

PACT Tourism Grant Application- Marketing Initiatives & Materials



The purpose of the Appanoose County Tourism Marketing Grant is to support innovative and effective marketing initiatives that increase visibility for Appanoose County attractions and events, drawing visitors from outside the area. Please see the next page for details on the types of marketing efforts the committee is prioritizing for 2025, reporting requirements, and additional guidelines.

Please type or print:

Date: _____

Organization/Business: _____ Contact Person: _____

Address: _____

Phone: _____ Email: _____

Name of Attraction/Event: _____

Location of Attraction/Event: _____

Description of Attraction/Event: _____

Total Cost of Attraction/Event: \$ _____ Amount Requested: \$ _____

Please address the following in an attached, typed document:

1. What is the specific marketing effort proposed, and how does it support Appanoose County's tourism goals?
2. Who is the target audience for this marketing campaign, and what is the reach of the campaign?
3. What platforms or methods will be used for promotion (e.g., digital, print, radio)? Include associated costs and rationale.
4. How will the marketing effort enhance visibility for Appanoose County attractions or events?
5. Describe the expected outcomes of the marketing campaign, including metrics such as increased attendance or overnight stays.
6. Provide a timeline for executing the marketing campaign.
7. What partnerships or collaborations will support this marketing effort?
8. How will you evaluate the success of the marketing campaign?
9. Have you received funding from Appanoose County Tourism before? If so, please share the year(s), amounts funded and any notes about the project.

Deadline: Applications for grants to be awarded for the 2025 year will be available on December 15, 2024 and must be returned to the PACT office no later than February 28, 2025.

Send or drop off 1 copy of the completed application and all attachments to:

PACT

Attn: Appanoose County Tourism Grant
128 N 12th Street, Centerville, IA

PACT Tourism Grant Application Review Form

Priority is given to projects that impact the Appanoose County Tourism committee's main focuses of increasing hotel room nights in the county and events or activities hosted in the non-peak season or weeknights.

Applicant: _____

Score the applicant on each criteria point below. 1= Strongly disagree, 5 strongly agree.

- Does this marketing initiative align with Appanoose County Tourism's goals?

1 2 3 4 5 6 7 8 9 10

- Is there a clear target audience for this project?

1 2 3 4 5

- Are the methods of marketing & platforms used in this application effective?

1 2 3 4 5

- Is there a realistic projected timeline of completion for this project?

1 2 3 4 5

- Is this project well planned?

1 2 3 4 5

- Does this project have clear expected outcomes and metrics for tracking those outcomes?

1 2 3 4 5

- Will this project provide an economic benefit to Appanoose County?

1 2 3 4 5

- Does this project create a positive image/bring positive recognition to Appanoose County?

1 2 3 4 5

- Does this project fit into the Appanoose County Tourism committee's main focuses of increasing hotel room nights and/or hosting events in the non-peak season or weeknights?

1 2 3 4 5

Comments:

Total Score =



Facts & FAQs

- For the purposes of this grant, an event is a single-or multi-day gathering typically organized and staged by a local organization or business. The event is centered on celebrating some unique aspect of the community, the services of an agency, a historic person or milestone, culture or tradition, or local/national holiday. Events showing the greater ability to attract visitors from 50+ miles (one-way) outside of Appanoose County and encourage overnight hotel stays will have the better success at being funded.
- For the purposes of this grant, a tourist attraction is a physical or cultural feature at a place that individual travelers or visitors experience for their specific leisure-related interests. These attractions typically offer natural or cultural value, historical significance, or natural or formed beauty, offering amusement, leisure, adventure, or educational value. A tourism attraction must show the ability to attract visitors from 50+ miles (one-way) outside of Appanoose County and retain a visitor in this area for at least 3 hours.
- Funding for the Appanoose County Tourism grants comes from a portion of lodging tax funds collected in the City of Centerville and in the unincorporated areas of Appanoose County.
- The committee may award less than, but no more than the amount requested in any given grant application.
- Appanoose County Tourism grants are competitive grants and applicants will be evaluated based on a ten question rubric including criteria such as relevance, visibility, impact, quality, budget & effectiveness.
- Misrepresentation of facts or failure to comply with details outlined in the grant application may result in the reduction or withdrawal of grant funding.
- A follow-up report (Summary of Event) of any funding from the Appanoose County Tourism committee as well as images/video of the project MUST be received by November 15th 2025. If you project is not complete by the end of 2024, a status report of where the project currently stands must be submitted by November 15th 2025 to the committee to stay in good standing for future PACT/Appanoose County Tourism grant opportunities.
- If you do not submit a report or project update by November 15th 2025, your grant is in default and you will not be eligible to apply for any PACT or Appanoose County Tourism grants until your report is submitted. If you don't submit by the November 15th 2025 deadline, you will have a 30 day grace period. If you don't submit within the 30 day grace period, the organization must sit out one grant cycle before being eligible for Appanoose County Tourism grants.