



2018-2019 Tourism Marketing Grant

About the Program:

The Martinsville-Henry County Economic Development Corporation's (EDC) Tourism Division is offering a marketing co-op grant designed to assist the local tourism industry with marketing needs. Local tourism related businesses which contribute to the local tax base (Martinsville or Henry County) directly or indirectly are encouraged to apply:

- Hotels
- Campgrounds
- B&Bs/Inns
- Restaurants/Cafés
- Attractions
- Retail & Outlet Stores
- Spas
- Established Events
- Transportation Services

The program's intent is to assist businesses in the Martinsville-Henry County tourism industry with the funding of professional marketing services, including the creation and placement of collateral materials. Successful efforts will aid in the stability and growth of these businesses, potentially increasing tax revenue and jobs within Martinsville and Henry County, Virginia.

Awards may be up to \$1,000 per business. However, no award shall exceed 50% of the total marketing project. A marketing plan will be required in addition to an application, and awardees must use local providers. The grant application process will remain open until March 30, 2019 while funds are available. For more information, contact Sarah Hodges, Director of Tourism, at 276-403-5949.

Marketing Co-op Grant Program Amounts:

- Eligibility is determined at the discretion of Martinsville-Henry County Economic Development Corporation (EDC).
- Awards may not exceed \$1,000.
- Only one award may be granted to a business per grant cycle and cannot be used for the same project as a previous cycle.
- Grant amounts shall not exceed 50% of total project cost or the allowable grant, whichever is less.

Approval Criteria:

- Must be a tourism related business or organization currently licensed in and with its principal office located within the City of Martinsville or Henry County, VA.
- The Martinsville-Henry County EDC must approve marketing service providers used; all providers will be local businesses. Exceptions may be made on a case-by-case basis.
- Grant funds cannot be awarded for a project which has been initiated prior to the approval of a grant application.
- Grants are to be used for the creation or enhancement of marketing collateral and cannot be used for marketing consulting, domain registration, website hosting, general maintenance services or annual subscriptions.
- Grants may not be used to create sites for multi-level marketing (MLM) or pyramid selling.
- Grant funds may not be used to fund projects which are also funded by other EDC grant programs.
- When applicable, applicant will be required to provide analytical data on the success of their project upon its completion. Failure to do so may disqualify you from future Grant programs.
- When applicable, use of VisitMartinsville logo or branding must be included advertising and collateral.

Approved Grant Uses:

- **Web Design and Development Services**
 - Custom website design
 - Content management solutions
 - E-Commerce Services – ex. shopping carts, donation and membership systems
 - Internet Marketing Services – ex. search engine optimization, e-Newsletters, blogs
 - Other website services as approved at the discretion of Martinsville-Henry County EDC
 - Websites should link back to www.VisitMartinsville.com

- **Other Marketing Services**
 - Graphic design services and/or printing
 - Print ad placement
 - Development, videography and placement for television commercials
 - Radio advertisement development and media placement
 - Photography services essential to marketing collateral
 - Business Signage

Grant Application Process:

1. Applicant completes the application form and marketing plan and submits the signed application via mail to P.O. Box 631, Martinsville, VA 24114.
2. An e-mail will be sent to applicant verifying the receipt of a complete application package or notification of an incomplete application package.
3. Application is reviewed and is approved or denied by the EDC's Tourism Division, in its sole discretion. A letter will be sent to applicant informing it of the decision and, if approved, will provide notice of the amount of grant funding it is eligible to receive.
4. Applicant must obtain a contract with the service provider setting the scope of the services to be provided by the service provider. The contract must be approved by EDC and will become part of the Grant Agreement between the applicant and EDC.
5. EDC reserves the right to publicize provider and award winner's name, website and photograph to promote program success.

The following documents must be submitted with the application:

- Copy of current **business license** for Martinsville or Henry County.

- **Project summary** - detail amount of grant funding requested, how you intend to use the grant funds, if received, and details on how you plan to track the success of this grant.

- **Detailed copy of quote(s)** from local marketing provider(s) including project timeline and any applicable supplemental material for consideration.

- **Marketing Plan** which includes measurable marketing goals. Your marketing plan should address the following:
 1. **Target Market** - Briefly mention your target market for your company, website, product, etc., including any important demographics.
 2. **Industry Trends** - Are there any industry trends that would affect your marketing strategy?
 3. **Goal(s)** - What is the goal of your marketing efforts? What do you want to accomplish? Make your goals specific and measurable.

4. **Strategies** - In a general sense, how do you plan to reach your goals? These shouldn't be specific tactics (like sending a weekly newsletter), but should be broad in nature (such as increasing repeat visitor traffic).

5. **Yearly Marketing Budget** - Simply include your predetermined marketing budget so you know what you have to work with when planning out your marketing tactics.

6. **Marketing Mix** - Here's where you'll tackle the 4 Ps of Marketing.

a. **Product (or service)** - Simply mention what your product / service is.

b. **Price** - How will the pricing model of your products/services factor into your marketing?

c. **Placement** (also referred to as distribution) - Placement means where you will physically or figuratively "place" your products or services to make them visible to your target market.

d. **Promotion** - Give a very general overview of how you intend to promote your products or services. How will you build your brand?

7. **Top 3 Competitors** - Who are the top three competitors that you need to position yourself against?

8. **Your Strengths** - What are your particular strengths which might help you position yourself against your competitors?

9. **Your Weaknesses** - What are your weaknesses or potential barriers to positioning yourself against your competitors?

10. **Monthly Tactics** - Using the rest of your marketing plan as a guide, determine where your chosen marketing tactics should fit into your yearly plan.

2017-2018 Success Stories

- Infinity Acres – Truck Wrap
- Lickin Lizard – Truck Wrap
- Bassett Highway 57 Cruise In – Print Advertising
- Mountain Valley Hops – Signage and rack card design and printing



Tourism Division Marketing Co-op Grant Program
Business Application

Legal Business Name:	Physical Address:
Federal EIN:	
Type of Business Organization: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Co. <input type="checkbox"/> Corporation <input type="checkbox"/> Other: _____	Mailing Address:
Contact Person & Title:	Contact's Phone #:
Doing Business As or Trade Name:	Contact's E-mail Address:
Web Address:	Year Business Established:
Current Annual Gross Sales:	Number of Employees:
Is Martinsville or Henry County the primary location for the business listed on this application? <input type="checkbox"/> Yes <input type="checkbox"/> No	Are any tax obligations, including payroll taxes past due? <input type="checkbox"/> Yes <input type="checkbox"/> No
Is the business listed on this application involved in any suit or legal action related to the work it has performed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Authorization The undersigned authorizes Martinsville-Henry County Economic Development Corporation to verify any and all information furnished in connection with this application. Everything that has been stated in the application is correct to the best of my knowledge. My signature below indicates that I have read, understand and will adhere to the Marketing Co-op Grant Program Guidelines. I understand that applications are approved or denied at the sole discretion of the EDC.	
_____ Signature of Applicant	_____ Date