

## **Frederick County Tourism Reinvestment in Promotion & Product (TRIPP) Program FY21 Tourism Advertising & Development Grant Guidelines**

Visit Frederick (the Tourism Council of Frederick County, Inc.) is allocating \$285,000 toward its Tourism Reinvestment in Promotion & Product (TRIPP) Program for FY21, July 1, 2020 – June 30, 2021. The TRIPP program has awarded over \$3,161,000 since the inception of the program in 2006.

Included within the FY21 program is \$175,000 for Tourism Advertising Awards and \$90,000 for Tourism Development Grants, which both have an application deadline of TUESDAY, March 31, 2020. *Electronic submissions of the application will not be accepted.*

**Advertising awards** are intended to reach audiences through media outlets that can demonstrate that at least half of their audience lives outside of Frederick County.

The purpose of TRIPP **Development Grants** is to help create new reasons for residents of other areas to want to visit Frederick County. This may include new or enhanced attractions, exhibits, website development, or major events (those attracting at least 500 attendees). Marketing expenses may also be covered with Development Grant funds, including brochure or poster printing, direct mail, advertising or trade show registrations.

Awards will be announced in mid-May.

The intended use of these funds is to increase tourism and enhance the visitor experience in Frederick County. Preference is given to applications for initiatives likely to attract visitors from outside of Frederick County who are inclined to stay overnight. The remaining \$20,000 covers the TRIPP Group Overnight Incentive Fund and Unanticipated Opportunities grants.

Applications may be submitted by nonprofit attractions or government agencies within Frederick County, as well as by nonprofit organizations that produce large events that are held within Frederick County and which attract attendees from outside of Frederick County. Main Street organizations may only apply for advertising awards since there is a dedicated Main Street Cooperative Funding program.

Applicants are strongly encouraged to attend one of the TRIPP workshops in February scheduled for Thursday, February 13, 1:30 p.m. or Tuesday, February 25, 10:30 a.m. Complete and return the workshop RSVP form.

Successful applicants will be required to provide on their website a graphic/link to the [www.visitfrederick.org](http://www.visitfrederick.org) website. The site encourages extending the visit to the attraction or event, hopefully overnight, by showcasing additional visitor experiences. If a past applicant, you will be asked to justify success or failure of previous TRIPP awards in the application.

### **Your complete application packet will include:**

- A. **Completed application(s)** - 6 total (original plus 5 copies)  
Section I & IV completed by all applicants.  
Complete Section II and/or III as applicable.
- B. **Confirmation of non-profit status** (such as IRS letter of determination)
  - First time applicant** – 6 total
  - Previous applicant** – documentation is on file with the Tourism Council
- C. **Media Schedule for Advertising Award applications** – 6 total (original plus 5 copies)
- D. **Explanation in application (Advertising and/or Development) of how you will measure** visitor attendance and/or overnight stays resulting from your use of grant funds.

Failure to attach any required documents will result in disqualification of your application.

Please **DO**

- ***Collate and three-hole punch all applications and attachments***
- ***Paper or binder clip each complete application packet (6 total)***
- ***Ensure all pages of application are on 8 ½ x 11 sheets of paper***
- ***Double check math calculations***
- ***Submit a COMPLETE application***

Please **DO NOT**

- ***Put material into binders. TCFC will put all applications in our own tabbed, three ring binders for reviewers.***
- ***Staple any parts of the application***
- ***Provide additional material or information that is not requested***
- ***USE ALL CAPS or underline excessively***

**Section I -Performance Measures #2** - How will you **promote** overnight stays in Frederick County hotels and other increased visitation to Frederick County, in addition to inserting the required TRIPP graphic/link on your website? Examples include: Print, Own website, Social Media, Online Ads, Partner with other events with same event timeframe, Cross promote using collateral available from the Tourism Council (i.e., Visit Frederick, Calendar of Events, other).

