

**VISITOR AND PROMOTION BOARD
FUNDING APPLICATION**

DATE: _____

NAME OF BUSINESS/ORGANIZATION:

CONTACT PERSON:

ADDRESS:

PHONE NUMBER:

AMOUNT REQUESTED:

AMOUNT BEING REQUESTED UNDER WHICH PROMOTION GUIDELINE:
(See attached)

PLEASE EXPLAIN PROJECT:

BEGINNING DATE:

ENDING DATE:

HOW WILL THIS PROJECT PROMOTE MONROE AND INCREASE
TOURISM?

PLEASE LIST MEASURABLE GOALS AND EXPLAIN HOW YOU WILL
DETERMINE ACHIEVEMENT OF THOSE GOALS?

HOW WILL THIS PROJECT BE REASONABLY LIKELY TO GENERATE
PAID OVERNIGHT STAYS AT MORE THAN ONE HOTEL/MOTEL
ESTABLISHMENT IN THE CITY OF MONROE?

Please return this form to the City Clerk's Office. The funding request will then be acted upon by the Visitor & Promotion Board. After approval, bills may be presented to the Comptroller's office for reimbursement up to the approved amount.

Distribution Guidelines

Distributions can only be made for any of the following tourism promotion and development projects that will be significantly used by transient tourists and reasonably likely to generate paid overnight stays at more than one hotel/motel establishment in the City of Monroe:

1. **Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.**
2. **Transient tourist informational services**
3. **Tangible municipal development, including a convention center**

Guidelines for the distribution of City of Monroe Visitor and Promotion Funds. The following approaches for the distribution of funds will be considered when reviewing different categories of proposals:

1. Community Marketing activities designed to reach an audience outside of Monroe to promote the community as a destination will be funded at 100 percent.

2. Special Event Advertising designed to boost attendance at a one time or annual event will be funded based on size of project.

Small Projects (total operational budget less than \$25,000) will be funded fully up to \$500.00. Advertising expenses higher than \$500.00 will require matching funds on the remaining amount.

Large Projects (total operational budget greater than \$25,000) will be funded fully up to \$5000.00. Advertising expenses higher than \$5000.00 will require matching funds on the remaining amount.

=> Note granting of requests for special event advertising reimbursement will not exceed a total contribution by Visitor and Promotion of \$10,000.00

3. Funding for Tourism infrastructure projects and tangible municipal development will be funded at 100 percent. Projects which benefit only a specific organization would not qualify. Example: signs promoting a specific business or organization and not the overall community would not qualify for funding.

4. One-Time-One-Of-A-Kind Promotions which contains elements which serve in promoting Monroe. A grant for a project could only be awarded once. Repeated programs or annual events would not continually qualify. The grants would be reviewed based on the following criteria:

A maximum of \$15,000.00 of combined annual requests could be funded in any one year with a maximum of \$10,000.00 given to any one project. After the first \$500.00 in Visitor and Promotion funds, the remaining request would have to be supported with matching funds.

The following definitions should be used as a guideline:

Media Advertising – Includes newspapers, TV, magazines, and radio. To qualify for funds the audience has to be at least 60 miles from the City of Monroe

Brochures – Cost of creation and distribution could qualify for funds. Distributions of printed materials have to be 60 miles from the City of Monroe. A copy of the brochure will be required when submitting requests for funds.

Distributions cost could also include a booth, i.e., a trade show. But no funds will be paid for an individual's time or expense while at said trade show.

Web sites - The setting up and updating of a web site may qualify for funds. A copy of materials on the web site has to be presented to Committee prior to the approval and distribution of any funds.

Web sites should provide information of the event, which should include places to stay.

Committee could also request information on distances individuals are traveling to attend.

Conventions, sporting events and bus tours –

Submission of cost, distance traveled by participants and/or spectators to the event will be required prior to the approval of funds.

Transient's tourist information services –

Flyers and/or brochures, which promote the City of Monroe. These items should contain places to stay, eat, visit, and shop.

Municipal developments –

Could include convention center or other structures, which will promote tourism in the City of Monroe.

Project - An activity the purpose of which is to increase tourism. "Project" includes the development of publicity, the development and media placement of advertising, or direct mail, which is a part of the advertising plan of the applicant.