

Marshall Tourism Grant Proposal Guidelines- FY24

This document provides an overview of the Marshall's Tourism Grant guidelines for organizations and affiliates, as well as an explanation of the Lodgings Tax and its significance for the community. Below is a list of frequently asked questions regarding the grant application process.

Frequently Asked Questions

Q: What is the Lodgings Tax?

The City of Marshall Ordinance Number 7613 states that the Council of the City Council of Marshall, Missouri, can impose a tax on the charges for all sleeping rooms paid by the transient guests of hotels and motels situated in Marshall, Missouri, at a rate of five percent (5%) per room per night. The Lodgings tax was approved by the citizens of the City of Marshall, Missouri, at the election held on August 3, 2004.

Q: Who is in Charge of the Lodgings Tax?

All funds received from the lodging tax is placed in a special fund that is maintained by the City of Marshall Collectors office. The Marshall Tourism Commission is responsible for the administration, investment, and disbursement of the collected taxes for the common good of promoting Marshall tourism. This Commission consists of five (5) members, each of whom must reside in the City of Marshall and cannot be current members of the City government. At least one of the members must be a representative of the hotel/motel industry.

Q: What is the Lodgings Tax Grant Program?

The Lodgings Tax Grant program was established to enhance the economic impact of tourism in our community. The taxes collected by the Lodgings Tax can be used to provide grants to approved applicants to assist their organization with their event or activity that promotes tourism in or near Marshall.

Q: Who Can Apply for Funding, and Do You Get the Funds Right Away?

Organizations and individuals that promote tourism may apply for funding. This includes, but is not limited to, lodging, museums and other attractions, festivals, etc. Applicants must provide proof that their organization

promotes tourism in the Marshall area and must be reflected in their application for funding. Proof of eligibility is required. The grant proposal program is a reimbursement grant and not necessarily designed to cover the entire cost of a project. The Marshall Tourism Commission reserves the right to request financial statements from any tourism applicant during the application review process to help determine award amounts.

Q: Can I Use the Lodgings Tax Grant for Previous Expenses?

No, all funds awarded from the Lodgings Tax Grant must be used for future marketing purposes. For example, funds can't be used to pay for marketing expenses incurred before the date of application.

Q: When and How Can I Apply?

Applicants must apply for the Lodgings Tax Grant at least 60 days before the start of the quarter that the date of their event falls under; this also applies for the development of new tourist attractions. All applicants are required to participate in the 2-hour grant writing workshop hosted by the Marshall Tourism Commission before applying. Applications must be submitted on a grant proposal form which is available online at <http://visitmarshallmo.com/grant/>. Completed proposal applications should be emailed to tourism@visitmarshallmo.com to be reviewed for grant eligibility.

Q: How Can the Lodgings Tax Funds Be Used?

All proceeds from the Lodgings Tax are to be used for tourism development projects in or near Marshall. Applications are accepted in two categories: Marketing and Development.

Marketing: Funds are available for the creation, production, and distribution of promotional material designed to promote tourism in the Marshall area. Generally, 75% of Marshall Tourism Grant Proposal funds allocated to any one organization must be used for distributing promotional material, promoting and advertising at least 30 miles away from Marshall. Up to 25% of the total marketing funds requested may be allocated to local advertising.

Development: Funds are available for the development of tourism attractions or amenities consistent with a longer-range tourism development plan. Projects can be for brick-and-mortar capital improvements, planning processes, and operations.

Application Process and Deadlines

How to Apply: Lodgings Tax funds are available for allocation quarterly unless special circumstances arise. All requests must be submitted on a proposal form, which is available online at <https://visitmarshallmo.com/grant/>. Completed grant proposal applications should be submitted by email to tourism@visitmarshallmo.com to be reviewed for grant eligibility, or in person to the Tourism Coordinator if email is unavailable to you. For any questions, please contact the Tourism Coordinator, Rebecca Adams, at (660) 624-7755 or at tourism@visitmarshallmo.com.

Grant Application Quarterly Schedule: (Starting on November 1, 2023) Funds are available to award recipients four times a year. If your event dates fall between a quarter period, your application for that period will be due 60 days prior to the start of that quarter. For example, if you have an event planned for March 10, that falls under Quarter 2, and applications are due by November 1, since Quarter 2 is from January 1- March 31.

Grant Application Quarterly Schedule
Q1: October 1- December 31
Q2: January 1- March 31
Q3: April 1- June 30
Q4: July 1- September 30

Grant Application Deadlines	
Q1: October 1- December 31	August 25, 2023
Q2: January 1- March 31	November 1, 2023
Q3: April 1- June 30	February 1, 2024
Q4: July 1- September 30	May 1, 2024

All grant proposals must be submitted to the Commission at least 60 days prior to the date of the event.

