

# Tourism Marketing Incentive Program FY 2011/12



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# Deadlines and Applicants



The Tourism Marketing Incentive Program offers reimbursement for projects, which are in direct support of the promotion and marketing efforts of a tourism event, attraction or geographic area.

## Program Deadlines:

- Program Year Runs July 1 – June 30
- June 1 Application Deadline
- Feb 1 Reimbursement Deadline for Projects Completed July – December
- Aug 1 Reimbursement Deadline for Projects Completed January – June

## Who can apply?

- Tourism Non-Profit Organizations with 501c3 or 501c6 Status.
- Applicants that are a Kentucky Based Organization

## Ineligible Applicants:

- Federal Agencies
- State Agencies and their non profit affiliates
- State-wide Organizations
- Organizations that receive funding from other state agencies for the purpose of sponsorship or advertising
- State or Federal Grants can not be used to match Tourism Marketing Incentive Program funds

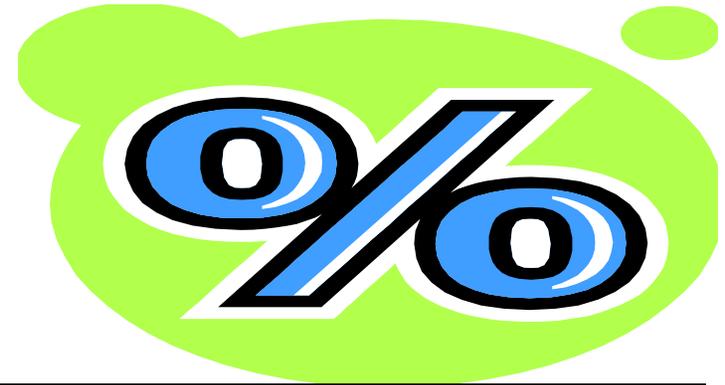


# Sample List of Eligible Projects



- Tourism publications
- Advertisements in newspaper, publications, TV, radio, internet including meeting and convention advertising
- Brochure distribution
- Billboards/Signage
- Group tour marketplace, meeting & conventions and consumer travel shows expenses
- Sponsorship/Bid fees of tourism trade shows, conventions and events
- Research for destination needs, asset analysis and visitor profile

# Funding Percentages



Applicant	Percentage based on co-op participation with the KY Department of Travel & Tourism	Percentage based on projects that are not co-ops with KY Department of Travel & Tourism
Regional Committees (designated by the KY Department of Travel & Tourism)	100	80
<b>Advertising in the 2012 Kentucky's Official Vacation Guide (all applicants)</b>	100	
CVB or Tourist Commission	90	50
Other Non Profit Organizations (attractions/festivals/etc)	70	50
Bid Fee for Conventions		80
Bid Fee to Bring NEW Events		70



# The Formula

- Funding is Distributed Based on a Formula to Calculate County Allotments:
  - Two factors are used to determine county allotments – County population and tourism expenditures.
- Once Calculated:
  - Tourism Commission's are eligible to receive up to 70% of the county allotment.
  - All other applicants are eligible to receive up to 30% of the county allotment.
- Counties with Multiple Tourist Commissions:
  - After the county allotment is determined then the counties with multiple tourist commission will be calculated based on number of rooms within the city.
  - If a tourist commission does not have any or few hotel/motel rooms they will automatically be eligible for 25% of the allotment.
- Any new tourist commission established after July 1, 2009 will not be eligible:
  - For two years
  - Must have at least part-time paid director
  - Source of funding
  - Established budget and marketing plan



# Eligible Project Information

- Tourism Publications, Videos, CDs & DVDs
  - Funds are available for production and printing. Three written bids are required if printing costs exceeds \$1,000
  - Must be 4 color brochure cover
  - A distribution plan is required (without printing project will be denied) Brochure distribution services are eligible as well
  - All publications & videos must be reviewed and approved by program manager PRIOR to final production
  - Front or back of brochures must include current advertising brand of Kentucky (unless advertising is in conjunction with a KY Department of Travel & Tourism co-op) and tag line stating “Paid in part by the KY Department of Travel & Tourism” is required
  - We reserve the right to say NO
- Advertising
  - Funds available for newspaper, magazine, radio, TV, internet, sports media, meeting & convention advertising
  - Media time, production costs and media placement are eligible
  - All ads must have the advertising brand of Kentucky
  - Advertising must be 50 miles away from location with the exception of major media markets listed below and 25% of the costs are eligible:
    - Cincinnati, Evansville, Huntington, Louisville, Lexington, Paducah, Owensboro and Bowling Green
- Consumer Travel Shows, Group Marketplaces, Meeting/Convention Trade Shows and Expos
  - Funds are available to cover cost to purchase exhibits, artwork, photographs and brochure racks
  - Booth space and furniture rental
  - Registration fees to interview perspective group tour operators
  - County fairs and festivals are not eligible
- Web-site
  - Funds are available for design of web site
  - Link to state and regional web sites are required
  - Web site that contains ad sales is not eligible
- Billboards & Signage
  - Billboards must be located 20 miles from location and on interstates or major access highways
  - Billboards must include the advertising brand of Kentucky
  - TODS (Tourist Oriented Directional) and Fifth Legends (Attraction Logo) as well as artwork, design and production are eligible
- Changes to application: If you have projects that come up during the program year that you would like to use your contingency funds or amend your application just submit a letter stating the projects and request approval. This can even be completed over an email. We just need to attach the request to your application.

# More to Know



- Sponsorship Bid Fee of Trade Shows, Convention and Events
  - Sponsorship that may create an economic impact for the state are eligible
  - Sponsorship of overall convention partner or event are eligible (but not limited to overall)
  - Tourism Industry events that are **not** eligible:
    - KY Tourism Council,
    - KY Assoc of Convention & Visitor Bureaus
    - **KY Association meetings and conference**
    - **In-state or local events and conferences**
    - Sports related events need to be submitted to KY Sports Authority
- Convention Sponsorship/bid fee that guarantees room nights will be reimbursed 80%
- New Event sponsorship will be reimbursed 70% and 50% for reoccurring events





## And Something New to Know

- Research is now eligible for reimbursement
  - Funds may be used for destination needs, asset analysis and visitor profile research
  - Must be clear relationship to planning and executing tourism marketing & promotion
  - Economic Impact and Future Capital projects are not eligible
  - Research request must be approved in advance and outside firms, organizations or individuals must meet the following criteria:
    - In operation at least 2 years, if a firm or organization: if an individual at least 5 years of relevant experience
    - At least 3 references
    - Demonstrate expertise in the type of services to be rendered

# Submit the Following Documentation with Reimbursement

- > Exact name of organization as it appears on non profit documentation
  - > Sign the reimbursement form
    - > Include the CORRECT Federal ID number
    - > Copy of invoices
    - > Cancelled checks
    - > Picture of billboard
    - > Tear sheets, copies of radio scripts or TV ads
    - > 4 copies of any printed brochure
  - > Sponsorship contracts
- > Copy of homepage showing links to region and state web sites



**When you forget documents it only slows down the process**



Confused?

Visit our web site at [kentuckytourism.com/industry](http://kentuckytourism.com/industry)  
then click on Tourism Marketing Incentive Program

or

Send us an email at [Rhonda.nix@ky.gov](mailto:Rhonda.nix@ky.gov)  
[Mary.Boden@ky.gov](mailto:Mary.Boden@ky.gov)

PLEASE be sure to read the Administrative Regulations for full explanation of guidelines and requirements. This is only a quick reference tool.