



Tourism Advertising Promotion (TAP) Grant Program

(Fiscal Year 2024: July 1, 2023 to June 30, 2024)

The Tourism Advertising Promotion (TAP) Grant Program has been developed to assist South Dakota's tourism industry with additional marketing dollars. The grant is intended to help increase travel/visitation to tourism-related events while enhancing the state's image. The purpose of this nonmatching, competitive grant is to provide marketing funds for tourism-related events such as fairs, festivals, concerts, rodeos, powwows, or special anniversary events for businesses, communities or attractions. The event may be new or ongoing. This grant program is focused on providing funding to events in smaller towns, cities, and rural areas of the state. However, events which take place anywhere in South Dakota are encouraged to apply for funding.

For more information about the program, visit SDVisit.com/TAP or contact Jacey.Ellsworth@TravelSouthDakota.com or 605-295-3077.

Basics of the TAP Grant Program:

- **What:** Nonmatching, competitive advertising grant for tourism-related events.
- **Objective:** To assist industry partners in marketing their events to increase overall interest in visitation and visitor spending across South Dakota.
- **What and who are eligible:** Fairs, festivals, anniversary events, special events, concerts, rodeos, powwows, etc. Open to tourism-related businesses, events, communities, chambers of commerce, convention & visitors bureaus, tribes, or destination marketing organizations (DMO). If you have a question about whether your DMO, business or event is eligible for this grant, please contact Jacey.Ellsworth@TravelSouthDakota.com.
- **When:** Funding will occur during state fiscal year (July 1 to June 30).
- **Grant sizes:** Grants will range in size from a minimum of \$1,000 to a maximum of \$10,000.
- **What can the grant be used for:** 100% of the grant must be used to market the event. Marketing can be comprised of video (TV, online, or connected TV), audio (radio, podcasts, or digital radio), digital, social, print and out-of-home (billboards). Website development is not an eligible marketing expense.
- **Matching funds:** Matching funds are not required to receive the grant.
- **Review committee:** Applications will be reviewed by a committee comprised of team members from Travel South Dakota and members of the Governor's Tourism Advisory Board. Funding will be awarded through the sole discretion of the review committee. Funding is not guaranteed.
- **How often an event can apply for funding:** There is no limit on how many years an event may apply for or receive funding.
- **Reallocation of funds:** Grant funds CANNOT be reallocated to a different event if the original event for which you submitted an application does not occur. Limit one event per application.
- **Repayment of funds:** Travel South Dakota reserves the right to require grant recipients who do not comply with all requirements to pay back the previously awarded grant money within six months of contract end date.



What to be aware of before applying for a grant:

- Your application should contain a complete description of the event you will be promoting. This is a competitive grant and the review committee will be looking for standout submissions.
- Your application should include a marketing plan with budget, timelines, target audiences & markets, and mediums you will utilize to promote your event (video, out-of-home, radio, etc.). If you have any questions about your plan, please contact Jacey.Ellsworth@TravelSouthDakota.com.
- Applications that miss the deadline for submission or are incomplete will not be reviewed.

Letter of Agreement, funding, and payment:

- After your application has been approved for funding by the review committee, the event's primary point of contact will receive an award letter outlining the award amount. A Letter of Agreement will also be sent, which is to be signed by the primary point of contact or by an individual who is authorized to sign and returned by the deadline indicated in the letter.
- Grant funds will be awarded in advance of your event in order for you to effectively implement the marketing outlined in your application. Grant funds must be expended in the fiscal year in which you are awarded your grant. There will be no exceptions.
- A current W-9 form must be submitted as part of the grant application. (Travel South Dakota will properly shred any W-9 forms for events not receiving a grant.)
- All state funds are subject to audit at any point. You must be diligent about expending these grant funds as outlined in your application or be subject to penalties. You should also keep meticulous financial records on the receipt and use of the grant dollars and always be prepared for a potential audit for a period of no less than three years after you have expended the funds.
- Unspent funds, copies of final advertising invoices, and an event wrap-up report (including event and marketing performance metrics) must be sent to Travel South Dakota no more than 30 days after the event. See SDVisit.com/TAP to access an online submission form for the invoices and performance metrics.

Marketing strategy and tactics:

- Explain your primary target audiences and markets. You are encouraged to focus marketing efforts on new markets and/or those that are 50-350 miles from the event.
- List what marketing mediums you plan to use (video, print, radio, digital, etc.).
- Provide a budget breakdown of how the marketing money will be spent.
- Events that are funded are encouraged to begin their marketing campaign at least 60 days in advance of the event.



Preparing and submitting your application:

- Please use the official online application form found on SDVisit.com/TAP.
- Applications are limited to one event per application. Each event may apply once per application window.
- **FY24 application window:**
August 17-September 22, 2023
FY25 application window:
April 1-May 15, 2024
- **Primary contact information:** Applying entities must designate one primary point of contact who is responsible for the marketing of the event.
- **Event description:** Provide a complete description of the event. The description should help the review committee clearly understand the event you will be promoting and the advertising efforts you will use to build awareness of the event. Assume the review committee knows nothing about the event, so be as specific as possible.

