

Illinois Department of Commerce and Economic Opportunity Bureau of Tourism

Tourism Marketing Partnership Program

I. Purpose

Section 5 of the Illinois Promotion Act ("Act") (20 ILCS 665/1 et seq.) authorizes the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism to make grants to Illinois counties, municipalities, not-for-profit organizations, and local promotion groups for the promotion of tourism destinations, attractions, and events. For further explanation of the Tourism Marketing Partnership Program purpose and provisions, see the corresponding Illinois Administrative Rules found at 14 Ill. Adm. Code 510.

II. Intent

The intent of the Tourism Marketing Partnership Program (MPP) is to provide matching grants to help fund promotional projects that increase the economic impact of tourism throughout the State.

III. Funding Limitations/Percentage of Grant Awards

The total project cost must equal or exceed \$3,000 to be considered for a grant award. Eligible projects will be evaluated and funded according to the following percentages:

- Up to 40% of the total project cost may be funded for approved projects generating additional visitation to the area from outside 50 miles but generating limited overnight stays.
- Up to 50% of the total project cost may be funded for projects that generate significant visitation and overnight stays to the area.

The maximum grant amount for any one Grantee in a fiscal year will be \$50,000, unless a project is a cooperative marketing opportunity supported or promoted by the Department that includes partners across multiple jurisdictions. However, if on February 1 Program funds remain available; Grantees who have reached their maximum grant amount of \$50,000 can apply for grants to fund additional projects.

IV. Eligible Applicants

To qualify for the Tourism Marketing Partnership Program grant, an applicant must be an Illinois based not-for-profit Corporation or organization or a unit of local government in good standing with The Illinois Secretary of States Office or Office of The Illinois Attorney General.

V. Application Procedures

Applications under these Programs will be accepted on an ongoing basis beginning May 1, with grants awarded July 1 through the end of each Fiscal Year, or until all appropriated funds have been awarded. Applicants should submit their Application at least 60 days prior to the Project initiation date in order to be considered for funding.

An Application will be considered delivered on the date it is postmarked or hand delivered to
Manager, Tourism Marketing Partnership Program
Department of Commerce & Economic Opportunity
Bureau of Tourism
620 East Adams Street
Springfield, Illinois 62701

Applications must be typed or computer generated using the current approved format provided by the Department, including one original and six copies.

VI. Review of Applications

Within 30 business days after the Department receives the Application, the Program Manager shall notify the Applicant whether the Application and attachments are complete. This notice is not in any way an acknowledgment by the Department as to the adequacy of the substance of the Application.

If the Application and attachments are incomplete, the Applicant will be notified of the deficiencies and will have 20 business days to fix any deficiencies. In the event the Applicant fails to fix all deficiencies within the 20 business days, the Application shall be considered null and void.

Within 90 days from the date an application is determined to be complete, the Program Manager shall notify the Applicant that the Application has been approved or rejected. If the Application has been rejected, the Program Manager will state the reasons for that determination.

VII. Disbursement of Grant Funds

Once the project is completed, the required payment documentation must be submitted to the Department within 30 days in order to facilitate grant payment. Grant funds will be disbursed to the grantee upon receipt by the Department of a Grant Disbursement Reimbursement Summary Form, copies of original vendor invoices showing the actual costs incurred and obligated by the grantee, and proof of performance (i.e., print tear sheets, copies of brochures, photos of billboards, copies of video tape or audio tape, etc.).

VIII. Department Recognition

All projects funded through this Program must include the current Department identification, "Illinois. Mile After Magnificent Mile." Failure to include the current Department logo or appropriate identification will result in cost disallowance for that portion of the grant project. The graphic standards are available at www.commerce.state.il.us.graphics

All projects must be reviewed and approved by the Program Manager. The project number, as indicated on the Notice of Grant Award, must be included on all projects submitted for review. Five working days should be allowed for the review/approval process.

IX. Gratis Policy

All printed projects that are funded by this Program must be available free of charge to the public and may not be sold.

