



## **FY13 Guidelines: Tourism Reinvestment in Promotion and Product (TRIPP) Program**

### **Purpose of the TRIPP Program**

The Tourism Reinvestment in Promotion and Product, or **TRIPP**, program is made available using a portion of the hotel tax revenue that is directed to the Tourism Council of Frederick County (TCFC). These funds are available for 1) **advertising** 2) **trade show promotion** and/or 3) **development** of local non-profit attractions, sites, events, and activities that attract tourists to Frederick County. In this application, an **attraction** is considered a site, exhibit, event, program, initiative, or other project that attracts visitors to Frederick County. Another portion of the TRIPP Program provides a “payment for performance” incentive for generating blocks of hotel room usage.

It should be noted all aspects of TRIPP have the intent to fund projects and applicants that:

1. Increase the number of visitors to Frederick County and the amount of money they spend when visiting
2. Increase **overnight stays** in Frederick County hotels, thereby replenishing and increasing the hotel tax revenue that is used to fund this program
3. Enhance the overall attractiveness and marketability of Frederick County as a destination

### **Funding**

The TRIPP program has been budgeted at **\$185,000 for FY13**. The TCFC Board of Directors determines the TRIPP program funding level annually based partly on hotel tax receipts and anticipated TCFC revenue. Unallocated or unclaimed TRIPP funds will roll over for allocation in a future fiscal year.

### **Use of Funds - Overview**

The TRIPP budget will be allocated as follows: \$10,000 each for the Group Overnight Incentive Program and the Unanticipated Opportunities Fund, then 60% of the remainder for the Advertising Fund and 40% for the Product Development Grants.

- **Advertising Funding (\$100,000 available)** – This funding covers the cost of selected applicants’ advertising placement or trade/consumer travel show booth fees for the purpose of increasing visitation and overnight stays in Frederick County. The maximum request in the Advertising Funding category cannot exceed \$15,000. The Advertising Fund has two components:
  1. **Individual Placement Advertising Program** (\$55,000 available) - This is the optimum use of TRIPP Advertising funds. Awardees place ads that were identified in the media schedule in niche or national publications (or regional media that falls outside of the Spring and Fall Regional Cooperative program) determined by the applicant to be the best outlets to reach desired audiences. TCFC pays the media vendors directly after the awardee has forwarded approved invoice(s) and 50% cash match up to the approved award amount.
  2. **Spring and Fall Regional Cooperative Placement Program** (\$45,000 available) – The Co-op was developed in response to concern about the large percentage of TRIPP ad funds being used for placements in strictly local media, within the same timeframe, yet in an

inefficient manner. The co-op works to create greater efficiency and impact from these placements while also extending the reach regionally. Applicants apply to be included in ads placed by TCFC in a mix of local and regional publications. Applicants will be responsible for 50% of the cost of their awarded ad placements.

- **Product Development Grants (\$65,000 available)** - Available to help non-profit organizations by covering 50% of the associated costs to develop new tourism projects, events and activities that should encourage increased visitation and additional overnight stays in Frederick County. The award must be matched by an equal value in cash project expenditures or documented donations of goods or services for the project, but not staff or volunteer time. No more than 25% of the match can be in-kind donations. The maximum request cannot exceed \$15,000.
- **NEW FUNDING PROGRAMS FOR FY13**
  1. **Group Overnight Incentive Program** (\$10,000 available) - This new component of the TRIPP program provides a cash incentive for organizations that generate a quantity of overnight hotel stays in Frederick County during FY13. The rooms can be booked for a motor coach tour group or as a block of rooms arranged by applicant in connection with an event.
  2. **Unanticipated Opportunity Fund** (\$10,000 available) – A new component of the TRIPP program in FY13 reserves \$10,000 to be awarded in FY13 for marketing or development opportunities that could not have been anticipated at the time of the TRIPP application deadline.

