

EXPLORE MINNESOTA TOURISM --- 2009 Scenic Byway Marketing --- Partnership Funding Guidelines

APPLICATION DEADLINE: Postmarked by October 1, 2008

SCENIC BYWAY PROGRAM DATES: Projects occurring January 1 – December 31, 2009

PRIMARY OBJECTIVE: Support local efforts to market and promote a developing product for Minnesota, specifically, the 22 currently designated scenic byways. Promotional efforts will include advertising, direct marketing, web enhancement, public relations and community awareness, with the anticipated result of increasing the number of travelers to and within the state.

ELIGIBILITY: Minnesota non-profit organizations formed for the primary purpose of scenic byway tourism promotion or having scenic byway tourism marketing as a component of their programming. If a Scenic Byway Committee is not incorporated as a non-profit organization, they must work through a designated non-profit, incorporated entity such as a Convention and Visitors Bureau (CVB) Chamber of Commerce (chamber), or other tourism organization on their behalf. If working through a chamber or CVB, a statement of support from a majority of the organizations along the byway must be received. Only one application per byway will be eligible for funds. If more than one organization applies from the same byway, requestors must work out which organization is eligible for funding.

FUNDING: Up to \$ 2,500 is available for this program, per byway, to fund up to 40% of marketing and awareness costs in promoting the byway through advertising, direct marketing, website creation and tourism awareness projects. Grantee cannot use other state funds to make up the 60% match requirement. All measurement requirements from past funding must be up-to-date.

EXPLORE MINNESOTA LOGO REQUIREMENT: Marketing must support the state's tourism positioning, "Explore Minnesota," to maximize brand equity. The "Explore Minnesota" **logo 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:



MARKET REQUIREMENTS: All markets are eligible, including local community, if conducting an awareness campaign.

COOPERATIVE PARTNERSHIPS: A co-op advertising program is available through Explore Minnesota Tourism. Co-op offerings and current Explore Minnesota publications are ineligible for state funding. Ineligible publications include, but are not limited to: Minnesota Explorer newspaper, Statewide Guide, Group & Package Travel Planner, and special interest publications such as the Biking Guide, Golf Guide, Wildlife Guide, Fishing Guide etc.

PARTNERSHIP PROCESS

1. Complete the “EXPLORE MINNESOTA TOURISM SCENIC BYWAY PARTNERSHIP FUNDING REQUEST FORM” (see page 6):
2. Send completed Form to regional representative. Attach current vendor rate card for advertising requests (documentation of circulation may be required). - 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, and 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, a copy of the Vendor Invoice, an original copy or tear sheet of the ad or direct marketing piece or other materials showing the Explore Minnesota logo, completed evaluation form.
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 projects occurring January 1 – December 31, 2009. Funds are released after services are received and an Invoice for Payment is submitted and approved.

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

Cancelled Projects: Notify your regional representative immediately in writing of any cancelled projects and include reason for cancellation.

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.

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. Funds may not 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.

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

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 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 site.
- Internal staff time.
- Search engine optimization
- 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, radio etc.

ADVERTISING COMPONENT

NOTE Include current rate card**

WHAT: Scenic Byway advertising including print, broadcast, freestanding inserts (FSIs), Internet*, outdoor space, and other advertising. For publications with regional editions, those with separate editorial will be considered separate publications/media. Documentation of circulation may be required. If a vendor discount is provided, submit your request with the discounted amount. Include a current rate card with the application to document circulation and prices.

ELIGIBLE EXPENSES: Up to 40% of scenic byway media costs for broadcast, print, freestanding inserts (FSIs), Internet*, outdoor space and other advertising.

IN-ELIGIBLE COOP MARKETS: Explore Minnesota Tourism may coordinate a cooperative advertising program in selected issues of newspapers. Specific information about the cooperative advertising program will be available in late - August. This cooperative advertising program is ineligible for partnership funding.