X. Eligible Promotional Projects/Activities include, but are not limited to, the following:

- Travel Related Promotional Materials: Costs related to production, design, and distribution of travel related brochures, visitor guides, direct mail literature or travel guides that are primarily used to promote areas outside of 50 miles from the Tourism Attractions, Tourism Destinations, or Tourism Events in Illinois. Production and printing of travel related promotional materials that are primarily used as fulfillment for advertising placed outside of 50 miles.
 - Up to 25% of the promotional materials can be distributed locally to encourage visitors to participate in more activities and visit more attractions at the destination.
 - Promotional materials specifications include: minimum quantity of 20,000, minimum printing of two-colors, and minimum paper stock 60# bond. The travel related brochures cannot exceed a finished size of 8 1/2" by 11".
 - The Department's logo must be included on all promotional materials or the grant project will not be funded. Penalties will be assessed on promotional materials that do not include the date and quantity printed (i.e., 7/09-20M); and a phone number or Web site address for visitors to contact in order to acquire accommodations and other visitor information.

- The Grantee shall provide up to 20% of the total brochures printed through the Program, if requested, for distribution through the Department's Tourist Information Centers;
- Media: Costs related to production, design, and placement for print advertising, radio advertising, on line advertising, out of home advertising, and television advertising directed toward areas outside of 50 miles from the Tourism Attraction, Tourism Destination or Tourism Event in Illinois. Grant funds cannot be used to pay for advertising placed within a 50-mile radius of the attraction, event, or area being promoted unless documentation can be provided that the destination receives a large percentage of its overnight stays from within a 50-mile radius. If such documentation is provided, up to 25% of the advertising budget can be placed within the 50-mile radius. Advertising placed in major metropolitan markets (cities of Chicago and St. Louis) that blankets the media's entire designated market area shall not count toward the 25% limit.;
- Billboards: Costs related to design and production of billboard artwork and rental of billboard space directed toward areas outside of 30 miles from the Tourism Attraction, Tourism Destination or Tourism Event in Illinois, unless the billboard is placed on an intrastate;
- Web Sites: Costs related to Web site development, including hosting fees, domain registration and related maintenance fees, search engine optimization and key word searches. The Web site must promote Tourism and also provide general information including an address and phone number to contact in order to acquire accommodations and other visitor information. The web site must also be linked to the Illinois Bureau of Tourism's Web site (www.enjoyillinois.com) through the Department logo on the home page of the website. ;
- Market Research: Costs to conduct research to optimize the effectiveness of marketing the Tourism Attraction, Tourism Destination or Tourism Event in Illinois to areas outside of 50 miles;
- Travel/Trade Shows: Costs related to travel/trade show booth space rental and related expenses, including travel show registration fees for domestic and international marketing, utilities, furniture rental, cleaning, etc.;
- Visitor Inquiries: Costs related to telephone expenses for toll free telephone numbers for visitor inquiries;
- Mail Promotions: Costs of the purchase and use of mailing lists for direct mail promotions, provided the promotional material is printed under this Program and provided the postage is billed at bulk rate;
- Promotional Publications: Expenses for shipping and distribution of promotional publications printed under this Program to State funded Tourism information centers;
- Ad Campaigns: Costs related to email newsletters and ad mail campaigns primarily directed towards visitors outside a 50 mile radius from the Tourism Attraction, Tourism Destination or Tourism Event in Illinois; and
- Maps: Costs related to the design and production of maps illustrating the Tourism Attractions of an area being promoted.

XI. Ineligible Promotional Projects/Activities include, but are not limited to, the following:

- Projects and activities that do not contribute to increasing visitation and travel expenditures in the State;

- Administrative expenses (e.g., stationery, envelopes, telephone, rent, newsletters, supplies, personnel or equipment);
- Normal postage, distribution, and shipping expenses;
- Association or organizational dues;
- Street banners, posters, bumper stickers, placemats, or any type of specialty items;
- Projects solely promoting for-profit entities;
- Any type of quick-print materials;
- Purchase or rental of equipment (e.g., projectors, television sets, or video recorders);
- Event production expenses (e.g., audio equipment, awards, entertainment, fireworks, portable restrooms, hired labor, refreshments, etc.);
- Travel expenses (e.g., transportation, lodging, per diem); and
- Promotion of county fairs.

XII. Matching Funds

The applicant must provide matching funds to the total project cost that:

- Are identified in the application budget;
- In no case shall be less than 50% of the total project cost;
- Are not funds from other Department funded grant programs or funds used to match any other grants; and
- Are necessary and irrevocably obligated to the project.

XIII. Promotional Participants

Applicants that charge “for-profit” participants for inclusion in promotional projects must also include the promotion of the entire area or destination in the advertisement. No promotional project will be eligible that solely promotes a “for-profit” entity. Charges for participation from any source cannot exceed the match requirement or it will lower the Department's grant award.

