

Established Market Grant Criteria

The Established Market Category: Entities whose physical location is in an unincorporated part of a county or in a municipality that collects a minimum of \$900,000 in State Accommodations Tax annually. (Counties and municipalities in this category are: Myrtle Beach; Hilton Head Island; Horry County unincorporated area; Charleston; North Myrtle Beach; North Charleston; Columbia; Kiawah Island; Isle of Palms; Greenville; Georgetown County unincorporated area.)

The primary responsibility of these non-profit entities is to promote economic development in a defined geographic area through tourism marketing.

Eligible Organizations

- Destination Marketing Organizations (DMOs)
- Public Service Organizations
- Chambers of Commerce
- Convention and Visitors Bureaus
- Regional Tourism Commissions
- Associations
- Towns/Cities
- Counties
- Development Boards
- Public Service Organizations
- Museums/Aquariums/Zoos
- Historical Sites

Fundable Components

- Interactive Marketing
- Web Development/Enhancement
- Broadcast Media
- Advertising
- PR: Media Marketplace, Press Kits
- Sales: Tradeshows, Meetings & Conventions, Group Tours
- Billboards
- Other (Provide detailed explanation)

Grant Funds are to be used for Out-of-State Marketing Only to qualify for reimbursement.

Maximum Award Amount

- Applicants may apply for up to \$150,000.
- Organizations must be able to match this grant two-to-one.
- State dollars cannot be used as your match.

Application Procedure

1. Application should be typed on white paper (8 ½ X 11), using 12 point font and not to exceed 15 pages.
2. Original application and all 5 copies must include a cover sheet with the information listed below.
3. TPF Grant Category: (Established Market)
4. Organization Name
5. Name of Project Director
6. Mailing Address
7. Telephone Number and FAX Number
8. E-mail Address and Internet Address
9. County
10. Project Name
11. List each Fundable Component with Corresponding Budget Figure (EXAMPLE: Print Media - \$75,000; Broadcast Media \$5,000, etc.
12. Requested TPF Grant Amount (Established Market maximum is \$150,000)
13. Attach to cover sheet:
 - 501-C Federal (IRS) Exemption Letter
 - ✓ Federal Identification Number (FEIN) Letter (If your Federal ID Number is not located on your 501-C Exemption Letter)
 - ✓ Completed Application (Project Director's Signature)

Established Market Application

1. Briefly describe the mission of your organization.
2. List specific quantifiable goals that you will accomplish through use of the requested TPF grant (for example: grow visitation by x percent; grow tourism tax revenue collections by x percent).
3. Describe your marketing plan by answering the following questions:
 - a) Identify your target audience(s) for the upcoming fiscal year, including relevant demographic, geographic, psychographic attributes and timing of efforts. Explain why you are targeting this/these audience(s). Please provide sources for your justification.
 - b) What specific marketing strategies and tactics (such as print, TV, digital advertising, public relations, website, etc.) will you use to influence your target audience to achieve your stated goals? In answering this question, please list all strategies and tactics, and underline efforts that you will fund with TPF assistance.
4. Performance Measures
 - a) Identify the performance measures you use to determine the success of your marketing efforts. (For example: attendance/ticket sales; number of brochures distributed; number of inquiries; accommodations bookings; web statistics; magazine tracking numbers; survey results; and any other measures.)
 - b) What was your economic impact on the community/state last year? If you meet your stated goal(s), what will your economic impact be this year? (For example: accommodations tax, admissions tax, and sales tax you generated and/or any other relevant measures. Show all calculations.)

POINT SYSTEM

Total Weight Factor = 100

1. Marketing goals clearly identified and attainable? (20 Points)
2. Target Audience clearly identified with justifiable sources? (20 Points)
3. Marketing strategies/tactics clearly explained and tied to goals in Question 2? (20 Points)
4. Performance measures clearly identified? (10 Points)
5. Calculation shown for economic impact explicitly tied to marketing efforts for this funding year? (20 Points)
6. Application clear, concise and comprehensive? (5 Points)
7. Required documentation provided? (5 Points)

Funding will be awarded based on scoring. Funds will be distributed in descending order from the highest scoring application to the lowest scoring application --until all TPF funds are appropriated.