



Tourism Marketing & Event Grant Requirements

1. Eligibility

- **Applicant Type:** Must be a nonprofit, municipality, or recognized tourism-related business/organization (e.g., attractions, event producers, cultural institutions, chambers, sports organizations).
- **Geographic Focus:** Projects must occur within Lenawee County.
- **Event Type:** Eligible events include festivals, cultural programs, sports tournaments, meetings/conferences, and attractions that generate measurable tourism impact.

2. Tourism & Visitor Attraction Requirements

1. Tourism Draw

- The event or marketing initiative must demonstrate the ability to attract **non-local visitors** (50+ miles away is standard, though overnight stays are preferred).
- Projects should show potential to increase overnight stays, restaurant spending, retail activity, or admissions to local attractions.

2. Marketing Strategy

- Applicants must include a marketing plan that:
 - Targets out-of-area visitors.
 - Utilizes recognized tourism channels (digital, social, print, PR, or travel trade).

- Aligns with Visit Lenawee’s brand pillars (e.g., cultural heritage, outdoor recreation, culinary, meetings/groups, and sports).

3. Economic Impact

- Applicants must provide projected attendance, with an estimate of:
 - % of out-of-county visitors.
 - Anticipated overnight stays (hotel, short-term rental, campgrounds).
 - Expected direct spending categories (lodging, dining, retail, attractions).

4. Community Benefit & Image Enhancement

- Events must enhance the area’s image as a visitor destination.
- Preference will be given to events that highlight unique local culture, history, or natural assets.

3. Allowable Uses of Funds

- Out-of-market advertising and promotion (media buys, digital campaigns, design).
- Visitor services (signage, wayfinding, shuttle support, accessibility improvements).
- Event enhancements that improve the visitor experience (stage, lighting, tech, safety).
- New programming or experiences that expand length-of-stay or diversify the audience.

4. Restrictions

- Funds may not be used for:
 - General operating expenses or staff salaries.
 - Local-only advertising (flyers, local radio unless proven to have regional reach).
 - Political or religious promotion.
 - Capital expenses (bricks-and-mortar, vehicles, permanent structures).

5. Application Requirements

- Completed application form.
- Event overview & history (or proof of concept for first-time events).
- Tourism marketing plan (with budget allocation).
- Projected attendance & visitor demographics.
- Letters of support/partnerships (if applicable).
- Detailed event/marketing budget showing grant request and matching funds.

6. Matching Funds

- A **minimum of 1:1 match** (cash or in-kind) is required.
- Matching funds must come from non-Visit Lenawee sources.

7. Accountability & Reporting

- Post-event report required within 60 days including:
 - Actual attendance & visitor origin data (zip code collection encouraged).
 - Lodging impact (if measurable).
 - Marketing campaign outcomes (impressions, clicks, reach).
 - Final budget with proof of expenditure.
- Failure to report may disqualify applicants from future funding.

8. Evaluation Criteria

Applications will be scored based on:

- **Tourism Impact (40%):** Overnight stays, out-of-area visitation.
- **Marketing Plan (25%):** Out-of-market strategy & alignment with DMMO brand.
- **Economic Impact (20%):** Projected visitor spending & business benefit.
- **Community Benefit (15%):** Image enhancement, cultural value, partnerships.