DIRECT MARKETING COMPONENT

WHAT: Creation and distribution of material for direct marketing including maps and travel guides, direct mail, fax or an e-mail blast. Target audience can include: tour operators, travel agents, or targeted consumer groups. Re-printing of existing direct marketing pieces will be considered if the piece has been effective in the past. Include a copy of the promotional piece and description of past effectiveness with the grant application. **The Explore Minnesota logo is required on all direct marketing programs.**

ELIGIBLE EXPENSES: Up to 40% of the total cost incurred for database sorts/rentals, production and distribution of the direct marketing piece. Costs of distribution through a central distribution center are eligible. 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

1. Submit the following items to your regional representative within 90 days of each project end date:
 - Explore Minnesota Tourism invoice for payment
 - Copy of vendor invoice
 - Tear sheet or original copy of ad or direct marketing piece with Explore Minnesota logo (advertising and direct marketing projects)
 - Consumer Advertising, Internet Advertising, or Direct Marketing project evaluation form indicating total number of inquiries and cost per inquiry.
2. Explore Minnesota Tourism may request 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 for Advertising and Direct Marketing Projects. According to Minnesota Statutes, documentation for all grant funding must be kept available for a period of six years.

WEBSITE DEVELOPMENT & ENHANCEMENT

WHAT: Provide assistance with exclusive tourism related web-site creation and enhancement.

QUALIFICATIONS: Non-profit area tourism organizations must have tourism businesses, attractions or events listed in the Explore Minnesota Tourism database. Participating organizations should encourage their constituent businesses to respond to Explore Minnesota Tourism informational surveys and update information throughout the year to ensure business database listings are current.

ELIGIBLE EXPENSES:

Only one of the following (A or B) may be accessed during the calendar year.

- A. Up to 40% of the actual expenditure for web site creation. Payment will be made after site is on-line.
- B. Up to 40% of the actual expenditure for existing web site enhancement - includes, but is not limited to, text and graphic enhancements, installing files to live site and domain name renewal. (Submit current web site address with application.)

REQUIREMENTS: Site must be minimally 95% tourism related. Design vendor/web site host contracts must include a maintenance service agreement and an e-mail capability. Independent domain name registration is strongly recommended. (Purpose: to help people intuitively seek out your site.) Site must include a graphic link to the Explore Minnesota Tourism home page in a prominent position on the home page of the Grantee's web site. Explore Minnesota Tourism will provide standard language and logo at no cost for this purpose.

MEASUREMENTS: Grantee should provide to Explore Minnesota Tourism a summary of web site statistics including page views, visitors and user sessions after the site goes online.

Due: 60 days after launch and one year after implementation.

NOTE: For Internet advertising see Consumer Advertising

PR/COMMUNITY AWARENESS

WHAT: Production of materials to increase awareness of the scenic byway within the communities along the byway itself. Examples to include, but are not limited to window clings, restaurant placemats, or outdoor banners. The design and distribution plan for the piece must be pre-approved by Explore Minnesota Tourism Regional representative. The material(s) cannot be made available for re-sale. For advertising and direct marketing, see those components.

ELIGIBLE EXPENSES: Up to 40% of the costs incurred in the production of the printed piece or other materials.

MEASUREMENT/OUTCOME MATERIALS REQUIRED: Provide a copy of the materials produced and distribution list for the awareness campaign, and a summary of the audience (s) reached. Response rates should be included for

advertising and direct marketing.

Explore Minnesota Tourism Regional Representatives

Southern Region

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Explore Minnesota Tourism Scenic Byway 2009 Partnership Funding Request Form Deadline October 1, 2008

Complete this form and return it to your regional representative postmarked by October 1, 2008 to request scenic byway partnership funding for projects occurring between January 1 – December 31, 2009. Copy this form if additional space is needed. Maximum funding is \$2,500. Minimum funding is \$250 with a minimum line item funding of \$50.

Organization Name _____

Byway 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: _____

TOTAL REQUEST \$ _____

Project (check one): Advertising Direct Marketing Tourism Awareness Website Activities

Publication/Media/Printed Piece or Website project _____

List states of distribution outside of MN: _____

Total project cost: \$ _____ Amount requested up to 40%: \$ _____

CURRENT RATE CARD MUST BE ATTACHED

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