



Fiscal Year 2020 Attraction Marketing Grant

Guidelines & Application

Background

Purpose:

The Joplin Convention & Visitors Bureau (JCVB) budgets grant funding for the Marketing of Attractions that exhibit positive tourism potential to the Joplin area. These funds are to **assist** qualified organizations **with the promotion of tourism activities striving to directly increase hotel/motel occupancy and create positive image building publicity for Joplin.**

Program History:

On November 7, 2000, the voters of Joplin approved a 2% increase in the gross receipts tax on hotel and motel lodging accommodations. Council Bill No. 2000-048 directs the JCVB Advisory Board to establish a procedure for annually recommending to the City Manager and City Council the appropriation of these funds. In recommending the utilization of these funds, the Board shall consider their most effective use for marketing sports events, entryway beautification, special events, festivals, celebrations and other related activities in Joplin designed to promote the city and its features as a destination for outside visitors and tourists.

The City Council shall, after public hearing held prior to the adoption of the budget, adopt an ordinance to allocate funds among qualifying applicants. Final allocation will be based upon the Council's determination as to the most effective use of funds to promote tourism, conventions and related activities in Joplin.

Qualifying Applicants:

Applicants can be any not-for-profit organization or for-profit business seeking to produce and promote a **well-defined tourism-oriented** event or attraction. Requirements are as follows:

I. Not-For-Profit Organizations promoting an event or attraction must provide:

- a) IRS Determination letter of non-profit status
- b) Listings of current organization Board Members and Event Committee
- c) Proposed budget for this event, showing specifically where grants funds would be applied.
- d) Copy of liability insurance

II. For-Profit Organizations promoting an event or attraction must provide:

- a) List of current committee members or Board of Directors for the event. *Any event initiated by a for-profit organization must have a designated committee or Board for governing and organizing the proposed event.*
- b) Letter from a financial institution confirming that a separate account has been established to receive and disburse funds only for the event for which the proposal is submitted.
- c) Proposed budget for this event, showing specifically where grants funds would be applied.
- d) Copy of liability insurance for the event.

Qualifying Applicants continued:

III. A qualifying Attraction is defined as:

A **TOURIST ATTRACTION** is a physical or cultural feature at a place that individual travelers or visitors experience for their specific leisure-related interests. These attractions typically offer natural or cultural value, historical significance, natural or formed beauty; offering amusement, leisure, adventure or educational value. A tourism attraction must show the ability to attract visitors from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hours. This is to assist in broadening Joplin's tourism reach by offering more destination experiences.

Regardless, for this grant the organizing body of the attraction must qualify as described in item I. or II.

Arts and crafts, farmer's markets, restaurants and service businesses and the like are generally not considered to be tourist attractions unless their premises is large enough to provide value-added experience such as hosting a large event or specific gathering. Solely, business promotions do not qualify.

Funds can only be used for enriching a Tourism Attraction's marketing program. Funds cannot be used for construction projects or ongoing operation expenses.



Timetable & Application Process:

1. Application Availability

Marketing Grant applications will be available on the JCVB website, www.visitjoplinmo.com on **May 6, 2019**. FY2020 Grant applications are awarded on an annual basis for events scheduled to take place between November 1, 2019 and October 31, 2020.

2. Mandatory Pre-Application Meeting

Whether an organization has applied or receives a JCVB grant in the past, every organization submitting a FY20 grant application **MUST** attend one **MANDATORY** Pre-Application Meeting. This will give the organization insight into the JCVB efforts of promotion Joplin as a tourism destination, and explain changes that have been made to this year's grant program.

Meetings will be held in the JCVB office at **9:00 a.m., (Thurs) May 23rd** or **2:00 p.m. on (Wed) May 29th**

3. Project Management

A Project Manager must be designated as a main contact with the JCVB. This person must have detailed knowledge of the planning and organization of the event.

