



## **Jackson Hole Travel and Tourism Board**

### 2020-2021 Community Marketing Stimulus Fund Application Guidelines

Thank you for your interest in receiving marketing stimulus funding from the Jackson Hole Travel & Tourism Board.

Through a granting system facilitated by the Events Committee of the Travel and Tourism Board, use of these funds will be for a Community Marketing Stimulus Grant - grants up to \$10,000 awarded to community initiatives that bolster marketing efforts following the destination official re-launch campaign of Jackson Hole.

The **Community Marketing Stimulus Grant** provides the opportunity for local entities to become involved with and support the greater Travel and Tourism Board **Destination Re-Launch Campaign**. Assets developed by the TTB for the Destination Re-Launch Campaign will be made available for all organizations and entities, not only applicants and grantees. Priority of these grants will be given to efforts that hire local companies to produce or manage content production or distribution, and encourage the development of digital content. Applicants will be required to submit documents outlining the intended marketing and promotional use of funds, the target audience they plan to reach, and an expected reach of their efforts. The Community Marketing Stimulus Grant will encourage applicants to draw visitors that will result in a positive economic impact and spend in Teton County.

Please include the following in your application:

- Name of Business/Organization & Name of the Person submitting
- Mailing/Physical Address; Contact email address; Website
- Amount of funding requested
- Marketing plan and explanation of potential for media exposure to include:
  - Target Audience
  - Expected Reach with marketing efforts
- Complete and detailed promotion & marketing budget as a pdf including anticipated revenues and expenses.

*Note: No additional information beyond what is requested will be reviewed or accepted.*

Upon submittal of vouchers and recap please include the following electronically:

- Name of Business/Organization & Name of the Person submitting
- Mailing/Physical Address; Contact email address; Website
- Amount of funding granted
- Voucher of completed work submitted in the application
  - All paid invoices and timesheet will need to be submitted with voucher.
- Summary of how funds were utilized through marketing
- Examples of advertising, video, digital marketing screen grabs

- If available, statistics on return on investment (example – google analytics on digital campaign)

**About Jackson Hole Travel and Tourism Board:** *The Jackson Hole Travel & Tourism Joint Powers Board is a volunteer board appointed by the Jackson Town Council and Teton County Board of Commissioners to oversee the use of the tourism promotion funds appropriated by the lodging tax. The JHTTB is dedicated to developing a healthy and vibrant fall, winter and spring economy that preserves our natural capital and enhances the well-being of our community. Please note that ALL vouchers may be subject to an audit.*

**Please note these important limitations:** *Awarded funds should be directed toward marketing expenses that positively impact the economy by drawing visitation. Payroll for marketing as it directly relates to the campaign can be reimbursed only if the person's time is itemized and accountable to the task for which funds are awarded. **Lodging Tax funds cannot be used to reimburse for any alcohol or capital expenses.***

*If you have ANY questions about what can be funded, please contact Maureen Murphy at [mo@jacksonholechamber.com](mailto:mo@jacksonholechamber.com)*

Applications must be received no later than **5:00 p.m. on Friday June 26, 2020**. No applications received after the deadline will be considered. A complete application must be submitted by the deadline in order to be considered.

**APPLICATION ELECTRONICALLY IN PDFs to:**  
Maureen Murphy at [mo@jacksonholechamber.com](mailto:mo@jacksonholechamber.com)  
Please label PDF as follows: Business Name – CMSF - FY'20-21