



Tourism Advertising Promotion (TAP) Grant Program

(Fiscal Year 2027: July 1, 2026 to June 30, 2027)

The Tourism Advertising Promotion (TAP) Grant Program has been developed to assist the South Dakota tourism industry with additional marketing dollars for new or ongoing events like local festivals, concerts, rodeos, powwows, or special anniversaries. This grant program is focused on providing funding to 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 Calley Geigle at Calley.Geigle@TravelSouthDakota.com for events in the Northeast or Southeast regions or Ciara Forest at Ciara.Forest@TravelSouthDakota.com for events in the Central or Western regions.

1 Basics of the TAP Grant Program:

- **What:** Competitive advertising grant for tourism-related events.
- **Objective:** To assist industry partners in marketing their events to increase visitation and visitor spending in their towns and cities.
- **What and who are eligible:** Festivals, anniversary events, concerts, rodeos, powwows, etc. may apply. The program is open to tourism-related businesses, event committee, tribes, and destination marketing organizations (chambers of commerce, CVBs, and regional associations).
- **Grant sizes:** Grants will range in size from a minimum of \$1,000 up to \$10,000. This grant is intended to supplement an existing marketing budget.
- **What can the grant be used for:** 100% of the grant must be used to promote the event. Your marketing plan should include your budget, timelines, target audiences & markets, and the mediums you will utilize to promote your 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), and production costs directly related to these marketing efforts. Development of a new website is not an eligible marketing expense but costs for landing pages for the event are. Please refer to SDVisit.com/TAP for a more comprehensive list of ineligible expenses.
- **Review committee:** Applications will be reviewed by a committee comprised of team members from Travel South Dakota.
- **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 of 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.



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2 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 your Travel South Dakota Regional Industry Liason.
- Applications that miss the deadline for submission or are incomplete will not be reviewed.



3 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 a minimum of 30 days in advance of the event.

4 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.
- **FY27 application window:** March 2 - 31, 2026
- **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.



5 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 notification 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. Must return by the deadline indicated in the email notification.
- Grant payments will be made to successful applicants between July 15-30, 2026. 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.
- A final grant report will be required 30 days after the event. These reports must include a tracking sheet, invoices that match exact amounts on the tracking sheet, any creative samples and performance metrics.