**Frederick County Tourism Reinvestment in Promotion & Product (TRIPP) Program**

**FY25 Tourism Advertising & Development Grants**

**Deadline for application submission is 5:00 p.m., Sunday, March 31, 2024. The entire application and supporting documentation are to be submitted electronically in one PDF formatted file and should be sent to** [**kreichard@fredco-md.net**](mailto:kreichard@fredco-md.net)**.**

**If you are applying for Advertising and Development and the answers to the questions in the application are entirely different, you may submit 2 separate applications (one Advertising and one Development).**

Applicant (organization): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Project: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Application Type: (check all that apply) \_\_\_\_\_\_\_Advertising and/or \_\_\_\_\_\_\_Development

**Contact and Applicant Information**

Name and title of person preparing application:

Name: Title:

Organization Address:

Organization Phone: Organization Email:

Federal employer ID#: Organization Website:

Name and title of person responsible for daily project implementation and management:

Name: Title:

Phone: Email:

* **Did the person responsible for the daily project implementation or the person preparing the application attend a TRIPP workshop? (5 Points)**

**SECTION I *(all applicants)***

*(Refer to guidelines for details)*

**Project Strategies (30 Points)**

* **Brief description of advertising and/or development project goals.**
* **How many visitors did your attraction or event receive in 2022 and in 2023?**
* **Provide demographic information you have about your visitors/attendees, including percentage of out-of-county visitors compared to Frederick County residents**.

**Performance Measurements (40 Points)**

**First Time Applicants: (55 Points)**

* **How will your efforts result in increased spending by visitors to Frederick County?**
* **How will you measure the increased spending results?**
* **How will you promote overnight stays in Frederick County hotels and how many overnight stays do you hope to generate? *(Guidelines Section I – Performance Measures #2)***
* **How do you plan to measure overnight stays?**
* **How will you improve the Frederick County visitor experience?**
* **If your project is weather-dependent, what is your inclement weather plan?**

**Previous Applicants (15 Points)**

* **What are your past TRIPP award results from the most recent 2 years?** 
  + **Previous grant recipient, attach the final report (narrative only)**
* **Was the award full expended? If not, what prevented the funding from being fully utilized?**

**SECTION II *(Advertising)***

* *N/A Applying for TRIPP Development funds only. Skip to Section III.*

**(Guidelines Advertising A-1)**

* **Explain how you’ve identified the audiences that will be interested in your message.**
* **How did you select the appropriate media to efficiently reach the audience**?

**Non-local Media Schedule Award** $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**(Guidelines A-2)**

**Media Schedule (5 Points)**

Attach media schedule to your application after this page.

**SECTION III *(Development)***

* *N/A Applying for TRIPP Advertising funds only. Skip to Section IV.*

**(Guidelines D-1)**

* **How will out of county visitors learn about your project or event**?

**Project Start Date** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If an event or temporary project, provide dates of program: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Legacy Projects (15 pts.)**

* *Optional—if applying for a traditional development grant, skip to Budget summary.*

**(Guidelines D-2)**

* **Will this project result in a visitor ready experience for the United States 250th in 2026?**
* **How will this project have a lasting impact and contribute to the long-term improvement of tourism in Frederick County?**
* **Does the project create a new visitor experience currently missing in Frederick County?**
* **After the implementation of the project, how will it continue to be funded to support ongoing maintenance?**
* **How will this project remain sustainable in the future?**
* **If the project is determined to be a development project, rather than legacy, how will you fund the 50% match?**

**Budget Summary (5 points)**

**Note: Development Projects have a 50% Match.**

**Legacy Projects have a 20% Match.**

Amount of grant request ($1,500 to $25,000): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount of cash match: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount of in-kindmatch (< 25% of match): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TOTAL BUDGET:**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Development Project Expenses:** *Create this template as an Excel form and attach to application after this page if you wish Excel to automatically calculate the column and row totals.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Line Items** | **TRIPP Fund** | **Applicant’s Match** | | **Total** |
| **Cash Match** | **In-Kind Match** |
|  | $ | $ | $ | $ |
|  | $ | $ | $ | $ |
|  | $ | $ | $ | $ |
|  | $ | $ | $ | $ |
|  | $ | $ | $ | $ |
|  | $ | $ | $ | $ |
|  | $ | $ | $ | $ |
| **TOTALS:** |  |  |  |  |

*Note: Alcohol and food will not be funded through TRIPP but may be included as applicant’s match*

**SECTION IV *(all applicants)***

**Advertising and Development Grant applicant matching fund source(s) (5 Points)**

* Identify source(s) of matching funds (Advertising and Development), in-kind contributions (Development only), and other revenue for the project. ***(Guidelines Section IV – 1)***
* Partnerships are encouraged. Partners may be any entity, commercial or nonprofit, except for lodging businesses outside of Frederick County. *Attach letters after signature page.* **(Guidelines Section IV – 2)**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**\*Applicant Signature Title Date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Print name**

***\*I certify I am authorized to sign on behalf of the applicant organization to enter into an agreement with the Tourism Council of Frederick County. I also acknowledge I have read the TRIPP Terms and Conditions in the FY24 Tourism Advertising & Development Guidelines.***