



# EXPLORE MINNESOTA TOURISM

## 2009 ORGANIZATIONAL PARTNERSHIP GRANT GUIDELINES

**PROJECT DATES:** January 1 – December 31, 2009

**APPLICATION DEADLINE:** Postmarked by **October 1, 2008**

*A separate winter marketing grant program may be offered at a later date based on available funding.*

**PRIMARY OBJECTIVE:** Organizational partnership grants are designed to support the mission and goals of Explore Minnesota Tourism which are:

**Mission**

To promote and facilitate increased travel to and within the state of Minnesota.

**Goals**

The goals of Explore Minnesota Tourism are to:

- Increase the number of resident and nonresident travelers to our state.
- Grow travel-related sales and employment in Minnesota.
- Generate increased sales tax revenue from travel-related industries.
- Develop industry partnerships to expand marketing reach.

**ELIGIBILITY:** Minnesota non-profit organizations formed for the primary purpose of tourism promotion or having tourism marketing as a major component of their programming. This includes a statewide organization representing a single facet of the travel industry or a local organization representing all facets of the travel industry designated as the primary tourism promotion organization for a city or community, with the ability to accommodate the market segment being targeted. If more than one organization applies from the same city or community, requestors must work out which organization is eligible for funding. Native American tribes are eligible for projects focusing on Native American cultural heritage tourism.

**MATCH REQUIREMENTS:** All organizational partnership projects are required to match state funds awarded under the grant program with their own funds in the following formula: at least 60% of the total project cost for each line item is contributed by the organization, up to 40% of the total project costs are paid through the partnership grant process.

**ELIGIBLE COMPONENTS:**

- |  |  |  |
|--|--|--|
| ➤ Consumer Advertising (p5)                                  | ➤ Out-of-State Sport Shows (p7)                              | ➤ International Sales Missions (p11)                     |
| ➤ Travel Trade Advertising (p5)                              | ➤ Meetings & Conventions & Sports Marketing Trade Shows (p7) | ➤ Direct Marketing (p10)                                 |
| ➤ Meetings & Conventions & Sports Marketing Advertising (p5) | ➤ Media Familiarization Tours (p9)                           | ➤ Meetings & Conventions & Sports Direct Marketing (p10) |
| ➤ U.S. Travel Trade Shows (p7)                               | ➤ Travel Trade Familiarization Tours (p9)                    | ➤ Research (p12-not subject to out-of-state rule)        |
| ➤ International Trade Shows (p7)                             |  |  |

**SPECIAL PARTNERSHIPS:** Marketing projects that have statewide impact and measurable outcomes. Special funding may be awarded at any time for a tourism crisis demonstrating an area-wide economic impact (p4).

## FUNDING:

- A maximum of \$12,000 is available for component and special partnerships, per organization.
- A maximum of \$12,000 is available for a multi-community partnership and is considered separate from each individual partner's maximum funding. Organizations are allowed to participate in only one multi-community partnership.
- Special partnerships will be subject to the same funding cap.
- Final funding for all partnerships is dependent upon the number of requests received and the amount of funding available.
- Grants received under the Innovative Grant Program will not diminish the amount or impact an organization's eligibility for grants received under the Organizational Grant Program.

**Market Requirements** At least 75% of the total grant amount awarded must be used for marketing outside the state; up to 25% of the grant amount awarded may be used for marketing to Minnesota residents. This reflects the current statewide marketing mix which roughly allocates resources of 75% to attract nonresidents and 25% to attract resident travelers. *NOTE: The distribution of the advertisement or printed piece determines if the project is in-state or out-of-state. If 75% or more of the distribution is out-of-state, the entire project is considered out-of-state. If more than 25% of the distribution is in-state, the entire project is considered in-state.*

**Proactive Marketing Partnerships** are partnerships created by Explore Minnesota Tourism with tourism promotion organizations when projected outcomes fall within the strategic direction of Explore Minnesota Tourism. Funding priority may be given to partnerships best matching Explore Minnesota Tourism's strategic objectives.

