



December 2019

Dear Tourism Partner:

On behalf of Freeholder Joseph H. Vicari, the Liaison to the Department of Business Development and Tourism, we are happy to announce that the annual Ocean County Tourism Promotional Matching Grant applications are now available!

**The 2020 Tourism Promotional Matching Grant is now available at
www.oceancountytourism.com**

The intent of the Tourism Promotional grant is to enable stronger, more effective marketing opportunities for tourism-based activities and events which will ultimately increase the number of visitors to Ocean County throughout the year. "Tourism", which refers to visitors / consumers from outside of Ocean County, generates \$4.8 Billion of local revenue, making it our number one industry! The consumers who travel here for our beaches, parks, venues and attractions continue to drive our local economy even after the Summer Season ends, due to our tremendous festivals, events and activities. It is critical that our tourism partners continue to create and design smart, attractive tourism programs and to market them effectively outside of the area so that Ocean County continues to thrive as a premier tourism destination.

With the revised Promotional Matching Grant, the Ocean County Freeholders have awarded higher dollar amounts in recent years, to help our tourism-based partners expand the impact and reach of their marketing campaigns. Keep in mind that this is a MATCHING GRANT which requires that you match the award **dollar-for-dollar**. In other words, a recipient of a \$1500 grant would need to spend at least \$3000 on eligible marketing to fulfill their commitment and receive their grant funds.

For your convenience and to enable the Grant Committee to more carefully review your submissions, the Grant Application is now available for completion AND submission online only.

Please go to our website at www.oceancountytourism.com. You will find the link to our grant application at the bottom of the home page under "Quick Links". Please follow the instructions for completion and ONLINE SUBMISSION as stated in the grant documents.

To be sure that you fully understand the Grant requirements, application, and submission procedures, we will hold an informational meeting which is open to all who are interested in the opportunity to apply:

Informational Tourism Grant Meeting with Q&A
Tuesday, January 7th at 5:30pm
101 Hooper Ave, Toms River, NJ
Room 119, Ocean County Administration Building

Please RSVP so we can better prepare to assist you!

Both the person completing the application and the person who is responsible for expenditures should be present at this meeting. We highly recommended that you attend in order to avoid issues and ensure that your application and potential grant fulfillment requirements are fully understood.

The meeting should take less than one hour (depending on the number of questions). If you plan to attend, please call the Ocean County Department of Business Development and Tourism at **(732) 929-2000 to register.**

The FINAL deadline for filing the grant application is January 31, 2020 before 5:00 p.m. Thank you for contributing to the success of tourism in Ocean County!

Good Luck!

Best Regards,

Dana Lancellotti
Division Director
Ocean County Business Development and Tourism
Ocean County Tourism and Business Advisory Council

Following are the rules and the application for the 2020 Ocean County Tourism Promotional Matching Grant.

The grant application deadline is January 31, 2020 before 5pm.

The Tourism Promotional Matching Grant has strict requirements and guidelines. We strive to distribute higher dollar amounts to fewer awardees in order to elevate the impact and effectiveness of these grant funds. The eligibility for the grant and the amount of the grant award will depend on the quality of the applicant's marketing strategy and their potential to draw visitors from out of the area. It is critical that the awardees contribute to our primary goal, which is to elevate the visibility of Ocean County as a tourism destination and increase travel and commerce for the region. Applicants who do not fit that agenda will not be approved.

Do You Qualify for the Grant?

Check these guidelines to determine your eligibility:

