



Community Partnership Grants Overview:

Visit Canton in partnership with Arts in Stark will award Community Partnership Grants up to \$10,000 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 authentic historic and cultural places and attractions, traditions, history, music or art.

Fast facts:

1. "Cultural tourism" is defined as initiatives and events that encompass authentic historic and cultural places, attractions, and events to encounter traditions, history, music and art.
2. Applications must be submitted and approved each year for funding, with no recurring funding available.
3. Organizations are eligible to request one grant per year.
4. Advertising using Community Partnership Grant funding must acknowledge such financial support by including Visit Canton and Arts in Stark logos on all marketing, signage at events, event programs, and access to Arts in Stark and Visit Canton to provide information to visitors at events.
5. Industry partners are encouraged to work together to create collaborative events, marketing campaigns, etc. Community Partnership Grants can support promotional expenses including email marketing campaigns, magazines, newspapers, radio, TV, internet, direct mail, PR/media kits and billboards; provided, however, that all such expenses must be for marketing outside of Stark County. **Marketing and advertising expenses submitted for grant consideration must target at least a 40% out-of-county audience.**
 - **PERMITTED:** Campaigns targeting the Cleveland DMA (designated market area) 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.

6. Community Partnership 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.
7. Community Partnership Grant funding shall not be used to market or conduct the recipient organization's fundraising efforts.
8. Grant Project must not be solely dependent on the Community Partnership Grant funding.
9. Community Partnership Grant funding will be provided through reimbursement based on submittal of receipted vouchers or invoices of expenses. 70% will be distributed prior to the final evaluation report and the remaining 30% will be released by Visit Canton after the submission of a final evaluation report by the recipient organization.
10. A detailed summary of all expenditures and how all Community Partnership Grant funds were invested, including, but not limited to work orders, invoices, and receipts will be required with the final evaluation report.
11. 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.
12. **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 Community Grant Partnership applications from the grantee.

Types of Grants

NEW Event criteria:

Max Award: \$10,000

- Event must be a project beyond the scope of daily operations.
- Event must be open to the public and have broad appeal that would interest guests from outside the Stark County region.
- Grant Project must not be solely dependent on the Community Partnership Grant funding

EXISTING Event criteria:

Max Award: \$10,000

- If the Grant Project is a pre-existing special event, the event must target a new geographic market, new demographic audience or advertising placed in a new medium, based on potential to increase event attendance.
- The Community Partnership 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.

Community M Campaign:

Max Award: \$10,000

- Marketing initiative must represent multiple partners working together to sell a destination as a whole.
- Marketing purchases supported by Community Partnership grants must be targeted to audiences outside of Stark County.
- Campaign must have a measurable call to action.

Application Information:

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

ALL applications must include the following information:

- a. Name and dates of project or event for which the Community Partnership Grant will be used (the "Grant Project");
- b. Applicant organization's name and FEIN #
- c. Applicant organization's phone, mailing address, email and website
- d. Name of the person filling out the application on behalf of the applicant organization
- e. Amount of Community Partnership Grant funding requested
- f. A description of the Grant Project
- g. Detailed promotional budget for the Grant Project
- h. Operational budget for the Grant Project
- i. Estimated attendance from both spectators and participants at or with the Grant Project
- j. Estimated percentage of both spectators and participants at or with the Grant Project from outside of Stark County
- k. Media and public relations plan for the Grant Project
- l. Marketing plan & target markets for the Grant Project
- m. Tracking methods to plan to calculate ROI from the Community Partnership Grant received
- n. Supporting marketing material uploads
- o. Projected economic results of the campaign dollars and how increase in visitor expenditures will be measured.

Other notes:

- Visit Canton & Arts in Stark can award partial funding of the grantee's requests based on the criteria met in the submission.
- Visit Canton & Arts in Stark may request other information pertaining the event/campaign grant submission to help determine funding.