

2008

ALABAMA BUREAU OF TOURISM AND TRAVEL GUIDELINES FOR MATCHING GRANTS

The Alabama Bureau of Tourism and Travel (Bureau) will continue its Matching Grants Program in 2008. The Matching Grants Program provides assistance to nonprofit Alabama organizations promoting travel and vacation business to Alabama on a reimbursement 50/50 matching basis. **Organizations approved for Matching Grants may be considered for grants for an amount up to \$2,500 for festivals and/or events and up to \$5,000 for attractions.**

I. APPLYING FOR FUNDS

Requests for 2008 Matching Grants funds must be made on an official form available from the Bureau. No organization, nor any of its subdivisions or affiliated groups, will be approved for more than one Matching Grant. Each nonprofit organization will be required to submit its tax-exempt identification number or its tax exemption letter from the Internal Revenue Service. Each applicant must be located in an area that collects lodging taxes and applies a portion of the funds toward local tourism development.

II. DEADLINES

There is no deadline to submit applications for attractions/CVB/chamber brochures other than when organizations produce a special event/festival brochure.

Special Event/Festival Brochure Deadline

All event specific brochure projects must be for events in 2008. Brochures must be completed by November, 2008, or the grant will be withdrawn effective at on December 1, 2008. **This includes receipt of final paperwork by the Bureau. (ABSOLUTELY NO EXTENSIONS)**

If you are submitting an application for an event it must be received at least three (3) months prior to the event date. **See chart below.**

<i>Event Date</i>	<i>Application Submission</i>
January 2008	October 2007
February 2008	November 2007
March 2008	December 2007
April 2008	January 2008
May 2008	February 2008
June 2008	March 2008
July 2008	April 2008
August 2008	May 2008

September 2008	June 2008
October 2008	July 2008
November 2008	August 2008
December 2008	September 2008

III. DISTRIBUTION OF FUNDS

The Bureau will release no grant funds until the applicant and the Bureau have received a fully executed agreement signed by the grantee, the Director of the Bureau of Tourism and Travel, and the Governor of the State of Alabama. **Funds will be disbursed within six weeks after the project is completed and all supporting documented expenses have been filed with the Bureau.** Brochures funded with matching grant monies may not be resold and are for free distribution only.

To receive your matching grant funds, you must provide the Bureau with copies of paid invoices, canceled checks and one-fourth of your brochures by September 30, 2008 (ABSOLUTELY NO EXTENSIONS).

IV. SOURCE OF FUNDS

Organizations that receive Federal or State funding are not eligible. In-kind services may not be used by a grantee to match Bureau funding.

V. USE OF FUNDS

A. **BROCHURES**--meeting the following qualifications:

- 1) Bid estimates for the actual brochure must be submitted with the application for consideration.
- 2) Brochures promoting and advertising recreational, historical or travel attractions and/or related events within the State of Alabama.
- 3) Brochures must include a contact, telephone number; fax number, electronic contact and address for lodging and tourism information.
- 4) The brochures must contain the date and quantity. For example: 05-07; 100M, as well as the Alabama logo. Camera-ready logo copy is available at the Bureau.
- 5) Only printed brochures, which are clearly travel and/or tourism-oriented are eligible.
- 6) In order to ensure that brochures are in full compliance with the minimum requirements of this Matching Grants Program, it is mandatory that drafts of

all print material be submitted and approved by the Bureau office prior to printing. All editorial and commercial content must be included. Artwork, photographs, etc., should be indicated on the layout, identified and described. See sample brochure layout at our website www.800alabama.com.

- 7) Listings in the brochure must be made available to both members and non-members of any organization applying for a grant. A reasonable fee may be charged by the grantee to a non-member for a listing.
- 8) The Bureau is to be given a minimum of one-fourth of the brochures for distribution.
- 9) Special event brochures should be furnished to the Bureau at least four (4) weeks prior to the date of the event. Deliveries of brochures to the Bureau less than four (4) weeks prior to the event date are not assured timely distribution.
- 10) Brochures funded under this program are for free distribution and not for sale. Failure to comply may result in revocation of the grant and/or disqualification of future grant consideration.

B. Tourism Promotion Websites

- 1) Home page must include link to www.800alabama.com

VI. SELECTION OF PROJECTS TO BE FUNDED

- A. All Matching Grant applications will be reviewed by the Bureau's Marketing Committee. The Committee will make its recommendations for funding based upon the project's impact on tourism in Alabama. Should funds not be utilized as approved, those funds may be transferred to another applicant.
- B. The Bureau's Marketing Committee will make recommendations for funding of Matching Grant applications to the Governor for final approval.