FY20 Destination Development Grant Guidelines

The Indiana Office of Tourism Development (IOTD, Indiana Tourism) offers matching grants to entities that demonstrate a financial need and are committed to developing amenities and experiences that increase the tourism appeal of Indiana destinations. Projects that enhance the economic vitality of locales and regions in Indiana by improving the visitor industry are eligible to apply for funding.

Mission

Indiana Tourism's grant programs are dedicated to supporting initiatives that increase industry effectiveness, improve the visitor experience, enhance marketing communication and facilitate cooperation.

Goals

The goals of Indiana Tourism's Destination Development Grant Program are to:

- develop destination-based assets that are in concert with the Indiana brand experience and that support the stewardship of the state's resources,
- foster industry collaboration,
- maximize the economic return on public and private investments in Indiana and enhance the quality of life in communities across the state

Eligibility

Applicant Eligibility

Entities in Indiana that demonstrate a financial need and are involved with tourism promotion and development are eligible to apply for funding through this IOTD grant program. Applications must be signed by an official authorized to legally bind the applicant to perform the project. The lead applicant is responsible for meeting all grant requirements.

If a non-profit organization or local government unit partners with a for-profit enterprise, the project must reflect an economic benefit for the entire area served by the organization or government unit. The non-profit or local government unit must be the lead applicant and the for-profit enterprise must be a financial contributor.

Entities that have previously received a Destination Development Grant may not apply for additional Destination Development funds for a two-year period from the date of their last award.

Project Eligibility

Eligible projects include those that enhance Indiana's tourism profile. Projects should target the development of tourism amenities, attractions and facilities that enhance the visitor experience and foster connectivity within the specific destination or geographic area. They should align with the Indiana tourism brand experience and increase the likelihood of visitation from outside the area. Partnerships that bring together local, regional and statewide tourism organizations, economic development and/or government organizations and tourism-related businesses will be looked upon favorably. Though it is not a requirement, ideally, projects will lead to an increase in room nights for local lodging facilities.

The Destination Development Grant Program seeks big transformative ideas. Preference will be given to large-scale projects that enhance communities, regions or Indiana Tourism's existing tourism development efforts. Proposals are expected to detail transformational projects that strengthen the applicant's destination profile. Project proposals that focus on at least one of the following categories will be looked upon favorably:

- Spectator sports, participation sports and outdoor recreation
- Culinary and agricultural activities
- Heritage and historical experiences
- Arts and culture

The following expenses are ineligible for grant funding:

- Replacement landscaping
- Replacement office furniture, fixtures and equipment
- Reprints of printed material or second editions of any kind
- Converting pre-existing black and white printed material to four-color
- Making superficial content updates or design changes to websites
- Annual service fees
- Staff salaries, mileage or other fees that are already budgeted to carry out an area of work
- Projects that will not be completed in whole by the end of the project timeline
- Advertising buys
- Projects that do not have a regional impact, either directly or indirectly

Completeness and Threshold Requirements

For consideration, grant applications must be both (1) complete and (2) meet threshold standards.

To be considered "complete" an application must include the following:

1. Authorization signatures from the applicant's Board Chair, Executive Director/CEO and grant project manager (if applicable); approving all matching funds are on hand if awarded.
2. A description of how the project meets the match requirement <u>and</u> letter(s) of commitment from all organizations supplying matching funds;
3. A demonstration that the project complements and is consistent with existing local, regional or statewide tourism development efforts or marketing initiatives;

4. Quantitative demonstration of benefits from the project, which may include economic impact projections or other empirical data demonstrating a benefit to the local economy;
5. Qualitative demonstration of benefits from the project;
6. A detailed line item budget showing overall project scope and sources and uses for all funding associated with the project, and identifying status of funding (e.g., secured, contingent, applied-for, etc.);
7. A project timeline;
8. Project photograph(s) and/or rendering(s);
9. Marketing and sustainability plans that explain how the asset will be promoted and maintained into the future; and
10. If a project requiring permitting or licensing, a demonstration of all permits or licenses in-hand, or that all permits and licenses are on track to be obtained by start date in project timeline.

IOTD will contact applicants to provide them an opportunity to correct incomplete applications. Corrections must be submitted within 3 business days of notification from IOTD or the application will be considered incomplete.

To pass "threshold" review the application must be:

1. Signed by a qualifying applicant (see "Applicant Eligibility" section above); and
2. For an eligible project (see "Project Eligibility" section above).

Applications that do not meet completeness and threshold standards will not be scored.

Applications that are for an eligible project, but whose proposal contains expenses which are ineligible for Destination Development funds will be expected to cover such ineligible expenses with a different funding source, or eliminate the ineligible expenses from the project scope.

Scoring Considerations

Applications that pass completeness and threshold review will be scored. Applications that reflect collaboration and financial commitment by two or more partners on the project are highly desired. The inclusion of endorsement letters with the application is strongly encouraged. These letters may be from community leaders, local tourism industry entities or other organizations involved in or affected by the project.

Awards and Timeline

Projects will be funded at a ratio of one grant dollar for every dollar from eligible applicants. Eligible organizations include but are not limited to local governments, economic development organizations, destination marketing organizations and community foundations. Grant requests of between **$50,000 and $250,000** will be considered through this competitive application process. Projects must be completed within two years of the award.

Application Submission

Applications due by 4 p.m. ET on Monday, December 6, 2019, one hard copy and one electronic copy must be submitted. The electronic copy must be on flash drive. Please allow ample time for delivery if sending by postal mail. Applications must arrive by the deadline, NOT just postmarked before.

E-mailed applications will not be accepted or reviewed.

Projected Timeline

Event	Date
Call for Applications	August 30, 2019
Applications Due	December 6, 2019 by 4 p.m. ET
Announcement of Finalists	February 7, 2020
Finalist Presentations & Indiana Tourism Council Consideration	At the Indiana Tourism Council meeting on or about March 5, 2020

Recognition and Acknowledgement Requirements

IOTD will notify grant award recipients within a reasonable amount of time following approval by the Indiana Tourism Council. Grant award recipients must display the current IOTD mark with a link to VisitIndiana.com on the home page of their website. Recipients must also acknowledge IOTD in any printed materials or digital listings, press activities (press releases, press conferences, ground breakings, ribbon cuttings, etc.) and on any signage and placards erected to recognize donors and contributors to the project being funded.

Failure to acknowledge IOTD as specified above will result in the grant award being revoked.

Reporting

Quarterly Project Status Report
A Quarterly Project Status Report and updated grant project budget must be submitted using the form provided by Indiana Tourism.

Project Completion Report
At the conclusion of the project, a report summarizing the deliverables and accomplishments must be submitted to IOTD along with proof of completion (e.g., pictures, electronic files, pdf, hard copy if it is a tangible item, etc.). In addition, an expense report with any remaining unreimbursed receipts must be submitted. No further reimbursement will be issued after submission of the Accomplishment Report & Expense Report.

Final Report
A final report illustrating the sustainability of the project is due 12 months following the grant completion due date. This report will be used as a measure of the project's success.