



# VISIT MASON CITY IOWA TOURISM MARKETING GRANT 2017 - 2018 Application

**Introduction**

The purpose of the Visit Mason City Tourism Marketing Grant is to assist marketing projects for events, tournaments, conventions, activities, and facilities that drive visitor spending to Mason City. The definition of a "visitor" is a person from outside a 90-mile radius of Mason City, Iowa.

The amount of grant funds allocated directly depends on the number of tourists the marketing project will attract to town, the number of days the tourists are in town and the number of hotel rooms used by the tourists. The more tourists, more days and more hotel room usage = increase chance of being selected for funds plus increase chance of receiving the full amount of your grant request. Applicants are urged to be visionary but practical / attainable when noting visitor impact numbers. Intentionally inflated estimates will negatively affect chances of being selected now and in the future. Visit Mason City will follow up with lodging and tourism partners to determine if your visitor impact numbers were met.

Quoted bids or estimates from a third party vendor must be attached. All application questions must be answered. Incomplete applications will be ineligible. Grants are paid as reimbursements to the contact organization upon completion of the marketing project. Grant recipients are encouraged to use a Mason City, Iowa vendor if possible.

**Application Deadlines / Format** – These are received in the office dates / times, not a postmark date.

**Round 1: by 4 pm on October 2, 2017 for marketing projects completed October 1, 2017 – October 1, 2018**

**Round 2: by 4 pm on February 1, 2018 for marketing projects completed February 1, 2018 – October 1, 2018**

**A total of 5 application copies and all supporting materials must be submitted. Applications must be typed and delivered or mailed to:**

**Visit Mason City Iowa  
2021 4th Street SW ■ Mason City, IA 50401**

<u>Eligible Projects &amp; Use of Funding</u>	<u>Not Eligible Projects &amp; Use of Funding</u>
<ul style="list-style-type: none"> <li>Design, production and placement costs for marketing that targets visitors that live outside a 90-mile radius of Mason City (brochures, fliers, posters, direct mail, registration materials, eblasts, websites, print ads, radio ads, television ads, online ads, facebook ads, facebook boosted posts, etc.</li> <li>Purchase of marketing lists, search engine marketing ad words, google ad words, etc. targeting visitors that live outside a 90-mile radius of Mason City.</li> <li>Off site signage (billboard, way finding, trail blaze) targeting visitors that live outside a 90-mile radius of Mason City.</li> <li>Shuttle service for local tours, transportation between convention facilities used by visitors that live outside a 90-mile radius of Mason City.</li> <li>Welcome reception food (appetizers/ hors d'oeuvre/finger foods) and non-alcoholic beverages for visitors that live outside a 90-mile radius of Mason City.</li> <li>Fees must be payable to a third party vendor. In-kind fees are not eligible.</li> </ul>	<ul style="list-style-type: none"> <li>Projects that do not attract visitors, visitor spending, lodging room usage to Mason City.</li> <li>Projects in which the majority of the target audience live within a 90-mile radius of Mason City.</li> <li>Domain names, hosting fees, postage fees, on-site signs.</li> <li>Funding for entire organization website versus just the tourism event page.</li> <li>Prizes and soft marketing items (t-shirts, stickers, promotional items, etc.)</li> <li>Shuttle service / transportation in which majority of passengers are locals. Transportation for tours not in town.</li> <li>Meal, venue rental and alcoholic beverages.</li> <li>Receptions in which the audience is largely from within a 90-mile radius of Mason City.</li> <li>In-kind services.</li> <li>Funds cannot be used to "pay" yourself (example: reimburse your own organization for copies)</li> </ul>

**Maximum Grants / Cash Match**

Grants are limited to a maximum of 50% of eligible costs or \$1,500 (whichever is lowest) with a required cash match of at least 50%.

**Tagline / Logo Requirements**

All awarded tourism marketing projects must include the following tagline: "Sponsored in part by VisitMasonCityIowa.com" or the following Visit Mason City logo. Both require a link from the recipient's website to [www.VisitMasonCityIowa.com](http://www.VisitMasonCityIowa.com).

For projects in which a logo or tagline is impossible (example: IDOT signage, some online ads, google ad words, search engine marketing ad words, marketing lists, etc.) the Visit Mason City logo or tagline with a link from the recipient's website to [www.VisitMasonCityIowa.com](http://www.VisitMasonCityIowa.com) must be placed on the recipient's website home page.

For projects completed before grant award notification; applicants will need to include logo / tagline on the project in advance of award announcement to be eligible for grant funds.



**Notification**

Applicants will be notified 30 days after the grant deadline regarding their funding status.

**Application Assistance**

Visit Mason City staff can provide application assistance by appointment during Mon. – Fri. 8 am to 4:30 pm. To make an appointment, contact the Visit Mason City at [cvb@VisitMasonCityIowa.com](mailto:cvb@VisitMasonCityIowa.com) or 641-422-1663 / 800-423-5724. **Appointments must occur three business days before the grant deadline.** Applications received three business days before the grant deadline will not receive staff application assistance.