### Cooperative Partnerships

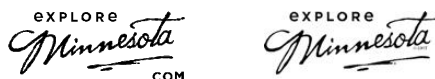
Co-op advertising programs sponsored by Explore Minnesota Tourism and "official" Explore Minnesota publications are ineligible for component funding. Ineligible publications include, but are not limited to: Minnesota Explorer newspaper, Minnesota Travel Guide, Group & Package Travel Planner, and special interest publications such as the Biking Guide, Golf Guide, Wildlife Guide, Fishing Guide etc.

**Multi-Community Partnerships** are component projects that include three or more eligible organizations partnering together. One community submits a request and lists each participating community with a breakdown of each community's cash match percentage. Only one multi-community partnership is allowed per participating partner.

### Explore Minnesota Logo Requirement

Marketing must support the state's tourism positioning, "Explore Minnesota," to maximize brand equity. The **new** "Explore Minnesota" logo (see below) **must be used in all partnership projects** unless hardship can be demonstrated and approval given by regional representative in advance of the project. The Tourism logo is available at <http://www.exploreminnesota.com/Story.aspx?EntityID=20251> or contact your regional representative for a hard copy. **Any failure to include the logo in funded projects will result in the cancellation of state funding for that project.**

"Explore Minnesota" logo:



### Border Communities

Incorporated convention and visitor bureaus/chambers with a Minnesota Tax ID that represent an area in Minnesota and another state are eligible to apply when they meet requirements. Neither border community is considered an out-of-state market. Funds may not be used within the border state nor be used to place any ads in another state's cooperative advertising effort. Explore Minnesota Tourism partnership funds may only be used to promote Minnesota and its travel products. Up to 25% of the grant amount awarded may be used for marketing to Minnesota residents.

# PARTNERSHIP PROCESS

**All requirements from previous partnership grants must be up-to-date to receive additional funding.**

1. Complete a Component Partnership Request Form (see pages 14-15):
  - Maximum total request \$12,000; minimum total request \$250; minimum per line item request \$50.
2. Send completed Request Form to regional representative. Attach current vendor rate card for advertising requests (documentation of the circulation may be required to meet requirements.)
  - Postmark by October 1, 2008
3. Requests are reviewed for compliance and accuracy. Available funds are allocated to eligible organizations.
4. Grant contracts are generated, funds are encumbered and required signatures secured. Work may not begin until the grant contract is fully executed. The grant becomes fully executed the date the last signature is obtained.
5. Regional representative sends grantee the following:
  - An award letter saying work may begin.
  - A fully executed grant contract.
  - A blank Invoice for Payment.
  - Evaluation requirements.
6. Vendor provides services and invoices organization.
7. Organization sends regional representative the following items within 90 days of each project's end date\*:
  - A completed Invoice for Payment (indicate grant agreement number and line item invoicing).
  - A copy of the Vendor Invoice.
  - An original copy or tear sheet of the ad or direct mail piece or other materials showing that the Explore Minnesota logo was included (for Advertising/Direct Marketing).
  - Completed evaluation form (when required).
8. A state check is processed within 30 days.

**Prepaying:** Only after a grant contract is fully executed (date the last signature is obtained), can a grantee prepay an invoice for a project occurring in 2009. Funds are released after services are received and an Invoice for Payment is submitted and approved.

**Grant Changes/Amendments:** Any request for a change in the original grant contract must be done in advance of the project deadline, in writing. Notify the appropriate regional representative immediately if potential changes are being considered. A grant contract amendment must be written and required signatures obtained for any changes other than consumer advertising dates with the same vendor. Requests are considered on a case-by-case basis. The change cannot take place until the amended contract is fully executed and is limited to circumstances such as situations where the project vendor defaults on their obligation or does not publish.

**Grant Records:** Books, records, documents, and accounting procedures and practices relevant to grant contracts are subject to examination by the State and/or the State Auditor or Legislative Auditor for a minimum of six years from the end of contracts.

