

Rebecca Adams
Tourism Coordinator
 City of Marshall
 101 N. Lafayette Ave
 Marshall, Missouri 65340
 (660) 624-7755

FY24 Tourism Grant Application

Application Directions

Fill out Sections I- IV with your information and event. If a question doesn't apply to you, mark it as N/A. **Completed grant proposal applications and a copy of each project price quote** should be submitted by email to tourism@visitmarshallmo.com to be reviewed for grant eligibility. For any questions, please contact the Tourism Coordinator, Rebecca Adams, at (660) 624-7755 or at tourism@visitmarshallmo.com.

Deadlines

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.

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Section I: Organization Information

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.

All applicants: Please fill out the form below with your information. All fields are required.

Event Name	
Event Date	
Date of Application	
Organization Name	
Organization Website and Social Media Accounts	
Organization Contact Name	
Organization Contact Email	
Organization Contact Phone Number	
Organization Mailing Address	
Event Location	
Is This for Marketing or Development?	

Section II: 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

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• 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

Directions for Marketing Category Applicants

Marketing Evaluation Criteria: For the Marshall Tourism Commission to better understand your request, please list all marketing and promotion expenses you have budgeted. Provide a line-item breakdown of the following budget amounts. List estimated costs (in detail) for all marketing and promotional components of your project. Complete the form provided below or attach a separate sheet.

Eligible Expense Category	Expense Details	Your Funds Contribution (A)	Requested Funds Amount (B)



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Total of Marketing and Promotional Budgeted Items (A + B)		\$	
Total of Non-Requested/Non-Qualifying Amounts (A)		\$	
Total of Requested/Qualifying Amounts (B)		\$	

Section III: 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.

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Directions for Development Category Applicants

Development Evaluation Criteria: For the Marshall Tourism Commission to better understand your request, please list all development expenses you have budgeted. Provide a line-item breakdown of the budget amounts. List estimated costs (in detail) for all components of your project. Complete the form provided below or attach a separate sheet, using the same format.

Eligible Expense Category	Expense Details	Your Funds Contribution (A)	Requested Funds Amount (B)

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Total of Marketing and Promotional Budgeted Items (A + B)		\$	
Total of Non-Requested/Non-Qualifying Amounts (A)		\$	
Total of Requested/Qualifying Amounts (B)		\$	

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Section IV: Additional Questions

All Applicants: Please answer all questions for Marketing and/or Development.

Please include a summary of how this grant will help your organization or event.

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How will this event help promote tourism in the Marshall area?

Clearly describe your project. If your project is a specific event, include the location and the date(s) of your event, admission fees, and other pertinent information. If your project is an on-going year-round event or attraction, include hours of operation and/or months of operation.

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Describe your marketing plan for your project. Give reasons for the type and placement of printed advertising and plan for distribution of printed materials such as brochures, flyers, letters, etc. Describe any plans for non-print advertising such as website and social media.

Estimate the expected attendance and your method of calculating the attendance and the overall outcome of your project.

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Explain how this project demonstrates financial and/or other partnership between two or more eligible organizations. (Such as between lodging, festivals, Missouri Valley College events, etc.)

Summarize the most recent history of your event including attendance figures and number of out of county/state attendees. Describe your most recent visitor information you have regarding your event.

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Summarize your other activities and events that occur throughout the year that promote your organization, involve partnerships, and create opportunities for funding.

If you have any questions or need assistance filling out this application, please contact the Tourism Coordinator, Rebecca Adams, at 660-624-7755 or by email at: tourism@visitmarshallmo.com.

Submit completed applications via email to tourism@visitmarshallmo.com