



EXPLORE MINNESOTA TOURISM

2012 Organizational Partnership/Scenic Byway Grant Guidelines

For tourism marketing projects conducted January 1 – December 31, 2012
Applications must be postmarked by **November 1, 2011**

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.

FUNDING REQUIREMENTS AND ELIGIBILITY

ELIGIBILITY:

Minnesota non-profit organizations formed for the primary purpose of tourism promotion or having tourism marketing as a major component of their programming, and scenic byway organizations having scenic byway tourism marketing as a 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.

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.

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: organizational budgets \$100,000 or less - match state contributions 1:1; organizational budgets \$100,001 or more - match state contributions 2:1. To determine match, organizations requesting a 1:1 match must attach a copy of their total operational budget for 2011 with their grant application. For multi-community grant applications, all communities must have budgets of \$100,000 or less to qualify for the lower 1:1 match. Scenic Byway organizations OR the designated non-profit entity submitting the application on their behalf must meet the same requirements to determine match. Match must be from non-state sources.

ELIGIBLE COMPONENTS:

- ❖ Consumer Advertising, Travel Trade Advertising
- ❖ U.S. Travel Trade Shows, International Trade Shows
- ❖ Media Familiarization Tours, Travel Trade Familiarization Tours
- ❖ International Sales Missions
- ❖ Direct Marketing
- ❖ Research (not subject to out-of-state rule)

Categories available to Scenic Byway organizations only:

- ❖ Website Enhancement
- ❖ PR/Community Awareness
- ❖ Direct Marketing – creation and distribution of material for maps and travel guides

EXPLORE MINNESOTA LOGO REQUIREMENT:

Marketing must support the state's tourism positioning to maximize brand equity. The current "Explore Minnesota" logo or "More to Explore" graphics 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 and More to Explore graphics are available at <http://www.exploreminnesota.com/emtadhelper> 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.**

FUNDING:

- A maximum of \$4,000 is available for component and special partnerships, per organization.
- A maximum of \$4,000 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.

Market Requirements for Organizational Partnership Grants: At least 60% of the total grant amount awarded must be used for marketing outside the state; up to 40% 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 60% to attract nonresidents and 40% 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.*

Market Requirements for Scenic Byway Grant Requests: All markets are eligible, with no restriction on in-state marketing. Marketing may include the local community if conducting an awareness campaign.

Special Partnerships: Marketing projects that have statewide impact and measurable outcomes (p5).

Crisis Grants: Special funding may be awarded at any time for a tourism crisis demonstrating an area-wide economic impact (p6).

Proactive Marketing Partnerships: They are partnerships created by Explore Minnesota Tourism with tourism promotion organizations when projected outcomes fall within the strategic direction of Explore Minnesota Tourism. For instance, a grant is automatically awarded to the host community of the

annual Governor's Fishing Opener. Funding priority may be given to partnerships best matching Explore Minnesota Tourism's strategic objectives. Proactive partnership situations are not subject to the November 1, 2011 deadline, funding maximum or out-of-state requirements. Awarded grant funds may be spent by Explore Minnesota Tourism.

Cooperative Partnerships: Explore Minnesota Tourism will offer a cooperative advertising program for consumer marketing, meetings & conventions marketing, sports marketing and consumer sports/travel shows for 2012. Any projects or trade shows that are included in this cooperative program are ineligible for funding in the component partnership grant program. Sport shows currently confirmed for the cooperative program in 2012 are: MN Sportsmen's Show, St. Paul RiverCentre and the Minneapolis RV, Vacation & Camping Show at the Minneapolis Convention Center. In addition, "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: They are component projects that include three or more eligible organizations partnering together, except in the case of a research project. Research projects may include two or more eligible organizations. 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. For multi-community grant applications, all communities participating in the grant application must have budgets of \$100,000 or less to qualify for the lower 1:1 match. Organizations that are one of the three applicants included on a scenic byway grant application are not eligible for additional multi-community grants.

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 40% of the grant amount awarded may be used for marketing to Minnesota residents.

COMPONENT 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 17-18): Maximum total request \$4,000; minimum total request \$250; minimum per line item request \$100.
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) and a copy of your total operational budget for 2011 if your budget is \$100,000 or less. Postmark by November 1, 2011
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. *Commitments such as ad space reservations or trade show registration can be made prior to the contract effective date, however, invoices for payment from Grantees will not be paid if attached vendor invoices are dated prior to the date of the fully executed contract. See page 4 of the executed contract for this date.*

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 or March 31, 2013 (for all advertising projects)*:
 - 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, screen shot of website or internet ad or other materials showing that the Explore Minnesota logo was included (for Advertising/Direct Marketing).
 - Completed evaluation form (when required).
8. A state check or automatic deposit is processed within 30 days.
9. IRS rules require government entities to file 1099-G forms for certain government payments including taxable grants. As of January 2009, Minnesota Management and Budget will be issuing 1099-G forms for all grant contracts. Please check with your organizations' tax expert to determine what, if any affect this may have on your IRS filing.