- 1.** You must be a nonprofit organization or a government agency to apply for this grant. Municipalities must provide a certified resolution by their governing body approving the grant application
- 2.** The 2020 grant awards will range from \$500 - \$7500. If awarded, you must match the grant funding by 100%. (If you receive an award of \$1500, you must spend at least \$3000 on eligible marketing expenditures in order to qualify for the reimbursement). Do not ask for more money than you can match and use. The funds are appropriated when the grant is awarded. By asking for more than you can use, you deprive other organizations of the opportunity to obtain funding. *Failure to use the full award will negatively impact and possibly disqualify the current grantee from consideration the following year.
- 3.** The funds are to be used for marketing prior to the event only. **Non-promotional items or items distributed at the event site itself are NOT ELIGIBLE.** For example: Costs associated with holding the event, postage costs, event journals, materials such as carpeting or tents or give-aways at the event are NOT eligible. (Remember, these grants are for the purpose of generating tourism, the goal is to draw more visitors / attendees from outside of Ocean County)
- 4.** Applicants who demonstrate marketing plans which utilize advanced technology such as digital advertising strategies, social media and / or smart media placement, outside of our region will be considered for higher dollar awards.
- 5.** Events / programs which draw attendance off season and / or engage in advertising and tracking methods which prove large attendance from outside of the area will be considered for higher dollar awards.
- 6.** For previous grant recipients: Non-compliance with the rules of the 2019 Grant will result in penalties and /or disqualification for this Grant.

7. Recipients must use the Ocean County Board of Chosen Freeholders Tourism Grant logo in print and internet advertising according to the requirements indicated. Video and radio requirements are also indicated. ***Failure to comply with the proper use of the logo and / or verbiage provided will result in penalties of non-compliance and will impact future grant consideration and the issue of current grant reimbursement.**
8. The person who completes this grant should ensure that the grant rules are fully understood by the person who will be managing the expenditures so that both are aware of the correct and necessary procedures.
9. Proof of qualified expenditures will be due by October 1, 2020. Documentation requirements are specified in Part G of the Grant overview section. Reimbursement checks will be issued to the grantee after approval at a meeting of the Board of Chosen Freeholders. Payment will take three to six weeks from the time the proper documentation is submitted, depending on the Freeholder Board Meeting Schedule. * Failure to submit grant fulfillment documentation by the deadline will result in penalties for noncompliance, which may result in reduction of grant reimbursement and /or ineligibility for the following year's grant consideration.
10. The grant application must be submitted through our **ONLINE SUBMISSION** process. Hand-written and mailed or faxed applications will **not** be accepted.

2020 OCEAN COUNTY TOURISM *PROMOTIONAL MATCHING GRANT RULES*

I. INTRODUCTION

The Ocean County Board of Chosen Freeholders and the Ocean County Tourism & Business Advisory Council offer this Promotional Matching Grant to provide funding assistance with the marketing of tourism-based events and programs. The goal of these grants is to help tourism partners implement smart and effective marketing campaigns to promote their tourism events or programs which will ultimately drive more travelers to Ocean County, increase commerce and expand our visibility as a premier travel destination. We encourage applicants to include backup documents that demonstrate proof of previous tracking methods, digital analytics, attendance history, publicity, etc. With the online submission method, our Committee is able to review the grants as they are received, and to evaluate websites and social media pages of the applicants, allowing a thorough review process.

Grant Committee

The Tourism Promotional Matching Grant Committee consists of volunteers from the OC Tourism & Business Advisory Council. This committee is engaged in the requirements, rules and approval of the grant application as well as the evaluation and scoring of grant submissions and final award decisions. The Committee is made up of the following:

1. A minimum of two and maximum of four members of the Tourism Advisory Council
2. The current Chairman of the Board of the Tourism Advisory Council
3. The Executive Director of the Tourism Advisory Council / Director of OC Business Development and Tourism
4. Also invited: Freeholder/Tourism Liaison (advised, attendance not required)

Applicants' Qualifiers & Restrictions

1. Only Ocean County based entities may apply
2. Governmental Entities, Nonprofit Organizations as defined in N.J.S.A. 15A:1-1 et seq. and including, but not limited to Chambers of Commerce, merchant business associations, heritage, cultural and historic museums or commissions may apply.
3. Applicants must submit their taxpayer I.D. number AND IRS Tax Exemption letter with their application.
4. No applicant may act as a "feeder" for a third party or organization.
5. The applicant must be the sponsor of the activity.
6. Bills must be made out to and paid by the applicant.
7. No more than one grant will be awarded to any applicant.
8. If multiple applications are submitted by separate, but closely related organizations with different federal identification numbers, each may apply for a grant.
9. No more than one application per Federal ID number may be submitted, but including the promotion of multiple programs/activities in one application is permitted.

