



Area Chamber of Commerce and Visitors Bureau
101 South Front Street | Saint Peter, MN 56082

COMMUNITY GRANTS PROGRAM

The purpose of the St. Peter Tourism and Visitors Bureau is to promote St. Peter, its businesses, events, and other attractions for tourism.

GRANT GUIDELINES

The Tourism Bureau annually budgets financial support for programs to help promote community attractions. The project, program, or unique marketing plan must attract visitors that benefit the City of St. Peter in the areas of retail, overnight accommodations, and/or attractions.

1. Grants are available up to \$1,000 for new events/attractions and up to \$3,000 for established events/attractions. The Tourism Bureau determines the grant amount awarded based on the following criteria: size of the event/attraction, the approximate # of participants and/or scope of anticipated outreach, and after careful review the organization's promotional budget. Grant matching is encouraged but not essential for qualification and must be used for advertising and promotional purposes. "IN KIND" advertising/promotion is not recognized as part of any match. Receipts must accompany the final report.

The grant/project is a calendar year award, single activity, or sequence of closely related activities undertaken by an organization. These grants are NOT available for an organization's general operating support, overhead, or capital expenses. Approval in any given year is not an automatic approval in succeeding years. Applications must be made each year for approval.

2. Events for which grants are approved must include in all publications, websites, and any other form of advertising and promotion the following statement: **Sponsored in part by the City of Saint Peter Tourism Bureau. Or the City of Saint Peter Logo.**

In addition, the St. Peter Tourism and Visitors Bureau logo must be prominently displayed in all event publications, websites, and advertising.

3. Applications must be submitted two months in advance of the event date.
4. The final report is due within three months following the event, if it is not received within that
5. time, the final 10 percent of the grant may not be paid.

APPLICATION PROCESS

Grant proposals must include a completed "Grant Application" form available from the Tourism Bureau and any supporting materials. Applicants will be asked to provide:

1. The need or demand for the project, focusing on how it will promote tourism.
2. The organization's ability to carry out the project.
3. A detailed budget including project expenses, specific promotional expenses, and project revenues.
4. Application must be submitted a minimum of two months in advance of the project.

REVIEW CRITERIA

Grant applications will be reviewed for eligibility, budget, clarity and completeness; the application will be evaluated based on the quality and merit of the project, the need for the project by the organization and/or community, how it enhances the tourism objectives of the Tourism Bureau, and the availability of funds for grants.

PAYMENT PROCESS

Ninety percent (90%) of the grant funds will be forwarded to the applicant upon Tourism Bureau approval. The remaining ten percent (10%) will be paid to the grantee contingent upon the Tourism Bureau's review and acceptance of the grantee's final report, which should be submitted within 60 days of completion of the project.

Saint Peter Tourism Bureau Tourism Promotion Grant Application

For timely consideration, applications should be submitted by the second Thursday of the month.

The Saint Peter Tourism and Visitors Bureau will evaluate complete applications following the application due date and provide funding recommendations thereafter. Incomplete applications will not be considered. Applicants will be notified following the regular Bureau meeting (generally the third Friday of each month).

For questions regarding the application and/or the funding process, please contact Ed Lee (edlee@stpeterchamber.com or 507-934-3400).

Date:	
Applicant Organization:	
Contact Person:	
Address:	
Phone Number:	
Is this a new event? Yes/No	

1. Program title:

Insert title

2. Program date:

Insert date

3. Detailed project description:

Insert detailed description

4. Statement of need or demand for the project:

Size of event/attraction:

Expected number of participants:

Statement of need: (focus on how the project will promote tourism)

5. Outline structural make-up of the project and organization:

Insert description

6. Provide a detailed budget, including project expenses, specific promotional expenses, and project revenues:

Eligible Expenses (please list \$0 or N/A if not applicable; see the last page of this request form for a list of eligible expenses)

Eligible Expense Category (Advertising, Direct Marketing, Social Media Marketing, Content Marketing, In-Store, Public Relations)	Detailed Description	Expense
		\$
		\$
		\$
		\$
		\$
		\$
		\$
	Total Eligible expenses	\$

Please outline below or attach additional non-eligible expenses.

Insert or attach budget information.

7. Please state amount for which you are applying:

(up to \$1,000 for new events/attractions or \$3,000 for established events/attractions; requested amount cannot exceed eligible expenses)

\$_____

By signing below, I agree to the following:

- All awarded tourism marketing projects must include the following tagline: "Sponsored in part by the City of Saint Peter Tourism and Visitors Bureau" or the city of Saint Peter logo. A link to the city website - www.saintpetermn.gov - must also be included on the grant recipient's website.
- For projects in which it is not possible to include the logo or tagline (i.e., DOT signage, some digital ads, Google ad words, search engine marketing, purchase of marketing lists, etc.) the City logo and/or tagline with a link to www.saintpetermn.gov must be placed on the home page of the recipient's website.
- For projects completed prior to the grant award notification; applicants must include the required logo/tagline on the project in advance of award announcement, regardless of funding, to be eligible for grant funds.
- I understand that I am required to provide a final report to the Saint Peter Tourism and Visitors Bureau outlining how the funds were expended. The report shall be made within 60 days of the completion of the project. Future funding is contingent upon submission of the final report.

Applicant Name (printed)

Signature

Date

Return original to: Tourism Bureau
101 S Front St
Saint Peter, MN 56082
edlee@stpeterchamber.com

Eligible Expenses

- **Advertising** - Types include television, print (newspapers, magazines, journals, etc.), radio, press, internet, mailers, posters
- **Direct Marketing** - Reaching customers directly person-to-person or using digital tools such as email
- **Social Media Marketing** - Direct marketing conducted using social media
- **Content Marketing** - Developing content and media such as promotional videos
- **In-Store Marketing** - Promoting products where they are sold using in-store events, displays, and promotions such as coupons
- **Public Relations** - Press releases, letters to the editor, brochures
- **Postage fees for marketing materials**

Non-Eligible Expenses

- Domain names, hosting fees, postage fees for non-marketing materials, on-site signs
- Funding for entire organization website versus just the tourism event page
- Prizes and soft marketing items (t-shirts, stickers, promotional items, etc.)
- In-kind services
- Venue costs (rental fees, stages, tents)
- Entertainment/performer fees
- Security/police
- Marketing consultants/stipends
- Funds cannot be used to “pay” yourself (e.g., reimburse your own organization for printing copies)



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**St. Peter Tourism Grants Program
Guideline for Final Report**

- 1. Demographic information of audience in attendance**
- 2. Detailed, written, and listing of actual expenses and revenues**
- 3. Provide samples of advertising and promotional materials that were used, including receipts.**