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 2012. 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 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.**

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 \$4,000 per organization. Proposals must be postmarked by **November 1, 2011**.

Organizations are required to match state funds awarded under the grant program with their own funds in the following formula: organizational budgets \$100,000 or less - match state contributions 1:1; organizational budgets over \$100,000 - match state contributions 2:1. To determine match, organizations must attach a copy of their total operational budget for 2011 with their grant application. For multi-community or multi-organization grant applications, all organizations participating in the grant application must have budgets of \$100,000 or less to qualify for the lower 1:1 match.

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 November 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. Proposals 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. The current “Explore Minnesota” logo or “More to Explore” graphics 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 and More to Explore graphics are available at <http://www.exploreminnesota.com/emtadhelper> 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.

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, 2012

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

WHAT:

Advertising in media where at least 60% of the grant amount awarded is used for marketing outside the state; up to 40% of the grant amount awarded may be used for marketing to Minnesota residents. Internet advertising vendors must provide distribution information to determine whether the website is in-state or out-of-state. If distribution cannot be provided, the decision is based on distribution of related print publications. 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.* Scenic Byway grant applications do not have market requirements.

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 offer a cooperative advertising program for consumer marketing, meetings & conventions marketing, sports marketing and consumer sports/travel shows for 2012. Projects that are included in this cooperative program are ineligible for funding in the component partnership grant program.

Travel Trade Advertising

Travel trade projects 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:

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 or More to Explore graphic 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 website.
- Internet advertising vendors must provide distribution information to determine whether the website is in-state or out-of-state. If distribution cannot be provided, the decision is based on distribution of related print publications.

EXPENSES NOT ELIGIBLE:

- Advertising on the 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 or area in publications or other media including websites, 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 by March 31, 2013:

- 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 by March 31, 2013:

- 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 by March 31, 2013:

- 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)

- Note:**
1. All requirements from previous partnership grants must be up-to-date to receive additional funding.
 2. Under state law grant records and leads 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, 2012*

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 2013 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:

Registration fees (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 2012 (or 2013 for ABA and Pow Wow) project invoice and receive reimbursement. Commitments for trade show registration can be made prior to the contract effective date; however, invoices for payment from Grantees will not be paid if attached vendor invoices are dated prior to the date of the fully executed contract. See page 4 of the executed contract for this date. 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.)

INELIGIBLE TRADE SHOWS:

Sport shows that are included in the partnership co-op program are ineligible for the partnership component grant program. Sport shows currently confirmed for the cooperative program are: MN Sportsmen's Show, St. Paul RiverCentre, January 12-15, 2012 and the Minneapolis RV, Vacation & Camping Show at the Minneapolis Convention Center, February 9-12, 2012.

MEASUREMENTS REQUIRED:

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

Submit the following items within 90 days of the end of the trade show:

- 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 the end of the trade show:

- 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 the end of the trade show:

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

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

FAMILIARIZATION TOUR COMPONENTS

Media Fams, Travel Trade Fams

January 1 – December 31, 2012

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, China, Mexico, 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

Costs for airfare, motor coach, van and car rental (must follow state travel guidelines).

Travel Trade Fams

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 and leads 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, 2012

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 or More to Explore graphic 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. **The Explore Minnesota logo or More to Explore graphic is required on all direct marketing programs.**

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 or chamber with facilities, transportation and lodging capabilities to host regional, national or international meetings and conventions or sports competitions.

ELIGIBLE EXPENSES FOR ALL DIRECT MARKETING:

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 by March 31, 2013:

- Invoice for payment
- Copy of vendor invoice
- Original copy of direct mail piece or website with Explore Minnesota logo or More to Explore graphic
- 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 Direct Marketing

Submit the following items to Explore Minnesota Tourism by March 31, 2013:

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

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

INTERNATIONAL SALES MISSIONS COMPONENT

January 1 – December 31, 2012

WHAT:

Sales missions conducted in the following markets:

- Canada
- Germany, Switzerland, Austria
- Japan
- France
- United Kingdom
- Scandinavia
- China
- Mexico
- U.S. based international receptive tour operators in Los Angeles, New York City and San Francisco
- OR other markets currently included in the Explore Minnesota Tourism target international markets.

