



Utah Cooperative Marketing Fund

The mission of the Utah Cooperative Marketing Revenue Matching Program is to leverage state and co-op partner funding to attract out-of-state visitors to increase tourism expenditures

FUND GUIDELINES Round 2015 Applications Due June 25, 2015

Who May Apply for Co-op Marketing Funding?

- Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities (as outlined in the legislation)

Eligibility Requirements:

- Non-profit organizations that have existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.
 - DMO's: Destination Marketing Organizations, such as Chambers, Convention and Visitors Bureaus and Regional Tourism Organizations.
 - PSO's: Public Sector Organizations, such as Events, Festivals, Associations, Attractions, Recreation and Entertainment Venues.
 - Organizations exempted from Federal Income Tax under Section 501 of the Internal Revenue Code.
 - No qualified entity may serve as a fiscal agent for a non-qualified entity.
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- Co-op funds cannot be matched with other state dollars. All applicants and partners will be required to identify the amount and source of their matching funds as well as any state support they are currently receiving.
 - Partnership applications are encouraged. When submitting an application involving various partners, the largest financial contributor must be the primary contact on the application.

Eligible Projects (All projects must be directed at out-of-state visitors)

- Print – Newspaper / Flyer / Direct Mail
- Electronic – TV / Radio
- Publications – Magazines / Guides / Playbills
- Billboard, and other non-traditional
- Web / Internet / Technology – Pay Per Click, E-mail Marketing, Banner Ads, Website design & implementation (website hosting not eligible)
- Collateral – Brochures / DVDs / CDs
- Postage paid only for new market reach – not for operations
- Conventions – Marketing attendance of the convention to out-of-state visitors
- Registration and booth space rentals for the following tradeshow only:

Collinson Media Shows (Collaborate Marketplace, Connect Marketplace, Connect Association, Connect Sports, Rejuvenate Marketplace, Diversity Summit); National Association of Sports Commissions Annual Convention; Helms Briscoe Annual Business Conference; ASAE; IMEX; Smart Meetings; Meetings Focus Live; TEAMS; SportsLink; National Tour Association; Go West; American Bus Association; North American Journeys; IPW; MPI; TapDance; DMAI Destination Showcase; Cvent Convention; Springtime in the Park; Council of Engineering and Scientific Society Executives (CESSE); RCMA; Conference Direct Show; Maritz Travel; Aimia

Ineligible Projects:

- Administrative costs (i.e. – salaries, travel, food, beverages, lodging, gifts/awards, web hosting, memberships or entertainment for personal and/or volunteers of organization)
- Fam Tours (i.e. - travel, food, beverages, lodging, gifts/awards or entertainment)
- Tangible personal property (i.e. – office furnishings or equipment, permanent collection of individual pieces of art, etc.)
- Interest, reduction of deficits or loans
- Scholarships, endowments or cash awards of any description

- Direct funding to acquire, construct, extend or maintain a facility
- Activities or materials which violate State or Federal laws
- Projects already in progress
- Consumer Shows
- Using co-op money to create products for resale is not an acceptable use of funds

Application Review Process:

1. Staff reviews applications for compatibility with the Co-op Marketing Guidelines. Staff will review and determine the level of funding for applications requesting \$10,000 or below.
2. Co-op Committee members will individually review and score the qualified applications requesting more than \$10,000 prior to making recommendations to the UOT Board. Applicants will be notified of, and invited to participate in an oral interview with the Co-op Committee during the application review process.
3. The Committee also determines whether the agreement needs to be a Memorandum of Understanding (MOU) or a State contract (according to State of Utah Policies and Procedures). Contracts may be required for the following:
 - First time event regardless of the entity
 - Entities in business less than three years
 - At the discretion of the board
4. The applicant will be notified of the Board's decision following the **August 2015** UOT Board meeting.

Please Note:

There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding of funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism (UOT) and are final. The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds. Greater consideration will be given to projects that demonstrate the highest potential for economic impact from out-of-state visitors. For event applications, applicant should demonstrate the ability to execute the event with or without financial assistance from the Cooperative Marketing Revenue Matching Program.

Scoring / Ranking

An objective review to score each application will be based on the following point system scale:

Project Design – 50 points

Clearly defined goals and objectives that are realistic – 20

Ability to attract and/or target new markets or promote new products – 10

Integrated marketing plan, strategic plan or other cooperative marketing plan – 15

Strong community support and involvement - 5

Accountability/Economic Impact – 50 points

Expected revenue and positive economic impact generated - 15

Reliable tracking mechanism – 15

Projects aimed at attracting more visitors during the shoulder season - 10

Reasonable cost/benefit ratio –10

Scoring Parameters

Applications must receive a score of 70 or higher by the majority of Committee members to be eligible for funding. Applications receiving an average score of less than 70 will not receive funding.

