



Mystic Country

Eastern Regional Tourism District

Regional Marketing Partnership Program 2020

**About**

The Eastern Regional Tourism District has created a matching funds program to promote regional tourism opportunities in eastern Connecticut. We are inviting businesses, non-profits, and municipalities to collaborate and develop a marketing partnership that will be matched with funds from the Eastern Regional Tourism District. The guidelines and submission process for this program are below. For those needing technical assistance in drafting their submissions, i.e. project description, budgeting, goal setting, etc., the ERTD board is available to help. Please allow a minimum of one week to access this help please contact Courtney Assad at [cassad@chamberect.com](mailto:cassad@chamberect.com) to arrange.

**Budget**

- \$180,000 of funds set aside for this program
- 2 to 1 match for the first \$5,000
- 1 to 1 match for the next up to \$15,000
- Cap of \$25,000

**Timelines**

- Marketing Committee to select partners on a rolling admission basis through October 31, 2020 with the option to extend through the holiday season.

**Eligibility Criteria**

- Marketing program applicants must be located within the 41-town region of the ERTD.
- Programs must represent a region, theme, or other clusters of businesses/organizations/towns. Some ideas include Airline Trail, Greater Mystic, Historical Sites, Last Green Valley, Regional Arts, Greater Norwich and Waterfront Community.
- Funding must be cash and be verified.
- Marketing programs must be compatible with the stated mission and objectives of the ERTD.
- Programs must contain CTVisit Mystic Country logo on all materials and ads and must be compatible with the Connecticut Office of Tourism marketing efforts. (the CT Office of Tourism's Brand Manual can be found at: [https://portal.ct.gov/-/media/DECD/Tourism/COT\\_BrandManual\\_061520.pdf](https://portal.ct.gov/-/media/DECD/Tourism/COT_BrandManual_061520.pdf))
- Programs, including messaging, must be approved by the ERTD Marketing Committee, Board and COT. Any applicant who is also a member of the ERTD must recuse himself



from voting on the proposal.

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- Programs may be executed by the District or the partner, as agreed upon in the proposal.
- Partners will be required to submit a report in writing of the expenditures and work to the District within 60 days of the agreement.
- Any program selected under this grant process must be completed by the end of the fiscal year (June 30, 2021).
- Upon completion of this program, the awardee shall submit a detailed final report to the ERTD documenting the use of grant funds and verifying that all monies were expended in a way consistent with the approved objectives of the original application.

### **Submissions**

- Must be made in writing online to the ERTD Marketing Committee and identify all partners who will be involved the effort.
- It should contain a full description of the proposal, timeline and its measurable goals and budget.
- Applicants are eligible for one program grant per year.
- All application materials become the property of the ERTD.