

FORT PIERRE TOURISM AND PROMOTION COUNCIL TOURISM MARKETING GRANT INFORMATION

Please review the guidelines and requirements of the Fort Pierre Tourism and Promotion Council's (FPTPC) Tourism Marketing Grant prior to completing this application.

Tourism Marketing Grant Guidelines

The FPTPC Tourism Marketing Grant will be awarded to individuals, businesses, or organizations. The grant will assist with marketing efforts for new projects, new events, or expansion of existing marketing. Grants will be awarded from \$250 - \$2500 with a 50% cash match required. Final project approval is decided by the FPTPC Board of Directors. Please see guidelines below:

- A completed application must be received by March 15, 2022.
 - Applications must be detailed and complete, addressing each component of the Project Proposal Checklist.
 - Additional consideration and prioritization will be given for new events and new projects bringing in tourists.

- Grant approval or denial notification letter will be sent to applicants by April 30.
 - Funding amount awarded may be less than requested at the discretion of the FPTPC Board of Directors.
 - In-Kind donations will not be considered as matching funds and no funds will be awarded or paid for projects done prior to grant approval.

Project Proposal Checklist

Please provide detailed answers to the following criteria on a separate document.

- Project description that includes the project event history and success rate.
- Describe the project goals and how the project will increase tourism in the community.
- Provide a detailed budget breakdown for your project including any funds from other organizations. If the project is receiving any funds from other organizations, please provide a list of all partners and contact information.
- List all past grant awards received and sources.
- Describe how the project's effectiveness will be evaluated. Please use at least two quantifiable measurement tools.
- Describe your current marketing plan including the total marketing budget amount.
- If applicable, please list the past three years of marketing efforts relating to this project.



805-223-7603
FORTPIERRETOURISM.COM

**FORT PIERRE TOURISM AND PROMOTION COUNCIL
TOURISM MARKETING GRANT APPLICATION**

Applicant Information

Name of Primary Contact: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: _____ Cell Phone: _____

Email: _____

Website (if applicable): _____

Title of Marketing Project: _____

Date of Marketing Project: _____

Location of Project: _____

This application is for a new project new event expansion of marketing

Please explain:

Matching Funds Information

Total Project Budget: \$ _____ Amount Requested: \$ _____

By signing this form, I understand that if FPTPC does not receive my completed grant packet, I will not receive the funding allotted from this grant or receive reimbursement.

Signature

Date

Email or Mail completed application and project proposal checklist:
Fort Pierre Tourism & Promotion Council
PO Box 1194
Fort Pierre, SD 57532
fortpierrelife@gmail.com