XIV. Application Evaluation and Selection Process

The Department's internal review committee will conduct an evaluation of each Application. The criteria used in determining whether an Application will be considered for a grant award includes, but is not limited to, the following:

- The Project description(s) includes information regarding the location of attraction(s), and/or dates of event(s), exhibits, reunions/meetings, etc. The goal, strategy, and target audience are clearly and concisely described for the project(s).
- The Application describes visitor services available within 30 miles of the location of the destination, attraction, or event being promoted.
- The Project's objectives assist in meeting the Applicant's overall marketing plan.
- The Project(s) includes repeat marketing efforts from outside 50 miles. If applicable, the results from prior marketing efforts include visitor expenditures, number of consumer inquiries; number of brochures distributed and the locations; percent of inquirers converted to actual visits; number of leads generated, etc. The results from the Applicant's marketing efforts justify repeat funding for this Project.
- The Application describes fulfillment procedures for the Project(s) including materials to be used in response to inquiries. For Project(s) with collateral materials, the distribution plan seems reasonable.
- The Project encompasses multiple attractions, municipalities, or counties; and, if applicable, the Application demonstrates partnerships between two or more eligible organizations across multiple jurisdictional lines.
- The Applicant has listed the source(s) and amount(s) of local funding that's sufficient to match the Project(s) costs.
- The Application describes how the Project(s) will increase visitation, length of stay, and/or tourism expenditures from outside a radius of 50 miles.

- The Application adequately describes the method to track, measure, and evaluate the Project(s) effectiveness of marketing.
- The overall effectiveness of the Project is rated.

Each of the above criteria will be rated from 1 through 10 (1 means it meets at a minimal level and 10 means it meets at an exceptional level), with 100 points possible. Up to 10 points may be deducted from the overall score based upon applicant's most recent grant performance for deficiencies in the areas of accountability, timeliness, and effectiveness. An application must receive a minimum of 50 points to be considered eligible for funding. The review committee will forward all eligible applications together with its recommendations to the Department Director for final determination.

XV. Illinois Promotion Act Programs Definitions

The following definitions are applicable to the IL Promotion Act Programs, including but not limited to, the Tourism Marketing Partnership Program:

"Act": means the Illinois Promotion Act [20 ILCS 665].

"Applicant": means an organization, unit of local government or other eligible entity, as defined in Section 510.110, 510.210 or 510.310 of this Part, submitting a written request for Program funds appropriated under the Act.

"Application": means a written request for grant funds containing the required information and attachments.

"Bureau of Tourism": means the division of the Department that has the delegated authority to perform all administrative functions relating to the Act.

"Department": means the Department of Commerce and Economic Opportunity of the State of Illinois.

"Director": means the Director of the Department of Commerce and Economic Opportunity.

"Economic Impact": means the direct financial result of visitor spending at a tourism destination, attraction, or event.

"Eligible Project": means a project that is eligible for funding as defined in Sections 510.120, 510.220, and 510.320 of the Illinois Administrative Code.

"Fiscal Year": means July 1 through June 30, the Fiscal Year of the State of Illinois.

"Grant Agreement": means a written document executed between the Grantee and the Department setting forth the obligations of the Parties, describing the purpose of the grant, identifying the manner in which Grant Funds will be paid and expended, specifying the grant terms during which Grant Funds may be expended, and requiring unspent Grant Funds to be returned to the State.

"Grant Amount" or "Grant Funds": means a monetary amount that the Department shall award to a Grantee for its expenditure on an Eligible Project.

"Grantee": means an organization, unit of local government, or other eligible entity, as defined in Section 510.110, 510.210, or 510.310 of this Part, eligible to receive Program funds appropriated under the Act.

"Ineligible Project": means a project that is ineligible for funding as defined in Sections 510.120, 510.220, and 510.320 of the Illinois Administrative Code.

"Local Promotion Group": means any non-profit corporation, organization, association, agency, or committee thereof formed for the primary purpose of publicizing, promoting, advertising or otherwise encouraging the development of tourism in any Municipality, County, or region of Illinois.

"Matching Funds": means the portion of the Total Project Cost that is provided by the Grantee. Matching Funds shall not be funds from other Department funded grant programs or used to match any other grant, and are necessary and irrevocably obligated to the Project.

"Municipality": means "Municipality" as defined in Section 1-1-2(1) of the Illinois Municipal Code [65 ILCS 5/1-1-2(1)].

"Private Sector": means any non-governmental entity.

