



2023 MATCHING GRANT CO-OP FUNDING PROGRAM INFORMATION & APPLICATION FORM

SUBMIT TO: info@DiscoverStillwater.com

DEADLINE: June 1, 2023 No late submissions will be considered.

ABOUT DISCOVER STILLWATER, STILLWATER AND OAK PARK HEIGHTS CVB

Discover Stillwater promotes Stillwater and Oak Park Heights as a combined destination for visitors, and increase the economic impact of tourism, by amplifying the brand, attracting meetings/conferences, sports and other signature events and amenities that allow guests to experience the unique character of each city.

PROGRAM OVERVIEW AND ELIGIBLE PROJECTS

The Stillwater/Oak Park Heights Convention & Visitor Bureau (CVB/Discover Stillwater) welcomes submission of matching grant funding proposals from organizations with a similar focus or interest in tourism promotion in Stillwater and Oak Park Heights, Minnesota.

The primary purpose of the matching grant program is to provide funds to support the creation and development of new events and to enhance existing events.

AWARD LEVELS

Maximum award levels are determined by total event size/number of attendees as shown below. All grants require equal match dollars. The application request does not have to be for the maximum award amount. There is no minimum grant award request. Applicants are not guaranteed to receive the full amount applied for.

Event Size/Number of Attendees	Max Award Amount (2023 Amounts)
10,000 +	\$20,000
5000-10,000	\$10,000
500-5000	\$5000
100-500	\$2500

All eligible projects must positively impact or have the potential to increase the number of overnight visitors staying in Stillwater/Oak Park Heights lodging properties and/or increase visitation to stimulate tourism-related economic impacts within the area.

Ineligible Elements/Projects: administrative/staffing costs, capital improvements, equipment purchases, items for resale, raffles, permanent signage, studies, application taxes, prize money, purchase of alcoholic beverages, leasing of motor vehicles, late payment fees, promotion of public officials, acquisition of land or buildings, travel expenses, charitable contributions, payment of debts, others determined by the CVB Board of Directors.

All final determinations in respect to approval or rejection of specific proposals will be at the discretion of the CVB Board of Directors. Applicants may expect follow up questions or in-person interviews upon request. The CVB may fund full or partially fund requests as allocation is dependent upon budget available each year. Past CVB funding of a project should not be construed as approval of future funding for the project. Execution and reconciliation of prior grants will affect consideration for future grant cycles. The CVB retains the right to open a second round for grant submissions pending availability of dollars, but does not guarantee this. Incomplete or late applications will be automatically disqualified. Applications should be submitted yearly. Funding will not be



made retroactively. Policies subject to change by the Board of Directors.

GRANT REQUIREMENTS

1. Matching Grant funds may only be used for advertising / marketing / promotional activities placed or occurring outside 10 mile radius from Stillwater and Oak Park Heights (not local advertising), or to offset approved costs associated with bidding or hosting an event or activity.
2. Organization must show proof of matching funds within their budget submitted for the application. In-kind donations can be considered but a value must be placed on them. This includes only service or product donations, not volunteer staff time. This is a 1:1 matching grant, so organization must raise the same amount of money as the grant amount awarded. If the organization doesn't raise enough, the matching grant amount will be lowered to match.
3. 50% of all approved grant funds must be spent on marketing/advertising/promotional activities. See Project Marketing Budget section for complete list.
4. All events, activities, projects receiving Matching Grant funding must be held within the boundaries of Stillwater or Oak Park Heights.
5. Recipients must: 1) provide a Federal Tax ID #; 2) meet all local zoning regulations; 3) have any required and necessary permits or variances; and 4) have insurance to the statutory amount required; 5) have a Risk Management and Emergency Plan on file; 6) have an ADA and limited mobility accessibility plan; 7) indemnify and hold the CVB, its board of directors, and employees harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising from the event; and 8) comply with all applicable local and state regulations.
6. No event, activity, or conference receiving Matching Grant funding may have as its purpose the promotion of political candidates, or political parties, religious organizations, or religious affiliations.
7. An event, activity, or conference receiving Matching Grant funding may not promote lodging facilities outside of Stillwater/OPH CVB lodging properties, unless lodging capacity is not available within the region, or written approval to do so is authorized in the Matching Grant agreement from the CVB.
8. Any event or activity receiving Matching Grant funding must include the Discover Stillwater logo in all printed and collateral materials developed for the event or activity and provide a link to www.DiscoverStillwater.com, if applicable. Failure to visibility promote sponsorship will forfeit Matching Grant.
9. Discover Stillwater CVB will provide via a written agreement the final approval for all expenses eligible for Matching Grant funding. Matching Grant recipients will be responsible for executing the agreement.
10. Matching Grant recipients are required to submit a post-event summary and evaluation within 60 days of the conclusion of the event funded. The final portion of the Matching Grant payment will not be made to the recipient until final approval of the event summary/evaluation/expense documentation/collateral materials are approved at the next board meeting.

