederick County will be measured, and is the measurement plan realistic.

Who is eligible? Non-profit organizations and events in Frederick County are eligible to apply for participation in the Tourism Grant Program. Primary consideration will be given to those organizations and events that demonstrate the ability to attract and measure visitors from outside of Frederick County. Government agencies are treated as nonprofit entities for this program. Project partners do not need to be non-profit organizations, but cannot include hotel, motel or other lodging businesses located outside of Frederick County. Main Street organizations may continue to apply for advertising awards, but not Development grants, since there now is a dedicated Main Street Cooperative program.

When are applications due? The deadline to submit the application is Friday, May 15, 2020 by 5 p.m. Applications received after the deadline will not be considered. Mailed applications must be physically received in Visit Frederick - Tourism Council of Frederick County (TCFC) offices by May 15 to be considered. Postmarks of May 15, faxed or email applications will not be considered.

Will there be workshops to discuss the program? Two workshops are scheduled in February 2020 at the Frederick Visitor Center. Thursday, February 13, 1:30 p.m. and Tuesday, February 25, 10:30 a.m. Applicants are strongly encouraged to attend one of the workshops.

When will the awards be announced? An appointed grant committee will make recommendations to TCFC's board of directors who will vote on the final determination for awards at a special meeting before the end of June 2020.

What are the requirements of a final report? Appropriate documentation of completed work and execution of final payments to include copies of invoices or checks for service rendered. All documents must be received ninety (90) days after completion of project. All matching funds must be accounted for as well. A written evaluation report documenting the event and success of project. Please include who the audience was, number of attendees, etc.

May I request an appointment to hear feedback on the committee's recommendation?

Yes. Included in the award letter will be notification how you can meet with the Tourism Grant Program chairperson and the Executive Director of Visit Frederick.

ADVERTISING FAQ's

What is the intent of the advertising program? The request must be for promotion or advertising of an attraction, event, activity, festival or program occurring in Frederick County that fosters tourism. The proposed attraction, event, activity, festival or program must relate directly to Visit Frederick's goals of encouraging increased visitation, visitor spending and additional overnight stays in Frederick County.

The funds are to be expended on placements that run during **FY21 (July 1, 2020 to June 30, 2021)**.

Advertisements paid for are intended, in whole or in part, to reach residents of areas outside of Frederick County. Only non-local media will be considered. Preferred promotional activities are expected to encourage visitors to spend the night in Frederick County. **NOTE:** Applicants awarded funding must adhere to advertising in the media outlets outlined in their submitted media schedule. While the schedule may vary if full funding is not awarded, substitutions in outlets where advertising is placed will not be permitted without prior approval.

All awarded Advertising Funds require a cash match from the applicant. Applicant must match award with a contribution of 33.3% of total schedule expenses.

The TRIPP advertising program will not pay for posters, postcards, banners, direct mailings or design costs.

If awarded advertising funds, what are the successful applicant's responsibilities? Award recipient will place all advertisements with proposed media outlets.

Award recipient will serve as the contact on all advertising insertion orders or contracts.

Award recipient will place ads **with vendor opening a separate account setup as Visit Frederick/ (awardee name).**

Visit Frederick will pay those invoices promptly forwarded with signed approval from award recipient for placements that are included in the approved media schedule submitted with the application.

Advertising invoices must include proof of performance, including required logo, copy and/or link.

If an original tear sheet or similar proof of performance is not supplied by the media outlet with invoice, award recipient will be responsible for providing Visit Frederick with same.

If total of invoices received on behalf of a grant recipient exceeds approved awarded funds, award recipient will be responsible for adding the full amount due above the award.

Award recipients will submit paperwork and make cash match payment at least ten business days prior to the due date indicated on the invoice to Visit Frederick prior to invoices being paid. Visit Frederick will make payments to vendors up to the total of approved amount plus cash match received from award recipient.

A final report must be submitted within 90 days of end of fiscal year for the file to be considered closed.

Where may advertising be placed? The applicant will determine this by submitting a media schedule with their application. The applicant will include a complete media schedule with relevant dates, ad sizes, and media information using the media schedule form provided. Media schedules should be broken out by individual publication, broadcast, online or other media outlet. Awards will be based in part on the quality of the plan and the media selections included in it. Applicant will identify the media outlets that can deliver the audience best suited to the applicant's advertising message. For a media schedule award, all media outlets must demonstrate that at least half of their audience resides outside of Frederick County. A media outlet that cannot quantify and qualify its audience is not the best choice for the Tourism Grant Program media schedule.

What are the logo requirements for print ads and materials? All print advertisements, placed with Tourism Grant Program funds must include Visit Frederick's FY21 Tourism Grant Program logo occupying at least 10% of print ad space.