**\*NOTE: If the invoice for a project is not received by the due date (within 90 days of project end date) the line item will be automatically cancelled. The invoice due date is listed on Exhibit A of the grant contract.**

## SPECIAL PARTNERSHIPS

Special partnerships are available to statewide organizations that are producing materials and/or conducting marketing programs that promote the entire state. The Special Partnership project must have statewide impact and projected outcomes falling within one of the strategic objectives of Explore Minnesota Tourism. The organization must submit a proposal which includes stated objectives, responsibilities, funding and evaluation and should discuss the potential project with the appropriate regional representative as a first step. The maximum total request for special partnerships is \$12,000 per organization. Proposals must be postmarked by **October 1, 2008**

Organizations are required to match state funds awarded under the grant program with their own funds in the following formula: at least 60% of the total project cost is contributed by the organization, up to 40% of the total project cost is paid through the partnership grant process.

Project information needed (follow this format):

1. Summary of proposal: be specific - include proposed project and timeline.
2. Indicate how the project has statewide economic impact and falls within Explore Minnesota Tourism's Strategic Marketing Plan.
3. Provide information on expected outcomes and proposed performance evaluation method (examples: total number of inquiries, names and addresses generated, sales tax generated).
4. Specify organization and state resources requested, including specific project budget. Provide a breakdown of amount and source of all income and resources committed to this project.
5. History if this is not a new project. If the project is printing a statewide guide, organization must provide history of production and distribution, number recycled, and distribution plan for proposed guide – associations are responsible for distribution of their own guides. In addition, guides and the distribution plan of the guides cannot be duplicative of any other guide.
6. Relationship of project to your organization's overall marketing strategy. Include total tourism promotion budget for your organization.

Freight, taxes and distribution costs are not eligible for funding under this program.

## Crisis Grants

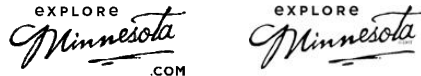
Crisis grants are available to communities who have experienced a crisis or disaster which could affect travelers ability to or potential interest in traveling to the destination. The crisis could be a natural disaster such as tornado, flood, fire or the potential for such a disaster e.g. fire danger following “The Blowdown” in the BWCA. Crisis situations are neither subject to the October 1 deadline nor out-of-state requirements.

A crisis grant of up to \$25,000 may be awarded with no match requirement. Requests made for higher amounts will require a 50/50 non-state match. The community must submit a proposal which includes description of disaster and on-going impacts, stated objectives, responsibilities, funding and evaluation. Proposal should be discussed with the appropriate regional representative as a first step. Explore Minnesota Tourism will make the final determination as to whether the situation merits a crisis grant.

### Explore Minnesota Logo Requirement

Marketing must support the state’s tourism positioning, “Explore Minnesota,” to maximize brand equity. The **new** “Explore Minnesota” logo (see below) must be used in all partnership projects unless hardship can be demonstrated and approval given by regional representative in advance of the project. The Tourism logo is available at <http://www.exploreminnesota.com/Story.aspx?EntityID=20251> or contact your regional representative for a hard copy. **Any failure to include required logo or other information in funded projects will result in the cancellation of state funding for that project.**

“Explore Minnesota” logo:



If agreed upon, a grant contract will be written and processed in advance of any project commencing. Accountability measures will be requested and may or may not involve an audit.

- Note:**
1. All requirements from previous partnership grants must be up-to-date to receive additional funding.
  2. Under state law, grant records must be kept available for a period of six years.

# ADVERTISING COMPONENTS

## Consumer Advertising, Travel Trade Advertising, Meetings & Conventions & Sports Market Advertising

January 1 – December 31, 2009

**\*\*NOTE\*\* Include current rate card with application**

### **WHAT:**

Advertising in publications where at least 75% of the grant amount awarded is used for marketing outside the state; up to 25% of the grant amount awarded may be used for marketing to Minnesota residents. If a vendor discount is provided, submit your request with the discounted amount. Include a current rate card with the application to document out-of-state circulation and prices. *NOTE: The distribution of the advertisement determines if the project is in-state or out-of-state. If 75% or more of the distribution is out-of-state, the entire project is considered out-of-state. If more than 25% of the distribution is in-state, the entire project is considered in-state*

### ***Consumer Advertising***

Suggested Markets (consistent with Explore Minnesota tourism strategic marketing plan): North Central Region States - Illinois, Indiana, Iowa, Kansas, Michigan, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin; Canada - Ontario, Manitoba. Other more distant markets that meet local tourism needs may also be considered.

