Tourism Mini-Grant Application – FY 2020

The Nantucket Island Chamber of Commerce offers the Tourism Mini-Grant Program as a way to collaborate with members to actively promote our region to visitors traveling from at least 50 miles away. Eligible projects include print, website development, blogging, digital, TV, YouTube, audio messaging, radio, social media projects, language translations and signage for tourism-related businesses. *If projects are print, they must have an electronic component. This funding is made available through 1038 grants funds and is subject to all requirements mandated by the Massachusetts Office of Travel and Tourism (MOTT).

IMPORTANT GRANT INFORMATION

• Total grant funds available for FY2020 Tourism Mini-Grant Program: $10,000.00
• Tourism Grant Award will not exceed 40% of the total project production cost. The applying entity must demonstrate the ability to raise the 60%-plus match in private funds for the project. In-kind contributions do not qualify as a match.
• Applicant must submit six (6) copies of grant application by mail or in person to the Nantucket Island Chamber of Commerce, along with submission via email to grants@nantucketchamber.org by no later than May 1, 2020 by 4pm. All applications will be accepted on a first come, first serve basis. Grant awards will be distributed on a rolling basis. May 1, 2020 is the cut off for FY20 Awards.
• All applications will be reviewed by the Nantucket Island Chamber of Commerce Marketing & Communications Director and if it meets NICC & MOTT’s requirements, it will be passed on to be approved by the Nantucket Island Chamber of Commerce’s Marketing Committee.
• Award amounts will be determined by the Marketing & Communications Director and the NICC Marketing Committee.

Eligibility Criteria

• All applicants must be a member in good standing of the Nantucket Island Chamber of Commerce with a history of bills paid in full.
• All applicants must be doing business in Nantucket County.
• All applicants must support the mission to promote Nantucket as a travel destination. The goals of the applying entity must be consistent with the goal of promoting economic development through regional tourism promotion.
• The primary purpose of the project must be to increase revenue by targeting visitors who require overnight accommodations in Nantucket County, reaching markets that are more than 50 miles away.
The applying entity must demonstrate the ability to market and distribute the collateral materials produced.

Funds are to be used for the design and production of promotional materials including: print (brochures, flyers, calendars, rack cards, magazines, newspapers), website development, blogging, digital, TV, YouTube, audio messaging, radio, social media projects, language translations and signage for tourism-related businesses. *If the projects are print, they must have an electronic component.

Funds cannot be used for postage, fulfillment, or distribution.

Funds received must be used for the specific project approved and cannot be applied to another project without written approval of the Nantucket Island Chamber of Commerce’s Director of Marketing and Executive Director.

**Required Funding Credits**

All applicants must agree to credit the Nantucket Island Chamber of Commerce and MOTT on all materials produced as specified in the application.

All applicants must currently provide a reciprocal link on their website homepage to nantucketchamber.org and massvacation.com

Projects that consist of sold ad space must include an ad from the Nantucket Island Chamber of Commerce. Size consistent with the grant award amount.

**Application Process**

Submit six (6) copies of the application to the Director of Marketing at the Nantucket Island Chamber of Commerce offices on or before May 1, 2020 by 4pm. All applications will be accepted on a first come, first serve basis. All grant awards will be distributed on a rolling basis. Failure to meet requirements outlined above will render the application void. Applications will be reviewed on a rolling basis by the Nantucket Island Chamber of Commerce’s Marketing & Communications Director and the Marketing Committee. All approved applications will be delivered to MOTT for additional approval.

Members that receive funds must adhere to the following grant procedures (failure to follow these procedures can result in forfeiture of grant.):

- Submit your mini-grant application to grants@nantucketchamber.org.
- NICC will process your request. Please expect up to two (2) weeks for approval. If approved at the NICC level, NICC will notify the business and then submit a request to the state for approval.
- Upon receipt of a ‘mini-grant’ request from NICC, MOTT will review the submission and the purpose of the intended ‘mini-grant’ and will respond to NICC. This can take up to two (2) weeks for approval by the state.
If approved by the state, NICC will contact the business. Upon approval, the business is responsible for creating the advertisement, following the MOTT & NICC standards.

- All projects/artwork must be submitted to the Nantucket Island Chamber of Commerce at least three (3) weeks prior to the scheduled print/publish date so that any additional necessary approvals from MOTT can be obtained.
- If the project/artwork is approved, NICC will submit for approval by MOTT. If changes are required by either NICC or MOTT, the project will need to be re-submitted for approval. *DO NOT PRINT anything until approval has been issued by the Nantucket Island Chamber of Commerce. If the project is printed or live prior to approval by NICC and MOTT, NICC and MOTT will not be held responsible for any funding.
- Once approved by MOTT, NICC will issue a final approval notice to place the ad/project buy.
- Approved projects must be printed/completed by June 22, 2020. We are unable to fund advertisements that run after June 30, 2020.
- Approved projects must use the Nantucket Island Chamber of Commerce and MOTT logos/websites and funding statements as stipulated by MOTT and the NICC on the printed pieces as well as in all media/public announcements about the finished project.
- Applicants must submit the vendors’ invoice(s) (Attn: Nantucket Island Chamber of Commerce), along with your check made payable to the Nantucket Island Chamber of Commerce for the private match (a minimum of 60% of the total project cost), and three (3) copies of the finished project to the Nantucket Island Chamber of Commerce before any payments will be made. *Please DO NOT PAY any project invoices before submitting to the NICC.
- All grant applicants are advised to conduct a competitive bidding process in order to ensure quality control as well as cost-effective production of projects funded in part by the Commonwealth of Massachusetts. All applicants are encouraged to use a Massachusetts vendor when possible and to obtain bids from members of the Nantucket Island Chamber of Commerce.
- All requirements must be met e.g. web link, brochure distribution. Failure to do so will influence the amount of grant award as well as future grant eligibility.

