

FISCAL YEAR 2009

GUIDELINES & APPLICATION
FOR FUNDING



See the Beauty... Sample the Fun.

A PROJECT OF THE
EASTERN IOWA TOURISM ASSOCIATION
GRANTS COMMITTEE

FY '09 EITA GRANT APPLICATION GUIDELINES

GRANT PROCESS AND TIMELINE:

- Grant money will be administered through Eastern Iowa Tourism Association on a matching reimbursement system. A dollar-for-dollar match by applicant is required; however, **EITA grant dollars cannot be matched with any other state or regional grants, state cooperative advertising programs or awards designated for this project.**
- EITA will pay up to 50 percent of the project's total cost per applicant not to exceed \$1,000 in the Education and Promotion categories, and \$1,500 in the Advertising category.
- The attached application must be received in the EITA office *no later* than 12:00 *NOON* **October 3, 2008** to be considered for evaluation by the Grants Committee.
- Evaluation of the submitted applications will take place in between November 1-15, 2008.
- Contracted Letter of Agreement deadline – **January 1, 2009**
- Paid and Completed Project deadline – **May 29, 2009**
- Projects may be new or existing, but **must be paid and completed between July 1, 2008 and May 29, 2009** to be eligible for reimbursement by EITA. *For example, invoices from advertising agencies, free-lance artists, production companies and printing companies.*
- Reimbursement of funded projects will be prepared and mailed by June 30, 2009.

ELIGIBLE APPLICATIONS:

- Applicants must be an EITA member within an EITA county in good standing, registered nonprofit organization within an EITA County in good standing, or County contributor (*Non-members of EITA must attach proof of non-profit status documentation*) to qualify for funding.
- Projects may be developed by a single organization or may be cooperative among several member organizations. Cooperative ventures must include a letter of support from each project participant.
- Only one application is necessary for a multi-entity project, in which a \$1,000 (or \$1,500 advertising) maximum may be awarded to each member involved in the cooperative venture. Coop project participants may not submit separate applications in the same category.
- When reviewing equally rated applications, members of EITA who are involved with the Association will be given consideration when funding is awarded.

AVAILABLE PROJECT CATEGORIES:

Travel expenses and promotional (novelty) items will not be reimbursed for any of the following Tourism Programs.

- **Tourism Advertising Program:** Funds will be available to assist advertising design, production and/or placement for tourism-related ads (print or electronic) placed regionally in the USA, statewide or locally.
- **Tourism Education Program:** Funds will be available to assist in the total cost of planning and hosting an educational seminar related to tourism, tourism-related workshops, college courses or continuing education activities and development of educational libraries in-office.
- **Tourism Promotion Program:** Funds will be available to assist in the development, production and/or printing of promotional brochures, including but not limited to maps, calendars of events, event posters, marketing kits, promotion of FAM tours and direct mail fliers; banners; videos; Web pages; CD ROMS and photography.

DEFINITION OF PROJECT CATEGORIES:

A. Advertisements:

- Advertisements must be tourism related.
- Ads (print or electronic) may be in consumer or group travel markets.
- The ad must be designed to provide awareness of tourism in Eastern Iowa *and* of the Eastern Iowa Tourism Association.
- Recognition of EITA grant dollars is required on all ads. The EITA logo with EITA web site **is required** for reimbursement or consideration.
- If the ad is 2" x 2" or smaller *and* artwork will not allow space for the logo you must indicate within your application how EITA funding will be recognized.
- **Non-print ads must include the announcement, "This ad sponsored in part by a grant from the Eastern Iowa Tourism Association," and announce the EITA web site.**
- Cooperative advertising programs through the Iowa Office of Tourism and ads placed in the EITA Visitor Guide are not eligible.
- Advertisement Campaign with a maximum of \$1,500 may be considered as one application.

B. Education Programs:

- Educational programs must be tourism related.
- College course, grant course, seminar, or continuing education activities must justify how subject matter relates to tourism.
- Planning, hosting, or speaker fee for an educational seminar are acceptable.
- Registration costs for tourism-related workshop.
- Development of educational libraries in-office.
- The program must be designed to provide awareness of tourism in Eastern Iowa *and* of the Eastern Iowa Tourism Association.
- The EITA logo with web site. Non-print ads must include the announcement "*This project sponsored in part by the Eastern Iowa Tourism Association*" and announce EITA website. This is required on all materials produced for the program developed (*handbooks, promotional fliers, etc.*).