**In-eligible Coop Markets:** Explore Minnesota Tourism will coordinate a cooperative advertising program in selected issues of newspapers. Specific information about the cooperative advertising program will be available in mid -August. Contact your regional representative for more information. This cooperative advertising program is not eligible for partnership funding.

### ***Travel Trade Advertising***

Travel trade publications with primary distribution to tour operators, tour planners, and/or travel agents.

### ***Meetings and Conventions Advertising – including Sports Marketing***

Suggested Markets: Advertising in meeting & convention magazines, targeted sports publications and their annual directories.

### **QUALIFICATIONS:**

#### ***Consumer Advertising***

Applicants must have lodging accommodations available within the community and have the ability to respond to inquiries and fulfillment functions.

#### ***Travel Trade Advertising***

Applicants must have lodging accommodations, restaurant and/or an attraction to serve a 45-person motor coach and have the ability to respond to inquiries and fulfillment functions.

#### ***Meetings and Conventions & Sports Advertising***

Applicants must be a Minnesota convention and visitors bureau with facilities, transportation and lodging capabilities to host regional, national, or international meetings and conventions and sports competitions.

## **ELIGIBLE EXPENSES FOR ALL ADVERTISING:**

Up to 40% of media costs for broadcast, print, freestanding inserts (FSIs), Internet\*, outdoor space and other advertising. Television or radio advertising can be cable/network affiliate station/independent station; list the dollar amount for each station unless advertising is placed with one broadcaster with multiple stations. Costs for ad creation are eligible as long as an outside professional vendor is used and there is documentation of ad placement.

## **\*ELIGIBLE EXPENSES & REQUIREMENTS FOR WEBSITE AND INTERNET MARKETING:**

- ♦ Date specific “Pay per Click” and internet word buys are eligible; the search engine vendor must be listed on the application and program results must be provided using the new internet marketing evaluation form.
- ♦ Banner, tile ads and editorial content are eligible; website must be listed on the application; include beginning/ending date; only the community-wide portion is eligible.
- ♦ It is preferable to have the Explore Minnesota Tourism logo appear on the ad itself, but if that is not feasible, a waiver may be granted. Such a waiver must be requested in writing prior to placement. In all cases, for Internet Advertising, including graphical ads, banner ads, pay-per-click, word buys, etc., the Grantee must include a link to [www.exploreminnesota.com](http://www.exploreminnesota.com) using the Explore Minnesota Tourism logo in a prominent position on the home page of the Grantee’s web site.

## **EXPENSES NOT ELIGIBLE:**

- Advertising on the [exploreminnesota.com](http://exploreminnesota.com) site.
- Internal staff time.
- Advertising in materials that are used by your community for consumer inquiry response or ad fulfillment.
- Advertising in grantee’s own community publications and media including website, newspapers, T.V. radio etc.
- Website search engine optimization programs that are not “Pay per Click” or date specific internet word buys.

## **MEASUREMENTS REQUIRED:**

### ***Consumer & Travel Trade Advertising***

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- Original copy or tear sheet of ad with Explore Minnesota logo
- Completed evaluation form: (total number of inquiries and cost per inquiry)

When requested by Explore Minnesota Tourism, grantee to provide inquiry names, addresses and phone numbers in accordance with sampling procedures, for inclusion in a conversion study to evaluate overall partnership program outcomes.

### ***Internet Advertising***

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment or itemized proof of purchase
- Copy of vendor invoice (must be from search engine vendor)
- Screen shot of advertising page to show EMT logo (or home page of grantee’s website showing logo.)
- Completed evaluation form: (website traffic in total user sessions)

### ***Meetings and Conventions & Sports Advertising***

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- Original copy or tear sheet of ad with Explore Minnesota logo
- Submit the number of regional, national and international conventions held and the amount of revenue generated from in-state and out-of-state convention and sporting event attendance held in both 2008 and 2009.

