



FY27 FALL Tourism Marketing Grant Application

Applications will be evaluated based on the marketing plan's strength and ability to attract overnight visitation and visitor spending.

Important: Applications for projects and programs that directly align with the CVB's FY27 priority areas will receive priority consideration during this grant cycle:

- a) Creating authentic connections through arts & culture*
 - b) Growing rural economies through agritourism*
 - c) Connecting visitors to nature through outdoor recreation*
 - d) Attracting business to the region through group tours, meetings, and events*
 - e) Enticing new visitors through sports tourism*
-

Organization name:

Non-Profit Partner Organization (if applicable):

Address:

City:

Zip:

Telephone:

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 previously) or (_____) has not applied previously) for a North of Boston CVB Marketing Grant.

Describe the marketing project:

Describe how your project supports economic development through tourism promotion:

How will your project attract travelers from at least 50 miles away?

Describe how this project will generate overnight visitors:

Does the project align with one of our five priority areas (see page 1) for FY27? If so, how?

If your project includes print collateral (brochures, guides, etc.) please describe your distribution plan, keeping in mind that attracting visitors from 50+ miles away is an important component:

PLEASE NOTE: If you receive a grant for a tourism guidebook it should include a complimentary half-page ad for the North of Boston CVB.

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 a tourism marketing grant will be responsible for adhering to all guidelines set forth by the Massachusetts Office of Travel and Tourism and the North of Boston Convention & Visitors Bureau. I also understand that failure to follow any procedures will result in forfeiture of the grant.

Authorized Signature: _____

Title: _____ Date: _____

Please submit completed application no later than **5pm on Wednesday, August 19** to
Rebecca@northofboston.org

Terms & Conditions on the next page

Terms & Conditions

FY27 FALL Tourism Marketing Grants

The North of Boston CVB offers the Fall Tourism Marketing Grant program to collaborate with members to creatively promote our region to visitors traveling from at **least 50 miles away** in the fall season. Grants are subject to all requirements mandated by the Massachusetts Office of Travel and Tourism (MOTT) and the North of Boston CVB.

Grant funds can be used for:

- The design and production of promotional and marketing materials. This includes digital advertising, and print marketing (brochures, flyers, rack cards, magazines, and newspapers, which can also include a digital component).
- Tourism website development.
- Tourism content development such as TV, YouTube videos, audio messaging, radio, language translations and signage for tourism-related businesses.
- Design of social media ads and promotional content. (Please note that we cannot pre-pay or reimburse the applicant for social media ad buys. Social media ad buys would need to go through a third-party, who could be compensated for the postings.)

ELIGIBILITY CRITERIA

- All applicants must be members in good standing of the North of Boston CVB and must be headquartered in and conduct business in Essex County.
- All applicants must support the mission of the North of Boston CVB, which is to stimulate economic development through the promotion of tourism activities, events, or places in Essex County.
- Projects that involve collaborations with regional travel industry partners are encouraged.
- While all CVB members are welcome to apply, applications from for-profit businesses must have a tourism related non-profit partner. For example, a for-profit business might partner with their local chamber of commerce or their local designated MA Cultural District to promote an event or activity.
- All applicants must comply with:
 - Funding credit and logo placement on ads and promotional materials set forth by MOTT and the CVB.
 - Provide free to use imagery.
 - Place reciprocal links on your website to northhofboston.org and visitma.com
 - Post on social media tagging [@Visitnorthofboston](https://www.instagram.com/Visitnorthofboston) & [@VisitMA](https://www.instagram.com/VisitMA)

PROGRAM RESTRICTIONS

Grant funds **cannot** be used for:

- Postage, mail fulfillment, or distribution.

- Placement in North of Boston CVB, Destination Salem, and/or Discover Gloucester cooperative advertising and publications.
- The promotion or purchase of any alcoholic, tobacco, or cannabis products.
- To support fundraising events and activities.
- Social media ad buys made in-house without the use of a third-party marketing firm.

TOURISM MARKETING GRANT TIMELINE

July 23: Grant application opens

August 19: *Applications due by 5pm.* Applications must be submitted electronically to Rebecca Shackford at rebecca@northofboston.org

August 28: Recipients will be notified and Terms & Conditions Agreements will be sent.

September 1: *Tuesday, 9/1 at 10:00am MANDATORY Zoom Call to review Terms & Conditions for the FY27 Fall Grant Cycle. All Recipients must have one representative on the call.*

September 4: Deadline for Terms & Conditions Agreements to be signed and emailed to rebecca@northofboston.org

October 30: Deadline to electronically submit creative, including ad details (i.e. size, price, and quantity) for approval. Electronically submit for approval to nancy@northofboston.org and rebecca@northofboston.org

December 4: All projects must be completed including check and invoices submitted, photos sent, and proof of social media received.

IMPORTANT INFORMATION

- Applications will be evaluated based on the marketing plan's strength to ability to attract overnight visitation and visitor spending.
- Most grants do not exceed \$3,000.
- We will not fund more than 50% of the total program expenses.
- All applications will be reviewed by the Tourism Marketing 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**, but rather, the CVB will pay the invoices for approved projects. Should you be awarded a grant, this process will be reviewed with you in more detail.
- If an organization forfeits a Fall Tourism Marketing Grant for any reason, the organization must wait one full fiscal year before applying again.

PLEASE NOTE: If you receive a grant for a tourism guidebook it should include a complimentary half-page ad for the North of Boston CVB.

• **Important:** Applications for projects and programs that directly align with the CVB's FY27 priority areas will receive priority consideration during this grant cycle:

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- d) Attracting business to the region through group tours, meetings, and events*
- e) Enticing new visitors through sports tourism*

APPLICATION PROCESS

E-mail application to rebecca@northofboston.org on or before 5pm on Wednesday, August 19th.