

FISCAL YEAR 2012

GUIDELINES & APPLICATION
FOR FUNDING



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A PROJECT OF THE
EASTERN IOWA TOURISM ASSOCIATION
GRANTS COMMITTEE

FY '12 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, Advertising, and Promotion categories.
- The attached application must be received in the EITA office *no later* than 12:00 **NOON October 7, 2011** to be considered for evaluation by the Grants Committee.
- Evaluation of the submitted applications will take place in between November 1-15, 2011.
- The Letter of Agreement deadline is **January 6, 2012.**
- Projects may be new or existing, but **must be paid and completed between July 1, 2011 and May 31, 2012** to be eligible for reimbursement by EITA. *All submitted invoices pertaining to the project should have the placement dates verified.*
- The deadline for the Request for Reimbursement paperwork is **May 31, 2012.**
- Reimbursement of funded projects will be prepared and mailed by June 30, 2012.

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 coop project, in which a maximum of \$1,000 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 preferential consideration when funding is awarded.

AVAILABLE PROJECT CATEGORIES:

The following cannot and will not be reimbursed and should not be included in the budget section of the grant: postage expenses, distribution services, utilities, equipment, salary, in house staff design fees, mileage, travel expenses, promotional items and supplies.

- **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 website **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 \$1,000 may be considered as one application.
- If it is a coop application, only one EITA logo recognition is necessary and should be submitted in 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 is required on all materials produced for the program (*handbooks, promotional fliers, etc.*). Non-print ads must include the announcement "This project sponsored in part by the Eastern Iowa Tourism Association" and announce EITA website.

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 website.
 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:

- If you are applying for more than one grant, please save 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 6, 2012.
 - 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 6, 2012, 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 31, 2011.
 - 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, 2011 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 31, 2012.**

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 questions must be completed with appropriate responses (Yes, No, N/A, etc.) Failure to complete each section and leave questions blank could result in disqualification.

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

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.

- Answer 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 website 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”. Official vendor quotes are required and should be current not dated months before the application date. Email messages between the supplier and applicant are not considered “official”. Estimates are not accepted as official quotes.
- Please highlight the amount on the quote, this will save the review committee members from having to search for the exact amount.
- The budget section “E” should be filled out **completely and accurately**.
 - Official vendor quotes on letterhead must be attached and equal the figures in section “E”, email quotes will not be accepted. Please highlight amounts to simplify the evaluation process.
 - In-kind match cannot be considered in the 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.
- Application **MUST** be **typed and stapled**.
- Sign and date** your application. An actual signature is required by the Project Coordinator. An original signature must appear on the original application.
- Submit application in original form (*no plastic covers, folders or coversheets*). Do not fax, e-mail or reformat your application form. When submitting only submit pages 7-10 and stapling application is required.
- Completed applications must be received in the EITA office *no later* than 12:00 **NOON, October 7, 2011**.

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

FY'12 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

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:

State:

Zip Code:

Phone:

Email:

4. Is this a cooperative group project? Yes No

If yes, please list all participating members involved with this project and attach their signed letter of support confirming their involvement. Support letters must be project specific.

B. Project Description

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

C. Timetable: (5 Points)

Project must be **paid and completed** between **July 1, 2011 and May 31, 2012**.

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)

Please complete the following budget for your project, listing as much detail as possible.

(Copy of official vendor's quote is required; email quotes will not be accepted. The project expenses must exactly match the quoted amounts.)

1. Total anticipated project expense: \$

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

Note: Total cost should equal anticipated project expense listed above.

2. Total anticipated project income:
 - a. Amount of grant request \$
(Must not exceed \$1,000 per member in Education, Promotion or 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*)

N/A

Sources _____

F. EITA Involvement: (25 Points)

1. Are you currently a member of EITA: Yes No

2. Is your county currently in good standing with EITA: Yes No

3. Indicate your involvement in the Tourism Region in the last year. (*Examples should **only** include attendance at the General Membership Meetings, region committee participation, serving as a Travel Federation of Iowa District Leader, serving on the Travel Federation of Iowa or EITA Executive Committee, etc.*)

General Membership Meetings

January 2011 Yes No March 2011 Yes No

May 2011 Yes No June 2011 Yes No

September 2011 Yes No

TFI District Leader Yes No

Committee Member Yes No If yes, what committee? _____

Other: _____

G. Presentation of Application (*i.e. spelling, grammar, typing, spacing, page order, and accuracy*) will be pointed. **(15 Points) (No answer necessary)**

H. Signature of Project Coordinator and Date of Application: (0 Points)

I understand projects funded by the Eastern Iowa Tourism Association Grant Program must contain the EITA logo with website, and I agree to comply with the guidelines and requirements outlined in this application.

Signature of Project Coordinator: _____

Date: _____

Send seven (7) copies of the application form and support materials to:

**EITA
Grant Program
PO Box 189
117 3rd Street SE
Dyersville, Iowa 52040**

**Applications must be received in the office no later than 12:00 NOON,
October 7, 2011.**

No late applications will be accepted.