

## GRANT PROGRAM – SUGGESTED CHANGES FOR FY09

### **Innovative Partnerships** – suggested changes:

- ◆ Evaluation form needs to be shortened, delete similar questions.
- ◆ Clearly state it is a “Marketing Expenses Only” grant program; staff expenses, administration etc. are not eligible.
- ◆ Need to clearly state what is expected for measurable goals – applications were much too vague. Include baseline from which goals are to be measured.
- ◆ Budgets need to be clearer and include all line items.
- ◆ Limits need to be determined on how much explanation can be included, some applications included too much verbiage.
- ◆ All applications need to be clearer in stating how the project(s) is/are innovative – especially for projects including websites.
- ◆ All applications need to clearly indicate, through some type of data-gathering or research, the probability of success of the project(s).
- ◆ Guidelines need to include a question addressing the sustainability of the project(s) in the future.
- ◆ Strengthen the question on available occupancy – ask for specific information on current occupancy rates (could give annual average or specific information if the project(s) is for a certain time period.)
- ◆ Add a question for “extra credit” if the project uses “green” methods for implementation or if the project itself promotes eco-friendly tourism.
- ◆ Contracts need to be specific on what the project includes and must include everything indicated on their application.

### **Organizational Partnerships** – suggested changes

- ◆ Research component will no longer require three or more communities for funding.
- ◆ American Bus Association and Pow Wow travel trade shows for 2010 will be included in eligibility for the 2009 grant cycle. (Both shows are included in the marketing program of several communities - metro and greater Minnesota - and require full payment at time of registration which is 6-9months prior to the conference; this makes it impossible to be funded under current guidelines.)
- ◆ Clarification for advertising materials not eligible - advertising in materials that are used by the community for consumer inquiry response or ad fulfillment are not eligible.
- ◆ Web marketing, search engine marketing, and TV/radio advertising – clarification on how media buys are listed; vendors must be listed separately on application.
- ◆ Remove Media and Travel Trade Familiarization Tours as eligible components.
- ◆ Add France as an eligible international market.

### **Crisis Grants** – suggested changes:

- ◆ Higher cap for crisis grants – to be determined once budget for grants is approved.
- ◆ The 60/40 match requirement should be eliminated on some grants; requests up to \$25,000 would have no match, requests over \$25,000 would require a 50/50 match.
- ◆ No limit on in-state marketing (regular program limits to 25% of total grant request.)
- ◆ Guidelines state that EMT makes the final determination on whether it is a crisis situation.