



Tourism Grant Program Requirements – 2009

The Tourism Grant Program of the North of Boston Convention and Visitors Bureau is one of the ways that the Bureau partners with its members to aggressively promote the region as a travel destination. Funds are used for the development or revision of promotional materials. The CVB Tourism Grant program has awarded over \$940,000 since 1994. The tourism grant pool is not to exceed twenty percent (20%) of the total state grant funds awarded to the CVB and is subject to all requirements mandated by the Massachusetts Department of Business Development, and the Massachusetts Office of Travel and Tourism (MOTT). The grant pool for FY 2009 is \$50,000. The minimum grant awarded will be \$1,000. Tourism grant projects must be completed by May 31, 2009 or the grant award will be forfeited.

Eligibility Criteria

Please check to indicate compliance:

- All applicants must be a member in good standing of the North of Boston CVB with a history of bills paid in full within sixty (60) days of invoice.
- All applicants must be headquartered in Essex County.
- All applicants must be a non-profit, membership, or city/town based organization that supports the mission of the North of Boston CVB – to promote Essex County as a travel destination. The goals of the applying entity must be consistent with the CVBs goal of promoting economic development through regional tourism promotion.
- The North of Boston Tourism Grant will not exceed 40% of the total project production cost. The applying entity must demonstrate the ability to raise the 60%-plus match in private funds for the project. In-kind contributions do not qualify as a match.
- The applying entity must demonstrate the ability to market and distribute the collateral materials produced.
- All applicants must agree to credit the North of Boston CVB and MOTT on all materials produced as specified in the instructions posted on www.northofbostoncvb.org/Logo-Grant.htm
- All applicants must currently provide a reciprocal link on their website homepage to www.northofboston.org and www.massvacation.com
- All applicants must currently distribute the North of Boston Visitor Guide on an ongoing basis at their offices/visitor centers. The guides should be displayed in a way that is visible and easily accessible to the traveling public.
- The primary purpose of the project must be to increase revenue by targeting visitors who require overnight accommodations in Essex County.
- Funds are to be used for the development or revision of promotional materials including: print collateral (brochures, flyers, calendars, rack cards) or print advertisements in magazines and newspapers that reach a market greater than 50 miles (**with the exclusion of NBCVB Co-operative Advertising Programs**). Print projects will be given preferential treatment, other projects will be considered on a case by case basis.

Application Process

Submit **seven (7) copies** of the four page application to the NBCVB offices on or before noon on **Monday, December 1, 2008.**

Tourism grant applications must be completed in full and will not be accepted after this date.

Failure to meet requirements outlined above will render the application void.

Applications will be reviewed by a committee of board members appointed by the Chairman.

All decisions will be final. Applicants will be notified by January 9, 2009.

Funds may be used for the design & production of print collateral or print advertising materials; however, the grant cannot be used for postage, fulfillment, or distribution. Print projects will be given preferential treatment, other projects will be considered on a case by case basis. Funds received must be used for the specific project approved by the grant committee. Funds cannot be applied to another project without written approval of the CVB's Executive Director.

Members that receive funds must adhere to the following grant procedures (failure to follow these procedures can result in forfeiture of grant.):

- ◆ All projects must be submitted to the CVB **at least two (2) weeks** prior to the scheduled print date so that the necessary approvals from MOTT can be obtained. If changes are required, the project will need to be re-submitted for approval.
- ◆ Approved projects must be printed/completed by May 31, 2009 and all advertisements must be published by June 30, 2009. We are unable to fund advertisements that run after June 30, 2009.
- ◆ Approved projects must use the North of Boston CVB and MA logos/websites and funding statements as stipulated by MOTT and the NBCVB on the printed pieces as well as in all media/public announcements about the finished project.
- ◆ Applicants must submit the vendor's invoice (Attn: North of Boston CVB), along with your check made payable to the North of Boston CVB for the private match (a minimum of 60% up to the total amount of the total project cost), and three (3) copies of the finished project to the North of Boston CVB before any payments will be made.
- ◆ All grant applicants are advised to conduct a competitive bidding process in order to insure quality control as well as cost-effective production of projects funded in part by the Commonwealth of Massachusetts. All applicants are encouraged to use a Massachusetts vendor when possible and to obtain bids from members of the North of Boston CVB.
- ◆ All requirements must be met e.g. web link, brochure distribution. Failure to do so will influence the amount of grant award as well as future grant eligibility.

I have read and agree with the requirements pertaining to the receipt of matching grant money from the North of Boston Convention and Visitors Bureau. I understand that any organization receiving grant money will be responsible for adhering to all guidelines set forth by the Massachusetts Department of Business Development, the Massachusetts Office of Travel and Tourism, and the North of Boston Convention and Visitors Bureau. I also understand that failure to follow any procedures will result in termination of the grant.

Authorized Signature: _____

Title: _____ Date: _____

North of Boston CVB Tourism Grant Application Form - FY 2008

NAME OF PROJECT:

TOTAL COST OF PROJECT:

TOTAL GRANT \$ REQUESTED

Member (Organization name):

Address: _____ City: _____, MA Zip: _____

Telephone: _____ Fax: _____

Email address: _____ Website: _____

Federal ID number:

Authorized Representative:

Person responsible for execution of project:

:

This project is: (please circle) **a new project** or a **revision of existing project**.

Actual dimension of ad/print piece: _____ Width _____ Height

My organization: (please circle) **has** or **has not** applied for a NBCVB Tourism grant before.

Applications will be evaluated based on the response to the following:

	Mission statement of your organization:
	Describe the organizations current involvement with the NBCVB:

	<p>Describe the project:</p>
	<p>Describe how project supports your organization mission & mission of NBCVB:</p>
	<p>Describe how this project supports regional marketing programs:</p>
	<p>Describe how this project will generate overnight guests.</p>
	<p>Who is the target audience?</p>
	<p>How many will be printed?</p>

	Where and how will the piece be distributed?
	What is project shelf life?
	How will you match the project funding?
	<p>How do you distribute NBCVB regional visitor guides and maps currently?</p> <p>How many NBCVB guides and maps do you distribute annually?</p>

	For Reprint Projects, I have included a copy of prior years invoice and projected 2009 costs.
	For New Projects, I have included three (3) written estimates from Vendors.
	I have seven (7) copies of my completed four page application to submit to the North of Boston CVB Office by December 1, 2008.
	I have included and attached to this application a print out of my web site showing the NBCVB and MOTT web links.

Seven (7) Copies of completed application form must be submitted to NBCVB Office, 17 Peabody Sq. Peabody, MA, 01960 by noon on or before December 1, 2008.