



Frederick County Tourism Reinvestment in Promotion & Product (TRIPP) Program FY25 Tourism Advertising & Development Grant Guidelines

Visit Frederick (the Tourism Council Frederick County, Inc.) is allocating \$500,000 toward its Tourism Reinvestment in Promotion & Product (TRIPP) Program for FY25, July 1, 2024 – June 30, 2025. The TRIPP program has awarded over \$3,670,000 since the inception of the program in 2006.

Included within the FY25 program is \$200,000 for Tourism Advertising Awards, \$150,000 for Tourism Development Grants, and \$150,000 for Legacy Development Grants which all have an application deadline of FRIDAY, March 31, 2023. *Only electronic submissions of the application will 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.

TRIPP Legacy Development Grant funding is a one-time investment by the Tourism Council of Frederick County for the US 250th (A250). The intent of this grant is to support sustainable projects with an enduring value. This can include, but is not limited to, projects sharing untold narratives that will impact future visitor experiences; workforce development; implementation of a visitor ready experience for A250; or projects that address accessibility or language barriers. Legacy funds cannot be used for trade show registrations, one-time events, or direct mail advertising. Printed materials (such as brochures) can be a project expense but cannot be the sole purpose of the project.

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. An additional \$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 TBD or TBD. Complete and return the workshop RSVP form. If an organization does not attend a TRIPP workshop and receives funding, they will be required to attend training with Visit Frederick prior to beginning their grant project.

Successful applicants will be required to provide on their website a graphic/link to the 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)** - submitted electronically as one PDF formatted file
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**
 - Previous applicant** – documentation is on file with the Tourism Council
- C. **Non-local Media Schedule for Advertising Award applications**
- 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.

<i>Please <u>DO</u></i>	<i>Please <u>DO NOT</u></i>
<ul style="list-style-type: none">• <i>Ensure all pages of application are on 8 ½ x 11 sheets of paper.</i>• <i>Double check math calculations.</i>• <i>Scan and submit a COMPLETE application. Ensure if 2 sided, both sides of application are submitted.</i>	<ul style="list-style-type: none">• <i>Provide additional material or information that is not requested.</i>• <i>USE ALL CAPS or <u>underline</u>.</i>• <i>Do not attach excessive supplemental documents.</i>

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 Visit Frederick (i.e., Visit Frederick magazine, 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 Award \$_____

Media schedule contains only non-local media outlets, \$2,000 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.

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.

D-2 – Legacy Projects – These projects should have a lasting impact and contribute to the long-term improvement and development of Tourism in Frederick County. Projects that are temporary in scope or one-time events, are not eligible for legacy funding.

Projects that connect to the themes outlined by the Maryland 250 Commission will receive preference.

These themes include:

- Unfinished Revolutions
- Power of Place
- We the People
- American Experiment
- Doing History

For a further information on the US 250th themes, refer to the Maryland 250 Commission's website:

<https://mdtwofifty.maryland.gov/>.

Please note the applicant does not need to match each line item, a 20% match is required for TRIPP Legacy Projects.

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.

TRIPP is a locally funded grant and can be used as a matching funding source for state and federal grants.

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.

Do not submit extraneous reports. Supplemental information and statistics should be summarized and included in the application.

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).
- The applicant will provide each vendor's W-9 form with the first payment request. This form verifies the vendor's taxpayer identification number.
- 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 Visit Frederick 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 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 \$25,000. 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.

Legacy Development Terms and Conditions:

- Legacy projects will result in an immediate improvement in Frederick County tourism as well as contribute to the long-term improvement of the Frederick County visitor experience. One-time events and projects of a temporary duration do not qualify as legacy projects.
- If a project is determined to not be eligible for Legacy funding by the TRIPP committee, it may still be approved for Development funding. Please note, development project expenses require a 50/50 match. If a project is shifted from Legacy to Development, applicants will be required to complete an updated Development Project Expenses table prior to signing the TRIPP development contract.
- Photography and video can qualify as part of a legacy project, provided Visit Frederick is given access to use those images or video for tourism promotion.
- Marketing expenses may not be covered with Legacy Grant funds, including poster printing, direct mail, advertising, or trade show registrations.
- Requests can be no less than \$8,000 (a \$10,000 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.