Guidelines for use of the Utah Logo

All projects must utilize the state brand and have a call-to-action. **All press releases pertaining to Co-op projects must also include the state logo.** The Cooperative Marketing Program is intended not only to market your project/event but also to extend the brand of the state. It is important that we work together to make certain that Utah's brand and logo are effectively used in all marketing materials. **Use of the UOT logo must be in accordance with the UOT Brand Guidelines which can be found at <http://travel.utah.gov/marketing/the-utah-brand>.** Please submit final drafts of all projects/event materials via email to Kelly Day (kday@utah.gov) for approval prior to print, distribution, public release, publication, etc. Please allow a minimum of five (5) business days for approval. The UOT reserves the right to use co-op partner ads in its marketing materials.

As part of the logo approval process, the Office of Tourism and/or Co-op Marketing Committee members reserve the right to deny co-op funding and the use of the Utah logo on marketing materials that may include inappropriate content, or content that may portray Utah or Utahns in a negative way. The denied Co-op funds and matching funds may be reallocated to other approved projects/materials included in the application for increased out-of-state exposure. Should this not be feasible or acceptable to the applicant, the Utah Office of Tourism will reduce funding for the project accordingly.

Billboards - Billboards must display the official Utah-Life Elevated logo at a size that is clearly readable to the passing motorist. Applicants must also specify the location and dates of billboard display.

Partner Logos - Logos of applicants and partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually oriented products and services will not be permitted with the Utah logo.

Print and Publications - All print ads must contain the Utah logo. Generally, the size of the Utah logo should be commensurate with the size of the applicant's logo but not less than 1.25" in length as required in the Utah Logo Guidelines. Applicants must specify the newspaper/publication name, size of ad, market reach and anticipated issue dates.

TV Ads/DVDs/CDs - The products must display the official "Utah – Life Elevated" tourism logo for a minimum of five seconds, typically at the end of the ad. The logo and credit line must be clearly legible and prominently displayed. Applicants must include market reach and frequency. Generally, the size of the Utah tourism logo should be commensurate with the size of the destination marketing organization's logo. DVDs and CDs should also include an official Utah tourism logo on the cover and label.

Radio Ads - Radio ads must contain the credit line "produced in cooperation with the Utah Office of Tourism." The credit line should take 3-5 seconds to pronounce and must be clear and easy for the listener to hear. Applicants must include market reach and frequency.

Booths - Booths purchased or constructed as a portion of the application must display the official Utah – Life Elevated logo for a minimum of one year. The Utah logo should be located in the top 1/3 of the booth and must be clearly legible to those walking down the aisle past the booth. Realizing that booths come in a wide variety of shapes and sizes, the UOT reserves the right to approve the use of the logo on a case-by-case basis.

Websites - Websites created or revised using Co-op dollars must contain the official Utah tourism logo prominently displayed in a place the web visitor will likely view (homepage) for a minimum of one year. The Utah tourism logo should link to the www.visitutah.com website.

Co-op Funding Policy

1. Regardless of the type of project funded, all applicants receiving funding from the Utah Office of Tourism Co-op Program are required to display the following on their website:
 - a. Utah Office of Tourism Logo
 - b. Link the Utah Office of Tourism logo to UOT's official consumer website: www.visitutah.comThe UOT logo and link must be displayed in a reasonably prominent position for the duration of the Co-op marketing project for which the funding was received.
2. UOT will match up to 50% of total project. The UOT award and your match are required by law to be spent on out-of-state promotion only.
3. Qualified entities may apply for up to **\$325,000** of Co-op Marketing funds. All matching funds contributed by a single entity count towards its \$325,000 limit. Multiple applications may be submitted by a single entity but the total amount requested cannot exceed \$325,000. No application will be considered for co-op funding below \$1,000.
4. Required Match – Applicant must demonstrate that it can match its co-op request with non-state funds. **In-kind gifts will be acknowledged, but are not eligible to be considered as part of the match. Letters of financial commitment must be signed by and submitted on contributor's letterhead.**

Payment and Reporting:

If an MOU is issued, 50% of the total award will be paid upon receipt of a signed MOU along with an invoice for said amount, but no earlier than 120 days prior to the project start date as indicated in the application. If the initial 50% of funds are not requested within 30 days of the project start date as listed in the application, all Co-op funding for this project will be forfeited. The remaining 50% of funds will be issued upon the UOT receiving a **completed Co-op final report form and all project related invoices** within 90 days of the completion of the project.

If the committee determines that a contract will be issued, terms and conditions will be determined and payments will be made accordingly.

All applicants must submit a written final report and all project related invoices within 90 days of completion of the project. **Applicants who have failed to submit their final report within the 90 day period following completion of their project are not eligible to apply in the next funding round.**

The UOT may request periodic, brief, event/project updates from its Co-op partners.

In the event that an applicant cannot complete its project as approved, the applicant is required to notify UOT staff immediately and submit proposed changes/modifications in writing as soon as possible.

Webinar training is required to apply for Co-op funds. Access to the applications will be granted at completion of training. Contact Kelly by phone/email with any questions.

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