4. Application Deadline & Submission

Applications must be received no later than **5:00 p.m. on Tuesday, June 25, 2019**. Applications submitted after this deadline will not be eligible for review. **2 copies of an application, with support documents are required, plus your entire application as a PDF file on a Flash Drive**. Application materials may be mailed or delivered to the JCVB at 602 S. Main Street Joplin, MO 64801. Applications will not be accepted through email.

5. Application Refusal

The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within these guidelines. If errors are found, and time permits, the director will inform the applicant so corrections can be made.

6. Grant Presentation & Review

The JCVB Staff will review and score each Attraction Marketing application and present them to the JCVB Advisory Board as a whole. JCVB Staff will arrange individual meetings to review/discuss the application specifics following the June 25th submission deadline.

7. Funding Recommendations

The JCVB will prepare a funding recommendation letter with the JCVB Advisory Board recommendations and present it to the Joplin City Council for review and final approval, NLT **July 31, 2019**. Applicants will be notified of JCVB Advisory Board recommendations prior to City Council meeting.

8. Notification of Funding

Grant applicants will be notified of City Council funding approval prior to **November 1, 2019**. Successful applicants will be required to attend Reimbursement and Reporting process training, plus sign contracts with the City of Joplin at that time.

TIPS FOR FILLING OUT THE APPLICATION

Part 1

Overall Application

- **Read the application and the guidelines thoroughly.** If you are unclear what a question is asking for or if you have questions on whether it applies to your attraction, call Patrick Tuttle or email him at ptuttle@joplinmo.org. It is best to know for sure than to overlook it and miss out on giving vital information to the Advisory Board.
- **Understand the purpose of the grant.** This grant program is funded through the Joplin Convention & Visitors Bureau (JCVB). The primary purpose of the JCVB is to promote tourism and tourism growth. However, not all events and attractions fulfill the mission of the JCVB. Examine your use of the grant funds and honestly ask yourself if this is an opportunity to entice a large demographic of people to travel to Joplin, pay hotel accommodations, and bring friends or family along with them. The Advisory Board is asking this question too. So, when completing your application make certain you demonstrate the tourism potential your event or attraction offers.
- **Follow Instructions.** If a question asks for a detailed description or to give specifics, we are asking for a reason. When the application is reviewed prior to your presentation you want to deliver as much information about your event to the JCVB Staff as possible. Not including details in your application has the potential to send a message that you either haven't fully thought out your marketing plan or that you don't value the grant program enough to take time and include the details. It also means that during presentations you might have less time to convey the value and growth potential of your event because you're busy answering questions from the JCVB Staff about the details.
- **Be Clear.** Remember that our first impression is the application and you won't be in the room to explain any of it when they read it. Make sure it makes sense to someone outside of your organization.
- **Proofread.** Instances have occurred where someone didn't proofread their finished application and only relied on spell check. The result? One word made a difference in conveying what the event or attraction was about, which may have resulted in lesser funding. Attention-to-details is important.

Section 1 of the application

- **Cover Sheet** – Be sure to include ALL the information requested and make sure the contact information is current.
- **Proposed Budget**
 1. Be as specific on your budget items and as close to actual expenses and revenues as possible. Although budget revisions are allowed, funding is based on what was initially presented on the application. The Advisory Board and staff want to ensure that what they chose to fund is actual accomplished.
 2. Highlight or indicate clearly the items in your overall budget you are asking funding for. Remember, you are competing against multiple applications. Make certain the items needing funding are clearly identify so the board can make an accurate assessment and decision towards your request.
 3. Include the percentage of your overall budget that grant funds would make up; whether the grant funds are a small or large portion of your overall budget. This will have a factor on events and attractions that have received some form of funding for multiple years.



TIPS FOR FILLING OUT THE APPLICATION

Part 2

- **Marketing Plan**

1. In this section, be very specific. What will be marketed, in what formats and through what distributions; reaching greater than 70-miles from Joplin!
2. Show social media campaigns as a by-month effort.
3. Include the details. It is okay if sponsorships or if media contracts are not signed at the time of submitting an application.
4. Target audience and demographics are required. Who are you trying to reach through your marketing? Who are you trying to reconnect with? What demographic is the marketing attempting to reach? The JCVB's efforts are to attract guests to Joplin for an overnight stay, a longer stay and a more frequent visit.

