

Marshall Tourism Grant Proposal

Tourism Grant Proposal Guidelines and Application
2021 funding period

Directions: Thank you for your interest in Marshall tourism. Complete the proposal and submit it to:
Marshall-Saline Development Corporation: 1455 W. Arrow PO Box 427 Marshall, MO 65340
Emailed proposals are also accepted: **Incomplete proposals will not be considered for funding.**
Mary Keller - mary@marshall-saline-dev.com or Carolyn Pearson - carolyn@marshall-saline-dev.com

DEADLINES:

Annual Proposal Review: October 31st. Proposals will be reviewed by the Marshall Tourism Commission at its November meeting for funding during the 2021 calendar year.

Semi-Annual Proposal Submission: April 30th. Proposals will be reviewed by the Marshall Tourism Commission at its next regularly scheduled meeting for funding during the 2021 calendar year. **All proposals must be submitted at least 60 days prior to the date of the event.**

Tourism Affiliate Information

Project Name _____

Organization Name _____

Address _____

City, State, Zip _____

Tourism Affiliate Web Site: _____ Social Media: _____

Name & Address where the funds should be mailed: (if different than above)

Primary Contact _____ Phone # _____

Email address _____ Cell # _____

Second Contact _____ Phone # _____

Email address _____ Cell # _____

For promotion and coordination purposes, we encourage you to submit all tourism events to these web sites: VisitMarshallMO.com, MarshallMOChamber.com, KMMO.com, MarshallNews.com.
Please call MSDC with any questions: 660.886.6889

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Section C1 - Marketing Evaluation Criteria: In order for the Marshall Tourism Commission to better understand your request, please list all marketing and promotion expenses you have budgeted. Provide a line item breakdown of the following budget amounts. **List estimated costs (in detail) for all marketing and promotional components of your project.** Complete the form provided below or attach a separate sheet, using the same format.

Name of organization _____

Categories	List Providers & Expense Details	Funded by Affiliate or other sources (grants, donations) (A)	Requested from Tourism Commission (B)
MEDIA: Radio Newspapers Magazines			
PRODUCTION: Design and Layout Photography			
PRINTED MATERIAL Brochures / Flyers / Rack Cards etc.			
Outdoor Advertising Highway Signage			
Other: web design, social media campaigns, audio visual, market research-related to project			
Total of Marketing and Promotional budgeted items		(A + B) \$	_____
Total of Not Requested or Non-Qualifying Amounts		(A) \$	_____
Total of Requested or Qualifying Amounts		(B) \$	_____

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Section D1 - Development Evaluation Criteria: In order for the Marshall Tourism Commission to better understand your request, please list all development expenses you have budgeted. Provide a line item breakdown of the budget amounts. **List estimated costs (in detail) for all components of your project.** Complete the form provided below or attach a separate sheet, using the same format.

Name of organization _____

Categories	List Providers & Expense Details	Funded by Affiliate or other sources (grants, donations) (A)	Requested from Tourism Commission (B)
Acquisition of sites/buildings Purchase Cost			
Development of parks/Recreation facilities, tourist facilities, etc (parking lots, lighting, landscape, signage, restrooms, site furniture, fencing, excavation, interpretive plaques)			
Professional Services/ Research (appraisals, surveys, legal cost, construction engineering, feasibility studies, development plans, exhibit design plans, consultant services, travel associated with research, grant writing, architectural drawings)			
Capital Improvements (Labor/construction costs, materials, maintenance, electrical, alarm/security systems, site/building renovations)			
Operating Expenses (Rent, utilities, insurance, janitorial, security system services, trash, telephone, general repair and upkeep, financial reporting/audit)			
Other (equipment, supplies, artifacts, research library, collection care materials)			
Total of Development budgeted items		(A + B)	\$ _____
Total of Not Requested or Non-Qualifying Amounts		(A)	\$ _____
Total of Requested or Qualified Amounts		(B)	\$ _____

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Please answer all questions for Marketing (C1) and/or Development (D1).

1. Describe your project clearly and concisely. If your project is a specific event, include the location and the date(s) of your event, admission fee. If your project is an on-going year-round event, include hours of operation and/or months of operation.
2. Describe the overall market plan your event/activity. Give reasons for the type and placement of printed advertising and plan for distribution of printed materials such as brochures, flyers, letters, etc. Describe any plans for non-print advertising such as web-site and social media.
3. Describe how this project will increase visitation, length of stay and/or economic benefit in the area. Estimate the expected attendance and your method of calculating the attendance and the overall outcome of your project.
4. Explain how this project demonstrates financial and/or other partnership between two or more eligible organizations.
5. Summarize the most recent history of your event including attendance figures and number of out of county/state attendees. Include a summary of the most recent visitor information you have regarding your event or activity.
6. Summarize your other activities and events that occur throughout the year that promote your organization, involve partnerships and create opportunities for funding.