

2012 CARLTON COUNTY TOURISM GRANT PROGRAM

Program Overview

The purpose of this grant fund is to leverage county funds, private funds and volunteer efforts to develop innovative tourism/promotional opportunities in Carlton County.

Grant Guidelines

- Applicants must be Secretary of State recognized corporations. When that designation is not available, be an association licensed with a state/federal agency. (No religious organizations)
- Funding limits of \$100 - \$1,000 per grant application.
- Applications are accepted at the Carlton County Economic Development Office, PO Box 607 Carlton, MN 55718, via Fax (218) 384-8600, or via email at EconomicDevelopment@co.carlton.mn.us .
- This is a reimbursement grant intended to leverage locally funded promotions and not replace existing funding. Consideration will be given to the amount and quality of project matching funds and in kind contributions.
- The intent of this program is to provide assistance throughout Carlton County and consideration shall be given to amounts awarded and number of grants approved per year for any particular region in the county.
- Tourism Grant Funds shall be used to fund innovative promotional initiatives for existing events or to advertise/market new events occurring in Carlton County. (The Tourism Grant Program will consider innovative promotional initiatives that have not occurred in the previous three years.)High priority projects are targeted towards attracting extended stay tourism visits to Carlton County. Special recognition will be given to new advertising/promotion activities that reach a new market.
- Promotional/marketing initiatives may include but are not limited to media advertising, printed publications, internet marketing, and signage. The following initiatives will not be reimbursed:
 - Staff salaries associated with the event.
 - Prizes awarded as a promotion of the tourism event.
 - Reimbursement of expenses occurring prior to grant approval.

Grant Procedure

1. Organization completes and signs application (to include estimates and proof of Secretary of State status) and submits application to Carlton County Economic Development.
2. The Carlton County Economic Development Department conducts an assessment to discuss the best options to move forward with the project as well as determine the rate of possible return on investment.
3. Staff reviews application and makes recommendations to the Economic Development Authority.
4. The Carlton County Economic Development Authority reviews the application and preliminarily approves project funding.
5. The applicant implements project plan as outlined, and the event occurs as outlined in application.
6. Applicant completes a written evaluation summarizing the project plan to include: invoice for initiative on the expense chart, copies of the invoice to be reimbursed, and W-9. **All summary information and invoices must be submitted to the Carlton County Economic Development Department within 30 days after the event/project concludes.**
7. The EDA reviews the written summary and compares the allocation to the reimbursement request. The EDA makes recommendation to Carlton County Commissioners for reimbursement of costs.
8. Carlton County Commissioners approves recommendation.
9. Reimbursement is mailed to the organization.

CARLTON COUNTY TOURISM GRANT APPLICATION

Organization Name:

Event Name: Event Date:

Contact Name: Contact Phone #:

Organization Address:

Event Location: Years Event has been held:

Funding Request: Total Budget:

Estimated (Proposed) number of visitors event attracts per year:

What innovative promotional initiatives will be used to attract extended stay tourism visitations to Carlton County? What other sources of income will be provided? When will the project/event begin?

Description of New Advertising Initiative	Estimate for Initiative (Request)	Invoice for Initiative (Reimbursement)
Total	\$	\$

Project Feedback:

Verification of Secretary of State Status Federal ID # ____ - _____

I have read the grant guidelines and procedures. I will review this application with Economic Development staff. I understand that the summary information and all invoices must be submitted to the Economic Development Department no later than 30 days from the conclusion of the event/project in order to receive reimbursement. I may not receive the grant funding if I fail to follow these guidelines.

Signature: _____ **Date:** _____