### Applications

Frederick County non-profit organizations may submit no more than one Advertising Fund submission and one Product Development Grant submission per applicant per year. Proposals should be consistent with the TCFC goals of increasing the number of visits, the average length-of-stay by visitors and visitor expenditures in Frederick County. Applications will be evaluated by a five-member selection committee appointed by the TCFC Board of Directors. **All applicants are strongly encouraged to sign up for and attend a TRIPP Workshop in February or March.**

### Timeline

Date	Process
First Week in Jan	Applications available, publicity and website posting
Jan TCFC Board Meeting	TCFC Board of Directors appoints 5-member TRIPP Selection Committee
<b>March 9</b>	Workshop RSVP/Intent To Apply form due from all applicants
<b>Feb. 27 &amp; March 12</b>	Application workshops - <b>Strongly encouraged</b> attendance for ALL applicants. The person responsible for applying for the grant AND the person administering the grant and related project are both encouraged to attend the workshop.
April 2	Deadline for applications to be submitted to TCFC
First Week in April	Copies of applications with scoring sheets distributed to Selection Committee
Last Week of April	Committee meets for Selection Day(s).
May 11	TCFC Board approval of Committee recommendations
Week of May 21	Announcement of FY13 TRIPP awards

**Applications and questions should be directed to:**

John Fieseler or Patsy Ensminger  
TRIPP Program, Tourism Council of Frederick County, Inc.

Frederick Visitor Center, 151 S. East St., Frederick, MD 21701

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**TRIPP Advertising Funding**

The Tourism Council of Frederick County, Inc. (TCFC) is pleased to provide the **Tourism Reinvestment in Promotion & Product (TRIPP) Advertising Fund** through which disbursement will be made for allowable marketing expenditures by selected Frederick County attractions and events for the purpose of increasing visitation and visitor expenditures in Frederick County, MD. **50%** of certain marketing expenditures will be matched for selected organizations up to a maximum **\$15,000** award.

**I. Who is eligible?** Non-profit organizations and events in Frederick County are eligible to apply for participation in the TRIPP Advertising Fund Program. Primary consideration will be given to those organizations and events that demonstrate the ability to attract and measure visitors from outside of Frederick County. Project partners do not need to be non-profit organizations, but cannot include hotel, motel or other lodging businesses located outside of Frederick County.

**II. Is the funding provided as a grant to the selected organization?** No. The funds allocated for allowable marketing expenditures by organizations and events selected for the TRIPP Advertising Fund Program will be used by TCFC to directly pay up to the amount approved for the selected entity. This process permits these funds to be included among TCFC’s total qualifying expenditures for the purpose of determining Frederick County’s annual marketing grant from the Maryland Tourism Development Board.

**III. What expenditures will be covered?** The purpose of the TRIPP Advertising Fund Program is to increase awareness of Frederick County’s attractions and events of interest to residents of other areas, and persuading those potential visitors to visit attractions, participate in events and to purchase food, lodging and other products and services while in Frederick County. The allowable marketing expenditures are advertisement placement costs plus trade and consumer travel show booth registration fees.

**IV. What is the process?** Non-profit organizations and events may apply annually for participation in the TRIPP Advertising Fund program by a specified deadline. Organizations can apply for both the Regional Cooperative Placement Program and for the Individual Placement Program, but the **maximum combined advertising amount an organization can apply for is \$15,000**. A TRIPP Selection Committee of TCFC will accept **only those complete applications submitted by the deadline**. Primary consideration will be given to proposals that best address the following:

- Marketing Strategies
- Relevance to TCFC Marketing Objectives
- Performance measurements - Past TRIPP grantees who are applying for more funding will also be judged on past project performance/success and cooperation with program guidelines

## **TRIPP Advertising Funding:**

### **Individual Placement Advertising Program (traditional program)**

\$55,000 available, 50% cash match from recipients

*Recipients independently place ads in niche or national publications or other approved media*

#### **Overview**

This program allows an organization to place advertising in niche or national publications (or regional publications that aren't included in the Cooperative Regional Placement Program) and which the applicant has identified as appropriate vehicles for reaching outside audiences that would be interested in visiting applicant's attraction or event. Funds can be used to:

- Exclusively fund an organization's niche or national media placements
- Supplement the Cooperative Regional Placement Program (primarily in non-local markets)
- Fund advertising for organizations that cannot meet the minimum match of the Cooperative Regional Placement Program. There still is a \$1,500 minimum per applicant and media plans must reflect the intent of TRIPP and include non-local publications.
- Trade and consumer travel show booth registration fees are also eligible expenses under this funding category.