Section 2 of the application

- **Describing your event or attraction** – Make sure that the items asked for in question #1 are easily identifiable. If you choose to outline them in paragraph form make sure that you highlight, underline or bold the answers so that they can be found easily.
- **Describing the projects or expenses you are asking funding for** – If there is a category listed on the application that you are not asking funding for mark that item as NONE or N/A. When you list the items that you are requesting funding for, describe the item, quantity and cost for each of them. The items that you request funding for in this section **MUST** align with the items that you are requesting funding for and have indicated in your budget.
- **Increasing attendance from previous year** – What's new with your attraction? If you are bringing in a new activity or grander exhibit, describe it here. If you are advertising in new publications or you've expanded your online market or social media, describe it here. The JCVB Staff will be looking for any way that you are trying to grow and expand your exposure and draw new attendees.
- **Attracting new visitors to Joplin** – Because the primary purpose of this grant program is to generate tourism, this question is incredibly important. Think about ways that you can get the word out about your attraction to surrounding communities. Connect with other Convention and Visitor Bureaus and Chambers of Commerce to see if they would be willing to display your attraction information. Add your marketing to college and university event calendars. Think of other attractions that have gotten your attention and do something similar. Get creative!
- **Previous event grant recipients must show hotel results** – Events who have received grant funding in previous grant cycles must show a history of hotel usage connected with the event. The room "pick up" must be broken down by property name and include the number of room nights. Have a sign-in book at your attraction to capture where your guests are coming from, the size of their party, and did they stay in a Joplin hotel.

TIPS FOR FILLING OUT THE APPLICATION

Part 3

- **Generating and tracking hotel room nights** – Creating a marketing plan in a manner that ensures people will stay the night is a challenge.
- If possible, create an evening activity that will encourage people to come in town the night before your event.
- If you have an admission ticket - offer a discount coupon or post event premium or giveaway for guests that tell the hotel front desk that they are here for your attraction.
- Establish a relationship with the sales manager or general manager at each of the hotels to let them know about your attraction and talk with them about the number of out-of-town guests that might be visiting. Communicating with the hotels allows them to pass on information about your attraction to their staff and guests and increases the chance that they will be able to help track your room nights.
- Conduct surveys or use a guest book that includes a question of if and where the attendee stayed the night; when you do the post-event hotel summary you'll have a better idea of accuracy of numbers. To encourage guests to fill out the survey, offer a drawing for a prize for those who participate in the survey.

Questions regarding this application or program may be directed to:

Patrick Tuttle at 417.625.4789 or ptuttle@joplinmo.org



ATTRACTION MARKETING Grant Guidelines:

1. Applications

- An attraction may apply for a detailed marketing effort. The overall marketing plan and portions seeking funding may be evaluated in whole or in part.
- Only one (1) application per attraction may be submitted.
- Attractions must include a detailed estimated overall marketing budget (including items which you are not requesting funding for. Highlight those items specific to grant funding.

2. Funding

- The maximum funding available for any one application is \$15,000.
- If requesting a funding amount greater than \$10,000 a W-9 or Tax Id is required.
- All funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to JCVB to receive reimbursement (copies of invoice and means of payment required).

