

Dear Tourism Industry Partner:

The South Carolina Department of Parks, Recreation and Tourism is pleased to offer the Tourism Partnership Fund (TPF) for fiscal year 2011-12

The mission of the Tourism Partnership Fund is to advance the economic benefits of tourism throughout the state by providing financial assistance to qualified partners for tourism marketing through a competitive grant process.

Please read the Program Overview and Requirements carefully. This document will explain the grant categories and their eligibility requirements. You choose the grant module for which you qualify to request funding.

As you make application for the FY 2011-2012 cycle, please be advised that grant applications must be received at the SCPRT office no later than the close of business **Friday, May 27, 2011**. Applications may be hand delivered. The TPF staff is unable to accept fax or e-mail copies. All applications will be date/time stamped upon receipt.

Please mail the original and five (5) copies of your grant application to:

South Carolina Department of Parks, Recreation and Tourism  
Attention: Alice Wilson  
Tourism Partnership Fund, Suite 246  
1205 Pendleton Street  
Columbia, South Carolina 29201

A review panel will evaluate and score each application. The TPF point system is provided within each grant category. Upon final review, SCPRT's agency director will allocate grant awards for the upcoming funding cycle.

We look forward to our continued partnership with the many tourism entities across the state.

Kindest regards,

Beverly Shelley  
Director of Sales and Marketing  
South Carolina Department of Parks, Recreation & Tourism



## **SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM**

### **Tourism Partnership Fund (TPF)**

**Fiscal Year 2011 – 2012**

(July 1, 2011 – June 30, 2012)

#### **MISSION**

The Mission of the Tourism Partnership Fund of the South Carolina Department of Parks, Recreation and Tourism is to advance the economic benefits of tourism throughout the state by providing financial assistance to qualified partners for tourism marketing initiatives that attract visitors to and encourage visitor spending in South Carolina.

#### **GOALS**

The goals of this competitive grant program are:

- To generate a return on the State's investment;
- To carry out the tourism marketing and economic development mission of SCPRT; and
- To support our tourism industry partners with an emphasis on rural marketing.

#### **GRANT CATEGORIES**

The Tourism Partnership Fund offers grants in the following categories:

- Established Market / Establish Market Attraction / Established Market Festival or Event
- Rural-Developing Market / Rural-Developing Market Attraction / Rural Developing Market Festival or Event

#### **ELIGIBLE APPLICANTS**

- Federal Non-Profit (501C) organizations, with a Federal Employer
- Identification Number (FEIN)
- City/County Governmental Entity in South Carolina
- Organizations charged with the responsibility of marketing tourism to their specific city, county or region in South Carolina.

#### **INELIGIBLE APPLICANTS**

- Organizations receiving a Line-Item State Appropriation;
- Organizations receiving appropriations from other State agencies intended for marketing and promotion;
- State agencies, foundations of state agencies, state supported institutions and foundations of state supported institutions.

An organization may only apply in one TPF category and may apply for only one TPF grant per fiscal year. Organizations that receive funding from the Destination Specific Tourism Marketing Fund are not eligible to apply for funding from the Tourism Partnership Fund.

## **PROGRAM OVERVIEW**

The Tourism Partnership Fund (TPF) grants are to be awarded in the following categories:

### **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 may apply for funding in the Established Market Category. 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.

#### **Eligible Applicants:**

##### **Destination Marketing Organization**

Convention and Visitors Bureaus, Chambers of Commerce, Regional Tourism Commissions, and other federal non-profit entities that exist for the purpose of promoting economic development in a defined geographic area through tourism marketing and promotion.

- ✓ Applicants may apply for up to a \$150,000 maximum grant award
- ✓ Requires a 2-to-1 funding match

##### **Attraction**

Organization that markets one or more South Carolina attractions and collects an admission fee.

