

# South Carolina Department of Parks, Recreation and Tourism Destination Specific Tourism Marketing Grant Program Application

**Requesting Organization:** \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Tourism (SCATR) Region: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Project Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Budget Information:**

Total Budget: \_\_\_\_\_

Amount Requested (min \$250,000): \_\_\_\_\_

Amount of Match (min \$500,000): \_\_\_\_\_

Source of Match Funds: \_\_\_\_\_

**Documentation Required:**

- Bank statements or other documentation demonstrating that the organization has on hand sufficient liquid assets to meet the match requirement. Documentation may be in the form of bank statements and/or a letter from a senior bank officer certifying an approved line of credit available to the organization for use as match funds for this program and sufficient to meet the match requirements. Bank statements and/or bank letter must be attached to grant application in order to ensure that the funds are available as of the date of the application. Please provide any additional financial information that would be helpful to SCPRT staff in verifying the availability and source of match funds.
- A copy of your organization's most recent two (2) years audited financial statements along with current year-to-date (as of the most recent month ended prior to application) financial statements. For instance, if application is made in August 2011, and your organization's fiscal year ended June 30, 2011, provide unaudited financial statements for FY 10/11 in addition to audited financial statements for Fiscal Years 09/10 and 08/09.
- A sworn statement signed by the CEO and CFO of the organization stating that the match funds are "new" funds specifically designated for the purpose of matching state funds and have not been previously allocated or designated for tourism-related destination marketing.
- Overview of marketing program, to include:
  1. Marketing program goals, objectives and strategies
  2. Representative sample of creative to be used in campaign\*
  3. Proposed media schedule\*
  4. Detailed program budget
  5. How the organization proposes to measure the success of the marketing and public relations program to include estimated return on investment and evidence that the program is based on research-based outcomes.

\*These items will not only assist in the review of your application, but will also help SCPRT staff to understand your overall objectives so that we can most effectively assist you and ensure that state marketing strategies are complimentary to your program.

Please submit grant applications to:

Amy Duffy  
SCPRT  
1205 Pendleton Street, Suite 248  
Columbia, South Carolina 29201

