

St. Joseph Convention and Visitors Bureau

Cooperative Marketing Program 2010

PROGRAM OVERVIEW

CONCEPT: A cost sharing program between the Buchanan County Tourism Board (BCTB) and eligible non-profit museums and other entities promoting tourism related activities in Buchanan County which have a 501(c)(3) statuses for the **primary purpose of marketing Buchanan County as a travel/overnight destination.**

APPLICATION CATEGORIES: *Please use the correct application according to these definitions.*

General attractions: Those attractions open to the public for tours/shows at least 5 days a week, 9 months out of the year.

Seasonal attractions: Those attractions NOT open to the public for tours/shows at least 5 days a week, 9 months out of the year.

QUALIFICATIONS:

1. **Projects must be tourism marketing activities *outside of Buchanan County*** (i.e. brochure design and printing, tourism-related marketing campaigns, ads in 2005 St. Joseph Visitors Guide).
2. The only exclusion to the rule includes advertising with The St. Joseph News Press, Cablevision, Eagle Radio, and KQ2. We will pay 60% of 50% of the total campaign to these vendors. Because those 4 vendors are primarily in Buchanan County, we only pay a portion.

Example:

News Press - \$1000 = total campaign: We will pay 60% of \$500 (or 50% of total).

PROJECT FUNDS: The CVB will pay 60% of authorized project expenses. Each project application request must be for a minimum of **\$250** and a maximum of **\$5,000** (total project cost minimum of \$418 and maximum of \$8,333).

HOW FUNDS ARE ALLOCATED: The BCTB's Marketing Committee reviews all applications and awards funding based upon the application, project and research submitted.

- ***The attached grading matrix form illustrates how funds will be allocated. A deduction in the percentage of points on this matrix form will result in a deduction of that exact percentage from your requested funding amount.***
- ***Those applications submitted without research supporting their projects will not be considered for funding. If you have questions about research, please contact Beth Conway at 233-6688.***
- ***Organizations that are awarded funds and fail to use them will be deducted funding in the subsequent application period.***

APPLICATION PROCESS

DEADLINES: Application deadline for eligible organizations is **January 8, 2010**. Applicants will be notified in late January of which projects will be funded. **ALL PROJECTS MUST BE COMPLETED and SUBMITTED BY DECEMBER 13, 2010 IN ORDER TO RECEIVE FUNDING.**

APPLICATION: The original application form and one copy of the organization's 501(c)(3) must be submitted with the application. **In addition, six copies of the application form and six copies of any support document must be submitted. *The original copy is kept on file and the additional copies are required for the Marketing Committee's review of the project.*** The original application form is enclosed. Request additional applications by contacting Beth Whitchurch at St. Joseph Convention & Visitors Bureau, 109 South 4th, St. Joseph, Missouri, 64501, or call 816/233-6688. This application is also available by e-mail in Microsoft Word.

ELIGIBLE PROJECTS

ELIGIBLE PROJECTS: Funding is restricted to marketing the event or attraction to audiences outside Buchanan County. The event or attraction being marketed must be located in Buchanan County. Examples of eligible projects include:

1. Advertising placement in or on:
 - a. Newspapers, magazines(local publications will be funded according to audience percentage outside Buchanan County)
 - b. Radio, television (local radio and television will be funded according to audience percentage outside Buchanan County)
 - c. CVB publications (Visitors Guide)
 - d. Other publications / media approved in advance by the Convention & Visitors Bureau.
2. Brochure creation and distribution
3. Direct mail
4. 5th Logo Signage program
5. Website development or advertising
6. Other marketing efforts approved in advance by the Convention and Visitors Bureau.

FUNDS CANNOT BE USED FOR:

1. Annual operating expenditures of the event or attraction
2. Salaries, wages or employee benefits
3. Consulting services of any kind
4. Prize money, scholarships, awards, plaques or certificates
5. Events or attractions which are restricted to private or exclusive participation
6. Marketing efforts within Buchanan County, unless otherwise specified above
7. Other expenses not identified as eligible unless approved in advance by the Convention and Visitors Bureau.
8. Postage

PROJECT DESIGN

VENDORS: Vendors that are located in Buchanan County must be used for all production unless prior approval is given by the executive director of the CVB. Projects totaling **\$3,000** or more must be accompanied by **three** bids. If the lowest bid is *not* chosen, please attach a short explanation.

APPROVAL: Applicants must submit project specifications (i.e. size of brochure, number of panels, type of paper, use of photos, etc.) in the project description, if applicable. Assistance and guidelines will be provided by the CVB if requested.

CREDIT LINE RULES:

Funded projects must credit the CVB as follows:

Use only The NEW CVB logo and website (www.stjomo.com). It must be included in all approved projects. Logo slicks or digital images will be provided. We will provide the new logo to you or your vendor upon request.

The only exception being radio advertising: The credit line must then say "Financial assistance provided by the St. Joseph, MO Convention & Visitors Bureau."

*****You will NOT be reimbursed for any project which does not include the CVB Logo and website or audio tag line.**

REIMBURSEMENTS:

INVOICES: NEW RULE: Copies of vendor invoices, project copies, signed checks and an invoice to us MUST be submitted to our office for reimbursement within 60 DAYS of the billing date on the Vendor Invoices.

Upon completion of project, all vendor invoices should be PAID IN FULL by the applicant. To receive reimbursement for project, the following items must be submitted to us:

- A copy of the vendor's invoice.
- A copy of your **SIGNED CHECK** showing that you have paid in full.
- A copy of the project. (I.e. brochure, advertisement, tear sheet, CD or tape of radio or television ad, etc.)

Any submitted reimbursements not containing all three items will not be processed.

BUDGET GRID EXAMPLE:

NEW RULE: You may ONLY submit the budget grid provided to detail your cooperative marketing plan as an attachment to Question 5 in the application.

**Any changes to this payment method may only be made by the Executive Director of the CVB.*

**Alterations to any aspect of this program may only be made by the Executive Director of the CVB.*