- ✓ Applicants may apply for up to a \$30,000 maximum grant award
- ✓ Requires a 2-to-1 funding match

##### **Festival or Event**

Organization that markets a South Carolina festival or event that generates economic benefit to a local community (such as accommodation room nights and retail sales).

- ✓ Applicants may apply for up to a \$5,000 maximum grant award
- ✓ Requires a 2-to-1 funding match

### **RURAL-DEVELOPING MARKET CATEGORY**

Entities whose physical location is in an unincorporated part of a county or in a municipality that collects less than \$900,000 in State Accommodations Tax annually may apply for funding in the Rural-Developing Market Category. See appendix for list of collections by municipality or county unincorporated area.

#### **Eligible Applicants:**

##### **Destination Marketing Organization**

Convention and Visitors Bureaus, Chambers of Commerce, Regional Tourism Commissions, and other federal non-profit entities that exist for the purpose of promoting economic development in a defined geographic area through tourism marketing and promotion.

- ✓ Applicants may apply for up to a \$150,000 maximum grant award
- ✓ Requires a 1-to-1 funding match

#### **Attraction**

Organization that markets one or more South Carolina attractions and collects an admission fee.

- ✓ Applicants may apply for up to a \$30,000 maximum grant award
- ✓ Requires a 1-to-1 funding match

#### **Festival or Event**

Organization that markets a South Carolina festival or event that generates economic benefit to a local community (such as accommodation room nights and retail sales).

- ✓ Applicants may apply for up to a \$5,000 maximum grant award
- ✓ Requires a 1-to-1 funding match

#### **CORE STIPULATIONS**

- a. The primary focus of all Tourism Partnership Fund (TPF) projects must be tourism promotion to sustain tourism related revenue.
- b. Organizations may submit only one application for a Tourism Partnership Fund grant.
- c. SCPRT reserves the right to adjust funding parameters in accordance with the number of proposals received and available grant funds.
- d. 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.
- e. SCPRT reserves the right to allocate the Tourism Partnership Fund budget at its discretion between the Established Market Category and the Rural-Developing Market Category.
- f. TPF grants may only be used to market festivals, events and attractions that occur at venues that are accessible by the general public on an on-going basis. Festivals or events that occur at private venues are not eligible for a TPF grant.
- g. SCPRT reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the general public and for the state's effort to promote tourism.

- h. Approved applicants may use their TPF grant funds to participate in co-op partnership programs offered by SCPRT.
- i. TPF funds may be used to advertise in any SCPRT-sponsored communication channel.
- j. TPF funds may NOT be used for ad placement in any TPF organization's collateral material that will receive reimbursement for printing.
- k. If projects funded by TPF solicit ads from SCPRT offices, they must offer a 50 percent reduction off the lowest card rate.
- l. In-kind contributions cannot be used as a source of matching funds. Only cash matches are eligible.
- m. Organizations that utilize advertising agencies must provide a copy of media invoice and printer invoice.
- n. Production costs and commission costs are not eligible for reimbursement. Organizations will be reimbursed based on net rates only.
- o. Organizations receiving a TPF grant must have a reciprocal link on their website to SCPRT's web site. Consumer must be able to reach SCPRT's website ([www.discoversouthcarolina.com](http://www.discoversouthcarolina.com)) in one click.
- p. Organizations are only eligible to use up to 50 percent of their TPF grant for collateral material printing costs.
- q. Any collateral material produced in part through the TPF should provide American with Disabilities Accessibility (ADA) information on all properties and attractions listed therein.
- r. Collateral materials must follow the state's bidding process, with the contract for printing awarded to the lowest bidder.

**Organizations and/or applications that are not in compliance with these published Tourism Partnership Fund procedures/requirements will jeopardize their eligibility for funding consideration.**

This TPF grant program criteria will supersede all previous Tourism Partnership Fund and Tourism Marketing Partnership Program (TMPP) guidelines.

## **TOURISM PARTNERSHIP FUND REQUIREMENTS**

### **Bid Procedures**

- Bids are required for all collateral printing and reprinting services.