II. FUNDING

Due to budget constraints, any grant award is subject to the adoption of the county budget and funding by the Board of Chosen Freeholders. The Board of Freeholders and the Tourism Council are not responsible for actions taken regarding applicants in anticipation of receiving funding. Applications may be made for promotions of events already held during January, February and March of the grant year, but there is no guarantee funds will be awarded. A grant award in prior years is not a guarantee that a grant will be received this year. Official notice is receiving the award letter along with the Ocean County Purchase Order, not through any newspaper coverage or other methods.

MATCHING FUND FORMULA:

The amount requested must be matched dollar-for-dollar in the promotional budget of the application. In the application, you will be able to indicate the maximum dollar amount that your organization is requesting. For example, a \$7500.00 award will require expenditures of \$15,000 on qualified promotional costs. Do not request more than you can spend. These funds are appropriated in the amount requested and will not

then be available for other deserving applicants. If all the funds are not fulfilled by the awardee, there will be a penalty of noncompliance which will disqualify your organization from consideration for next year's grant.

Projected Award Levels

This will be a competitive grant. The 2020 Grants are intended to result in awards ranging from \$500 to \$7500, based on the quality of the applicants' proposed marketing plans and their financial ability to fulfill the required match.

III. PROCEDURES

Submission

The grant fillable application is available online at www.oceancountytourism.com. Applications must be completed and submitted through the required online submission process by the deadline below. Handwritten applications will not be considered. The applicant will receive a confirmation and time/date stamp of submission. We suggest that you print your confirmation for your records. **DEADLINE for Receipt of Application: JANUARY 31st, 2020 before 5:00pm**

Notification

Successful applicants will be notified by mail. Upon notification, the awardee will receive:

- A Grant Agreement, consisting of (2) two originals which must be signed, witnessed and returned within 30 days.
- A sheet containing the current mandatory LOGO. The LOGO used must be the correct 2020 version. The logo must meet the minimum size as well as the resolution requirements to qualify. A digital copy of this logo will be emailed to you. Upon approval of a grant award, please reach out to request the logo by calling Patty Rutkowski at 732 929 2000 or by email at prutkowski@co.ocean.nj.us.

Reimbursement

Upon completion of the program/event or promotional publication, the grant recipient must return the following documents to the Ocean County Business Development and Tourism Department by the deadline indicated in order to receive reimbursement funds:

1. The signed purchase order (received after contract is returned)
2. Invoices in the name of the grant recipient for at least twice the amount of the grant
3. Proof of payment on these invoices
4. Proof of the proper use of the required Ocean County LOGO and/or the verbiage required for use in radio or TV ads.
5. Completed Checklist.

*****Documents listed for reimbursement on previous page are due by October 1, 2020. Failure to provide proper proof of grant fulfillment by the deadline will result in penalties of noncompliance which may result in loss of reimbursement funds and disqualification of eligibility for a grant award in the following year. *****

For awardees whose events occur after October 1st: The grant recipient must notify the office of OC Business Development and Tourism in advance so that a later deadline can be assigned. It is mandatory that the awardee initiates this communication.

All approved reimbursements will be made after official approval at a meeting of the Board of Chosen Freeholders. Payment will be received three to six weeks from the time the proper documentation is submitted, depending on the Freeholder Board Meeting Schedule.

Notification of inability to use Grant Funds

If something unanticipated happens and a grant recipient is unable to use a portion of the funds or all of the funds due to an event cancellation or other unexpected interference, the awardee must notify the Department of Ocean County Business Development and Tourism as soon as possible. Notice must be made directly **by phone and by email**. Failure to provide such notice will result in penalty for noncompliance and ineligibility for the next year's grant

IV. EVALUATION

Grant Scoring System

All applications will be reviewed by the Grant Committee. The following is the points structure which will determine the awardees upon Committee Review. Please Note: Approvals are based on the applicant's ability to achieve the highest points possible. The scoring criteria is assessed under two separate categories: the Event / Program assessment and the Marketing Plan assessment. After scoring is completed, the Committee will review past performance with regard to the eligible applicants. If noncompliance issues are found, the applicant's penalties will be applied and total scoring for this grant will reflect the necessary reductions. See next page....