**Evaluation Criteria**

- Priority given to projects that focus on attracting visitors to town versus projects that focus on visitors once they have already arrived.
- Number of Visitors attracted from outside 90-mile radius of Mason City by marketing project.
- Number of lodging rooms generated by marketing project.
- Distribution Plan.
- Attracts visitors during the "off season" - during the months of Sept - May
- Attracts visitors during the week - Mon.-Thurs.

Applicant: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Website Address: \_\_\_\_\_

<b>FOR OFFICE USE ONLY:</b>					
Application Number _____	Date Received _____	Time Received _____	Eligible _____	Yes _____	No _____
Sports Marketing Funds (year & amount): _____					
Tourism Marketing Funds (year & amount): _____					

1. **What are you going to market? Please provide a brief description - if applicable include dates, location, etc.**
  
2. **How will you use the Visit Mason City grant revenues to market your project? Only answer the sections you are seeking funding assistance and delete sections not applicable to you. Example: if seeking funds for website answer #3 and delete sections #1, #2, #4 & #5.** Add additional space as needed.
  - **Guide**
    1. **Print Materials** (brochures, fliers, posters, direct mail pieces and registration materials):
      - A. Number printed
      - B. Distribution date
      - C. Number to be distributed outside 90-mile radius of Mason City
      - D. Distribution method
      - E. Distribution locations outside 90-mile radius of Mason City
    2. **Advertising** (website banner ads, print ads, radio ads, television ads, videos, eblasts, online ads, facebook ads, facebook boosted posts, google ad words, marketing lists, search engine marketing ad words, off site signage, etc.):
      - A. Location
      - B. Date
      - C. Reach / circulation outside 90-mile radius of Mason City
    3. **Website** (website design of pages associated with events, tournaments, conventions, activities, and facilities.)
      - A. Website address
      - B. Number of pages to be designed and names of pages
      - C. How will promote / market website address
    4. **Transportation** (shuttle service for local tours, transportation between convention facilities):
      - A. Dates
      - B. Destination Points
      - C. Number of people using service outside 90-mile radius of Mason City
    5. **Welcome Reception** (reception type food / non-alcoholic beverage items):
      - A. Dates
      - B. Reception type food / non-alcoholic beverages to be served
      - C. Number of people serving outside 90-mile radius of Mason City

3. Use the table below to list marketing project cost(s) and the estimated amount for each item. Only list those items the grant will fund. Attach and number quoted estimates from the vendor for each item. **Grant recipients are encouraged to use a Mason City vendor if feasible.**

Tourism Marketing Project	Name of Vendor	Total Amount	Requested Amount (50% / max \$1500 whichever is lowest)	Applicant Cash Match Amount	Estimate from Vendor Attachment #
Example 1: Brochure	ABC Printing Co.	\$2,000	\$1,000	\$1,000	#A
Example 2: Ad	123 Magazine	\$500	\$250	\$250	#A
<b>Total of ALL Tourism Marketing Projects</b>					

4. All marketing project(s) bills must be paid before August 30, 2018. For those that occur Aug. 30 - Oct. 1, applicants will have to prepay the bill before Aug. 30. When will the marketing project(s) you are applying for funding be paid?

5. All awarded projects must include the following tagline: “Sponsored in part by VisitMasonCityIowa.com” or the following **Visit Mason City logo**. Both require a link from the recipient’s website to [www.VisitMasonCityIowa.com](http://www.VisitMasonCityIowa.com). For projects in which a logo or tagline is impossible (example: IDOT signage, some online ads, google ad words, search engine marketing ad words, marketing lists, etc.) the Visit Mason City logo or tagline with a link from the recipient’s website to [www.VisitMasonCityIowa.com](http://www.VisitMasonCityIowa.com) must be placed on the recipient’s website home page. For projects completed before grant award notification; applicants will need to include logo / tagline on the project in advance of award announcement to be eligible for grant funds. **Where will the required tagline or logo be placed for each project?**



Project	Name of Vendor	Location of required tagline or logo
Example 1: Brochure	ABC Printing Co.	front cover of brochure
Example 2: sign	IDOT sign	Home page of website
Example 3: ad words	Google	Home page of website

6. The tourism marketing grant funds projects with a marketing focus outside a 90-mile radius of Mason City.

A. Where will the visitors attracted by this marketing project be coming from?

B. What is the estimated number of people this marketing project will attract to Mason City:

Number of North Iowa Residents		Number of days		Total Number of North Iowa Residents per day
	x		=	

Primary Participants from outside a 90-mile radius of Mason City		Number of days		Total Number of Primary Participants based on impact
	x		=	

Secondary Participants from outside a 90-mile radius of Mason City (example: spouses, family members, spectators, vendors, judges, etc.)		Number of days		Total Number of Secondary Participants based on impact
	x		=	

C. Estimate the number of lodging room nights to be generated in Mason City from this project:

Number of lodging rooms		Number of Nights		Total Number of Room Nights
	x		=	