Radio spots must include **"Visit Frederick, Maryland."** Television spots should include the TRIPP logo. This logo should appear on the screen at least 3-5 seconds. Tear sheets, audio or video recordings, or similar proof of performance will be required before invoices are paid.

Digital and online advertising: Examples of digital and line advertising include: Banner ads or skyscraper ads placed on websites, native/sponsored content on relevant web channels, mobile advertising, etc.

All digital content and online advertising funded through TRIPP must include a link to a page with related content on the awardee's website. That landing page on the awardee's website must include the TRIPP "Visit Frederick City & County" logo graphic with a live link to the VisitFrederick.org website.

Ads which are required to be prepaid at time of placement such as social media advertising, paid video placement, etc. will not be considered part of the TRIPP advertising program.

What is the advertising payment process? Visit Frederick must directly pay the media outlet. The organization will submit a Request for Payment form, proof of performance, and 33.3% of total invoice as cash match to Visit Frederick. Within ten business days of receipt of completed forms, accompanying documents and cash match, Visit Frederick will directly pay the invoices from the vendor up to the amount approved for the selected entity. Submission by applicant must be received at least ten business days before invoice is due. Organizations that do not pay their match and submit invoices in a timely manner will be excluded from the program after sufficient warning.

What if my Advertising Award request is not fully funded? In the event that the Tourism Grant Program awarded is less than requested by the applicant, the media schedule will need to be adjusted prior to executing a contract.

DEVELOPMENT FAQ's

What is the Tourism Development Grant period? Proposed Product Development projects must begin in FY21 (after July 1, 2020). Projects that can be completed within the fiscal year will be looked upon favorably as they will produce the quickest return on investment. However, it is recognized that some projects may require more than a year to complete. Up to 24 months will be allowed, after which no Tourism Grant funds will be released for the project without Visit Frederick approval of a written request for a project extension submitted within 24 months of the award date. An organization can have no more than two open Development grants at one time.

What are the logo requirements for Tourism Development grant projects? Logo requirement for printed materials - All printed materials using Tourism Grant Program funds must include the Visit Frederick's logo that is included in Tourism Grant Program agreements **and** the phrase "For information about the other great things to see and do in Frederick County: 1-800-999-3613 or www.visitfrederick.org." Samples of printed materials must be submitted as proof of performance. If there are not collateral materials printed, some type of signage should be provided at the exhibit, event or other grant funded project.



For information about the other great things to see and do in Frederick County:
800-999-3613 or www.visitfrederick.org

What are the Trade Show registration guidelines? Organizations awarded Tourism Development Grant funds for trade or consumer travel shows must agree to distribute the Visit Frederick visitor guide at the show.

All leads generated by travel/trade show contacts will be provided electronically to Visit Frederick. This does not remove the applicant's obligation to promptly respond to inquiries generated through trade show activities.

What is the payment of Tourism Development Grant funds? Payment will be made when awardee submits proof of project expenditures equaling twice the award amount and a final report. If necessary for cash flow, awardee may submit for a first reimbursement when expenses reach \$1,000.

A final report must be completed within ninety (90) days after project completion. If the project is not complete by the end of the fiscal year in which the Tourism Development grant was awarded, an interim status report is required to be submitted within ninety (90) days after the end of the fiscal year, with a final report due ninety (90) days after the completion of the project.

Once funding has been approved, the successful applicant must follow the above steps in order to be considered for future grants.

FMM's Frequently Made Mistakes

Incomplete application

Forgetting to double check math figures

Typos in application may make the application confusing to the committee

Using the identical information from previous year's applications

Weak/vague data. Applicants need to give statistic details / show overnight details / make an argument for media audience chosen.

Not identifying source of matching funds or indicating if the funding is secured at time of application.

Wording not confident in application. Use of words such as "likely" and/or "hope to".

Budget indicates that applicant has all funding needed for a Development project; however is still requesting additional funds.

Line item in Development applications is miscellaneous. Give details.

Media Schedule Tips

Cannot combine multiple media outlets with one ownership on a single line on media schedule due to varying coverage areas. Digital marketing agencies or digital line items are vague terms. Give details. Do not indicate "online advertising" as a line item on the media schedule without details.

Examples:

Can be included as
Non-local media

Do not include these
on media application

WFRE-FM – Yes
WVEG-FM – Yes
WYPR
WAMU

WFMD-AM – No
WAFY-FM – No
Frederick News-Post
Frederick Magazine

If you have multiple ad sizes with one media outlet, use a separate line on the media schedule for each ad size.

Include number of insertions per ad and the cost per ad. The last column is formula driven and should calculate the total cost.