**Due March 31, 2010**

**Note:** 1. All requirements from previous partnership grants must be up-to-date to receive additional funding.

2. Under state law grant records must be kept available for a period of six years.

# **TRADE SHOW COMPONENTS**

## **U.S. & International Travel Trade Shows, Out-of-State Sport Shows, Meetings & Conventions and Sports Marketing Trade Shows**

January 1 – December 31, 2009

### **WHAT:**

#### ***U.S. & International Travel Trade Shows***

U.S. and international trade shows where attendees include travel trade representatives such as tour operators, tour planners, travel agents and travel trade media.

\*NOTE EXCEPTION: The American Bus Association and TIA Pow Wow Travel Trade Shows for 2010 may be included in this grant cycle.

#### ***Out-of-State Sport Shows:***

Legitimate sport, vacation or consumer travel shows held outside of Minnesota but within the 48 contiguous states or in one of the Canadian provinces.

#### ***Meetings and Conventions and Sports Marketing Trade Shows:***

Legitimate meetings and conventions & sports marketing trade shows held outside of Minnesota.

### **QUALIFICATIONS:**

#### ***U.S. Travel Trade Shows:***

Applicant must have lodging accommodations, restaurant and/or attraction to serve a 45-person motor coach.

#### ***International Trade Shows:***

Applicant must have an international marketing program with identified target markets, including at least two of the following components: trade shows, fam tours, media tours, tour operator advertising, direct mail.

#### ***Out-of-State Sport Shows:***

Show must be approved by an Explore Minnesota Tourism representative. Mall shows and other events where consumer attendance is coincidental to another activity are not allowed.

#### ***Meetings and Conventions and Sports Marketing Trade Shows:***

Applicant must be a Minnesota convention and visitors bureau with facilities, transportation and lodging capabilities to host regional, national, or international meetings and conventions or sports competitions.

### **ELIGIBLE EXPENSES FOR ALL SHOWS:**

Up to 40% of the registration fee (for up to two people) and/or rental space, utilities, furniture rental, carpet and cleaning costs at shows. Only after the grant contract is fully executed, can a grantee prepay a 2009 project invoice and receive reimbursement. Funds are released after services are received and an invoice for payment is submitted. (The purchase of alcohol, travel expenses and shipping costs are not eligible for funding nor is funding available when participating in a shared booth with Explore Minnesota Tourism. If lodging is included in the registration fee, the value of the lodging must be deducted from the registration cost as it is not eligible.)

## **MEASUREMENTS REQUIRED:**

### ***U.S. Travel Trade Shows and International Trade Shows:***

Submit the following items within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- List of leads/contacts from show

### ***Out-of-State Sport Shows:***

Submit the following items within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice

One show may be identified for evaluation. Notification will be made in advance if an evaluation is required.

### ***Meetings and Conventions and Sports Marketing Trade Shows:***

Submit the following items within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- Submit the number of regional, national and international conventions or sports competitions held and the amount of revenue generated from in-state and out-of-state convention or sports competition attendance held in both 2008 and 2009. **Due March 31, 2010.**

- Note:**
1. All requirements from previous partnership grants must be up-to-date to receive additional funding.
  2. Under state law grant records must be kept available for a period of six years.

# FAMILIARIZATION TOUR COMPONENTS

## Media Fams, Travel Trade Fams

January 1 – December 31, 2008

### WHO:

#### *Media Fams*

Domestic or international leisure travel media for print or broadcast mediums. Media on assignment or qualified free-lancers who have demonstrated placement of stories about Minnesota (e.g. clips or letters from editors stating they will publish their stories). Participant's story placement must be 90% outside of Minnesota. Consider circulation of media. For international journalists, consider if it is a target market-Canada, United Kingdom, Japan, German-speaking and Scandinavia.