IF AWARDED

- Grant funds will not be awarded directly to the grant recipient.
- **DO NOT PAY any invoices that are part of the project budget.** All invoices and three samples of the completed project must be submitted to the Nantucket Island Chamber of Commerce by mail or in person along with a check (made out to The Nantucket Island Chamber of Commerce) for the total project cost less the grant award amount. The Nantucket Island Chamber of Commerce will pay all invoices.
• Any deliberate reduction in project costs (e.g. deciding to print a lesser quantity, paying invoices prior to project completion, etc.) will affect your grant award amount, regardless of the award percentage. Unused grant funds will be reallocated to general advertising to market the entire region.
• If an organization forfeits a Tourism-Mini-Grant for any reason, the organization must wait one full fiscal year before applying again.
• All FY20 grant recipients must participate in a mandatory conference call prior to the execution of any projects to ensure that all requirements are met and understood.
• All covers and funding panels must be submitted to the Nantucket Island Chamber of Commerce by Friday, May 15, 2020 along with a detailed distribution plan. Your project does not need to be completed until June 22, 2020. We only need the cover, funding panel and distribution plan. Do not print anything until you have been notified by the Nantucket Island Chamber of Commerce that your artwork is approved.
• All projects must be completed and paid in full by Friday, June 22, 2020 in order to receive funding.
• The Nantucket Chamber requires all statistics, impressions, actual demographics and distribution, etc. for all projects after the fact.
I have read and agree with the requirements pertaining to the receipt of matching grant money from the Nantucket Island Chamber of Commerce. I understand that any organization receiving grant money will be responsible for adhering to all guidelines set forth by the Massachusetts Office of Travel and Tourism and the Nantucket Island Chamber of Commerce. I also understand that failure to follow any procedures will result in termination of the grant.

Authorized Signature: ________________________________ Printed Name: ________________________________

Title: __________________________ Date: _______________

Nantucket Island Chamber of Commerce Mini-Grant Application Form – FY2020

Member (Organization name):
Address:
City:
State:
Zip:
Telephone:
Email address:
Website:
Federal ID number:
Authorized Representative:
Person responsible for execution of project:

NAME OF PROJECT:

TOTAL COST OF PROJECT:
For a reprint project, you must include copies of last year’s invoice(s) and current vendor(s) estimate of 2020 costs.
For a new project, you must include copies of estimates from at least three (3) vendors. Additionally, if you select a higher cost vendor, you must explain the reason in your application.

BREAKDOWN OF PROJECT EXPENSES

TOTAL GRANT $ REQUESTED:

This project is: (please circle) new reprint/revision

My organization: (please circle) has applied has not applied before.

Applications will be evaluated based on the response to the following:

Describe the project:
Describe how project supports your organization’s mission & the mission of Nantucket Island Chamber of Commerce: To foster Nantucket’s economic vitality, while respecting the island’s unique quality of life, to the benefit of our membership and community. As Nantucket’s Regional Tourism Council, we have a mission to develop and implement effective marketing strategies to increase the number of overnight visitors to Massachusetts.

Describe how this project supports regional marketing programs:

Describe how this project will generate overnight guests:

Actual dimension of ad/print piece (width x height): _____ X _____ N/A ______

How many will be printed/produced?

Distribution Plan: This distribution plan is essential to the awarding of the Grant
* Must reach markets at least 50 miles away.

PRINT PROJECTS:
* Please be specific and identify the name of each distribution point and detail the # of printed items going to each distribution point:

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<tr>
<th>Distribution Point</th>
<th>Quantity</th>
<th>Remarks</th>
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NON PRINT PROJECTS:
* Please provide detailed information.

Examples include:
Digital media – Include media outlet information, demographics, audience reach, # of impressions
Website enhancements – Include Search Engine Optimization efforts (Ad Words campaigns, link-building, Google Analytics information)
Radio/TV – Include media outlet information, demographics, audience reach, frequency
The Nantucket Chamber requires all statistics, impressions, actual demographics and distribution, etc. for all projects after the fact.

**GRANT CHECKLIST:** Please make sure all materials are included with this application.  
*Please note: Estimates must be included with this application. It will be considered incomplete without them.*

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<tr>
<th>Reprints: I have included a copy of prior year’s invoice and current vendor estimate(s) (both print and design) for 2020 costs.</th>
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<td>For New Projects, I have included three (3) written estimates from Vendors.</td>
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<tr>
<td>I have six (6) copies of my completed application to submit to the Nantucket Island Chamber of Commerce</td>
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<tr>
<td>I have included and attached to this application a print out of my web site showing the NICC and MOTT web links.</td>
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**GRANT TIMELINE:**

May 1, 2020 – Final Date of Application Submission for Mini-Grant Program, Applications Accepted On A Rolling Basis (expect 7 – 10 business days for approval)

May 15, 2020 – All Covers & Funding Panels Must Be Submitted To The Nantucket Island Chamber of Commerce

All Projects & Artwork Must Be Submitted To The Nantucket Island Chamber of Commerce at least Four (4) Weeks Prior To The Scheduled Print/ Publish Date.

June 22, 2020 – All Projects Must Be Completed and Paid In Full

Please mail completed applications to:  
Nantucket Island Chamber of Commerce  
ATTN: FY2020 Tourism Mini-Grant Program  
Zero Main Street, Second Floor  
Nantucket, MA 02554

Hand Deliver to:  
Nantucket Island Chamber of Commerce  
ATTN: FY2020 Tourism Mini-Grant Program  
Zero Main Street, Second Floor  
Nantucket, MA 02554

Email to:  
grants@nantucketchamber.org