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:

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 the end of the sales mission.

- 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 and leads must be kept available for a period of six years.

RESEARCH COMPONENT

January 1 – December 31, 2012

WHAT:

Costs incurred 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 by March 31, 2013.

- 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/InvestintheCenter/CarlsonChair/index.htm>



COMPONENTS AVAILABLE TO SCENIC BYWAY ORGANIZATIONS ONLY

WEBSITE ENHANCEMENT

January 1 – December 31, 2012

WHAT:

Provide assistance with exclusive Scenic Byway tourism related website 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:

Actual expenditures for existing website enhancement - includes, but is not limited to, text and graphic enhancements, installing files to live site and domain name renewal. May be accessed once during a calendar year. Enhancements must be completed/online before reimbursement will be made. Submit current website address with application.

REQUIREMENTS:

Site must be minimally 95% tourism related. Design vendor/website 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 website. Explore Minnesota Tourism will provide standard language and logo at no cost for this purpose.

MEASUREMENTS:

Grantee should provide Explore Minnesota Tourism a summary of website statistics including page views, visitors and user sessions after the site goes online. Due: 60 days after launch and one year after implementation.

PR/COMMUNITY AWARENESS

WHAT:

Production of materials to increase awareness of the scenic byway within the communities along the byway itself. Examples 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.

ELIGIBLE EXPENSES:

Costs incurred in the production of the printed piece or other materials.

MEASUREMENTS/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.

DIRECT MARKETING COMPONENTS

All eligibility, qualifications and measurements listed for the Direct Marketing Component in the Partnership Grant Program apply (see page 13.) **In addition**, scenic byway organizations may use funding for the creation and distribution of material for maps and travel guides.

Market Requirements for Scenic Byway Grant Requests: All markets are eligible, with no restriction on in-state marketing. Marketing may include the local community if conducting an awareness campaign.



EXPLORE MINNESOTA TOURISM Regional Representatives

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EXPLORE MINNESOTA TOURISM 2012 COMPONENT PARTNERSHIP REQUEST FORM

To request component partnership funding, complete this form and return it to your regional representative by **November 1, 2011**. Copy this form if additional space is needed. Maximum funding: \$4,000. Minimum funding: \$250. Minimum line item funding: \$100.

Organization Name _____

Address _____

State Tax ID # _____ Federal Tax ID # _____ E-mail _____

Contact Person _____ Phone _____ Fax _____

The applicant organization's operating budget for calendar year 2011 is: \$100,000 or less \$100,001 or more
(attach a copy of the budget if requesting a 1:1 match) 1:1 match 2:1 match

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 _____
(attach a copy of each organization's budget if requesting a 1:1 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 (after match deducted): \$ _____

***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 (after match deducted): \$ _____

***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 (after match deducted): \$ _____

***CURRENT RATE CARD MUST BE ATTACHED**



Organization Name _____

ALL OTHER COMPONENTS

- U.S. Travel Trade Shows
- Travel Trade Familiarization Tour
- International Trade Shows
- Out-of-State Sport Shows
- Meetings & Conventions and Sports Marketing Trade Shows
- International Sales Mission
- Media Familiarization Tour
- Research
- Scenic Byway only:
- Website Activities
- PR/Tourism Awareness
- Direct Marketing

=====

Component Name: _____

Name of show/promotion: _____

City/state held: _____ Date of show/mission: _____

Total Cost: \$ _____ Funding Request (after match deducted): \$ _____

=====

Component Name: _____

Name of show/promotion: _____

City/state held: _____ Date of show/Mission: _____

Total Cost: \$ _____ Funding Request (after match deducted): \$ _____

=====

Component Name: _____

Name of show/promotion: _____

City/state held: _____ Date of show/Mission: _____

Total Cost: \$ _____ Funding Request (after match deducted): \$ _____

=====

Component Name: _____

Name of show/promotion: _____

City/state held: _____ Date of show/Mission: _____

Total Cost: \$ _____ Funding Request (after match deducted): \$ _____

=====

Scenic Byway only project (check one): Tourism Awareness Website Activities Direct Marketing

Publication/Media/Printed Piece or Website project: _____

List states of distribution outside of MN: _____

Total project cost: \$ _____ Amount requested (after match deducted): \$ _____

=====

Scenic Byway only project (check one): Tourism Awareness Website Activities Direct Marketing

Publication/Media/Printed Piece or Website project: _____

List states of distribution outside of MN: _____

Total project cost: \$ _____ Amount requested (after match deducted): \$ _____

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