



**Targeted Marketing Assistance Program (TMAP) Grant Guidelines**

VISIT FLORIDA administers the TMAP Grant to assist FY19/20 TMAP approved businesses with matching marketing grant funds for small, minority, agritourism or 501(c)(3) non-profit corporations. The TMAP Grant is a reimbursement grant and all marketing expenditures must be paid in full prior to requesting reimbursement.

**TMAP Grant Application Period:** Opens on March 20, 2019 at 8AM EST and Closes on May 1, 2019 at 11:59PM EST.

**Eligibility**

Applicants must be:

- An approved TMAP business; and
- A current VISIT FLORIDA Partner.

**Funding**

Applicants may not receive an award in excess of \$5,000. All applicants must match the amount awarded with non-state dollars. For every VISIT FLORIDA dollar in the requested program, you must provide one dollar from your organization and/or other non-state entity(ies) to put towards the program in order to meet the dollar-for-dollar match.

All marketing expenditures must be completed during the period of July 1, 2019 through June 15, 2020.

Grant funds awarded for these programs to applicants must be used for marketing efforts to promote tourism advantages of the State of Florida through advertising (print, broadcast, digital, social media or out of home), direct mail, brochure production, website development, as well as other related marketing projects. All marketing efforts must include VISIT FLORIDA Grant Logo in compliance with logo guidelines. To review the logo guidelines, visit the Grants Toolkit at <https://www.visitflorida.org/resources/grants/>. The marketing efforts cannot include VISIT FLORIDA opportunities, i.e. Welcome Center brochure distribution, VISIT FLORIDA Co-op Programs, or VISIT FLORIDA produced publications.

No applicant may be considered or receive more than one TMAP grant per year. VISIT FLORIDA grant programs are reimbursement grants and all expenditures must be paid in full prior to requesting reimbursement.

No applicant may use any other VISIT FLORIDA grant funds, for the same project or as matching funds. Dollar-for-dollar match and/or in-kind goods or services must be demonstrated. Staff salaries are not eligible towards matching funds. In-kind goods or services must be provided and documented by third party entities.

VISIT FLORIDA will reimburse expenses upon delivery of proof of expenditure and performance has been provided for the marketing expenditures. VISIT FLORIDA will not reimburse for any expenditure prior to July 1, 2019.



### Application Submission

Applicants must demonstrate that the program will directly or indirectly contribute to the promotion of tourism advantages within the State of Florida. All Grant application submissions must:

1. Meet eligibility requirements.
2. Provide marketing effort or marketing project overview.
3. Provide detail marketing strategy and media plan.
4. Provide anticipated results (such as: impressions, increased website visits, or increased event attendance).
5. Provide marketing budget.

**Grantees awarded TMAP Grant funds will receive a letter of agreement, which must be signed and returned to VISIT FLORIDA before the grant is activated.**

### Requirements for Reimbursement

1. Invoice: Provide an invoice for grant reimbursement to VISIT FLORIDA at [grants@VISITFLORIDA.org](mailto:grants@VISITFLORIDA.org) within 60 days after the completion of marketing, but no later than June 15, 2020, which ever date comes first.
2. Proof of Expenditure: Provide copies of paid marketing/media invoices and proof of performance. Proof of performance includes copies of all marketing/media displaying the VISIT FLORIDA grant logo in compliance with VISIT FLORIDA's logo guidelines and any reporting.
3. Proof of Payment: Provide copies of payments, must include copy of the invoices and include copies of bank-issued cancelled checks or credit card receipts with credit card statement.
4. Provide documentation that match requirement was met.
  - a. In-kind Services: If goods or services are donated to grantee by a third party entity, the in-kind good or service must be documented by providing a detailed breakdown using one of the following options:
    - i. Invoice from in-kind provider marked "Donated Services."
    - ii. Letter from in-kind provider explaining the donation in detail.
    - iii. Completed in-kind donation form provided by VISIT FLORIDA from provider. The form can be found at [www.VISITFLORIDA.org/grants](http://www.VISITFLORIDA.org/grants) in the Grant Toolkit.
5. Post Marketing Plan and ROI Report: Grant reimbursement requests must include a post marketing plan and ROI (Return on Investment) report that includes the results of the marketing efforts.
6. Partnership must be current.