#### *Travel Trade Fams* - Initiated by Communities

Domestic or international tour operators, group leaders or travel agents. The group must be large enough to require motor coach or van transportation. Tour operators and group leaders must demonstrate a professional capacity in tour development (i.e. qualify role of spouses, children, etc.). Travel agents must have a demonstrated product to sell. Minimally 90% of participants should be with companies based outside of Minnesota. Consider membership in professional travel trade organizations such as the National Tour Association, American Bus Association, or Ontario Motor Coach Association.

### ELIGIBLE EXPENSES:

#### *Media Fams*

Up to 40% of the cost of airfare, motor coach, van and car rental (must follow state travel guidelines).

#### *Travel Trade Fams*

Up to 40% of the cost of motor coach or van expenses (must follow state travel guidelines).

### MEASUREMENTS REQUIRED:

#### *Media Fams*

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- List of those hosted

#### *Travel Trade Fams*

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- List of those hosted

- Note:**
1. All requirements from previous partnership grants must be up-to-date to receive additional funding.
  2. Under state law grant records must be kept available for a period of six years.

# DIRECT MARKETING COMPONENTS

## Direct Marketing Programs to Consumers, Meetings and Conventions and Sports Marketing, or Travel Trade

January 1 – December 31, 2009

### WHAT:

#### *Direct Marketing Programs*

Creation and distribution of material where at least 50% of the material is used exclusively for a direct mail, fax or e-mail blast. Cannot be an existing promotion piece. Only the cost of the material used in the exclusive direct marketing project is eligible for state and matching funds. Target audience can include: tour operators, travel agents, targeted consumer groups. **The Explore Minnesota logo is required on all direct marketing programs.**

#### *Meetings and Conventions and Sports Direct Marketing*

Creation and distribution of material where at least 50% of the material is used exclusively for a direct mail, fax or e-mail blast and targeted to meeting and convention or sports competition markets. Cannot be an existing promotional piece. Only the cost of the material used in the exclusive direct marketing project is eligible for state and matching funds.

### QUALIFICATIONS:

#### *Direct Marketing*

Applicants must have the ability to accommodate the market segment being targeted.

#### *Meetings and Conventions and Sports Direct Marketing*

Applicants must be a Minnesota convention and visitors bureau with facilities, transportation and lodging capabilities to host regional, national or international meetings and conventions or sports competitions.

### ELIGIBLE EXPENSES FOR ALL DIRECT MARKETING:

Up to 40% of the total costs incurred for database sort/rentals, production and distribution of the direct marketing piece. Costs of distribution through a central distribution center are eligible for reimbursement. Additional copies of materials used in the direct marketing project may be created for other uses. Reimbursement costs must be prorated to include only costs incurred in the direct marketing project. Costs for creation of the direct marketing piece are eligible as long as an outside professional vendor is used. Internal staff time is not eligible.

### MEASUREMENTS REQUIRED:

#### *Consumer Direct Marketing*

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- Original copy of direct mail piece or website with Explore Minnesota logo
- Completed evaluation form: (total number of inquiries and cost per inquiry)

When requested by Explore Minnesota Tourism, grantee to provide inquiry names, addresses and phone numbers in accordance with sampling procedures for inclusion in a conversion study to evaluate overall partnership program outcomes.

#### *Meetings and Conventions, Sports and Travel Trade Marketing*

Submit the following items to Explore Minnesota Tourism within 90 days of each project end date:

- Invoice for payment
- Copy of vendor invoice
- Original copy of direct mail piece or copy of website with Explore Minnesota logo
- Submit the number of regional, national and international conventions or sports competitions held and the amount of revenue generated from in-state and out-of-state convention attendance held in both 2008 and 2009.  
**Due March 31, 2010.**

**Note:** 1. All requirements from previous partnership grants must be up-to-date to receive additional funding.

2. Under state law grant records must be kept available for a period of six years.

## **INTERNATIONAL SALES MISSIONS COMPONENT**

January 1 – December 31, 2009

### **WHAT:**

Sales missions conducted in the following markets:

- Canada
- Germany, Switzerland, Austria
- Japan
- France
- United Kingdom
- Scandinavia
- U.S. based international receptive tour operators in Los Angeles, New York City and San Francisco

### **QUALIFICATIONS:**

Must have an international marketing program with identified target markets including at least two of the following components: trade shows, fam tours, media tours, tour operator advertising, direct mail.

