



2021 Tourism Marketing Grant

About the Program:

The Martinsville-Henry County Economic Development Corporation's Tourism Division, VisitMartinsville, 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 \$2,000 per business. However, no award shall exceed **80% of the total marketing project**. A marketing plan will be required in addition to an application, and awardees must use local service providers when applicable. The grant application process will remain open through **September 30, 2021**, or while funds are available. For more information, contact Sarah Hodges, Director of Tourism, shodges@yesmartinsville.com

Marketing Co-op Grant Program Amounts:

- Eligibility is determined at the discretion of VisitMartinsville
- Awards may not exceed \$2,000
- 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 80% 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.
- VisitMartinsville 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 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 websites 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.
- Advertising / Marketing material(s) must be displayed / distributed outside of the Martinsville – Henry County area or be a driver in gaining of visitation.
- When applicable, use of VisitMartinsville logo or branding must be included in advertising and collateral. VisitMartinsville must approve of placement before publishing.

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 VisitMartinsville
 - 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
 - Roadside business signage
 - Creative COVID-19 related improvements

Grant Application Process:

1. Applicant completes the fillable PDF and submit the signed application to shodges@yesmartinsville.com.
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 VisitMartinsville, in its sole discretion. An e-mail 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 VisitMartinsville and will become part of the Grant Agreement between the applicant and VisitMartinsville.
5. VisitMartinsville 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.

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



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: _____ FT _____ PT
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 <p>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.</p>	
_____ Signature of Applicant	_____ Date

Please answer the following questions in the space provided:

1. Give a brief summary of your Marketing Project / Campaign?

2. What is the amount you are requesting from the Tourism Marketing Co-op Grant?

3. How will these funds be used? (be specific including size, frequency, qty, location, etc).

Marketing Plan Item	Description of Marketing Plan Item	Date of Placement or Activity (Month/Year)	Budget Amount
<i>Example: Blue Ridge Outdoor Ad</i>	<i>Magazine Advertisement ¼ Page, Full color</i>	<i>June 2021</i>	<i>\$1300</i>

4. How do you plan to track the success of your project / campaign?

Measure Metric	Where are you today? (Baseline)	Where do you want to be in one year? (Goal)
<i>Example: website traffic</i>	<i>200 unique visits per month</i>	<i>2,000 unique visits per month</i>

5. Has the organization received Tourism Development funds before? If yes, how much, what and when?