Part One: Event / Program

How will the event/program support Ocean County's Tourism goals?	Point Value
Potential to draw visitors from OUTSIDE of Ocean County	25
Potential to draw visitors to stay overnight in Ocean County and/or visit out of season OR in-season on weekdays	10
Scope / size of program / event: Anticipated attendance for event and/or extent of distribution and reach for program	10
Link to www.OceanCountyTourism.com on event and/or organization website	5

Part Two: Marketing Strategy

How will your Marketing plan support Ocean County's Tourism goals?	Point Value
Ad placement on media platforms... and/or distribution of marketing materials... that will reach OUTSIDE of Ocean County	25
Use of social media marketing strategies	10
Use of digital advertising, video, banner links, mobile app, radio	10
Use of tracking methods to identify the zip codes or other profile information of attendees	5

MANDATORY LOGO

The Ocean County Tourism Matching Promotional Grant has an **official LOGO with verbiage** that must be included in all ads, promotional materials, digital advertising, websites, etc that are going to be submitted for funding. The LOGO and verbiage must be easy to read and no smaller than the minimum size requirement indicated (see last page of application to view samples). **Failure to properly use this logo will result in noncompliance penalty and reimbursement on that expenditure will not be approved.** Print, video and digital banner Advertising must feature the complete logo and verbiage. If banner ad space is too small, the Tourism Seal may be omitted but the full verbiage and "OceanCountyTourism.com" must be included. For RADIO ad approval, the voiceover must include the verbiage: **"Funded in Part by a Grant from the Ocean County Board of Chosen Freeholders. Visit Oceanscountytourism.com!"** Proof must be submitted digitally through email, link, DVD or CD. You are welcome to send us your ads in advance to receive approval confirmation on the logo and verbiage if you are in doubt.

Expenses

The following expenses **ARE ELIGIBLE** for grant funding consideration:

*****Please NOTE:** These grant funds are intended to support marketing efforts that draw visitors to Ocean County from **OUTSIDE** the area. Therefore, the media platforms and marketing materials used must reach potential travelers who are not local residents in Ocean County. Proof of that strategy will be required in order to receive reimbursement.

- **Media Advertising** (newspapers, radio, television, Internet, mobile apps) with placement in publications or platforms **outside** of Ocean County.
- **Printed, promotional publications** that are distributed in locations **outside** of Ocean County, including trade show displays and informational guides and brochures. Proof that these materials feature the OC Tourism logo and required verbiage will be needed for eligibility.
- **Distribution of printed materials** through a credible distribution vendor and proof that these materials are delivered **OUTSIDE** of Ocean County. Payment of this service **WILL** be eligible for reimbursement
- **Website, Mobile Website, Mobile** apps **only qualify if used for ticketing or registration or as a tracking method for the event or program**. We do not cover the cost of website development or hosting services. Any website pages related to the event or program must feature our required logo with link to the OC Tourism website to qualify for reimbursement.
- **Social Media strategies** including ads and boosting, as long as the required verbiage and OC Tourism website address is included in the ad. The grantee's website must also include the required logo and a link to the OC Tourism website.

The following expenses **are NOT ELIGIBLE** for grant funding consideration:

- Durable equipment including rental of tables or tents, registration fees, clean-up costs, capital investments, restoration or rehabilitation of buildings
- Wages, benefits or other employee compensation
- Hospitality expenses, including food or alcoholic beverages
- Entertainment and fireworks
- Transportation, dining and lodging
- Postage
- Membership Fees
- Programs, journals, T-shirts and giveaways distributed at the event or program itself
- Website hosting or development services.

Non –eligible expenses continued on next page ...

Non-Eligible Expenses continued:

- Ads placed in community / local media. Locally placed billboards, lawn signs, posters, etc.
- Trophies
- Newsletters that do not relate to tourism topics
- Signage and banners used locally or onsite at the event.
- Services-in-kind are not eligible for match.

SCHEDULE:

Deadline for submitting applications: January 31, 2020 before 5pm

Announcements of Awards: Approximately March 30, 2020

Deadline for submitting expenditures and proof of Match:

For all events & programs up to Sept 30th: October 1, 2020

For events held after October 1, 2020 (must notify OC Tourism): Dec 1, 2020

Grant Project Completion Date: December 31, 2020