DISCOVER STILLWATER RECOGNITION AND LOGO REQUIREMENTS

- Discover Stillwater must be reasonable recognized as a sponsor, commensurate with the level of award.
- All grantees are required to add a current Discover Stillwater logo with a link to DiscoverStillwater.com on the homepage of their website. It is recommended that the grantee place a current Discover Stillwater logo with a link to DiscoverStillwater.com in the footer of their website.
- A current Discover Stillwater logo must be used in all grant projects listed below:
 - » Print advertising
 - » Digital ads



- » The size of the logo must be legible and proportionate to the size of the ad.
 - › Mobile ads sized 320x50 where the Discover Stillwater logo cannot be accommodated must link to a landing page where the Explore Minnesota logo is present.
 - » Television, video, radio, and streaming scripts mention Discover Stillwater in the voiceover, and logo in video
 - » Out of home and billboards must display Discover Stillwater logo
 - » Fulfillment pieces such as the cover of visitor guides, maps or brochures
 - » Direct mail
- Social media
 - » Organic social media posts require use of the #DiscoverStillwater hashtag and the inclusion of the Discover Stillwater handle (Facebook @DiscoverStillwater, Instagram @DiscoverStillwater)

APPLICATION & DISBURSEMENT PROCESS

1. A completed application for the project should be submitted to info@DiscoverStillwater.com, **no later than June 1, 2023**. April 1 in 2024. Late or incomplete applications will not be considered. All applications will be submitted to the CVB voting Board of Directors. In the event that additional information is needed, you will be contacted as soon as possible, and a final determination will be made pending review of the additional information.
2. Applicant will be notified within 30 days of application deadline, following a final determination on the proposal.
3. 50% of the approved grant will be disbursed prior to the event, with the remaining 50% to be dispersed after the event and completion of Post Event Follow Up and Reconciliation Forms.
4. Approved funding will not be paid out until funding from other sources is confirmed (usually by letter of intent or budget showing sponsors).
5. The CVB can disburse funds directly to the applicant upon submission signed contract and W9.
6. Upon conclusion of the project, a timely follow-up on (within 60 days) is required, including the actual or anticipated final outcomes, advertising receipts and screenshot or images of Discover Stillwater sponsorship logo/website placement in collateral materials. This will assist us in determining the effectiveness of the project and the likelihood of future funding in support of the project. At this time, Matching Grant recipients will receive the final percentage of their funding as stated in the Matching Grant requirements.
7. In the case of event cancellation, repayment of the entire Matching Grant amount awarded may be required to be paid back, depending on the instance surrounding the cancellation.
8. All grant awards are contingent until there is a fully executed grant contract between Discover Stillwater and grantee. A fully executed contract does not guarantee repayment of expenses. Requirements of the grant contract must be fully completed within 60 days of project to be eligible for reimbursement under this program. Execution of a grant contract with Discover Stillwater signifies the grantee's acceptance of the terms of the contract and the program guidelines.



2023 MATCHING GRANT CO-OP FUNDING APPLICATION

Deadline: June 1, 2023

PROJECT/EVENT INFORMATION

Please complete the following questions as applicable and email to info@DiscoverStillwater.com.

Name of Project:	
Dates of Project:	
Amount Requesting:	
Event Type (check one):	<input type="checkbox"/> Festival <input type="checkbox"/> Sporting/Fitness Event <input type="checkbox"/> Cultural/Arts
	<input type="checkbox"/> Recurring Series(Ex.1 time a month, for 3 months) <input type="checkbox"/> Other
Location:	
Organization Representing: Non-profit, corporation, LLC, Sole Proprietorship	
Federal Tax ID#:	
Contact Name:	
Contact Address:	
Contact Phone:	
Contact Email:	

Authorized Signature: _____ **Date:** _____

By Signing, I Acknowledge That I Have Read And Understand The Terms of the Discover Stillwater (Stillwater Oak Park Heights Convention and Visitor Bureau) Event Grant

Describe the project or event. Note: If the event occurred previously, please provide event details from previous event (visuals, financials, etc.)



1. Is the project expected to impact overnight stays in Stillwater and OPH? If yes, describe the expected impact and how it was determined. Use past data to support projected impact for this project if this is not the first year. Estimate # attendees/participants, origin of attendees/participants (i.e. metro or non-metro), estimated # overnight hotel stays generated, describe the visitor-related economic impacts that will be created.

2. State how you will track the effectiveness and/or economic impact of the project? For hotel stays, attendance, and other.

3. Describe the demographics of the target audience and the anticipated distribution of any advertising materials.

4. Will you be obtaining or attempting to obtain funding from another source? If yes, please explain who and how much.



5. Submit a copy of your Sponsorship Form
6. Submit a copy of event budget
7. Additional helpful information

PROJECT MARKETING BUDGET

Please estimate your organization’s anticipated expenses as they relate to the project(s) outlined on the Project Summary Worksheet

Estimated Project(s) Expenses:

- _____ Print advertising
- _____ Digital advertising
- _____ Television and video advertising
- _____ Billboard advertising
- _____ Media production, ad creation, graphic design services
- _____ Paid social media advertising
- _____ Google AdWords and search engine marketing
- _____ Website development and enhancement
- _____ Direct mail campaigns, production, printing; mailing
- _____ Radio and audio streaming advertising
- _____ Production of photo and video assets
- _____ Print pieces such as brochures
- _____ Social media management
- _____ Diversity and/or accessibility initiatives

