



Cultural Tourism Grants Overview

Visit Canton in partnership with Arts in Stark will award Cultural Tourism Grants up to \$20,000 to each approved marketing or event initiative. Grants will be awarded for the purpose of generating increased visitation and economic impact for the region through the support of arts & culture events and marketing initiatives. The initiatives must encompass visual arts, museums, performing arts, theatres, attractions, authentic historic and cultural places, and events to encounter traditions, history, music, and art.

Fast Facts About the Cultural Tourism Grants

1. "Cultural tourism" is defined as marketing initiatives and events that encompass visual arts, museums, performing arts, theatres, attractions, authentic historic and cultural places, and events to encounter traditions, history, music and art.
2. Applicants can apply for Cultural Tourism Grants up to \$20,000, per requested project.
3. Applicants MAY apply for grant dollars during both cycles and for multiple projects per cycle.
4. Industry partners are encouraged to work together to create collaborative events, marketing campaigns, etc.
5. Applications must be submitted and approved each year for funding, with no recurring funding available.
6. Cultural Tourism Grants can support promotional expenses including email marketing campaigns, magazines, newspapers, radio, TV, internet, direct mail, PR/media kits and billboards, etc.
7. If the Grant Project is a pre-existing special event, the Grant Project must target a new geographic market, new demographic audience or advertising placed in a new medium, based on potential to increase event attendance. The Cultural Tourism Grant funding may be used to reimburse or cover new advertising or operational costs only and may not offset costs of current advertising buys or operational costs. Subsequent year requests for such event must include attendance from previous years.
8. **Marketing and advertising expenses submitted for grant consideration must target at least a 40% out-of-county audience.**
 - **PERMITTED:** Campaigns targeting the Cleveland DMA including Stark County.
 - **PERMITTED:** Ad buys with local media partners that have distribution/listenership/viewership consisting of at least a 40% audience from outside of Stark County.
 - **NOT PERMITTED:** Ad buys targeted only to cities/locations/audiences within Stark County.

9. Cultural Tourism Grant funding may not reimburse or cover: operational costs for staff salaries, insurance, food/alcohol, or signage that is not used for sales or marketing efforts.
10. Grant Project must not solely be dependent on the Cultural Tourism Grant funding.
11. Initiatives completed using Cultural Tourism Grant Funds must acknowledge such financial support by including Visit Canton and ArtsInStark logo on marketing materials, website landing pages, signage at events, event programs, etc.
12. Cultural Tourism Grant funds will be paid to the awarded projects as follows; 70% disbursed upon approval of grant and receipt of signed MOU, and the remaining 30% will be disbursed following review of the final evaluation report submitted by the recipient organization to include:
 - A detailed summary of all expenditures and how all Cultural Tourism Grant funds were invested, including, but not limited to work orders, invoices, and receipts will be required with the final evaluation report.
 - A detailed return on investment report that tracks visitation numbers, location of visitors, economic impact to the recipient organization, and estimated impact to the Stark County community will be required with the final evaluation report.
13. The final evaluation form will be submitted to the grantee upon completion of their event or marketing campaign. **The grantee has 30 days to remit a completed report. Should the Committee need any additional information, the grantee will have 10 business days to submit the additional data requested. Should the grantee not remit a completed report, or the additional requested data in the aforementioned perimeters, the remaining 30% grant allocation will be forfeited and it will be notated on the grantee's profile.** This forfeiture will also be considered in judging future Cultural Tourism Grant applications from the grantee.

The grant process will include:

- Visit Canton in partnership with ArtsInStark will facilitate the granting process of the Review Committee.
- The Review Committee will review and approve or reject applications for Cultural Tourism Grants.
- Visit Canton & ArtsInStark can award partial funding of the grantee's request based on the criteria met and presented in the submission.
- Visit Canton & ArtsInStark may request additional information pertaining the grant submission to help determine funding.
- If the Cultural Tourism Grant is approved for funding, Visit Canton will distribute these funds directly to the recipient organization.

Each proposal for a Cultural Tourism Grant must include or satisfy the following criteria:

- Name and dates of project or event for which the Cultural Tourism Grant will be used (the "Grant Project");
- Applicant organization's name and FEIN #;
- Applicant organization's phone, mailing address, email and website;
- Name of the person filling out the application on behalf of the applicant organization;
- Amount of Cultural Tourism Grant funding requested;
- A description of the Grant Project;
- Detailed promotional budget for the Grant Project;
- Operational budget for the Grant Project;
- Estimated attendance from both spectators and participants at or with the Grant Project;
- Media and public relations plan for the Grant Project;

- Tracking methods to plan to calculate ROI from the Cultural Tourism Grant received;
- A representation that the Grant project will be available to the public and have broad appeal that would interest guests from outside the Stark County region;
- The requirement that Grants Project must not be solely dependent on the Cultural Tourism Grant funding;
- The requirement that to submit a detailed summary of all expenditures and how all Cultural Tourism Grant funds were invested, including, but not limited to work orders, invoices, and receipts; and
- The requirement to submit a detailed ROI report that tracks visitation numbers, location of visitors (zip code tracking), economic impact to the recipient organization and estimated impact to the Stark County community. ***Economic Impact shall be calculated on all projects based on attendance with a day trip visitor having the value of \$116 per visitor and an overnight guest having the value of \$370 per visitor. This formula represents the values as determined by Tourism Ohio, a division of the Ohio Department of Development. Unless documentation is presented all visitors within a 60-mile radius of Stark County shall be calculated as a day-visitor. Visitors from outside of the 60-mile shall be calculated as an overnight visitor.***

Application Information:

All applications will be submitted online at www.visitcanton.grantplatform.com