### **ELIGIBLE EXPENSES:**

Up to 40% of non-travel related expenses such as shared reception costs or producing sales materials for the missions. Not eligible when participating with Explore Minnesota Tourism in a cooperative project. No state funds may be used for the purchase of alcohol.

### **MEASUREMENTS REQUIRED:**

Submit the following items to Explore Minnesota Tourism within 90 days of project end date.

- Invoice for payment
- Copy of vendor invoice
- Sales mission report

- Note:**
1. All requirements from previous partnership grants must be up-to-date to receive additional funding.
  2. Under state law grant records must be kept available for a period of six years.

# RESEARCH COMPONENT

January 1 – December 31, 2009

## WHAT:

Up to 40% of the costs in conducting tourism research projects such as market analysis. Project must be done by an outside vendor. Explore Minnesota Tourism must be identified as a sponsor on all materials. Projects may be conducted by a single community or a multi-community\* group.

- \* Multi-Community – two or more eligible Minnesota organizations partnering together. One community submits the request and lists each participating community with a breakdown of each community's cash match percentage.

## QUALIFICATIONS:

Explore Minnesota Tourism must approve study focus, methodology and budget in advance. Interested organizations are urged to contact their regional representatives early in the planning process.

## ELIGIBLE EXPENSES:

- Survey collection costs (includes outgoing and business reply postage, telephone solicitation and personal interview costs)
- Printing costs (for the research survey instruments and finished studies)
- Data entry costs
- Research analysis/final compilation costs

## MEASUREMENTS REQUIRED:

Submit the following information to Explore Minnesota Tourism within 90 days of project end date.

- Invoice for payment
- Copy of vendor invoice
- Copy of research study

- Note:**
1. All requirements from previous partnership grants must be up-to-date to receive additional funding.
  2. Under state law grant records must be kept available for a period of six years.

## University of Minnesota Tourism Center

For additional research funding, please see the University of Minnesota's Carlson Chair for Travel, Tourism & Hospitality:

<http://www.tourism.umn.edu/about/carlson%20call%20may08.doc>

# Explore Minnesota Tourism Regional Representatives

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## Southern Region

Dave Vogel  
Explore Minnesota Tourism  
115 East Hickory, Suite 403  
Mankato, MN 56002-0286  
Phone: 507-389-2683  
888-XPLOR MN (975-6766)  
Fax: 507-389-2685  
E-mail: dave.vogel@state.mn.us

## Northeast Region

Tim Campbell  
Explore Minnesota Tourism  
320 West Second Street, Suite 707  
Duluth, MN 55802-1402  
Phone: 218-723-4692  
888-UP NORTH (876-6784)  
Fax: 218-723-4689  
E-mail: tim.campbell@state.mn.us

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## Northwest Region

Carol Altepeter  
Explore Minnesota Tourism  
422 James Street, Suite 1  
Brainerd, MN 56401  
Phone: 218-828-2334  
888-NCW MINN (629-6466)  
Fax: 218-828-2384  
E-mail: carol.altepeter@state.mn.us

David Bergman  
Explore Minnesota Tourism  
1311 North Duluth  
Thief River Falls, MN 56701  
Phone: 218-681-0997  
888-563-7777  
Fax: 218-681-0999  
E-mail: david.bergman@state.mn.us

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## Central Region

Carol Altepeter  
Explore Minnesota Tourism  
422 James Street, Suite 1  
Brainerd, MN 56401  
Phone: 218-828-2334  
888-NCW MINN (629-6466)  
Fax: 218-828-2384  
E-mail: carol.altepeter@state.mn.us

David Bergman  
Explore Minnesota Tourism  
1311 North Duluth  
Thief River Falls, MN 56701  
Phone: 218-681-0997  
888-563-7777  
Fax: 218-681-0999  
E-mail: david.bergman@state.mn.us

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## Metro Region / Statewide

Gayle Junnila  
Explore Minnesota Tourism  
121 7th Place East, Suite 100  
Saint Paul, MN 55101-2146  
Phone: 651-296-5205  
800-657-3637  
Fax: 651-296-7095  
E-mail: gayle.junnila@state.mn.us



# EXPLORE MINNESOTA TOURISM 2009 COMPONENT PARTNERSHIP REQUEST FORM

To request component partnership funding, complete this form and return it to your regional representative by **October 1, 2008**. Copy this form if additional space is needed. Maximum funding: \$12,000. Minimum funding: \$250. Minimum line item funding: \$50.

