



2015-2016 Tourism Marketing Grant

About the Program:

The Martinsville-Henry County Economic Development Corporation's (EDC) Tourism Division is offering a marketing co-op grant designed to assist the local tourism industry with marketing needs. Local tourism related businesses which contribute to the local tax base (Martinsville or Henry County) directly or indirectly are encouraged to apply:

- Hotels
- Campgrounds
- B&Bs/Inns
- Restaurants/Cafés
- Attractions
- Retail & Outlet Stores
- Spas
- Established Events
- Transportation

Awards may be up to \$1,000 per business; however, no award shall exceed 50% of the total marketing project. A marketing plan will be required in addition to an application and awardees must use approved local marketing providers. For more information contact Jennifer Doss, Director of Tourism: 276-403-5949 or jdoss@yesmartinsville.com.

Important Dates:

Summer 2015 Cycle

July 1	Summer Grant Cycle Opens
July 31	Grant Applications Due by 5 p.m.
August 15	Grant Applicants will be Notified of Funding Decisions
November 13	Deadline to Complete Grant Project (<i>some exceptions apply</i>)

Winter 2016 Cycle

January 1	Winter Grant Cycle Opens
January 29	Grant Applications Due by 5 p.m.
February 12	Grant Applicants will be Notified of Funding Decisions
May 13	Deadline to Complete Grant Project (<i>NO exceptions</i>)

Program Intent:

- To assist businesses in the Martinsville-Henry County tourism industry with the funding of professional marketing services, including the creation and placement of collateral materials.
- To aid in the stability and growth of these businesses, potentially increasing tax revenue and jobs within Martinsville and Henry County, Virginia.

Marketing Co-op Grant Program Amounts:

- Eligibility is determined at the discretion of Martinsville-Henry County Economic Development Corporation (EDC).
- Awards may not exceed \$1,000.
- Only one award may be granted to a business per grant cycle.
- Grant amounts shall not exceed 50% of total project cost or the allowable grant, whichever is less.

Approval Criteria:

- Must be a tourism related business currently licensed in and with its principal office located within the City of Martinsville or Henry County, VA.
- Applicants must use Marketing Service Providers, as approved by the Martinsville-Henry County EDC; all providers will be local businesses. Exceptions may be made on a case by case basis.
- Grant funds cannot be awarded for a project which has been initiated prior to the approval of a grant application.
- Grants are to be used for the creation or enhancement of marketing collateral and cannot be used for marketing consulting, domain registration, website hosting, general maintenance services, or annual subscriptions.
- Grants may not be used to create sites for multi-level marketing (MLM) or pyramid selling.
- Grant funds may not be used to fund projects which are also funded by other MHC EDC grant programs.

Approved Grant Uses:

- **Web Design and Development Services** – custom website design, information architecture and graphic user interface planning, database driven website design and development, graphics and photography/images, content management solutions, usability testing, advanced scripting and programming, custom database development, collaboration and social networking, website accessibility analysis, and maintenance contracts.

- E-Commerce Services – shopping carts, donation and membership systems, online security assessments and testing controls.
 - Internet Marketing Services – e-mail marketing, search engine marketing, search engine optimization, e-Newsletters, blogs and RSS.
 - Other website services as approved at the discretion of Martinsville-Henry County EDC.
 - Websites should link back to www.VisitMartinsville.com.
- **Other Marketing Services**
 - Graphic design services and/or printing of logos, letterhead, envelopes, mailing labels, brochures, business cards, flyers, print ads, or other related marketing collateral.
 - Print ad placement including newspapers, magazines, trade publications, billboards or other approved media.
 - Development, videography and placement for television commercials.
 - Radio advertisement development and media placement.
 - Photography services essential to marketing collateral.
 - Business Signage

Grant Application Process:

1. Qualified businesses obtain an application package from the Tourism website, www.VisitMartinsville.com or by picking up a packet from the MHC Visitor Center located at 191 Fayette Street Martinsville, VA.
2. Applicant completes the application form and marketing plan and submits the signed application via mail or hand delivery (no online or e-mailed applications will be accepted); please mail applications to P.O. Box 631, Martinsville, VA 24114 or drop them off at the MHC Visitor Center.
3. An e-mail will be sent to Applicant verifying the receipt of a complete application package or notification of an incomplete application package.
4. Application is reviewed and is approved or denied by the EDC's Tourism Division, in its sole discretion.
5. A letter will be sent to Applicant informing it of the decision and, if approved, providing notice of the amount of grant funding it is eligible to receive.
6. Applicant must obtain a contract with the service provider setting the scope of the services to be provided by the service provider. The contract must be approved by EDC and will be attached to, and become part of the Grant Agreement between the Applicant and EDC. The contract with the service provider should be conditioned upon the approval by EDC and the issuance of the Grant.
7. MHC EDC will reserve the right to publicize provider and an award winner's name, website, and photograph to promote program success.

Grant Payments:

Authorized service provider must complete the project as quoted and invoice the grantee for its services. A grant check will be issued to the service provider for the grant amount after proof of payment by the grantee is received.