### **Verbal Quotes**

- Two verbal quotes must be solicited from qualified vendors when costs range from \$1,000 to \$2,499.
- Quotes must be submitted to SCPRT, using the Verbal Quote Sheet, along with a mock-up of the printed material, prior to printing.
- The printing contract must be awarded to the lowest bidder.
- TPF will only reimburse on the print cost of collateral materials, which should not exceed 50 percent of the TPF grant allocation.

### **Written Bids**

- Applicants must solicit three written bids from qualified vendors using the Printing Specification Sheet/Bidding Schedule when expenditures total \$2,500 and above.
- The production and printing specifications must be uniform for all requested bids.
- Copies of the completed Printing Specification Sheet/Bidding Schedule, reflecting the vendor's signature and date, must be submitted to SCPRT prior to printing, along with a mock-up of the collateral material.
- The printing contract must be awarded to the lowest bidder.
- TPF will only reimburse on the print cost of collateral materials, which should not exceed 50 percent of the TPF grant allocation.
- The Verbal Quote Sheet and the Printing Specification Sheet/Bidding Schedule may be downloaded from [www.TPFgrant.com](http://www.TPFgrant.com).

### **Literature Distribution**

Collateral materials funded through TPF may be made available to SCPRT for use in its Welcome Centers and Visitor Inquiry Program. Time-sensitive collateral materials should be shipped to the individual Welcome Centers at least one month prior to the event to maximize marketing efforts. Organizations must adhere to SCPRT's distribution schedule which outlines literature quantity to be shipped to each Center.

Welcome Center literature should be:

- Shipped prepaid
- Wrapped in bundles of 50
- Marked for inside delivery
- Packaged not to exceed 30 pounds
- Clearly marked indicating quantity and content on each box

Remember to follow the above guidelines to insure your printed materials can be accepted at the Welcome Centers.

### **Advertising**

- Newspaper, magazine and directory media schedule, graphics, layout, and text copy must receive approval from the TPF Coordinator prior to final production and placement. SCPRT's logo must appear in all print ads. The use of the South Carolina logo must conform to specifications outlined in the South Carolina Logo Users Guide ([www.TPFgrant.com](http://www.TPFgrant.com) and click on SC Logo and Usage Guidelines).
- South Carolina logo sizes for print media must meet the following requirements: 1 page ad, 1 1/2 inch; 1/2 page ad, 1 1/4 inch; 1/3 page ad, 1 inch; 1/4 page ad, 1/6 page ad and 1/8 page ad, 7/8 inch.
- Original tear sheets verifying the date and the publication's name are to be submitted with your reimbursement request.

### **Billboards**

- Billboards are to be placed in metropolitan areas/regions.
- Billboards should be part of a broader marketing initiative. Directional information should be treated as a secondary message.
- Submit billboard message and location for approval prior to placement.
- Submit legible photograph of posted billboard with your reimbursement request.

### **Electronic Media**

#### **Radio**

- Radio media schedules must include the date, name of commercial, the station location (physical address), contact name (sales manager) and phone number.
- Scripts for radio spots must receive approval from the TPF Coordinator. The script and subsequent voice over must include SCPRT's campaign tagline.
- All radio spots must include a tracking mechanism, such as a toll-free number and/or a call to action.
- An audio recording of your commercial and a copy of the affidavit verifying the media schedule must accompany your reimbursement request.

#### **Television**

- TV media schedules must include the date, name of commercial, the station location (physical address), contact name (sales manager), and phone number.
- Scripts for television ads, including margin script, must receive approval from the TPF Coordinator.
- The South Carolina tourism logo must appear in all television ads. The use of the South Carolina logo must conform to specifications outlined in the South Carolina Logo Users Guide located at

- [www.TPFgrant.com](http://www.TPFgrant.com) (Click on SC Logo and Usage Guidelines).
- All television ads are required to include a tracking mechanism such as a toll-free number and/or a call to action.
- A VHS tape/CD of your commercial and a copy of the affidavit verifying the media schedule must accompany your reimbursement request.

