

2024 Tourism Marketing Grant

Hutchinson Area Chamber of Commerce and Tourism's grant program is exclusively for **event marketing** focused on bringing more people to Hutchinson. We partner with locally held events to market our community through a wider range of material. Any organization, or business, meeting the requirements of this grant must complete both the Criteria checklist and the attached application and return to the Chamber/Tourism office by the dates listed below.

Advertising and marketing components may include newspapers, magazines, website advertisements and banners, pay per click advertisements, periodicals, billboards, trade show booths, direct mailing or any other marketing tool.

2024 Granting Schedule- Applicants should apply as soon as possible. Applications received after the event date will be disqualified.

Applications due:

December 1, 2023
June 1, 2024

Grants announced:

December 31, 2023
June 30, 2024

Grants Available:

- Not-for-profit applicants may receive up to **\$1000** through this 1:1 matching grant program annually per event.
 - For-profit applicants may receive up to **\$1000** through this 3:1 matching grant program annually, per event.
- Example: Organization A has an ad in the Star Tribune for \$500 which meets the criteria listed below. The Grant Selection Committee approves this for the 1:1 match. The tourism marketing grant will reimburse \$250 for a not-for-profit application and \$175 for a for-profit applicant.

Criteria: by initialing each section you are agreeing to its terms

■ All marketing listed in the grant payment form must be done outside of a 30 mile radius of Hutchinson, and must have a majority of their delivery and readership outside of the 30 mile radius from Hutchinson.

■ All marketing pieces listed in the grant payment form **must include the NEW explorehutchinson.com #MuchInHutch logo** to qualify for reimbursement. Radio ads must contain the phrase "in partnership with ExploreHutchinson.com"

■ *note- any ads using the incorrect logo will NOT be accepted for reimbursement.

■ The Logo must be no smaller than 1.25" wide X .625" high or 1% of the overall ad, whichever is greater. The ad ratio must be maintained, and the logo background must stay white. Deviations for esthetic purposes MUST be approved by the Chamber before publication is printed.

■ Each marketing piece must be listed on the grant payment form, along with location of publication, approximate date(s) of views, and cost.

Procedure:

1. Applications must be returned by the deadlines noted above. Late applications will not be accepted.
2. Applications will be reviewed by a selection committee with the board of directors making final approval of the recommendations made by the selection committee. The selection committee and board hold all authority to make determinations based on money available, grants meeting criteria, the number of grants provided to any one organization, and the ability to follow the Chamber's mission and vision.
3. Approved requests will be notified by the notification dates listed above. Applicants will be notified by email along with Logo requirements, grant payment form, and the total grant dollars awarded.
4. After the event, the Grant Payment Form should be completed & returned with receipts of payments made, and copies/photos of marketing materials. These should be returned no later than 60 days after the event.
5. If the applicant does not follow through the entire marketing plan submitted, or the line item cost was less than expected, grant money will be paid out on a pro-rated basis for the partial plan that is implemented.



2024 Tourism Marketing Grant Application

Please print clearly

Event Name	Organization Name
Event Date	Contact Person
Event Location	Phone(s)
Address of Organization/Contact	Email(s)
<input type="checkbox"/> Not-for-Profit 1:1 Match <input type="checkbox"/> For Profit 3:1 Match	Website
Tax ID #	Advertising/Marketing dollars requested for this grant utilizing the required criteria:

Past attendance for this event: (Note-This information is for tracking purposes only and is not part of the criteria to be awarded this grant.)

2023- 2022- 2021- 2020- 2019-

For the purposes of this grant, we ask for the **maximum amount you INTEND to request** in TOTAL from this grant. You do not need to provide information on publication or type of marketing used prior to your event. YOU WILL NEED TO present all invoices, location of publication reach, and copies of advertisements with proof of use of the ExploreHutchinson.com logo as outlined on the previous page. YOU WILL NEED to present all of this information within 60 days of your event to be paid.

PLEASE DO NOT request more than you will use.
We ask this so money is not tied up in your grant when it could be used for another event.

***I have read and understand the Tourism Marketing Grant Information provided to me, and believe all data included to be accurate.

Signed by person authorized to execute contracts for this organization

Date

Please return this application along with any other materials to:
Hutchinson Area Chamber of Commerce and Tourism
Attn: Tourism Marketing Grant
44 Main Street South
Hutchinson, MN 55350
mary@explorehutchinson.com

Office Use Only:

Received: _____

Approved: _____

Payment: _____