3. Attractions

- All attraction activities must be held within 20 miles of the Joplin city limits.
- Attraction must be open to the General Public and not exclusive, in regard to attendance. Attraction must be handicapped and programmatically accessible.
- No attraction marketing efforts, using JCVB grant funding, may promote lodging facilities located outside of the City of Joplin. If a sponsoring/host hotel is selected, it must be located within the City of Joplin.
- All attractions must show the potential to generate overnight hotel stays. Applications will be assessed by considering the attraction's ability to complete the following:
 - a. The ability to attract overnight visitors
 - b. The ability to draw visitors from outside a 70-mile radius of Joplin and/or retain a visitor in this area for at least 3 hours
 - c. The ability to sustain an attendance growth track
 - d. The ability to support the greater regional tourism market and tourism partnerships
 - e. The ability to project a positive image of Joplin through media activities and advertising efforts

ATTRACTION MARKETING Grant Guidelines continued:

4. Reporting

- If an applicant cannot complete any or all portion(s) of the approved project for which funds have been allocated funding, the JCVB must be notified in writing immediately. Failure to comply with the required grant reporting may impact future funding decisions and allocations.
- **Marketing Ad Approvals** – All printed and online materials used for marketing and promotion that are being submitted for funding reimbursement must be approved by JCVB staff PRIOR to printing or submission to publication. Applicant must submit artwork with the art approval form and allow 5 business days for approval. Materials that have not received prior approval from JCVB staff will not be eligible for reimbursement.
- **Budget Revisions** – Budget revisions for grant funded items are allowed. However, the number of revisions per application is limited to 2. All budget revisions must be submitted in writing to Patrick Tuttle at ptuttle@joplinmo.org. Budget revisions must be approved by JCVB director. Revised budget items that have not been approved will not be eligible for reimbursement.
- **Reimbursements** – All items that are being submitted for reimbursement must be submitted with a reimbursement form. Reimbursements may be submitted intermittently throughout the planning process or in one package at the end of the marketing reporting period. Reimbursements must be submitted with proof of payment, a copy of the original vendor invoice and a copy of the ad or material (if applicable). NO DOCUMENTATION, No Reimbursement. Please allow 2 weeks for your reimbursement.
- **Grant Summary** – All attraction applicants must submit a Grant Summary Form before the event of the end of the Fiscal Year (October 31st). All reimbursement requests must be submitted prior to submitting the Grant Summary Form. NO reimbursements will be accepted after the Grant Summary Form has been submitted. Submission of the Grant Summary Form indicates the conclusion of the contract between the JCVB and the Grant Applicant. Failure to comply with the reporting guidelines may jeopardize the Applicant's ability to receive future funding through JCVB. Attractions should submit periodical results from grant funding.
- **Surveys** – If funding is awarded, the grant recipient will be required to survey attendees either on site or electronically in the form of a post-visit survey. Sample tourism related questions can be provided by the JCVB. Attraction grant recipients are required to submit 75 completed surveys.



Eligible Expenditures for Reimbursement:

1. Marketing (Event or Attraction)

- Advertising placement intended for an audience outside of a 70-mile radius of Joplin
- JCVB must be clearly represented as a sponsor in all grant funded advertisements
- Advertisement design and agency (placement) fees (may not exceed 1/3 of the total funding request)
- Marketing may include print, television, radio, website banner ads, direct mail etc.
- Web site development and enhancement (limited to a maximum of \$8,000 in total cost) (Recommend a bid process for best results or letter as to why single-source was selected)
- Visitjoplinmo.com and Facebook.com/VisitJoplinMO must be linked to all host electronic sites
- Advertising on Facebook and other social media platforms is valued more over print formats
- Only ads approved by JCVB prior to submission will be eligible for reimbursement

2. Printing & Postage (Event or Attraction)

- If applicant (event or attraction) is requesting funding for printed materials, funding can only be for that portion that will be distributed outside a 70-mile radius of Joplin. The JCVB logo must be clearly represented as a sponsor in all funded materials
- If applicant (event or attraction) is requesting funding for postage fees for targeted mailings, only materials distributed outside a 70-mile radius of Joplin will be eligible. JCVB, City of Joplin staffs and postage machines may not be utilized by applicants for mailing purposes

Ineligible Items for Reimbursement:

