



## COMMUNITY ATTRACTION AND TOURISM PROGRAM MARKETING APPLICATION

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### **Introduction**

The Community Attraction and Tourism program (CAT) is designed to assist communities in the development and creation of multiple purpose attraction or tourism facilities. This program can help position a community to take advantage of economic development opportunities in tourism, and strengthen a community's competitiveness as a place to work and live.

### **Allocation of Funds**

Legislation has allocated a total of \$100,000 of each annual CAT allocation be used to provide financial assistance for the marketing of Vision Iowa CAT and RECAT projects.

### **Eligible Applicants**

Eligible applicants include a city, county or non-profit organization that has received financial assistance from the Vision Iowa/CAT program.

The applicant should be the intended entity to contract with the Vision Iowa Board to receive CAT Marketing funds and undertake the funded activity.

### **Deadlines for Application Submission**

Applications must be received by 4:30 p.m. on Friday, November 4, 2011. Applications are not accepted by fax or e-mail. Applications must be delivered in person, by mail or courier to:

Vision Iowa Program Manager  
Iowa Economic Development Authority  
200 East Grand Avenue  
Des Moines, Iowa 50309-1819

### **Eligible Project & Use of Funding**

The funding may be used to place in-state or out-of-state advertising in newspapers, magazines, radio, television or online. Media outlets that are sponsored or subsidized by the State of Iowa are not eligible. Examples include: Iowa Outdoors, the Iowa Travel Guide and Iowa Public Radio. The advertising must appear between January 1, 2012, and December 31, 2012.

The primary focus of the advertising must be a project that received Vision Iowa/CAT financial assistance. The project must have an existing website.

### **Eligible Expenses**

Eligible expenses for the grant are advertising placement costs (design and production costs are not eligible). Quoted bids or estimates must be attached to the application.

Expenses previously incurred cannot be counted.

### **Maximum Grants**

The maximum grant available is \$15,000. There is no minimum grant amount.

### **Local Match Requirements:**

Local cash match must be at least 50% of the total project cost. Documentation of local match funds is required. Local match must be secured locally; other state funds are not eligible match.

### **Format**

All applications must be typed and follow the format of the application. Quoted estimates/bids, letters committing cash match and a sample of the ad must be attached to the application. One original and fifteen (15) copies should be submitted.

### **Contract Agreement and Reimbursement:**

Award recipients will contract directly with the Vision Iowa Board. Grants will be release on the following schedule. Fifty percent (50%) of the awarded amount will be released to the recipient immediately following the execution of the CAT Marketing Agreement.

The remaining fifty percent (50%) will be released upon the receipt of a completed final report and the necessary attachments to that report.

### **Reports**

A written report must be submitted to the Vision Iowa Program Manager within 60 days of the placement of the advertising summarizing the results of the advertising placement. The report will require a description and supplemental information regarding how you tracked and measured the effectiveness of your ad and your return on investment.

Tearsheets from magazines and newspapers, affidavits and a copy of the spot for broadcast ads, screen shots of online ads or a proof of posting photo for billboards should be attached to your report.

Documentation of project expenses will be required. Documentation includes copies of the paid invoices and an indication of how and when each was paid.

### **Review Committee**

The review committee will consist of members, appointed by the chair of the Vision Iowa Board.

The review committee will read and score all of the applications received and make recommendations to the Vision Iowa Board on the applications to be funded.

### **Evaluation**

Applications will be evaluated out of 50 points. A minimum of 30 points must be earned to receive financial assistance.

Incomplete applications will be disqualified.

### **Notification**

The Review Committee will make funding recommendations at the December 14, 2011, Vision Iowa Board Meeting.

Return Completed Application to:  
Vision Iowa Program Manager  
Iowa Economic Development Authority  
200 East Grand Avenue, Des Moines, Iowa 50309-1819  
515.725.3085 (phone)  
515.725.3010 (fax)  
[visioniowa@iowa.gov](mailto:visioniowa@iowa.gov)

**PART I**

**Applicant & Project Information**

Organization (must be a Vision Iowa Recipient): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail \_\_\_\_\_

Project website (required): \_\_\_\_\_

Total Advertising Placement Cost: \$ \_\_\_\_\_

Amount Requested (cannot exceed 50% of total or \$15,000): \$ \_\_\_\_\_

Local Match Amount: \$ \_\_\_\_\_

Source of Local Match (cannot be state funding): \_\_\_\_\_

Description of Advertising Project: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

When was financial assistance received from Vision Iowa/CAT? \_\_\_\_\_

How much was received from Vision Iowa/CAT? \_\_\_\_\_

Vision Iowa/CAT/RECAT Contract #: \_\_\_\_\_

## **PART II**

### **Advertising Project Description**

#### **Eligible advertising:**

Print media (newspaper and magazines) – Please include the name and location of the print medium, specific insertion dates of the ad (do not clump insertion dates such as Feb-April), and size of ad.

Radio – List the name and location of the radio station, the air dates (do not clump insertion dates into months such as Feb-April), and the length as well as the frequency. (If exact dates/times of radio buys are not confirmed, please include a tentative schedule.)

Television – Include the name of the station, location, dates ad will run (do not clump insertion dates into months such as Feb-April), and length of ad. (If exact dates/times of television buys are not confirmed, please include a tentative schedule.)

Online/new media advertising – List the vendor's Web site and/or the new media that will be used and the dates the ad will appear.

1. Describe what advertising you will place, from the above list, and what Vision Iowa/CAT project your advertising will promote. Please be specific when you describe the proposed advertisements, the media outlets that will be used, and time frame. If you anticipate needing some flexibility in these plans, please explain. **PLEASE NOTE: awards will be made contingent on the ads crediting the Vision Iowa Program for the cooperative effort.** (5 points)
  - a. Attach a copy or mock up of the ad (for print and online ads) or ad copy/script (for broadcast).
2. Describe how this advertising relates to your overall marketing efforts and why you believe it will be successful. (5 points)
  - a. Identify your target market for advertising and specifically identify the target market for the advertising that this grant would support. Indicate if this is a new target market or market expansion of a current target market for your organization. (10 points)
  - b. Include how the advertising will reach your target market and audience and how your marketing efforts will compliment your organization's regional and/or statewide advertising efforts. (10 points)
    - i. Describe why and how you selected the medium to use.
    - ii. Explain the estimated number of people the advertising will reach.
    - iii. If available, attach a copy of your organizations comprehensive marketing plan.
3. Describe how you will track and measure the effectiveness of your advertising; this information is required for your 60 day post-advertising report. (20 points)
  - a. Examples of tracking might include the number of inquires received, web site user sessions, guest book signatures, attendance logs, etc.
  - b. Explain how you will fulfill requests for information generated by the advertising.
4. Provide attendance numbers for the last three years:  
Calendar year 2009  
Calendar year 2010  
Calendar year 2011 (through 9/30)



**PART IV**  
**Attachments**

1. Attach a copy or mock up of the ad, for print publications, or ad copy/script for broadcast (requested in PART II).
2. Quoted estimate for placement costs (requested in PART III).
3. Documentation of Local Match (requested in PART III).
4. If your organization has a marketing plan, please attach it.

I acknowledge that I have read and understand the application materials and administrative rules. Further, I give permission to the Vision Iowa Board or the Iowa Economic Development Authority to perform due diligence for reasonable evaluation of this proposal. I understand that all information submitted relating to this application is a public record. I certify that all representations, warranties, or statements made or furnished in connection with this application are true and correct in all material respects. I understand that it is a criminal violation under Iowa law to engage in deception and knowingly make, or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or subdivision.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_