The following documents must be submitted with the application:

- Copy of current business license for Martinsville or Henry County.
- Marketing Plan, including measurable marketing goals. Your marketing plan should address the following:
 1. **Target Market** - Briefly mention your target market for your company, website, product, etc., including any important demographics.
 2. **Industry Trends** - Are there any industry trends that would affect your marketing strategy (such as major growth or decline in your specific industry within certain markets)?
 3. **Goal(s)** - What is the goal of your marketing efforts? What do you want to accomplish? Make your goals specific and measureable.
 4. **Strategies** - In a general sense, how do you plan to reach your goals? These shouldn't be specific tactics (like send a weekly newsletter), but should be broad in nature (such as increasing repeat visitor traffic, if your goal were to grow to 100,000 page views per day while marketing your website).
 5. **Yearly Marketing Budget** - Simply include your predetermined marketing budget, so you know what you have to work with when planning out your marketing tactics.
 6. **Marketing Mix** - Here's where you'll tackle the 4 Ps of Marketing.
 - a. **Product (or service)** - Simply mention what your product / service is. What is it that you're marketing? A tool? A professional service? Information?
 - b. **Price** - How will the pricing model of your products/services factor into your marketing? Will you sell with a low price on a value principle? A high price to target a luxury market?
 - c. **Placement** (also referred to as distribution) - Placement means where you will physically or figuratively "place" your products or services, to make them visible to your target market. Will you sell through special in-store displays?

What kind of stores? Will you sell through a catalog? Your own website?
Online through affiliates? etc.

d. **Promotion** - Give a very general overview of how you intend to promote your products or services. How will you build your brand?

7. **Top 3 Competitors** - Who are the top three competitors that you need to position yourself against? For example, if you're an online book seller focusing on a niche of selling mysteries, Amazon.com won't be one of your top three competitors. You'll need to position yourself against other online booksellers in your specific niche before trying to go after the "big guys". Keep things as realistic as possible. Who's competing against you in the most direct sense?

8. **Your Strengths** - What are your particular strengths which might help you position yourself against your competitors?

9. **Your Weaknesses** - What are your weaknesses, or potential barriers to positioning yourself against your competitors? (Everyone has them.) For example, are you new to the industry? Do you have a smaller product line? etc.

10. **Monthly Tactics** - Using the rest of your marketing plan as a guide, determine where your chosen marketing tactics should fit into your yearly plan. For example, using the book-selling scenario again, if there were a specific week or month focused nationally or internationally on reading or your specific niche, you might want to focus certain marketing efforts around that time (like a sale, having online chat sessions set up with select authors, etc.).



Tourism Division Marketing Co-op Grant Program
Business Application Part I

GENERAL INFORMATION

Legal Business Name:	Physical Address:
Federal EIN:	
Type of Business Organization: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Co. <input type="checkbox"/> Corporation <input type="checkbox"/> Other: _____	Mailing Address:
Contact Person & Title:	Contact's Phone #:
Doing Business As or Trade Name:	Contact's E-mail Address:
Web Address:	Year Business Established:
Current Annual Gross Sales:	Number of Employees:
Is Martinsville or Henry County the primary location for the business listed on this application? <input type="checkbox"/> Yes <input type="checkbox"/> No	Are any tax obligations, including payroll taxes past due? <input type="checkbox"/> Yes <input type="checkbox"/> No
Is the business listed on this application involved in any suit or legal action related to the work it has performed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Authorization The undersigned authorizes Martinsville-Henry County Economic Development Corporation to verify any and all information furnished in connection with this application. Everything that has been stated in the application is correct to the best of my knowledge. My signature below indicates that I have read, understand and will adhere to the Marketing Co-op Grant Program Guidelines. I understand that applications are approved or denied at the sole discretion of the EDC.	
<div style="display: flex; justify-content: space-between;"> <div>_____</div> <div>_____</div> </div> <div style="display: flex; justify-content: space-between;"> <div>Signature of Applicant</div> <div>Date</div> </div>	

Business Application Part II

1) Please check the list of service categories which will be included in your proposed marketing project and provide a total amount for each line item:

- ☐ \$_____ Web Design and Development Services – custom website design, information architecture and graphic user interface planning, database driven website design and development, graphics and photography/images, content management solutions, usability testing, advanced scripting and programming, custom database development, collaboration and social networking, website accessibility analysis, and maintenance contracts.
- ☐ \$_____ E-Commerce Services – Shopping carts, donation and membership systems, online security assessments and testing controls.
- ☐ \$_____ Internet Marketing Services – e-mail marketing, search engine marketing, search engine optimization, e-Newsletters, blogs and RSS.
- ☐ \$_____ Signage – including graphic design and sign fabrication.
- ☐ \$_____ Printing Services – including graphic design for brochures, letterhead, envelopes, flyers, business cards, print advertisements and other printed publications.
- ☐ \$_____ Graphic Design only, without printing services.
- ☐ \$_____ Videography – including development.
- ☐ \$_____ Photography Services essential to marketing collateral or website development.
- ☐ \$_____ Development, videography and placement for television commercials
- ☐ \$_____ Development and placement for radio commercials
- ☐ \$_____ Print Advertisement – newspaper, billboard, magazines, trade publications, or other approved media. Viewer/reader demographics and audience size must be provided.
- ☐ \$_____ Membership or appropriate advertising and sponsorship opportunities. Note that domain registration, website hosting or marketing consulting shall not be covered with grant funds.

Note that domain registration, website hosting or marketing consulting shall not be covered with grant funds.

2) Attach a detailed copy of quote(s) from local marketing provider(s), including project timeline and any applicable supplemental material for consideration.

Sample Projects:



Uptown Sweets Decals by What's Your Sign?, 2013



Tri-fold Brochures for Studio 107 & Piedmont Arts
Designed In-house, Printed by Quality Printing, 2012



Art at The Rives Tradeshow/Festival Display
Printed by Casting Logos, 2013



TheVirginiaHomeInn.com,
Designed by HD Web Studio, 2011



Smith River Sports Complex Weekly Informational
Video Shorts on BTW21, 2012



DippersHomemadeIceCream.com,
Designed by HD Web Studio, 2013