

2010

ALABAMA TOURISM DEPARTMENT GUIDELINES FOR MATCHING GRANTS

The Alabama Tourism Department (ATD) will continue its Matching Grants Program in 2010. The Matching Grants Program provides assistance to nonprofit Alabama organizations promoting travel and vacation business to Alabama on a reimbursement 50/50 matching basis. **Organizations approved for Matching Grants may be considered for grants for an amount up to \$2,500 for festivals and/or events and up to \$5,000 for attractions.**

I. APPLYING FOR FUNDS

Requests for 2010 Matching Grants funds must be made on an official form available from the Bureau. No organization, nor any of its subdivisions or affiliated groups, will be approved for more than one Matching Grant. Each nonprofit organization will be required to submit its tax-exempt identification number or its tax exemption letter from the Internal Revenue Service. Each applicant must be located in an area that collects lodging taxes and applies a portion of the funds toward local tourism development.

II. DEADLINES

There is no deadline to submit applications for attractions/CVB/chamber brochures other than when organizations produce a special event/festival brochure.

Special Event/Festival Brochure Deadline

All event specific brochure projects must be for events in 2010. Brochures must be completed by November, 2010, or the grant will be withdrawn effective at on December 1, 2010. **This includes receipt of final paperwork by the Bureau. (ABSOLUTELY NO EXTENSIONS)**

If you are submitting an application for an event it must be received at least three (3) months prior to the event date. **See chart below.**

<i>Event Date</i>	<i>Application Submission</i>
January 2010	October 2009
February 2010	November 2009
March 2010	December 2009
April 2010	January 2010
May 2010	February 2010
June 2010	March 2010
July 2010	April 2010

August 2010	May 2010
September 2010	June 2010
October 2010	July 2010
November 2010	August 2010
December 2010	September 2010

III. DISTRIBUTION OF FUNDS

The Bureau will release no grant funds until the applicant and the Bureau have received a fully executed agreement signed by the grantee, the Director of the Tourism Department, and the Governor of the State of Alabama. **Funds will be disbursed within six weeks after the project is completed and all supporting documented expenses have been filed with the Bureau.** Brochures funded with matching grant monies may not be resold and are for free distribution only.

To receive your matching grant funds, you must provide the Bureau with copies of paid invoices, canceled checks and one-fourth of your brochures by December 31, 2010. You will be reimbursed at 50% of what you paid not to exceed grant amount. (ABSOLUTELY NO EXTENSIONS).

IV. SOURCE OF FUNDS

Organizations that receive any State funding in the current fiscal year (2009-10) are not eligible. In-kind services may not be used by a grantee to match Bureau funding.

V. USE OF FUNDS

A. **BROCHURES**--meeting the following qualifications:

- 1) Bid estimates for the actual brochure must be submitted with the application for consideration.
- 2) Brochures promoting and advertising recreational, historical or travel attractions and/or related events within the State of Alabama.
- 3) Brochures must include a contact, telephone number; fax number, electronic contact and address for lodging and tourism information.
- 4) The brochures must contain the date and quantity. For example: 05-07; 100M, as well as the Alabama logo. Camera-ready logo copy is available at the Bureau.
- 5) Only printed brochures, which are clearly travel and/or tourism-oriented are eligible.

- 6) In order to ensure that brochures are in full compliance with the minimum requirements of this Matching Grants Program, it is mandatory that drafts of all print material be submitted and approved by the Bureau office prior to printing. All editorial and commercial content must be included. Artwork, photographs, etc., should be indicated on the layout, identified and described. See sample brochure layout at our website www.alabama.travel.
- 7) Listings in the brochure must be made available to both members and non-members of any organization applying for a grant. A reasonable fee may be charged by the grantee to a non-member for a listing.
- 8) The Bureau is to be given a minimum of one-fourth of the brochures for distribution.
- 9) Special event brochures should be furnished to the Bureau at least four (4) weeks prior to the date of the event. Deliveries of brochures to the Bureau less than four (4) weeks prior to the event date are not assured timely distribution.
- 10) Brochures funded under this program are for free distribution and not for sale. Failure to comply may result in revocation of the grant and/or disqualification of future grant consideration.