All proceeds from the Lodgings Tax are to be used for tourism development projects in or near Marshall.

Preference will be given to projects that encourage overnight room stays. Applications are accepted in two categories: Marketing and Development.

Marketing Category

Marketing: Funds are available for the creation, production, and distribution of promotional material designed to promote tourism in the Marshall area. Generally, 75% of Tourism Grant Proposal funds allocated to any one organization must be used for distributing promotional material, promoting, and advertising at least 30 miles away from Marshall. Up to 25% of the total marketing funds requested may be allocated to local advertising.

Eligible Expenses Include:

- Media advertising
 - Newspapers
 - Trade publications
 - Social media ads or boosts
 - Magazine ads
 - Radio ads
 - Television ads
 - Internet ads
 - Billboard rental and design
 - Banners
- Tourism related trade shows
 - Trade show registration/booth acquisition
 - Travel expenses to/from trade shows
 - Specialty advertising material distributed at trade shows
 - Shipping costs of marketing material
 - Brochure design, printing, and distribution
 - Web page design
 - Set up and booth maintenance
 - Advertising
 - Video production
 - Direct mail costs and toll free telephone lines to be used by the organization for the event
 - Costs associated with data analytics to determine the outcome of the project

Non-Eligible Expenses Include:

- Salaries
- Costs associated with sponsorship of trophies
- Blankets (custom printed or blank)
- Entertainment for events held in the Marshall area such as live bands, performers, etc.
- Equipment purchases such as printers, etc.
- The value of in-kind services such as an Affiliate Committee member creating graphics for ads, etc.
- In-house costs
- Any items for resale
- Alcoholic beverages
- Marketing of local community events that promotes mostly to local citizens and is attended predominantly by local citizens

Development Category

Development: Funds are available for the development of tourism attractions or amenities consistent with a longer-range tourism development plan. Projects can be for brick and mortar capital improvements, planning processes, and operations. Projects must strengthen the existing tourism industry or create new tourism opportunities.

Eligible Expenses Include:

- Development of tourism attraction or amenities consistent with a long-range tourism development plan
- Renovation or acquisition of historical sites/building
- Expansion of visitor centers
- Development of parks and recreation facilities
- Feasibility studies
- Travel associated with research
- Development plans
- Exhibit design plans
- Consultation services
- Start-up operating expenses
- Other capital improvements

All funded tourism development projects will take into consideration the overnight stays it will result in. For example, a project that assures overnight stays (a weekend event) will have higher consideration than a project that does not produce any overnight stays (i.e., furniture in a museum).

Expenses NOT Eligible for Funding Include:

- Salaries
- The value of in-kind services
- In-house costs
- Items for resale
- Alcoholic beverages

Estimates and bid records for ALL expenses are required for either a Marketing or Development request.

Requirements of Award Participants

1. All projects funded by the Marshall Tourism Commission must use the Marshall Tourism Commission logo on all advertising, program booklets, brochures, flyers, signage at the site and other applicable forms of marketing. The logo will be provided to the award recipient via email in .jpeg and .png files, and will include two versions for either a dark or light background.
2. At least two high quality photos or 30-second videos from the event to be used for promotion on the Marshall Tourism Commission social media accounts and/or website.
3. Two social media posts on separate days promoting the event and tag @visitmarshallmo on all social media posts and using the hashtag #visitmarshallmo.
4. A 1-3 sentence summary of how the grant helped your organization or event, or a short summary of the success of your event. Alternatively, provide at least one testimonial from your event or attraction, to be used for future marketing purposes by the Tourism Commission. A testimonial can be captured in person, via social media, internet reviews, video, comments, etc.
5. Event attendance tracking is required. A Post Event/Year End Summary must be provided to the Tourism Coordinator within 30 days after the event. The Post Event/Year End Summary is available online at

<https://visitmarshallmo.com/grant/>. Failure to submit a completed Post Event/Year End Summary may cause an application to be rejected in subsequent years.

6. At the discretion of the Commission, applicants may be asked to be present during a Marshall Tourism Commission meeting when application(s) are being reviewed for grant request consideration.
7. Project modifications to approved projects must be reported in writing to the Tourism Coordinator for presentation to the Marshall Tourism Commission for approval prior to the expenditure taking place and should include an explanation for the change. Modifications do not increase the already approved grant funds in the application.
8. Incomplete applications will not be considered and must be completed before the deadline. If you have any questions, contact Rebecca Adams, Marshall's Tourism Coordinator, at (660) 624-7755 or by email at tourism@visitmarshallmo.com.