#### **How much is available?**

The program has **\$55,000** to award through the Individual Placement Advertising Program. This will be matched (50/50) by organizations that are accepted into the program. Organizations can apply for **\$15,000 total** between the Spring & Fall Regional Cooperative Placement Program and the Individual Placement Advertising Program.

#### **Where will my advertising be placed?**

The applicant will determine this by submitting a media schedule during the application process for their advertising plans. The applicant will include a complete media schedule and/or trade/consumer show schedule with relevant dates, ad sizes, and media information using the media schedule form provided. Media schedules should be broken out by individual publication, broadcast or other media outlet. Awards will be based in part on the quality of the plan and the media outlets included in it.

#### **Is the funding provided as a grant to the selected organization?**

No. The funds allocated for allowable marketing expenditures by organizations will be used by TCFC to directly pay invoices. This process permits these funds to be included among TCFC's total qualifying expenditures for the purpose of determining Frederick County's annual marketing grant from the Maryland Tourism Development Board.

#### **What is the payment process?**

TCFC must directly pay the media outlet. The organization will submit a Request for Payment form, proof of performance, and 50% of total invoice as cash match to TCFC. Within ten business days of receipt of completed forms, accompanying documents and cash match, TCFC will directly pay the invoices from the vendor (media outlet, trade show, etc.) up to the amount approved for the selected entity.

## **Spring and Fall Regional Cooperative Placement Program**

\$45,000 available, 50% cash match from recipients

*Recipients apply to be included in ads placed by TCFC in a mix of local and regional media*

### **Overview**

The Spring and Fall Regional Cooperative Placement Program was introduced to more efficiently promote the region and attractions. If awarded into this program, an organization's attractions will be advertised in a series of predetermined media outlets. The frequency of exposures of the organization will be determined by the award given. Ads will appear together under the branded header of The Tourism Council of Frederick County, complete with all required logos, taglines, and contact information integrated into the overall design of the ad, radio, internet or other media spot. Organizations will benefit from participating in this program in the following ways:

- With the Tourism Council of Frederick County purchasing the ad space, there is more buying power allowing organizations' dollars to stretch further
- If accepted into the program, ad design is included if desired
- Less hands-on time for the organization to manage advertising, as all advertising placement and invoices from individual media outlets will be handled by TCFC
- Better opportunity to market "Frederick – The City. The County. The Region." With all attractions advertised together, the larger ad will attract more attention and better spotlight area attractions. For example, seeing that there's a play on Friday night, city-wide event on Saturday night, and Sunday evening concert makes for a more compelling reason to plan a weekend get-away to Frederick than each attraction would if advertised individually.
- A consistent and cohesive message will brand the area as an attractive destination for overnight stays.

### **How much is available?**

The program has **\$45,000** to award in Spring and Fall Regional Cooperative Placement Program advertising. This will be matched (50/50) by organizations that are accepted into the program. Organizations can apply for **\$15,000 total** between the Spring and Fall Regional Cooperative Placement Program and the Individual Placement Advertising Program.

### **Where will my attraction be advertised through the co-op program?**

We've done an analysis of the media outlets that past TRIPP recipients used for advertising. The majority of insertions through TRIPP were placed in local media outlets. While TCFC realizes local attractions need local advertising to be successful, regional advertising is necessary to create the overnight stays this program is tasked with producing.

We have developed a targeted media schedule that will market our assets not just locally, but regionally. Organizations accepted into the program will have their attraction advertised in all of the following media outlets:

### **Newspaper**

- The Frederick News-Post
- The Gazette (Local plus inclusion in regional Gazette publications outside of Frederick County)
- The Herald-Mail
- The Washington Post

**Broadcast**

- WHAG TV
- Regional radio stations as budget permits

**Magazine**

- Frederick Magazine
- Maryland Life Magazine

**Online Advertising**

- Frederick News-Post
- Comcast.net
- Online exposure via Tourism’s web page specifically for TRIPP promotions, [www.frederickgetaway.com](http://www.frederickgetaway.com)

**What is the frequency of advertising placement?**

Print advertising will be placed April-June and September-December two times a month:

1. On the Thursday before the first Saturday of each month and
2. On the Thursday before the third Saturday of each month.