_____ EXPENSES TOTAL

EXPENSES TOTAL must reflect GRANT FUNDING TOTAL and your ORGANIZATIONAL MATCH



Discover Stillwater Event Grant Application Scoring Rubric

This form is for internal use only. Eligible application will be reviewed and applicants scored on the following criteria:

Economic Impact

- Impact. Local Events (Stillwater, Oak Park Heights and Twin Cities Metro); OR Regional (Minnesota and Western Wisconsin)
- Event Duration OR Recurring Series within calendar year (example: 1st Thursday of the month for 3 months)
- Event Attendance.
- Off Peak Season. If the event happens Nov- March
- Off Peak Days. If the event takes place, or includes activities Monday-Thursday.

Other

- If the event is in Downtown Stillwater,
- If the event is Outside of Downtown in Stillwater/ OPH
- If the event has Free Admission
- If the event has Non Profit Management/Ownership

Maximum points available:



Discover Stillwater Event Grant Final Report and Reimbursement

PROJECT/EVENT INFORMATION

Please complete the following questions as applicable and email to info@DiscoverStillwater.com.

Name of Project:	
Dates of Project:	
Amount Requesting:	
Event Type (check one):	Festival Sporting/Fitness Event Cultural
	Recurring Series (Ex 1 time per month/3 months) Other
Location:	
Organization Representing: Non-profit, corporation, LLC, Sole Proprietorship	
Federal Tax ID#:	
Contact Name:	
Contact Address:	
Contact Phone:	
Contact Email:	

SUBMIT REIMBURSEMENT PACKET TO: info@discoverstillwater.com when all projects are finished, but NO LATER THAN 60 days post event. All submitted vendor invoices must have accompanying proofs of payment.

Vendor Used	Vendor Run Dates	With In 50 miles/Beyond 50 miles	Logo Used (Y/N)	Proof of Pymt Incl (Y/N)	Invoice Date	Invoice Amt Amt to Reimburse

Vendor Invoice Total: _____ Total Amount Requesting Reimbursement: _____

I hereby agree that I have read and complied with the terms of the 2023 Tourism Marketing Grant Program Guidelines and Contract. The Project Summary Evaluation as well as all required documentation is included.

Authorized Signature: _____

Printed Name: _____ Date: _____



Discover Stillwater Event Grant Project Summary & Evaluation

Include this form with the Reimbursement Request Form for each project type you complete along with all vendor invoices and proof of payment no later than 60 days post event. Include a screenshot of your organization's website homepage showing the linked Discover Stillwater logo.

Make additional copies as necessary.

Describe each Marketing or Advertising Tactic used:	
How would you measure the success of each project?	
How did you measure the attendance, hotel stays, and economic impact?	
Provide a brief description of the projects you used for the grant funding:	
Describe the project's target audience(s) or target market(s).	
How did the projects help support tourism in your community?	

Completed forms and all supporting documentation must be emailed to info@discoverstillwater.com



REQUEST FOR REIMBURSEMENT

Failure to submit all required documentation for reimbursement will result in forfeiture of grant funds. Allow up to thirty (60) days for reconciliation, processing and receipt of funds once all required documentation material is received. Any reimbursement request received after 60 days from the event will not be accepted. All outstanding grant contracts will be canceled and any expenses incurred by the grantee will be ineligible for reimbursement.

Invoices

All vendor invoices must be made out to the grantee and include:

- Vendor name and address
- Invoice date
- Invoice number
- Detail of project/tactic with date(s) of service
- Run/publication dates, if applicable
- Advertising bundles or packages with any run dates outside the grant effective dates are ineligible. Pro-rated vendor invoices are ineligible. Post-dated vendor invoices for projects/tactics run prior to the date of a fully executed contract are ineligible. Prepayment for projects/tactics run outside the grant effective dates are ineligible.
- Proof of Payment
- Proof of payment documentation must reflect payment was made by the grantee.
- Qualifying proofs of payment are:
 - Official vendor statements showing a zero balance (paid-in-full)
 - Vendor receipt showing payment made
 - Copy of the canceled check, stub or credit card/bank statement (account information redacted or blurred) (Please note: an invoice stamped or written "PAID" does not qualify as proof of payment.)

Proof of Advertisement

For the project types listed below, you must show proof of Discover Stillwater inclusion:

- Print advertising - copy or tear sheet
- Digital - screenshot of advertisements
- Television & video - include link
- Billboard/out-of-home - photo or screenshot
- Fulfillment pieces, i.e. brochures
- Direct mail - original copy of direct mail piece

Reimbursement Checklist

For all projects, you must include the following:

- Completed Reimbursement Request Form
- Completed Project Summary & Evaluation Form (one for each project/tactic)
- Copies of vendor invoices
- Proofs of payment for all vendor invoices
- Proof of advertising project/tactic, if applicable
- Screenshot of grantee's website home page with Discover Stillwater logo linked to: DiscoverStillwater.com