Sample form, not for offline completion.

Visit https://visitcanton.grantplatform.com to apply.

Arts in Stark/Visit Canton Cultural Tourism Grants

Please submit all requested materials to be eligible for grant funding.

Entry Name

[   ]

Grant funds are awarded for the year/project indicated in the application and are not intended to be a commitment of support for funding in future years for the same or different projects.

All organizations and projects are subject to applicable annual grant application and committee review processes. Annual grant eligibility, application, and committee review processes are subject to change. Confirm and review the current grant eligibility and application details prior to submitting each cycle.

Factors that contribute to grant award determinations:

- Total Available Grant Budget
- Total Eligible Grant Applications Submitted
- Estimated Economic Impact of Project/Event/Campaign
- Demonstrated ability to successfully execute a professional caliber project/event/campaign based upon submitted application and supporting documentation

Grant funds are not eligible to pay for Visit Canton Official Travel Guide advertising or VisitCanton.com sponsored content. Visit Canton Official Travel Guide and VisitCanton.com sponsored content are permissible expenses to include within an overall marketing plan and count toward the organization's minimum matching 50% in marketing expenses. There must be additional qualifying out-of-county marketing expenses to which any awarded grant funds would be applied.

The Cultural Tourism Grant Program will open for projects taking place between June 1-December 31, 2025.

Grant requests up to $20,000 per project will be considered through this competitive application process.

The Grant Program will invest up to $200,000 in support of approved projects.

Organization Name

[   ]

Please select what type of organziation you are:

☐ For-Profit

☐ Non-Profit - 501(c)(3)

☐ Other

Organization FEIN Number (optional)

[   ]

Organization Address

Organization Phone Number

Organization Website

Contact Name

Contact Phone

Contact Email

Project Name

Total number of attendees over the course of the entire project including staff & spectators.

Project Description including Goals & Objectives

Please provide a statement on your organization's goals for this project; how will the requested dollars go towards enhancing or growing this event?

Project Execution Timeline

Please provide a defined time frame for the project including key dates of execution.

Statement of Collaboration

Please state how this project shows partnership or collaboration with two or more Stark County tourism/hospitality partners outside of normal business operations.

Total Budget for Project

Cultural Tourism grant dollars may not represent more than 50% of the total project cost.

Total Amount of Support Requested

[   ]

Visit Canton grant dollars may not represent more than 50% of the total project cost.

If this project is not awarded at 100% of the ask for funding, how will this affect the future and quality of the project?

[   ]

Is this a New or Existing Project?

[▾]

| New |
| Existing |

If this campaign or event has been executed in the past, how is it different from before?

[   ]

Please provide detail about the past return on investment for the campaign, as well as how Cultural Tourism grant dollars will be used to improve or change the campaign and increase return on investment.

You must include the previous event/campaign dates, location and attendance within your description.

Event Start Date

[   ]

Event End Date

[   ]

Location or Event Venue

[   ]

Detailed Operational Project Budget

Please upload a detailed line-item budget that reflects BOTH revenue and expenses.

HIGHLIGHT all line-items that are being requested in consideration for grant funding.

It is required in your budget that you identify the status of funding (e.g., secured, contingent, applied for, etc.)

Need more help? You can download an editable budget worksheet on the Visit Canton Grant Landing page.

Detailed Marketing Budget

Please upload a detailed line-item marketing budget that shows the overall marketing plan for the execution of this project.

HIGHLIGHT all line-items that are being requested in consideration for grant funding.

it is required in your budget that you identify the status of funding (e.g., secured, contingent, applied for, etc.)

Requested Performer/Vendor/Marketing Quotes

⬆

Invoices, contracts, or email confirmations are all acceptable forms of quotes to submit.

Please compile all supporting materials into one document before uploading.

Who will be creating & executing your marketing campaign?

Ad agency, graphic designer, in-house marketing team, etc.

Media & Public Relations Plan for Project

Campaign must have a measurable call to action and marketing & advertising purchases supported by Cultural Tourism Grants.

Please include type of marketing, marketing company (if any), location and approximate run dates.
Grant must target at least a 40% out- of-county audience.

• **PERMITTED**: Campaigns targeting the Cleveland DMA (designated marketing area) including Stark County.

• **PERMITTED**: Ad buys with local media partners that have distribution/listenership/viewership consisting of at least a 40% audience from outside of Stark County.

• **NOT PERMITTED**: Ad buys targeted only to cities/locations/audiences within Stark County.

Marketing documents may be uploaded in the attachments tab, instead of typed in field.

Estimated Percentage of Attendees & Participants from Outside of Stark County

What percentage of all attendees and event participants do you expect to be from outside of Stark County

How will you track your return on investment (ROI) for your project?

Projects must show that they will generate an increase in visitors from outside of Stark County.

Detailed ROI report that tracks visitation numbers, locations of visitors (zip code tracking), economic impact to the organization and Stark County.

Example: Social media impressions, website increases to a specific landing page, reader-response from a print publication, # of tickets purchased, code or coupon that is connected to the call to action

Material may be supplied as follows:

1. Upload supporting marketing materials, budget documents, etc. below.
2. Maximum file size is 5MB per piece. A maximum of five pieces can be uploaded with your entry.
3. Video attachments may be hosted on a video site such as YouTube or Vimeo.
4. Provide website URL's to the publicly accessible campaign or active URL of a landing page.
5. Please do not upload any further written material as the judges will not consider these. The written component of your entry should be fully explained within the provided form fields.

Type of attachment (optional)

▼
Photo
Marketing Materials
Creative Concepts
Budget
Other

Now that your application is complete, you may:

1. Preview your completed application
2. Submit your completed application
3. Save & close to finish at a later date

Should you need to make changes to your application after submitting, you may login and edit your application up until the entry deadline.

If you have any questions on the entry process, please contact <u>Visit Canton</u>.