Magazine, broadcast, and online advertising will be placed in the days/weeks leading up to the attraction date.

The frequency with which your attraction will be advertised is determined by the award you receive. There are three levels of awards, and you will receive placement based on your award level.

**For the purposes of this program, each “placement” is defined as:**

- An ad in each of the print publications
- Inclusion in radio spots
- Online advertising and promotion through TCFC website

**What are the Award Levels?**

The following award levels are set, although the TRIPP Selection Committee can adjust the number of recipients based on applications received. For example, if 10 organizations apply for the \$3,000 award level, but none apply for the \$10,500 award level, the committee can make adjustments to account for the demand.

Award Level	Frequency	Amount matched by organization	Number of individual attractions you can promote
\$3,000	2 placements	\$3,000	Maximum 2
\$6,000	4 placements	\$6,000	Maximum 4
\$10,500	7 placements	\$10,500	Maximum 7

**What is the payment process?**

Awardees accepted into the program will be invoiced their portion, 50%, for each ad placement awarded during the period when the placement occurs. Each placement is valued at \$3,000, and the organization will be responsible for half of that, or \$1,500. Proof of performance is available upon request from the organization.

Organizations that do not pay in a timely manner will be excluded from the program after sufficient warning.

## **GROUP OVERNIGHT INCENTIVE PROGRAM**

### **Overview**

This new component of the TRIPP program provides a cash incentive for organizations that generate a quantity of overnight hotel stays in Frederick County during FY13. Whether these rooms are used for a motor coach tour group or a block of rooms booked in connection with an event, the requirements are simple:

### **Eligibility**

Eligibility for the incentive program is the same as for other elements of the TRIPP program.

### **Minimum number of rooms**

At least ten hotel room nights must be sold as the result of the efforts of the applicant in connection with their attraction or event, as documented after the stay by the hotel General Manager(s).

**Amount of incentive** – \$10 per actualized room night.

### **Maximum amount of incentive**

The maximum cash payment that will be made to a single organization is \$4000 in a single calendar month, beginning with July 2012. The organization may apply for additional funds in future months if funding remains in the incentive pool. Applications will be funded on a first-come basis until the pool is depleted. Multiple organizations involved with the same group visitor or room block would receive proportional payments.

### **Application**

All that is needed now is an indication that you intend to seek the incentive during FY13. You will be supplied with the documentation to be signed by the appropriate Frederick County hotel general managers. The general managers will be notified about the program. You should confirm with the hotel when making arrangements for a block of rooms that the General Manager will be willing to sign the certification documentation. Submit the Group Overnight Incentive Program registration form by the April 2 TRIPP application deadline.

## **UNANTICIPATED OPPORTUNITY FUND**

A new component of the TRIPP program in FY13 reserves \$10,000 to be awarded in FY13 for marketing or development opportunities that could not have been anticipated at the time of the TRIPP application deadline.

### **Amount Available**

\$10,000 available

### **Eligibility**

Eligibility is the same as for the regular TRIPP program.

### **Application**

Applicants will use either Development Grant or Individual Placement Advertising forms (not co-op), but will additionally have to explain how the opportunity could not have been anticipated prior to the regular TRIPP program deadline. Applications may be submitted after the regular TRIPP application deadline, April 2, for opportunities that will occur in FY13 that could not have been anticipated prior to

the normal TRIPP application deadline. Funds may be awarded until the Unanticipated Opportunity Fund is depleted.

## General TRIPP Advertising Fund Requirements & Organization Responsibilities

These requirements will be included in all contract awards for this program. Please read carefully and understand that you must meet these requirements to be able to participate in this program.

### Logo requirement for ads

- **Individual Placement Advertising Program (traditional program)** - All advertisements, except radio, placed with TRIPP Program funds must include TCFC's revised TRIPP logo. All advertisements, including radio, must meet tagline requirements, which will be provided with award contracts. Tear sheets, audio or video recordings, or similar proof of performance will be required before invoices are paid.
- **Spring and Fall Regional Cooperative Placement Program** - Ads included in this program will have all logo and tagline requirements included in the ad design. In most cases, an organization's individual ad will not contain this information; rather it will be included as a part of the overall ad design.