"Program": means the Tourism Marketing Partnership Program, Tourism Attraction Development Loan and Grant Program, or the Tourism Private Sector Grant Program described in this Part.

"Project": means the activity or program of activities, described by the Applicant in the Application and approved by the Department, for which a grant is awarded.

"Supporting Visitor Services": means accommodations, restaurants, shopping, and recreational and cultural activities located within a reasonable distance from the location of the Tourism Attraction, Tourism Destination or Tourism Event being promoted.

"Total Project Cost": means all necessary and reasonable costs related to the completion of the Project as identified in the budget of the Grant Agreement.

"Tourism": means travel 50 miles or more one-way, or an overnight trip outside of a person's normal routine. [20 ILCS 665/3(e)]

"Tourism Attraction": means fishing and hunting areas, State parks, historical/cultural sites, areas of historic or scenic interest, museums, recreation areas, botanical gardens, theme/amusement parks, interpretive programs, and other facilities or businesses that attract or serve visitors that are open to the public for a minimum of 100 days per year (if the Tourism Attraction is entirely event driven, then it shall be open for a minimum of 200 hours per year), and are marketed and promoted to visitors from more than 50 miles away.

"Tourism Destination": means a city, town, or other area the economy of which is dependent on revenues accruing from tourism.

"Tourism Event": means an event, such as a major convention, trade show, sporting activity, or festival, with potential to attract visitors from outside a 50-mile radius and to produce significantly increased Economic Impact for the State of Illinois through overnight stays.

XVI. Application Instructions

Carefully read and review the Program Guidelines and following Application Instructions prior to completing the application. This application has been designed to present your project information in such a manner as to allow the Department to effectively review and evaluate the project to

determine grant-funding eligibility. Incomplete application information or deviation from the required format will result in delays in the evaluation process.

Applications may not be submitted in binders or notebooks, and will not be accepted if transmitted via facsimile or electronically via email.

Applicants are encouraged to contact their Local Convention and Visitors Bureaus or Regional Tourism Development Office for assistance in completing this application and to gather information that may be included to enhance the proposed project and facilitate evaluation of the potential economic impact of the proposed project to the State.

An application cannot be evaluated until it is complete; therefore, all items listed below (when applicable to the project) must be included:

- “APPLICATION COVER PAGE” - The Application Cover Page must be attached to each copy of the application and must contain all information required.
 - “SIGNATURE OF AUTHORIZED OFFICIAL” - The Application Cover Page must contain the signature of the applicant organization’s Authorized Official. Additionally, all contact concerning an application will be with the Authorized Official, unless a Project Contact Name and telephone number are identified on the Application Cover Page.
 - “F.E.I.N” - The applicant organization’s F.E.I.N. (Federal Employer Identification Number) must be provided on the Application Cover Page. Social Security Numbers are not acceptable.
- “GRANT APPLICATION” - The Grant Application must be submitted as one original and six copies, and must be typed or computer generated. Grant Application information requested in sections #1 - #10 must be attached to the Application Cover Page in numerical sequence.
- “REQUIRED ATTACHMENTS” - Only one copy of attachments (i.e., not-for-profit verification, unit of local government verification, vendor’s project specifications and price estimates/quotes, competitive bid specifications, mockups, samples, etc.) is required and should be attached to the original application (when applicable to the project) to document the following:
 - VERIFICATION OF APPLICANT’S ILLINOIS NOT-FOR-PROFIT STATUS - An Illinois not-for-profit entity must provide documentation that verifies:
 - It is a not-for-profit entity; and
 - It is in good standing on the date of application with either:
 - The Illinois Secretary of State; or
 - The Office of the Illinois Attorney General.
 - UNIT OF LOCAL OR COUNTY GOVERNMENT VERIFICATION - A unit of local or county government must attach documentation to verify the local government entity (i.e., municipality or county) on official letterhead that it represents and that the person submitting the application is authorized to enter into an agreement on their behalf.
 - VENDOR’S PROJECT SPECIFICATION & PRICE ESTIMATE/QUOTE - The applicant must attach a copy of official vendor project specifications (on your selected vendor’s letterhead) showing a breakdown of the project’s components and an itemization of the vendor’s pricing estimate and/or quote for each of project component and the services provided by that vendor. This documentation must detail the project specifications (i.e., number of pieces, ink and/or paper color, bond weight, finished size, related work/services provided by the vendor, etc.), and must support and document the proposed project costs

as reflected in the application budget. If the price estimate/quote is obtained via email or contract, include that correspondence with the application rather than the official rate sheets to support the rates in the budget grid.