**Section II – Advertising (A)**

**A-1 -Tourism Advertising award** funding is paid out directly to media outlets that have been selected by the successful applicant. Applicants for these funds submit a media schedule with their grant application, identifying media outlets (digital, print, broadcast or outdoor) that will deliver the applicant’s message to a relevant audience. Advertising means the purchase of space or time for which you will be invoiced to deliver a message to someone else’s established audience.

**A-2 - Media Schedule**

Media schedule contains only non-local media outlets, \$1,500 min. to \$40,000 max. award. Applicant must match award with a contribution of 33.3% of total schedule expenses. Media Schedule reflects a total dollar value of at least 1.5 times the requested award amount, as it incorporates the applicant’s 33.3% match. The media schedule must propose placements with media outlets that can demonstrate that at least half of their audience lives outside of Frederick County. Tell us why the media outlets you provided make sense for your organization. Digital or naming the online digital marketing agency needs specific entries. These are general terms and do not tell what media you are buying. Also, do not indicate the term “online advertising” on media schedule without detailed buying information. Rank the media outlet in priority order in the event your application is partially funded.

**Section III – Development (D)**

**D-1 - Development Project Expenses** - Please note the applicant does not need to match each line item, but rather the entire project must be matched 50/50. Add additional lines if needed using the project expenses format.

**Section IV – Matching Fund sources**

**Section IV - 1** - An example of other revenue might be admission ticket sales.

Matching funds can be derived from:

- Applicant dollars
- Sponsorships
- Donated dollars
- Leveraging another grant

*For each source of matching funds, indicate if the funding is secured at time of application.*

**Section IV – 2** - Attach letters of intent from any partners that are providing financial or in-kind support.

An in-kind match could include:

Donated physical items – examples - rental venue, printed collateral

Donated professional services – classified as someone who routinely, as a career, provides that service – examples – accounting services, legal services, painting, IT development

Volunteer hours will NOT be accepted as in-kind match

Staff time will NOT be accepted as an in-kind match.

*All in-kind matches need to be valued and documented by the donating organization(s). In-kind service documents must include work performed, date/dates of the service and hourly rate and hours donated.*

**Advertising Terms and Conditions:**

- If your request is for advertising is not fully funded, ***a revised media schedule will be requested prior to an award agreement being executed.***
- Preference is given to applicants whose proposed media schedules will reach an audience that is likely to stay overnight in paid accommodations within Frederick County.
- The applicant will place ads with vendor opening a separate account setup as Visit Frederick/ (awardee name).
- Advertising award matching funds must be all cash, paid in increments at the time media invoices are due. An invoice request for payment, original tear sheet or other proof of performance and cash match must be submitted to the Tourism Council for payment at least 10 days prior to the due date indicated on the invoice.
- Award requests can be for no less than \$2,000 (a \$3,000 schedule once matched). The media schedules do not need to reflect all of the applicant’s advertising budget only that which will be partially funded by TRIPP if awarded advertising placement.
- There are minimum size and logo/link requirements for advertisements that are placed through this program.
- Trade show booth or delegate fees, banners, direct mail, poster printing, social media ads and marketing activities other than nonlocal advertising may not be funded by Tourism Advertising awards, but may be funded by Development Grants.

**Development Terms and Conditions:**

- Media development expenses may also be covered such as professional photography or video, provided that Visit Frederick will be given access to use images or video for tourism promotion. Marketing expenses may also be covered with Development Grant funds, including brochure or poster printing, direct mail, advertising or trade show registrations.
- The maximum award will be \$15,000. The applicant must be able to match each grant dollar for dollar. Development Grants can have 25% of the match (12.5% of the total budget) provided in-kind. Applicant staff or volunteer time is not eligible for the in-kind match. Donated services and materials are eligible, with adequate documentation of value.
- Requests can be for no less than \$1,500 (a \$3,000 project once matched). There are logo requirements for activities that are funded through this program.

I acknowledge I have read and agree to the TRIPP Terms and Conditions if awarded funds through the TRIPP programs.