

FY23 Fall Tourism Mini-Grant Application

The North of Boston CVB offers the Fall Tourism Mini-Grant Program to collaborate with members to aggressively promote our region to visitors traveling from at least 50 miles away.

Funds are to be used for the ***design and production*** of promotional materials including print (brochures, flyers, calendars, rack cards, magazines, newspapers), website development, blogging, digital, TV, YouTube, audio messaging, radio, social media projects, language translations and signage for tourism-related businesses. *If projects are print, they must have an electronic component. Grants are made possible by the 1038 grants funds and is subject to all requirements mandated by the Massachusetts Office of Travel and Tourism (MOTT) and the North of Boston CVB.

ELIGIBILITY CRITERIA

- All applicants must be a member in good standing of the North of Boston CVB and headquartered in Essex County.
- All applicants must support the mission of the North of Boston CVB of stimulating economic development through tourism promotion of activities, events, or places in Essex County.
- Projects that involve collaborations with regional industry partners are encouraged.
- While all CVB members are welcome to apply, applications from for-profit businesses must have a tourism related non-profit component or collaboration.
- Funds ***cannot*** be used for postage, fulfilment, distribution or North of Boston CVB cooperative advertising and publications.
- All applicants must comply with all funding credit and logo placement, social media, imagery and other guidelines set forth by the CVB as well as currently provide a reciprocal link on their website homepage to www.northofboston.org and www.visitma.com.

TIMELINE

July 20	Grant application opens
August 15	Applications due by 5pm. Applications must be submitted electronically to Rebecca Shackford at rebecca@northofboston.org
September 1	Recipients will be notified
September 9	Fall Tourism Mini Grant Award Ceremony 9am-11am at the Maria Miles Visitor Center.

IMPORTANT INFORMATION

- ***Grant award will not exceed 50% of the total project production cost.*** Applicants must demonstrate the ability to raise the 50%-plus match in private funds for the project. In-kind contributions do not qualify as a match.
- All applications will be reviewed by the Fall Tourism Mini-Grant Committee and award amounts will be determined by this Committee. All awards are final.
- If awarded a grant, please note that grant funds will not be paid directly to the grant recipient. Once projects have been approved, **all** invoices must be submitted to the North of



NorthofBoston.org

Boston CVB by mail or in person along with a check (made out the North of Boston CVB) for the total project cost less the grant award amount. **North of Boston CVB will pay all invoices.**

- If an organization forfeits a Fall Tourism-Mini-Grant for any reason, the organization must wait one full fiscal year before applying again.
- **All projects must be electronically submitted to the North of Boston CVB by 5pm on Friday, September 30, 2022 along with a detailed distribution plan.**
- **All projects must be completed and paid in full by Friday, December 2, 2022 in order to receive funding.**

APPLICATION PROCESS

E-mail application to Rebecca Shackford at rebecca@northofboston.org on or before 5pm on **Monday, August 15, 2022**. Applications will be reviewed by the Fall Tourism Mini-Grant Committee and all awards are final.



NorthofBoston.org

North of Boston CVB Mini-Grant Application – FY2023

Organization name:

Partner Organizations (if any):

Address:

City:

Zip:

Telephone:

Fax:

Email address:

Website:

Authorized Representative:

Person responsible for execution of project:

NAME OF PROJECT:

TOTAL COST OF PROJECT:

BREAKDOWN OF PROJECT EXPENSES:

TOTAL GRANT \$ REQUESTED:

This project is: new reprint/revision

My organization: has applied has not applied before.

Applications will be evaluated based on the response to the following:

Describe the project:

Describe how project supports economic development through tourism promotion:

Describe how this project will generate overnight guests:

How will your project reach markets at least 50 miles away:

I have read and agree with the requirements pertaining to the receipt of matching grant money from the North of Boston Convention and Visitors Bureau. I understand that any organization receiving grant money will be responsible for adhering to all guidelines set forth by the Massachusetts Office of Travel and Tourism and the North of Boston Convention and Visitors Bureau. I also understand that failure to follow any procedures will result in termination of the grant.

Authorized Signature: _____

Title: _____ Date: _____