

Regional Marketing & Matching Funds Program FY 2020/21



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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

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		80
Bid Fee to Bring NEW Events		70
FOR FY 20/21 ALL ELIGIBLE PROJECTS WILL BE REIMBURSED AT 100%		



The Formula

- Funding is Distributed Based on a Formula to Calculate County Allotments:
 - Two factors are used to determine county allotments – Number of rooms 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 within the city.
 - If a tourist commission does not have any or few hotel/motel rooms they will automatically be eligible for 25% of the allotment.
- Any new tourist commission established after July 1, 2009 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 (unless advertising is in conjunction with a KY Department of Tourism co-op) 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
 - 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, Owensboro 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 and regional web sites are 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
- 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 Council,
 - KY Assoc of Convention & Visitor Bureaus
 - **KY Association meetings and conference**
 - **In-state or local events and conferences**
 - Sports related events need to be submitted to KY Sports Authority
- 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

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 or TV ads
 - > 4 copies of any printed brochure
 - > Sponsorship contracts
- > Copy of homepage showing links to region and state web sites



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 me an email at Rhonda.nix@ky.gov

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