- **COMPETITIVE BIDS** - If total costs provided to any one vendor equal or exceed \$20,000, the applicant must solicit a minimum of two competitive bids using identical project specifications. A copy of the required bids (on official vendor letterhead) must accompany the application, and the application budget must reflect the lower bid cost.
- **MOCK-UPS/SAMPLES** - Copies of mock-ups or samples of proposed projects (i.e., showing planned billboard advertisements, media ads, brochures, pictures, graphics) or proposed scripts for video and audio projects, examples of Web site design with detailed explanation of the proposed functionality, etc.

Send completed applications to: Manager, Tourism Marketing Partnership Program
Department of Commerce & Economic Opportunity
Bureau of Tourism
620 East Adams Street
Springfield, Illinois 62701

Project Number: _____
(Office use only)

**TOURISM MARKETING PARTNERSHIP PROGRAM
APPLICATION COVER PAGE**

Applicant Organization: _____

Applicant's F.E.I.N.#: _____

Authorized Official Name: _____ Title: _____

E-mail: _____

Address: _____

City: _____ 9-Digit Zip Code: _____

Daytime Telephone: ____ / ____ / ____ Fax: ____ / ____ / ____

Organization's Legal Status (check one): Government Entity _____ Not-For-Profit _____
(Type 501c3, 501a)

County: _____ U.S. Congressional Dist.: _____

Illinois Senate Dist.: _____ Illinois House Dist.: _____

Project Title: _____

Project Description: _____

Project Contact Person: _____ Title: _____

E- Mail: _____

Daytime Telephone: ____ / ____ / ____ Fax: ____ / ____ / ____

Anticipated Project Start and Completion Dates:

From: _____ To: _____

Estimated Total Cost of Project: \$ _____
(As Reflected on Itemized Budget)

Percentage & Amount of Grant Requested _____ % = _____

To the best of my knowledge and belief, data in this application is true and correct, and the document has been duly authorized by the governing body of the Applicant Organization.

Signature of Authorized Official

Title

Date

IMPORTANT NOTICE

This state agency is requesting disclosure of information that is necessary to accomplish the statutory purpose as outlined under 20 ILCS 605/605-1 et.seq. Disclosure of this information is REQUIRED. Failure to provide any information will result in this form not being processed.

TOURISM MARKETING PARTNERSHIP PROGRAM
Required Grant Application Information

EACH OF THE FOLLOWING NUMBERED APPLICATION SECTIONS, LISTED AS #1 THROUGH #10, MUST BE ANSWERED FULLY AND ATTACHED TO THE APPLICATION COVER PAGE.

1. Describe the proposed project clearly and concisely. State the goal, strategy, and the target audience.
2. Briefly describe the visitor services that are available within 30 miles of the location of the destination, attraction, and/or event being promoted (such as accommodations, restaurants, shopping, recreational, and cultural activities).
3. State the top three objectives of your marketing plan, and explain how this proposed project will assist in meeting these objectives.
4. Please indicate if this is a new project or a repeat project. If this is a repeat project, describe the results (e.g., number of consumer inquiries; number of brochures distributed and the locations; percentage of inquirers converted to actual visits; number of leads generated; number of bookings obtained, etc.)
5. Describe the fulfillment procedures and materials you will use when responding to inquiries (if applicable). If you are requesting grant funds for collateral materials (i.e., brochures, guides, publications), please provide your distribution plan.
6. Explain how this project demonstrates partnerships between two or more eligible organizations across jurisdictional boundaries (i.e., attractions, destinations, communities, regions, areas served, etc.).
7. List the source(s) and amount(s) of local match funding for this project.
8. Describe how this project will increase visitation, length of stay, and/or tourism expenditures of visitors traveling to your area from outside of a 50-mile radius.
9. Describe the methods you will use to monitor and measure the effectiveness of the proposed marketing promotion (e.g., number of inquiries, conversion analysis, leads generated from trade and travel shows, bookings obtained, etc.).
10. Using a Budget Grid Format for each project category, provide a detailed project budget that lists the requested eligible budget items pertaining to your project documented with supporting vendor attachments. If the proposed project includes multiple marketing/promotional categories (e.g., advertising, brochures, billboards, video production, etc.), please provide the budget information for each project category. **(See completed budget examples A-E provided)**

TOURISM MARKETING PARTNERSHIP PROGRAM APPLICATION ATTACHMENT

EXAMPLES OF ITEMIZED BUDGET GRID FORMATS

This Attachment is provided for your use as a guide in developing project budgets for applications submitted to the Tourism Marketing Partnership Program.