C. Promotional Projects:

- Promotional projects must market and promote tourism in Eastern Iowa *and* the Eastern Iowa Tourism Association.
- Project must be designed to stimulate economic activity within the community or geographic area in Eastern Iowa.
- Product development for retail sales (i.e. souvenirs, videos, etc.) is not eligible.
- Development and production/printing of printed promotional brochures, *including maps, calendars of events, event posters, marketing kits, promotion of FAM tours and direct mail fliers, banners, videos, web pages, CD ROMS and photography* are eligible.
- Your printed project should contain the following items to assist in its production:
 1. Name of event, attraction or organization
 2. Date and time of event
 3. Admission (if any)
 4. Location
 5. The EITA logo with web site or the words "*This project sponsored in part by the Eastern Iowa Tourism Association*" with EITA web site.
 6. The date and quantity of printed materials for reference.
 7. Printed projects must be distributed at no charge and cannot be used as fundraisers.

- Photography – When building a new or adding to an existing slide and/or photo library, include both 35mm color slides and black and white prints.
- Display photos for your exhibit booth.
- Electronic promotional materials - videos, web pages and CD ROMS should contain the same information as printed projects. These projects must be used for tourism promotion and cannot be used as fundraisers.
- Promotional Campaign with a maximum of \$1,000 can be considered as one application.

APPLYING FOR MORE THAN ONE GRANT:

- One application form is attached. If you are applying for more than one grant, please make copies before completing any part of the application.
- One application per category may be submitted, with a maximum of 3 applications per paid membership. The priority category will assist the review committee on your preference.

RESPONSIBILITIES OF THE PROJECT COORDINATOR:

After notification of funding, a packet will be mailed from the EITA office to the Project Coordinator. The packet will include the following:

1. A Contracted “Letter of Agreement” for each project submitted to be signed by the Project Coordinator, EITA Executive Director and the EITA President.
 - The signed “Letter of Agreement” must be returned to the EITA office from the Project coordinator no later than January 1, 2009.
 - One copy should be kept on file with the Project Coordinator and one copy with EITA.
 - If the EITA office does not receive the signed “Letter of Agreement” by January 1, 2009, the agreement will be considered void and dollars will be returned to the EITA grant fund.
2. A “Request for Reimbursement” form must be completed and returned to the EITA office by May 29, 2009.
 - The “Request for Reimbursement” form is used to request grant dollars and summarize your expenses.
 - Along with the “Request for Reimbursement” form you must include copies of paid invoices, proof of payment, and the completed project.
 - Reimbursement of funds will be made by June 30, 2009 from the EITA office.
3. The EITA logo is available by request electronically, or can be downloaded from the EITA website.
 - Project execution will be the responsibility of the Project Coordinator.
 - Should the Project Coordinator’s name change from that on the signed Letter of Agreement; a letter stating the change must be sent to the EITA office as soon as the change is made.
 - No changes from the original application may be made once the Project Coordinator has signed the project agreement. If changes are made prior to the signing of the agreement, the Project Coordinator will complete an application form denoting all changes and submit the form with a letter requesting those changes to the Grant Committee chairperson. The application will then be reviewed to determine whether the project is still eligible and the funds awarded will be determine based on the changes proposed.
 - Should funding not be used due to the cancellation of the project, the Project Coordinator must contact the EITA office immediately so the EITA Grants Committee can take immediate action in reallocating funds.
 - All projects must be paid for **by May 29, 2009.**

WHO REVIEWS THE GRANT APPLICATIONS?

- Six members of EITA serve on the Grants Committee.
- Those on the committee who have submitted their own applications will be excluded from the judging of those applications, as well as other applications submitted from their county.
- A point system has been established for reviewing applications and determining funding for the recipient. See the Evaluation Criteria listed below.

EVALUATION CRITERIA:

Applications for funding will be evaluated on a point system and the applicants' responses will be determined for each pointed section. Categories pointed "0" are included for the grant review committee's clarification. All categories must be completed.

A. Application Information	0 points
B. Project Description	40 points maximum
C. Timetable	5 points maximum
D. Funding	0 points
E. Budget and Amount Requested	15 points maximum
F. EITA Involvement	25 points maximum
G. Presentation of Application	15 points maximum
H. Signature of Project Coordinator & Date of Application	0 points

TOTAL POSSIBLE POINTS

100 POINTS

The Application Guidelines / Checklist are on page 6.

