

FRANKLIN COUNTY DESTINATION COOPERATIVE MARKETING PROGRAM

INTRODUCTION

The Franklin County Destination Cooperative Marketing Program (DCMP) is funded through Franklin County occupancy tax revenues and managed by the Franklin County Local Development Corporation (FCLDC) and designed to offer local tourism-related businesses and organizations financial support to undertake independently developed marketing efforts through a reimbursable 50% matching fund.

The goals of this program are:

- Leverage and amplify investment in marketing by local tourism partners.
- Drive visitors to local businesses and attractions as a means to extend visitor stays.
- Increase overnight stays in Franklin County
- Keep Franklin County competitive with other destinations.

GENERAL PROGRAM INFORMATION

- DCMP will support marketing efforts that promote Franklin County's tourism businesses and assets.
- DCMP is available to businesses classified in one of the following Tourism Sectors are eligible to apply: Accommodation, Adventure and Recreation, Attraction, Event, Food and Beverage, Tourism Service, and Transportation.
- Funding recipients are responsible for the development and implementation of the funded activity.
- DCMP provides up to a 50% match. For example, an award of \$2,000 requires an investment from the applicant of at least \$2,000.
- DCMP is competitive and there are no guarantees that applicants will be awarded funding.
- Marketing should maintain a consistent message that aligns with the overall Destination Plan for Franklin County.
- Key Performance Indicators (KPIs) from the campaign shall be shared with the FCLDC for use at its discretion for Destination Management.
- Creatives must include reference to the source of DCMP funding (to be provided by FCLDC).
- Creatives and/or designs developed through this program shall be shared with the FCLDC for use at its discretion for Destination Management including promotion.
- Applications are accepted and reviewed quarterly.

ELEGIBLE EXPENSES

Funds may be used for the following expenses:

- Traditional marketing
- Digital marketing
- Email marketing
- Social media marketing
- Influencer marketing
- Other expenses with prior approval

DELIVERABLES

Funding recipients are required to provide the following deliverables:

- Post-campaign report
- KPIs
- Digital files
- Other deliverables upon request

PROJECT CATEGORIES

Funding is available for projects within two (2) categories as described in the table below. Each category is allocated limited funding each quarter. There are separate applications for each category.

Category	Description	Award	Minimum Match
Small Campaigns	Campaigns for tourism-related attractions and businesses, or groups of tourism-related businesses that will amplify marketing efforts but which may not directly result in an increase in overnight stays in Franklin County.	\$250-\$750	50%
Large Campaigns	Large campaigns for tourism-related attractions and businesses, or groups of tourism-related businesses that will result in an increase in overnight stays in Franklin County.	\$751-\$15,000	50%

Quarters	Small Campaigns Deadline	Large Campaign Deadline
Winter (Dec. – Feb.)	January 31	November 30
Spring (Mar. – May)	April 30	February 28
Summer (Jun. – Aug.)	July 31	May 31
Fall (Sept. – Nov.)	October 31	August 31

EVALUATION

Projects will be reviewed using the following criteria:

- Extent campaign will promote inter-county and/or overnight travel to Franklin County
- The number of advertising partners included in the campaign
- The quantity and quality of the KPIs that will be tracked and shared
- Effectiveness of the timeline of the proposed campaign
- Cost effectiveness of the budget of the proposed campaign

FUNDING DISBURSEMENT

Payment will be issued after the campaign is completed and required deliverables are submitted.