For purposes of providing examples of required itemized budgets in grid format, the following itemized budgets would be appropriate for submission in an application for grant funding to support an Applicant's marketing/promotional project expenses in multiple areas as shown in Examples A - E (i.e., Advertising through both Print and Broadcast Media, Collateral Materials, Travel Trade Shows and Production, Design and Mailing and Distribution expenses). However, since these examples are provided solely for the purpose of further explanation and/or guidance, Applicants should only submit "budget grids" that are applicable to their proposed project and that provide the budget information required as it specifically relates to the marketing/promotional activities of their application and for which grant funds are being requested.

EXAMPLE A: ADVERTISING -- PRINT MEDIA (Newspaper, Magazine, Directory)

Name of Publication	Designated Market Area (DMA)	Ad Space Deadlines	Ad Run Date	Circulation	Size of Ad	Net Rate	Total Cost	Est. Cost Per Inquiry	Target Audience/Message
Midwest Living	Midwestern Cities	12/5/09, 2/5/10	Feb/Mar 2010 April/May 2010	925,000	1/6 page 4 color	\$5,000 x 2 = \$10,000	\$10,000	\$1.00	Leisure Travel
ASAE Directory	National	9/7/09	Nov 2008	75,000	½ Page	\$1,000	\$1,000	\$2.00	Meetings

Total Magazine: \$10,000
Total Directory: \$ 1,000
TOTAL PRINT MEDIA COST: \$11,000

EXAMPLE B: ADVERTISING -- BROADCAST MEDIA (Radio, Television, Online)

Name of Radio/TV	Designated Market Area (DMA)	Schedule	Number & Size of Spots	Cost	Est. Cost Per Inquiry	Target Audience/Message
WGN-Radio	Chicago	9/15/09-1/8/10	72 x 30 sec.	\$3,000	3000 Inq. @ \$1.00	Golf
WGN-TV	National	9/15/09-1/8/10	8 x 60 sec.	\$7,000	14,000 Inq. @ \$.50	Heritage
Weather.com	National	Nov – Dec 2009	1 Banner ad – 2 months	\$3,000	15,000 @ .20	Travelers

Total Radio: \$ 3,000
Total TV: \$ 7,000
Total Online \$3,000
TOTAL BROADCAST MEDIA COST: \$13,000

**EXAMPLE C:
COLLATERAL MATERIAL (Printing of Visitors Guide, Travel Guide, Brochure, Direct Mail Literature):**

Vendor	Material Distribution	Date of Publication	Target Audience	Quantity	Distribution Outlets	Printing Cost	Anticipated Ad Revenue
ABC Printing	Golf Brochure	September 2009	Males, 35-54, \$50,000+ income, IL, IN, WI, MO	30,000	Inquiries, Golf Shows	\$3,000	\$0
Emerson Press	Visitors Guide	Sept. 2009	Consumer/Leisure National	100,000	Inquiries, State TICS, Travel Shows	\$50,000	\$10,000

TOTAL COLLATERAL MATERIAL COST: \$53,000

**EXAMPLE D:
TRAVEL TRADE SHOWS:**

Name of Show	Dates	Location	Show Materials	Booth Rental/Expenses	Registration Fees	Consumer or Trade	Target Audience
ABA	12/09	Charlotte	Group Tour Manual	\$1,500	\$500	Trade	Heritage

TOTAL TRAVEL TRADE SHOWS COST: \$2,000

**EXAMPLE E:
PRODUCTION, DESIGN/OTHER:**

Source of Expense and Supplier Name	Radio	Television	Print	Video Or Web Site	Collateral (includes Direct Mail pieces, Brochures, etc.)	Shipping	Distribution
DGS - Design Fees	\$750	\$2,000	\$1,200		\$3,500		
SDF – Website Development				\$2,500			
SDF – Website hosting				\$1,200			
UPS – Shipping to TIC						\$750	
M&M Mailing - Mailing Lists						\$2,400	

TOTAL PRODUCTION/OTHER: \$14,300

TOTAL ADVERTISING PROGRAM: \$93,300

APPLICANT’S MATCHING FUNDS: \$46,650

TOTAL STATE GRANT REQUEST: \$46,650