APPLICATION GUIDELINES / CHECKLIST:

Failure to comply with the guidelines below when completing the application may result in point deduction or disqualification from the process. Please use the checklist to proof your application.

- Answered all questions even if the answer is “0” or “not applicable (N/A)”.
- Use only the space provided to answer questions.
- Take your time and proofread as the presentation of the application will be considered during the grant decision process (*i.e. spelling, grammar, typing, spacing, page order and accuracy*).
- EITA Recognition - Illustrate in your application the EITA logo with web site or how the recognition of EITA funding will be included or addressed in your project. A sketch or design must be included in all promotion & advertising requests.
- An official vendor’s quote on letterhead MUST be attached. This quote should match the dollar amounts written in section “E”.
- The budget section “E” should be filled out **completely** and **accurately**; • support materials (quote) attached must match the figures in section “E” highlighting or clarifying amounts to simplify the evaluation process. • In-kind match cannot be considered in budget. •The following cannot be reimbursed and should not be included in budget: Postage expenses, distribution services, utilities, equipment (*i.e. scanners, camera, and brochure racks*), salary, in-house staff design fees, mileage, travel expenses, stamps, promotional items (*i.e. novelty items*) and supplies.
- Send **seven** copies of your application and **seven** copies of all supporting materials. Be sure all pages are included in all seven sets submitted.
- Application MUST be typed.
- Sign and date** your application.
- Submit application in original form (*no plastic covers, folders or coversheets*). Do not fax, E-mail or reformat your application form.
- Completed applications must be received in the EITA office *no later* than 12:00 NOON, **October 3, 2008**.

If you have *any* questions or need clarification call the EITA office at 563-875-7269 or 800-891-3482.

FY '09 EITA GRANT APPLICATION

Please check the appropriate category for which you are applying:

Advertising Education Promotion

Are you a member of Eastern Iowa Tourism Association? Yes or No

**Note: Non-EITA members must attach proof of non-profit status documentation*

A. Applicant Information (0 Points)

1. Name of Project
2. Organization / Business Name
3. Project Coordinator/Contact Person

Name:

Address:

City:

Phone:

State:

Email:

Zip Code:

4. Is this a cooperative group project? Yes or No
If yes, please list all participating members involved with this project and attach their signed letter of support confirming their involvement.

B. Project Description

1. Describe the Project: **(10 Points)** *(Description should not exceed allotted space.)*

2. Please provide the following information: *(Description should not exceed allotted space.)*

a. Explain who will benefit and the anticipated economic impact. **(10 Points)**

b. How does this project relate to your tourism efforts? **(10 Points)**

c. Advertising requests: describe the ad and attach a sketch or copy of the ad and describe where ads will be placed.

Promotion requests: describe the piece and attach sketch of design and describe how the project will be distributed.

Education requests: describe the education session topic and program and describe how the session will be promoted. **(10 Points)**

****Include your description and sketch how the EITA logo with web site will be addressed in your project.***

C. Timetable: (5 Points)

Project must be **paid and completed** between July 1, 2008 and May 29, 2009.

1. Placement(s) or Event Date:
2. Date of Final Payment:

D. Funding: (0 Points)

1. I am applying for _____ EITA grant(s). (*Maximum of three, one per category*)
Please list them with category in priority order, including this grant.

E. Budget and Amount Requested: (15 Points)

(Copy of official vendor's quote is required; project expense must match amount on quote.)

Please complete the following budget for your project, listing as much detail as possible. Attach official quotes for each line item.

1. Total anticipated project expense. \$ _____

<i>Vendor</i>	<i>Item</i>	<i>Cost</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Total cost should equal anticipated project expense listed above.

2. Total anticipated project income:

- a. Amount of grant request \$ _____
(May not exceed 50% up to \$1,000 per member in Education or Promotion, and \$1,500 in Advertising)
- b. Amount provided by applicant \$ _____
(Must be a minimum of 50%)
- c. Amount provided by other sources \$ _____
- d. Total Project Expense \$ _____

3. List other sources providing cash match and the amount each is providing.
In-kind match is not eligible. (*This should equal 2c listed above*)

