



Indiana Office of Tourism Development

Destination Development

2024 Grant Application

Applications due by **4 p.m. ET on Friday, February 2, 2024.**

All applications and any accompanying documentation should be submitted in a single PDF document by email to Grants@iddc.in.gov

Applications must arrive by the deadline.

Application Instructions

Each application shall adhere to the following formatting requirements and must address each of the items stated below. Application must be typed, single sided, numbered pages, one-inch margin, double-spaced; and the font should be 12-point Times New Roman. Please do not use acronyms in the proposal.

Answer all questions as provided in the following sections. Do not respond “Not Applicable” unless you explain why in the application. Please utilize all the provided forms. Do not recreate or modify them.

Lead Applicant Coversheet

- Use the form titled Form 1 as the first page of the grant application. This is the only form that will be accepted as your cover sheet.
- This form should clearly identify the amount of grant funds you are requesting and the amount of local funds that are being used as match.
- The project synopsis should be three to four sentences long.

Table of Contents

- Provide a clear table of contents with page numbers immediately following Form 1.

Project Description

This section should be typed and included within the application packet. We will not be accepting handwritten documentation.

1. Provide a clear, sequential description of each component of the project.
2. Provide a detailed timeline for the project. Indicate the organization and/or persons responsible for each item and include the completion date.
3. If the project entails construction, please provide preliminary plans or renderings and address any legal concerns. Detail who will own any new amenities.
4. Are any licensing or liability issues associated with this project? Describe how these issues will be addressed including permits or legal documents.
5. Identify the partner organizations involved in the planning process and their role in the implementation of the project. Provide a detailed description of the resources they will contribute.
6. Does the project have any user fees or is it free to the public?

7. Identify the goals of the project. Goals are statements you make about the future for your tourism endeavor. These should be measurable through quantitative data. Use **FORM 4** to document these.
8. Identify the objectives for the project. Objectives are steps you take to accomplish your goals. Use **FORM 4** to document these.

Project Impact

1. Explain how the project reaches new audiences and increases awareness of the tourism destination.
2. What about this project will attract tourists from outside your region? How will this project financially benefit the region? Provide a projected impact analysis including data sources to support it.
3. Explain how this project is transformative and how your community and region will benefit from this project being funded. Provide qualitative and quantitative data that supports how this project will increase community engagement and have a positive impact on tourism.
4. How does the project improve local tourism?
5. How would this project lead to an increase in room nights for local lodging facilities?

Project Need

1. Identify the need at a local and/or state level that this project will address.
2. Identify if the proposed project is part of any prior planning. How have residents of the area been involved with the planning of this project?
3. How did you determine that this project was the best fit for your region, including surrounding counties and states if applicable? Provide qualitative data to support your decision-making process.
4. How did you determine that this grant was the best fit for your project?
5. What other funding avenues have been explored previously to initially fund this project?
6. What similar attractions or efforts exist around the state that may impact the success of this project? If other efforts exist, how will this build on them or provide something different.
7. Include advocacy letters from local or regional entities that communicate their interest in and support of the project.

Sustainability

1. Describe in detail how the project will be sustained beyond the initial funding period. Identify efforts, funding and plans that have been made for future sustainability.

2. Describe in detail how additional future initiatives will build on the project. Identify efforts, funding, and plans for increased visitor capacity.
3. Provide a detailed plan for use of any revenue from the project.
4. Provide a marketing plan that outlines the strategy, tactics, target audience and budget amount that will be used to promote the asset after completion.

Budget

1. Submit Form 2, the Line Item Budget form.
2. A budget narrative needs to be included that clarifies the proposed use of the funds as well as an economic statement of impact which projects an increased profit for the local economy. Please provide actual contractor or vendor estimates when possible.
3. Form 3, the Table of Matching Funds, must be completed and include all sources of match.
4. Include letters of commitment for match contributions from all sources on the contributing organization's letterhead and clearly state the amount of the contribution for the entire project period. The letter should be signed by the chief executive officer or chief financial officer and certify that the match is available at the time of application.

Additional Required Documentation

Please include a copy of the following documentation along with your completed application. All documents will be required at application to conduct business with the state. Your application will not be considered if any of the forms were not turned in or completed.

1. Complete IRS W9 and State of Indiana Direct Deposit Form.
2. Please provide a copy of the IDOA bidder registration verification. (<https://www.in.gov/idoa/procurement/supplier-resource-center/requirements-to-do-business-with-the-state/bidder-profile-registration/>)
3. Provide a photo of the space that will be used for the potential project location. (In relation to the community/city/town and the surrounding area.)
4. Provide a map(s) showing the location of where the potential project location will be. (In relation to the community/city/town and the greater state)
5. Written or documented assurance (signed letter and/or warranty deed) that the project location is owned by the applicant at time of application.



APPLICANT INFORMATION

LEAD (LEGAL) APPLICANT:

CONTACT PERSON (NAME & TITLE):

MAILING ADDRESS:

CITY:

COUNTY:

ZIP+4:

PHONE:

E-MAIL:

GRANT FUNDS REQUESTING:	
LOCAL FUNDS PROVIDING:	
TOTAL COST:	

PROJECT SYNOPSIS:

Readiness to Proceed Certification

_____ hereinafter referred to as “Applicant”, submits this certification to the Indiana Destination Development Corporation, hereinafter referred to as “IDDC” respective to the Applicant’s application to IDDC for state Destination Development Grant (DDG) funding. This certification is submitted to IDDC to assure that the Applicant has attained sufficient readiness in order to complete the subject project within **EIGHTEEN (18)** months after award of the DDG grant by IDDC. The Applicant warrants that the project will be completed within **EIGHTEEN (18)** months following DDG grant award, and herein indicates the level of readiness-to-proceed respective to the following areas:

- * Project Financing
- * Control of all interests in real property necessary to complete the project (site control)
- * Obtaining necessary local, state and federal permits to complete the project

Project Financing

As Chief Elected Official (CEO) of the Applicant, **I hereby certify that all non-DDG sources of funding necessary to carry out the project as listed in the project application have been secured and are available for expenditure immediately upon full execution of the DDG grant agreement between Applicant and IDDC, and subsequent release of funds by IDDC.** Pertinent comments respective to this certification are indicated below.

Signature, Chief Elected Official

Date

Typed Name and Title:

Table of Matching Funds

List all match funding sources below. Support letters for financial commitments listed below should be included as *Attachment B*.

Organization Providing Funds	Cash or In-Kind Amount	Letter of Commitment Included
Total Matching Funds		

Goals and Objectives

1. GOAL:

a. OBJECTIVE:

b. OBJECTIVE:

c. OBJECTIVE:

i. MEASURABLE DATA:

2. GOAL:

a. OBJECTIVE:

b. OBJECTIVE:

c. OBJECTIVE:

i. MEASURABLE DATA:

3. GOAL:

a. OBJECTIVE:

b. OBJECTIVE:

c. OBJECTIVE:

i. MEASURABLE DATA