



2023 Miami County Tourism Grant Program Guidelines

The mission of the Miami County Visitors & Convention Bureau (MCVCB) is to position Miami County as a preferred travel destination, supporting economic stability to enhance the Quality of Life in the region.

The purpose of the Miami County Visitors & Convention Bureau's Tourism Grant Program:

- To help develop or bolster destination assets and the visitor experience in Miami County driving visitation, overnight stays, and increased visitor spending to area communities.
- To enhance the liveability of the area by strengthening Miami County's destination assets.
- To support and encourage collaboration within Miami County and the region.
- To assist local and regional organizations in need of financial assistance for new or improved projects that are in line with the MCVCB mission.

Grant amount available per project/event/program: Up to a maximum of \$5000.

There is \$30,000 in grant funds available for 2023. Deadline to submit a grant application for 2023 funding is October 15, 2022. Grant recipients will be notified by December 1, 2022.

Project Guidelines

Anyone involved in tourism-related activity in Miami County may apply for a MCVCB grant according to the following guidelines:

- Project/Event/Program must help enhance Miami County's image as a visitor/group destination.
- Project/Event/Program must be tourism-related and designed to strengthen the visitor/resident experience within the county and increase the potential of visitation from outside the area.
- Project/Event/Program must demonstrate a measurable community or economic benefit.
- Tourism grant dollars may not represent more than 50% of the total project/event costs.
- Priority will be given to first time projects and projects which promote to out-of-county visitors and have more than a local impact.
- When making decisions on grant applications, the MCVCB will consider such factors as:
 - o Type and scope of the applying organization
 - o Applying organization's resources
 - o Impact and priority of the proposed project

- Timeline of the project
 - Other funding sources and support for the project
 - Is there a marketing plan associated with the project?
 - Does the project/event capitalize on off-peak or shoulder seasons, bringing guests to the community during times they wouldn't normally visit?
 - The project's ability to increase and track overnight stays and visitor revenue in Miami County
 - Number of grant applications received
 - Grant dollars requested from applications received
- Funding is not granted to an organization for administrative, clerical, personnel, or office equipment/furniture costs.
 - The MCVCB has the sole and final approval in granting these funds. Grant funds are limited. Only fully completed applications will be considered.
 - No more than one grant application may be submitted by any one organization per calendar year.
 - Recognition of the MCVCB must be included on the project, i.e. brochures, advertisements, press releases, hyperlink to the MCVCB's website from awarded organization's website.

Funding Uses

Grant funds may be used for but are not limited to:

- New or expanded projects or events that elevate the visitor experience within the destination
- Photography and Videography
- Community wayfinding signage or placemaking
- Enhancements to visitor attractions and museums (programming and activities, art installations, interactive exhibits, hands-on experiences, etc.)
- Marketing and promotional Opportunities
- Other expenses as approved by the MCVCB Grant Committee

Procedures

Applications are currently being accepted for grants to be used in 2023 and will be evaluated by the Miami County Visitors & Convention Bureau's Grants Committee. Applicants will be notified after the MCVCB Grants Committee has met regarding the approval or denial of their requests.

- Only fully completed grant applications will be accepted.
- Type or print application clearly. Additional pages may be attached if necessary.
- A grant may be awarded for less than the amount requested, depending on the number of applications received and the information provided in the application.
- Approved grants will be paid directly to the grant recipient only. No payments will be made directly to vendors.

- Should plans for an approved grant be changed, the MCVCB must be notified.
- Final proofs of any marketing/promotional materials must be approved by the MCVCB. In addition, copies of brochures, posters, press releases, etc. must be provided to the MCVCB and to the public for distribution/display as part of the process.
- Applications can be sent to:
Miami County Visitors & Convention Bureau
405 SW Public Square, Suite 272
Troy, Ohio 45373

Or emailed to Leiann Stewart at lstewart@homegrowngreat.com

Deadline to submit a grant application for 2023 funding is October 15, 2022. Grant recipients will be notified by December 1, 2022.

If application is approved, the awarded organization must agree to the following:

- To include the MCVCB on marketing and promotional materials and social media posts recognizing the MCVCB as a funding source (All brand guidelines must be followed when using the MCVCB logo, these will be provided to the grant recipient).
- Must include a link to www.homegrowngreat.com on their website.
- Provide hi-res images and/or videos from the project or event to the MCVCB for promotional use.
- Submit a final grant report within 60 days of the completion of the project/event/program outlining accomplishments, challenges, and proof of completion. Please include supporting collateral such as marketing materials, photos, media attention, copies of invoices, etc.



2023 Miami County Tourism Grant Program Application

There is \$30,000 in grant funds available for 2023. Deadline to submit a grant application for 2023 funding is October 15, 2022. Grant recipients will be notified by December 1, 2022.

Date ____/____/____

Project Name _____

Organization Applying for Grant _____

Contact Name _____ Email _____

Address _____ Phone _____

City _____, OH Zip Code _____

Applications for new initiatives are given priority. All applications will be evaluated as submitted until program funding is exhausted or deadline is reached.

Planned Completion Date ____/____/____ (Funds must be used prior to Dec. 31, 2023)

Grant Amount Requested _____ Total Project Budget _____

Reach of project: Local ____ State ____ Regional ____ National ____ International ____

Questions: Please answer in the space provided or attach additional page if necessary.

What is the purpose of your grant request? How will you be using the funds?

What are your goals for your event, project, or program? How will this project enhance the visitor experience and quality of life for residents in Miami County? _____

What is the estimated number of lodging room nights and/or day-trip visitors your project will bring to the area? How will you track this information? _____

How do you plan to market your event, project, or program? _____

By submitting this application, you agree to the guidelines, terms, and conditions set forth by the Miami County Visitors & Convention Bureau.

Printed Name

Company/Organization Name

Signature

____/____/____
Date



2023 Miami County Tourism Final Grant Report

Final Grant Report is due within 60 days of completion of your project, event, or program.

Date ____/____/____

Project Name _____

Organization Applying for Grant _____

Contact Name _____ Email _____

Address _____ Phone _____

City _____, OH Zip Code _____

Grant Amount Awarded _____ Completion Date ____/____/____

Questions: Please answer in the space provided or attach additional page if necessary.

Please share highlights, accomplishments, challenges, and impact of your project, event, or program _____

Do you feel your project was a success? Why or Why not? _____

How were the grant funds used? _____

Please share how/if the project enhanced the visitor experience and quality of life of residents in Miami County? _____

Did this project, event, or program impact visitation, overnight stays, and additional visitor spending in the area and how? _____

Please attach any additional supporting documentation from your project, event, or program including but not limited to, marketing materials, promotional brochures and posters, media attention, images, social media engagements, copies of invoices, etc.