#### **Web-Based Media**

- Program schedule must include dates, targeted areas, and message content. Web media schedule and ad must receive advance approval from the TPF Coordinator.
- The South Carolina tourism logo must appear in all web advertising conforming to specifications as outlined in the South Carolina Logo Users Guide located at [www.TPFgrant.com](http://www.TPFgrant.com) (Click on SC Logo and Usage Guidelines).
- Indicate how qualified leads will be delivered to your organization (daily, weekly, monthly, electronically, etc.)
- Provide the number of impressions your organization anticipates.

#### **National On-Site Broadcast Media -Sporting Events Only**

- Provide copy of contract outlining broadcast services and associated costs.
- SCPRT reserves the right to negotiate for optimum state branding.
- Live or delayed program airtime schedule must be submitted prior to broadcast.

#### **Collateral Material**

##### **Brochure/Visitors Guide**

- You must receive advance approval from the TPF Coordinator for all printed material layouts, and text copy (including reprints) prior to final production.
- The South Carolina tourism logo must appear on all brochures. The use of the South Carolina logo must conform to specifications outlined in the South Carolina Logo Users Guide located at [www.TPFgrant.com](http://www.TPFgrant.com) (Click on SC Logo and Usage Guidelines).
- The minimum size requirement for a brochure is 4 inches by 9 inches. This requirement is necessary in order for the brochure to fit in the Welcome Centers' brochure display racks.
- Brochure mock-up must receive approval from your TPF Coordinator prior to printing.
- Bids are required for all printed material. (See Bid Procedures.)
- Your brochure must include a South Carolina map highlighting the major ports of entry and your location.
- Camera ready art for the South Carolina Logo and maps are available at [www.TPFgrant.com](http://www.TPFgrant.com) (Click on SC Logo and Usage Guidelines).
- Brochures must include a complete physical street address, telephone number with area code, toll-free number, fax number and internet address, if applicable. SCPRT requires that all state parks in the area receive, at minimum, a free listing and photo in TPF-funded collateral materials. Park photography is available from SCPRT's Sales and Marketing Office.

- SCPRT also requires that the following state parks information be included in all TPF-funded collateral materials: For State Park reservations, go to [www.SouthCarolinaParks.com](http://www.SouthCarolinaParks.com), or call 1-866-345-7275.
- The following statement must appear in all printed material: Please visit the South Carolina Welcome Centers for traveler assistance.
- Collateral material must contain a disclaimer statement if the lodging properties, restaurants, attractions and other tourism-related businesses you have listed are not all inclusive.

For publications with international distribution, also include:

- Printed in USA and publication date (Example: 2/11).
- Locator map of the Eastern United States, highlighting South Carolina and major ports of entry.
- Temperature chart, if included, in Celsius degrees and Fahrenheit.
- Mileage and kilometers – 45 mi. (100km).
- Address listing with city, state, zip code and USA.
- If your toll-free number is not operational outside of the United States, list your regular telephone number with the area code.

#### **Travel Trade Guides and Press Kits**

- Collateral materials targeting the Travel Trade (meeting planners, tour operators or media) must conform to requirements outlined above.

#### **Direct Mail**

- Direct mail should be targeted to a specific market.
- Marketing ideas and subsequent reimbursable costs will be reviewed and approved on a case-by-case basis by the TPF Coordinator.
- Direct mail collateral material must conform to the above requirements.
- A mail list of your target audience must be provided to the TPF Coordinator.
- Postage is reimbursable for direct mail if your targeted mail list has been pre-approved by the TPF Coordinator.