### Show requirement/Leads

- Organizations selected for participation in trade or consumer travel shows must agree to distribute the TCFC Frederick County visitor guide at show.
- All leads generated by advertisements or travel/trade show contacts will be provided electronically to TCFC. This does not remove the applicant's obligation to promptly respond to inquiries generated through TRIPP activities.

### Application Policy

Please read this section BEFORE submitting your application. Requests for inclusion in the TRIPP Advertising Fund Program will be approved under the following conditions:

1. The request must be for promotion or advertising of an attraction, event, activity, festival or program occurring in Frederick County that fosters tourism. The proposed attraction, event, activity, festival or program must relate directly to the goals of the TCFC marketing and development plan and the funds expended during **FY13 (July 1, 2012 to June 30, 2013)**.
2. Advertisements paid for by TRIPP Advertising Funds are intended to reach residents of areas outside of Frederick County, including the group tour market. Preferred promotional activities are expected to encourage visitors to spend the night in Frederick County. **NOTE:** Applicants awarded funding must adhere to advertising in the media outlets outlined in their media schedule. While the schedule may vary if full funding is not awarded, substitutions in where advertising is placed will not be permitted without prior approval.
3. All awarded Advertising Funds require a cash match from the applicant. TCFC will pay 50% of ad costs up to the award amount; applicant will pay the 50% cash match. Please specify in application what source of matching funds your organization has available.
4. A Final Report must be submitted within ninety (90) days following the end of the fiscal year in which the TRIPP award was received.

## **Responsibilities**

Organizations selected for the TRIPP Program will enter into an agreement with TCFC outlining the responsibilities of each party. These include:

### **Individual Placement Advertising Program –**

- Selected organization will place all advertisements or make trade/consumer show booth registrations.
- Selected organization will serve as the contact on all advertising insertion orders or contracts and booth registration forms.
- TCFC will pay those invoices forwarded with signed approval from selected organization that are included in the approved marketing and media plans submitted by the selected organization, and covering services provided within the approved TRIPP Program dates specified by TCFC.
- Advertising invoices must include logo proof of performance.
- If a tear sheet or similar proof of performance is not supplied by the media outlet with invoice, selected organization will be responsible for providing TCFC with same.
- If total of invoices received on behalf of a selected organization exceeds approved TRIPP amount, selected organization will be responsible for additional payment to vendor.
- Selected organizations will make payment of the 50% of total invoice as cash match to TCFC prior to invoices being paid. TCFC will make payments to vendors up to the total of approved TRIPP amount plus cash match received from selected organization.

### **Spring and Fall Regional Cooperative Placement Program –**

- Selected organization will be invoiced their portion, 50%, for each ad placement awarded during the period when the placement occurs.
- Proof of performance will be available for organizations upon request.
- Organizations that do not pay in a timely manner will be excluded from the program after sufficient warning.
- Organizations are required to provide ad content and approval in a timely manner. Organizations will be required to submit content for a generic ad that would run in the event ad deadlines for content and approvals are missed.

## Product Development Grant Guidelines

The *Tourism Reinvestment in Promotion & Product (TRIPP) Product Development Grant* is available to non-profit organizations, potentially in partnership with for-profit organizations, to assist with up to 50% of the cost of tourism projects in Frederick County, to include: exhibits, events, activities, festivals, conferences, or programs in order to develop new tourism products for the County to promote. Capital projects (construction, acquisition or renovation of fixed assets), particularly those that directly improve the visitor experience, will also be considered. The preferred use of funds is for one-time or start-up project costs. Applicants proposing ongoing activities are encouraged to work toward becoming self-sustaining. **If this application is for a previously funded Development Grant activity, please explain what steps are being taken to achieve self-sustainability.** The applicant must match the amount of the grant award. Matches must be in cash project expenditures or documented donations of goods or services for the project, but not staff or volunteer time. No more than 25% of the match can be in-kind donations.