1. Expense NOT approved for funding by the JCVB Advisory Board or revised with JCVB director approval
2. Salaries and other monetary compensation to attraction volunteers or employees
3. Food and beverage
4. Mileage or gas expenses due to distribution of materials
5. Entertainment or activities not for the General Public
6. Legal, medical, engineering, accounting, or other consulting services, except those outlined in the application
7. Interest or reduction of deficits or loans
8. Advertising, promotional or marketing dollars spent within a 70-mile radius of Joplin. Except for radio if it can be proven broadcast reaches outward greater than 60 miles from Joplin
9. Tools and equipment purchases for construction of exhibit (building materials or decoration)
10. Grant funds cannot be used for construction projects or ongoing operation expenses
11. Billboard advertising will be considered on a case by case review. Please include location data and traffic counts if applying for

Evaluation Criteria and Scoring:

1. Scoring

A) 100 points are possible for each application.

1. **30 points – Presentation, in which the Marketing Efforts is clearly and concisely explained**
2. **15 points – Ability of attraction to draw a significant attendance in proportion with the dollar amount being requested**
3. **20 points – Ability of attraction to attract visitors from outside Joplin (from greater than 70 miles (one-way)), and retain them in the area for at least 3 hours**
4. **35 points – Ability of the attraction to generate overnight stays**

B) In addition to the points earned above, each reviewer will score your event as to the dollar amount requested versus what they deem an appropriate amount for the type of ROI your event brings, in fulfilling the intent of the grant program. The thoroughness of your application and your presentation, with the score from the items above will be the basis for their scoring.

NOTES--

- Applications will be scored and ranked by the total number of points received
- A minimum of 60 points is required to be eligible for funding, however, just because an event receives 60 points does not automatically mean it will receive any funding

2. Funding Determination

- JCVB has a maximum of \$120,000 allocated for this grant program
- **A maximum of \$15,000 can be awarded per event**
- Events receiving the highest point scores will be funded first
- The JCVB Board reserves the right to recommend partial funding to any applicant
- If the total funding requested by all applicants exceeds \$110,000, some applications who received the minimum 60 points may not be funded. Just because an applicant scores a 60 or higher does ensure it will receive funding.



FY20 Attraction Marketing Grant Application

Instructions (Event and Attractions):

- Applicants must complete and submit each section of the application to be qualified
- Applicants must include **BOTH** the questions and the answers in the application
- Section one (1) is made up of items that will be evaluated during the JCVB Staff Review
- Point values for each question in section two (2) are highlighted in blue
- Applications must be typed, not handwritten

*** Reminder (page 3, item 5): The JCVB director reserves the right to refuse forwarding any application to the JCVB Advisory Board if the application is not completed within the required guidelines.*

ATTRACTION Application Section 1

Complete the following questions & include required documents:

1. Cover Sheet that includes the following items:

- | | |
|---|---|
| a. Organization Name | g. Organization Phone Number |
| b. Attraction Name | h. Organization President |
| c. Project Manager/General Manager Name | i. Website Address and all Social Media pages |
| d. PM/GM Phone Number | j. Total \$ Amount Requested in Grant |
| e. PM/GM Email address | k. Marketing Dates |
| f. Organization Address, City, State, Zip | |

NOTE: "C" and "H" above will be required to sign the grant contract, unless otherwise indicated.

2. List of Committee Members or Board of Directors.

3. IRS Determination letter of non-profit status (if applicable).

ATTRACTION Application Section 1 continued:

4. Copy of Proposed Marketing Budget that includes the following items:

- a. Total Production Budget for attractions marketing, including items ***NOT*** covered by this grant
- b. Total amount requested in this application
- c. Percentage % of total budget represented by this grant request
- d. Indication of which items in the Total Budget are being submitted for funding approval

5. Copy of detailed Marketing Plan must include the following items:

- a. All marketing activities locally and those taking place outside the 70-mile radius of Joplin for which funding has been requested
- b. Names of all publications, radio/television stations, web sites and additional media being used
- c. Costs, Ad sizes and flight dates
- d. Audience and demographics
- e. Indication of which items listed in the Marketing Plan are being submitted for funding approval
- f. Up to five (5) examples/samples of marketing materials, if available
- g. Sponsorship packet and/or letters of support if applicable.

