Fort Pierre Tourism and Promotion
Marketing Grant Letter of Intent
Deadline: February 1, 2016

GRANT PROJECT DIRECTOR & TITLE: _____

ORGANIZATION/BUSINESS: _____

ADDRESS: _____

PHONE: _____ FAX: _____

EMAIL: _____

TITLE OF PROJECT: _____

TOTAL AMOUNT REQUESTED: _____

Timeline Overview:

Letter of Intent form deadline **February 1, 2016** for spring/summer events; **August 1, 2016** for fall/winter events.

Grant Project Proposal Application due **3 months (90 days)** prior to event.

Grant approval/denial notification letter sent to applicants **60 days prior to event**.

Grant check will be mailed after the event/project is completed.

SIGNATURE OF GRANT PROJECT DIRECTOR: _____

TITLE: _____

DATE: _____

Mail Completed Forms to:
Fort Pierre Tourism & Promotion Council
C/o FPDC
PO Box 461
Fort Pierre, SD 57532

Regional Tourism Marketing Grant Guidelines

The FPTPC Local Marketing Grant will assist in **marketing efforts for _new projects or _events,_ or _expansion of existing marketing_**_._ Grants will be awarded from $250-$2500 with a **50% cash match required**. Grant guidelines are set and final project approval is made by the FPTPC Board of Directors.

Guidelines:

Funding will be awarded to individuals and businesses or organizations.

- **A Letter of Intent** form must be received by **February 1, 2016** for 2016 events.
- **Applications** must be received by 3 months (90 days) prior to event date.
- Applications must be detailed and complete, addressing each component of the Project Proposal Checklist.
- A **Project Evaluation Report** due to FPTPC 30 days after project completion.
- A Project Evaluation Report must summarize effectiveness of the project, including statistical results and include copies of any ads.
- Funding amount awarded may be less than requested at the discretion of the FPTPC Board.
- In-Kind donations will **not** be considered as matching funds.
- No funds will be awarded or paid for marketing done prior to grant approval.
- Events bringing outside guests into our community **will** be given every consideration
- Applicants must keep FPTPC informed on the status of the project.
- Applicants must receive approval from FPTPC of any changes to the previously approved project proposal.
- Must include FPTPC logo or "Partial funding provided by "Fort Pierre Tourism and Promotion Council".

Requirements for Reimbursement:

Checks will be sent to each project manager's business or organization directly from FPT&PC upon receipt of required invoices and upon completion of the project for which funds have been requested.

Fort Pierre Tourism and Promotion
Tourism Marketing Grant Application
Application Deadline: (3 months [90 days] prior to event date)

Please review the guidelines and requirements of the Tourism Marketing Grant Program in advance of completing this document. Send applications to: Board President, Fort Pierre Tourism and Promotions, PO Box 608, Fort Pierre, SD 57532, email applications to: fortpierretourism@gmail.com

APPLICANT INFORMATION:

Name of Primary Contact_____

Organization Name_____

Address_____

City_____State_____Zip Code_____

Phone_____Cell _____

Email Address_____Website (if applicable)_____

Name of Marketing Project_____

Location of Project_____

PROJECT PROPOSAL CHECKLIST:

Please provide detailed answers to the following criteria on a separate, typewritten document:

1. Project description, please be as detailed as possible, including project/event history and success rate.
2. Describe the project goals and how the project will increase tourism in your community/region.
3. Provide a detailed budget breakdown for your project including any funds from other organizations.
4. If the project is cooperative and/or receiving outside funding, please provide a list of all partners and their contact information.
5. Describe how the project's effectiveness will be evaluated including at least 2 quantifiable measurement tools.
6. Describe your current marketing plan including the total marketing budget amount.
7. If applicable, list the past three years of marketing efforts relating to this project.
8. List past grant money received and sources.

MATCHING FUNDS INFORMATION:
Total Project Budget: $_____ Amount Requested: $_____

I fully understand that if FPT&PC does not receive my completed grant packet, I will not receive the funding allotted from this grant or receive any reimbursement.

Signature:_____ Date:_____