Organization Name \_\_\_\_\_

Address \_\_\_\_\_

State Tax ID # \_\_\_\_\_ Federal Tax ID # \_\_\_\_\_ E-mail \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Signature of person authorized to execute contracts on behalf of the organization as required by the organization's applicable articles, bylaws, resolutions or ordinances: \_\_\_\_\_

Multi-Community Project: List Participants and % of Cash Match \_\_\_\_\_

**TOTAL REQUEST FOR ALL COMPONENTS \$ \_\_\_\_\_**

### Advertising\* and Direct Marketing Components Only

Check one: Advertising\*  Direct Marketing

Publication/Media \_\_\_\_\_  
(Consumer \_\_\_ Tvl Trade \_\_\_ Mtg/Conv/Sports \_\_\_ Internet \_\_\_)

In-state \_\_\_\_\_ Out-of-state \_\_\_\_\_ \*\* Out-of-state distribution (list states): \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_

**\*CURRENT RATE CARD MUST BE ATTACHED**

Check one: Advertising\*  Direct Marketing

Publication/Media \_\_\_\_\_  
(Consumer \_\_\_ Tvl Trade \_\_\_ Mtg/Conv/Sports \_\_\_ Internet \_\_\_)

In-state \_\_\_\_\_ Out-of-state \_\_\_\_\_ \*\* Out-of-state distribution (list states): \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_

**\*CURRENT RATE CARD MUST BE ATTACHED**

Check one: Advertising\*  Direct Marketing

Publication/Media \_\_\_\_\_  
(Consumer \_\_\_ Tvl Trade \_\_\_ Mtg/Conv/Sports \_\_\_ Internet \_\_\_)

In-state \_\_\_\_\_ Out-of-state \_\_\_\_\_ \*\* Out-of-state distribution (list states): \_\_\_\_\_

Total Project Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost is available): \$ \_\_\_\_\_

**\*CURRENT RATE CARD MUST BE ATTACHED**

**\*\*NOTE: The distribution of the advertisement or printed piece determines if the project is in-state or out-of-state. If 75% or more of the distribution is out-of-state, the entire project is considered out-of-state. If more than 25% of the distribution is in-state, the entire project is considered in-state**

Organization Name \_\_\_\_\_

### ALL OTHER COMPONENTS

- U.S. Travel Trade Shows
- Out-of-State Sport Shows
- International Trade Shows
- International Sales Mission
- Meetings & Conventions and Sports Marketing Trade Shows
- Travel Trade Familiarization Tour
- Media Familiarization Tour
- Research

=====  
Component Name: \_\_\_\_\_

Name of show/promotion: \_\_\_\_\_

City/state held: \_\_\_\_\_ Date of show: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_  
=====

Component Name: \_\_\_\_\_

Name of show/promotion: \_\_\_\_\_

City/state held: \_\_\_\_\_ Date of show: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost) : \_\_\_\_\_  
=====

Component Name: \_\_\_\_\_

Name of show/promotion: \_\_\_\_\_

City/state held: \_\_\_\_\_ Date of show: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_  
=====

Component Name: \_\_\_\_\_

Name of show/promotion: \_\_\_\_\_

City/state held: \_\_\_\_\_ Date of show: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_  
=====

Component Name: \_\_\_\_\_

Name of show/promotion: \_\_\_\_\_

City/state held: \_\_\_\_\_ Date of show: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_  
=====

Component Name: \_\_\_\_\_

Name of show/promotion: \_\_\_\_\_

City/state held: \_\_\_\_\_ Date of show: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ Funding Request (up to 40% of cost): \$ \_\_\_\_\_  
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