NOTE: Following the grant review, this plan may need to be revised based on funding received.

6. City of Joplin involvement – describe any assistance from the City including.

- a. Grant or Sponsorship dollars
- b. In-Kind services such as manpower and use of city facilities
- c. Other services including sitting on planning committees etc.

7. Other

- If you have requested funding for anything not covered under the Eligible Expenditures section of the Guidelines (page 11), provide a detailed description of the item's cost, target audience, and any other information that might help JCVB Staff adequately assess the merits of your request.



ATTRACTION Application Section 2:

This section will be scored during the formal presentation before the JCVB Advisory Board. Limit this section to three pages typed, using a 12-point font. Single-sided documents on white paper. All questions MUST be answered. Indicate N/A if not-applicable. Weighted point values are in ().

1. **Describe your attraction clearly and concisely.** Include the following items in the description.
 - a. Name of attraction
 - b. Parent organization
 - c. Location of attraction
 - d. How many years has this attraction been in Joplin
 - e. Description, objective and purpose of marketing efforts
 - f. Target audience
 - g. Where guests are coming from (Joplin, Tulsa, Texas, St. Louis etc.)
 - h. Peak months for guests
 - i. Estimated number of attendees (monthly/annually)
 - j. Estimated number of hotel room nights generated annually
 - k. Estimated number of attendees that are day-trippers (from outside Joplin, but will not spend the night)

2. **Describe the specific projects or expenses for which grant funds have been requested.**

Be sure to include the cost of each item next to the description. These items should match the items indicated on the budget that was submitted with the application.

Examples of eligible expenses include:

- a. Brochures or other printed material – *include description of item, number of copies to be printed, size, black & white or color and where and how the material will be distributed. If costs exceed \$3,000, 3 written bids must be included.*
- b. Web site development and enhancement – *describe the purpose of the proposed web site or enhancements. Please provide copies of your proposal if the project exceeds \$3,000. Web site funding is limited to a total of \$8,000.*

ATTRACTION Application Section 2 continued:

3. **Presentation, in which the Marketing Efforts is clearly and concisely explained (30 points possible)**
4. **Ability of Marketing Efforts to draw a significant attendance in proportion with the dollar amount being requested (15 points possible)**
 - Describe the key points of your event that will create a draw attendees in.
5. **Ability of Marketing Efforts to attract visitors from outside Joplin (from greater than 70 miles (one-way)), and retain them in the area for at least 3 hours (20 points possible)**
 - Describe how your marketing will draw people from outside the local market or attract new visitors to Joplin. This includes both overnight visitors and day-trippers; from 70+ miles (one-way) outside of Joplin and retain a visitor in this area for at least 3 hours.
6. **Ability of the event to generate overnight stays (35 points possible)**
 - Describe how this project will generate overnights stays in hotels within the Joplin tax-base (the origin of the grant funding). Detail the method that will be used to track out of town guests.

Resource List

Free Calendar Listings:

www.visitjoplinmo.com
www.visitmo.com
www.festivalnet.com
www.festivalsandevents.com
www.news-leader.com

Social Media Outlets:

facebook.com/VisitJoplinMO
facebook.com/downtownjoplin
facebook.com/Joplinslocalfamilyfun
facebook.com/Route66JoplinMO
twitter.com.VisitJoplinMO

Vendor Listings:

www.festivalnet.com
www.festivalsandevent.com
www.missourifairsandfestivals.com
www.oaff.com
www.kansasfairsassociation.com
www.arfea.org

Additional Information:

www.ifea.com – International Festival and Events Association (education and webinars for event growth)
www.ascap.com – American Society of Composers and Publishers (music licensing)
www.bmi.com – Broadcast Music, Inc. (music licensing)
www.missouriartscouncil.org/touring.aspx - (list of artists and musical touring acts in Missouri)