

Regional Marketing and Matching Funds Program FY 2023/24



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Deadlines and Applicants

The Regional Marketing & Matching Funds 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 Commission, Convention & Visitors Bureau or DMO with 501c3 or 501c6 Status.

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 Regional Marketing & Matching Funds Program funds

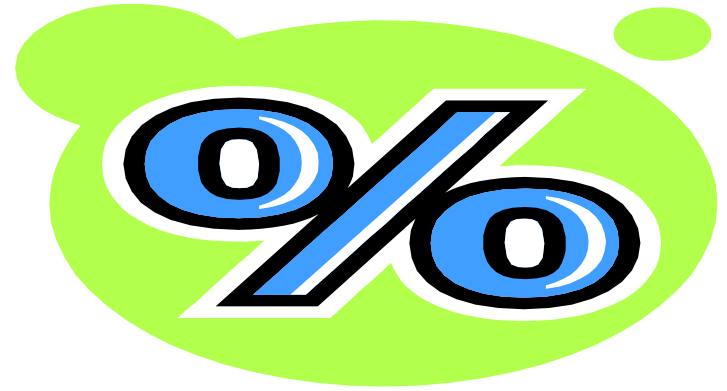


Sample List of Eligible Projects



- 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
- Photography for use in advertising, web sites, travel shows & marketplaces
- Content – paid to a business for advertising purposes.

Funding Percentages



| Applicant | Percentage based on co-op participation with the KY Department of Tourism | Percentage based on projects that are not co-ops with KY Department of Tourism |
|--|--|---|
| CVB or Tourist Commission | 90 | 50 |
| Bid Fee for Conventions/Room Rebate | | 80 |
| Bid Fee to Bring NEW Events (50% second year) | | 70 |



The Formula

- Funding is Distributed Based on a Formula to Calculate County Allotments:
 - Three factors are used to determine county allotments – Number of rooms, number of campground sites and tourism expenditures.
- 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 and number of campground sites within the city/county.
 - If a tourist commission does not have any or few hotel/motel rooms and campground sites, they will automatically be eligible for 25% of the allotment.
- Any new tourist commission established 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 and tag line stating “Paid in part by the KY Department of 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 (unless advertising is in conjunction with a KY Department of Tourism co-op)
 - Radio ads must include the current Kentucky tourism tagline at closing (contact office for verbiage)
 - 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 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 web sites is 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. New signs are eligible, **but not existing or maintenance of signs is 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.

- 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 Industry Association,
 - KY Association of Convention & Visitor Bureaus
 - KY Association meetings and conference
 - In-state - local events, sporting events and conferences
- Convention Sponsorship/bid fee that guarantees room nights will be reimbursed 80%
- New Event sponsorship will be reimbursed 70% and 50% for reoccurring events



RESEARCH

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

Application and Reimbursement Forms

When completing the application remember to:

1. Use the complete name of your organization (as printed on your letter from IRS showing your Federal ID number)
2. Submit a W9
3. Submit the affidavit
4. Sign and add your Federal ID number to the form
5. Complete the correct Project Description forms for application and include all projects you plan to complete for the FY
6. You do not have to submit forms that do not apply to any of your projects
7. Do not staple the application and project description forms with any of the other documents submitted
8. Submit by June 1st

When completing the reimbursement remember to:

1. Submit the correct form for first or second cycle
2. Sign the form and add Federal ID number
3. Complete the correct Project Description forms for reimbursement
4. Compile documentation (original vendor invoice, tearsheet and/or proof of run, canceled check image front & back) in the order as listed on project description form
5. Do not staple reimbursement cover and project description forms together. You can staple documentation to keep items in order
6. Only submit enough expenses to receive your allocation amount
7. Submit by reimbursement deadlines

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, screenshots or TV ads
 - > 4 copies of any printed brochure
 - > Sponsorship contracts
- > Copy of homepage showing links to state web site



When you forget documents it only slows down the process



Confused?

Visit our web site at kentuckytourism.com/industry
then click on Regional Marketing & Matching Funds Program
or

Send an email to Rhonda.nix@ky.gov or Karen.Hackett@ky.gov

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