B. Tourism Promotion Websites

- 1) Home page must include link to www.alabama.travel

C. Advertising

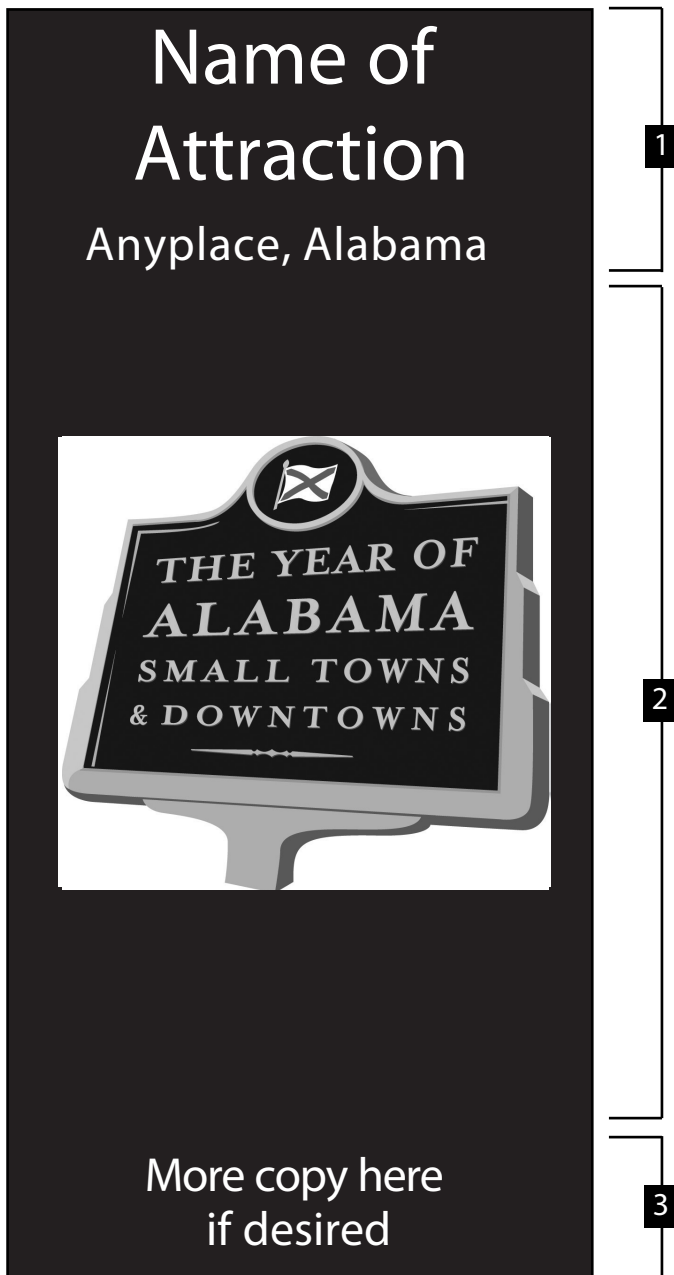
- 1) Out of state advertising only, such as billboards, print media, and television.