The mission of the TRIPP Selection Committee of TCFC is to develop criteria, administer an application process and conduct the fair evaluation of all requests for tourism promotion and enhancement. Such enhancement is that which best reflects and affects the recreation, heritage, cultural and scenic assets of the whole County. The process is to encourage coordination of all tourism promotion and strategies commensurate with hotel tax revenue to advance sustainable economic development.

**Funding in FY13** - The program has **\$65,000** to award TRIPP Product Development Grants. The maximum grant amount is **\$15,000 per applicant**.

### I. Who is eligible to apply?

Product Development Grant funds are available to non-profit organizations that promote tourism-related attractions, events, festivals, or programs. Product Development projects must begin in FY13. To apply for a new Development Grant, applicants must close out all Development Grant projects awarded in FY11 or before (with complete final report submitted) by the application deadline. No applicant can have more than 2 Product Development Grants open at one time.

### II. What is the role of partners?

Applicants are encouraged to partner with other businesses and organizations in the development, implementation and funding of TRIPP projects. Partners do not need to be non-profit organizations, but cannot include lodging properties located outside of Frederick County. A letter from any partner(s) confirming and quantifying their participation will be required, as opposed to a general letter of support. As described in Section V below, grant consideration will include an evaluation of the “degree of regional or local collaboration on project,” which includes effective partnerships.

### III. What is the grant period?

Proposed Product Development projects must begin in FY13. Projects that can be completed within the fiscal year will be looked upon favorably as they will produce the quickest return on investment. However, it is recognized that some projects may require more than a year to complete. Up to 24

months will be allowed, after which no TRIPP funds will be released for the project without TCFC approval of a written request for a project extension submitted within 24 months of the award date.

#### **IV. What is the process?**

Submit six (6) complete copies of the application as outlined on the Checklist and Application form.

#### **V. Primary consideration will be given to those proposals that strive for the following:**

- **Does it benefit tourism in the area, especially increasing overnight visitation?**
  - degree to which new travel will be generated from outside the County
  - evidence of overall strategy and marketing plan;
  - compatibility with TCFC marketing & development efforts and initiatives;
  - degree of regional or local collaboration on project;
  - overall appeal of the project and potential to positively impact the growth of the local tourism industry.
- **What is the likelihood of successful completion?** (eg: the experience of the project manager?)  
*Past TRIPP grantees who are applying for subsequent grants will also be judged on past project performance/success and cooperation with program guidelines.*
- **Performance Measurements** – the plan to track the effectiveness of the proposed project
- **Funding Sources** - What is the availability of other sources of funding and/or the ability to leverage grant funds?
- **What is the potential for the project to generate more dollars for the fund in the future (hotel tax revenue)?**
- **What is the size of the request?** (\$15,000 maximum. Based on available funds and competing projects, the Selection Committee may recommend an amount less than requested).

**VI. Logo requirement for printed materials** - All printed materials printed with *TRIPP* Program funds must include the Tourism Council's "Frederick County Maryland" logo that is included in TRIPP agreements **and** the phrase "For information about the other great things to see and do in Frederick County: 1-800-999-3613 or [www.fredericktourism.org](http://www.fredericktourism.org)". Samples of printed materials must be submitted as proof of performance.

#### **VII. Payment of Tourism Product Development Grant funds**

Once funding has been approved, the applicant must follow the proper steps in order to be considered for future grants. If these steps are not followed, funding will not be granted in the future.

- 1) Payment will be made based on terms of the individual grant agreement. A portion of the grant will be paid at the beginning of the project, and the remainder will be disbursed in accordance with the grant agreement.
- 2) A follow up report must be completed within ninety (90) days after project completion. If the project is not complete by the end of the fiscal year in which the TRIPP Product Development grant was awarded, an interim status report is required to be submitted within ninety (90) days after the end of the fiscal year, with a final report due ninety (90) days after the completion of the project.

The report must contain the following:

- a) Appropriate documentation of completed work and execution of final payments to include copies of invoices or checks for service rendered. All documents must be received ninety (90) days after completion of project. All matching funds must be accounted for as well.
- b) A written evaluation report documenting the event and success of project. Please include who the audience was, number of attendees, etc.

**VIII. Distribution Through Frederick Visitor Center and Maryland Welcome Centers**

Up to twenty percent of all published literature must be available for distribution through the appropriate Visitor and Welcome Centers.