#### **Websites/Web Pages**

- All organizations that receive a TPF grant must have a visible reciprocal link to SCPRT's Home Page ([www.DiscoverSouthCarolina.com](http://www.DiscoverSouthCarolina.com)). Consumers must be able to reach SCPRT's website with one click.
- The South Carolina tourism logo must appear on the home page. The use of the South Carolina logo must conform to specifications outlined in the South Carolina Logo Users Guide located on SCPRT's website at [www.TPF.com](http://www.TPF.com) (Click on SC Logo and Usage Guidelines). The South Carolina Logo may be used as the link.

- SCPRT requires that your website contain a disclaimer statement if the lodging properties, restaurants, attractions and other tourism-related businesses you have listed are not all inclusive.
- Submit an outline of the type of information and images you intend to place on your website.
- Indicate whether your site is interactive or e-commerce. Does it provide for point-of-sale?
- If linked to other sites, please provide the policy and criteria to be used. Monthly or annual server/host and maintenance fees are not fundable.

### **Web Enhancement/Upgrade**

- Website must comply with the previously stated Initial web development guidelines.
- Submit enhancement/upgrade information for approval.

### **Consumer Travel and/or Travel Trade Shows**

(Booth Space, Registration Fee, Literature Shipping Cost)

- Submit proposed travel show schedule for approval. Indicate purpose of each show (i.e., consumer, meetings/conventions, group tour, etc.).
- Reimbursement for one booth space is limited to the cost of allotted space as outlined by the travel show contract.
- Registration fee includes the cost to admit one representative of your organization and/or one designated booth as outlined by the travel show contract.
- Reimbursement request should be submitted after travel/trade show attendance. Along with your reimbursement request, submit a follow up report indicating show attendance and number of leads generated.
- Literature shipping cost includes commercial ground freight expense incurred to transport promotional materials to designated travel shows.
- (Overnight or express freight charges are not eligible for reimbursement).
- Grantee agrees to distribute SCPRT literature at travel/trade show (SCPRT inserts, heritage guides/maps, or state park brochures). SCPRT reserves the right to determine the type and quantity of literature to be distributed and will incur the cost of shipment.

## **Other Strategies**

Proof of performance requirements for “Other Strategies” category will be determined when presented to the TPF Coordinator on a case-by-case basis after approval of your grant application.

## **REIMBURSEMENT PROCEDURE**

**All projects must be completed and the reimbursement request sent to SCPRT by the completion date on your Project Agreement Form or by June 15, 2012.**

Projects are considered complete when you have provided copies of the following:

### **Reimbursement Request**

- Complete form as indicated. Be sure your totals are correct and the Project Director has signed the form. This form may be accessed at [www.TPFgrant.com](http://www.TPFgrant.com).

### **Paid Dated Invoices**

- Submit legible photocopies of itemized invoice, reflecting date, description and dollar amount. Monthly statements are not acceptable unless they contain the same pertinent information listed on invoices.
- Organizations that use an advertising agency to secure print bids or place advertisement must also provide copies of the printer/media invoices.

### **Cancelled Checks**

- Attach a legible photocopy of the cancelled check(s) to the appropriate invoice to certify proof of payment. Your cancelled check should reflect payment for items that are strictly related to the project. However, if your check includes non-related expenses, then supporting invoices are required.

### **Media Tear Sheets/Broadcast Media Affidavit**

- Attach original tear sheets from newspaper/magazine advertisement to the appropriate invoice and cancelled check.
- Include an Affidavit from broadcast medium to the appropriate invoice and cancelled check.
- Submit a photograph of each posted billboard.

### **Audit Report**

An audit report is issued to each TPF recipient at the completion of their project. This report summarizes the allowable project costs, the amount of project costs subject to reimbursement and the amount of any funds to be reverted.

- Notification of discrepancy in this audit report must be submitted in writing to SCPRT within 30 days after receipt.

- Projects are also subject to audit by the South Carolina Office of the State Auditor.
- Approved applicants are to keep original invoices and supporting documentation for a period of three years.
- Applicants are subject to random spot checks by SCPRT's Internal Auditor.