VI. SELECTION OF PROJECTS TO BE FUNDED

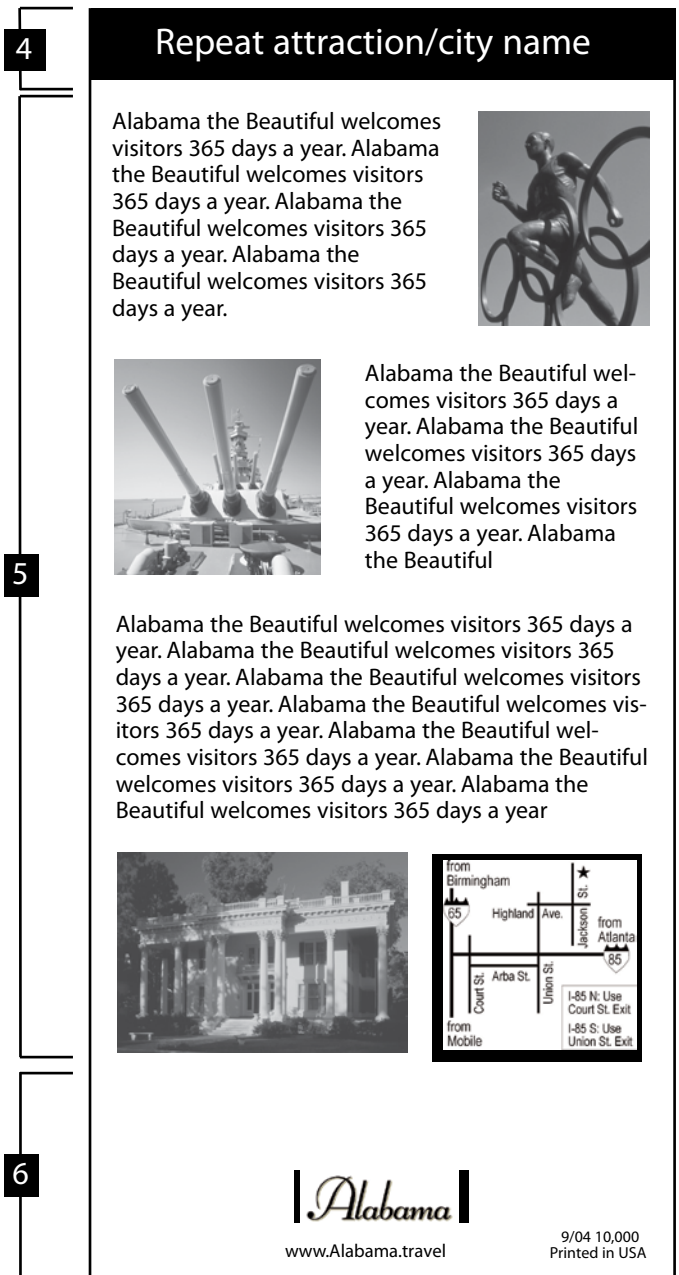
- A. All Matching Grant applications will be reviewed by the Bureau's Marketing Committee. The Committee will make its recommendations for funding based upon the project's impact on tourism in Alabama. Should funds not be utilized as approved, those funds may be transferred to another applicant.
- B. The Bureau's Marketing Committee will make recommendations for funding of Matching Grant applications to the Governor for final approval.

Basic Brochure Design Guidelines

4x9 Brochure, front side



4x9 Brochure, reverse side



- 1 Allow approximately 1 3/4" at the top to show your attraction/event name and/or city. This will help tourists to identify your brochure quickly after it is placed in the Welcome Center rack.
- 2 The cover photo can either be boxed (as shown) or bleed (photo runs all the way to the edges of the brochure).
- 3 Approximately 1 1/2" at the bottom might be used for a brief and concise piece of descriptive copy, if desired. Examples: "Birthplace of Helen Keller" ... "Peanut Capital of the World" ... "A Garden for All Seasons" ... etc.
- 4 Sometimes a tourist may return your brochure to the rack but place it backwards. Or, it might be left face-down on a table. Reserve the top 1" of the reverse side to repeat your attraction/event name and/or city.
- 5 For the body of the reverse side, use a montage of colorful photos and interesting editorial copy. You can also add a small map to help tourists find you easily. Incorporate the nearest major highways into your map design if possible.
- 6 Include your address, phone number, website and email so tourists know how to contact you. Show the days you are open. Use the Alabama logo which can be obtained from ABTT. List the Alabama tourism website below the logo: www.800alabama.com. Show the month/year the brochure was printed, how many were printed, and the words, "Printed in USA."