

City of Grants – Comprehensive Marketing Plan Application (Requests Over \$5,000)

This Comprehensive Marketing Plan application is required for all Lodgers' Tax funding requests exceeding \$5,000, in accordance with Section 5 of the City of Grants Lodgers' Tax Standard Operating Procedures and Ordinance No. 22-1262. This form must demonstrate how proposed advertising and promotional activities will attract visitors traveling from at least sixty (60) miles outside the City of Grants and encourage overnight stays.

1. Organization Information

Organization Name: _____

Primary Contact & Title: _____ Phone: _____

Email: _____ Mailing Address: _____

Website / Social Media Platforms: _____

2. Event or Project Overview

Event / Project Name: _____

Event Location (must be within the City of Grants): _____

Event Dates: _____

Detailed description of the event or tourism-related project:

3. Target Tourist Market (60-Mile Minimum Requirement)

Primary target market (geographic area and demographics):

Estimated distance visitors will travel to attend: _____

4. Marketing Objectives (Quantifiable)

Projected attendance: _____

Projected overnight stays or lodging impact: _____

Other measurable tourism or economic impacts: _____

5. Advertising & Media Strategy

Advertising platforms (radio, print, digital, social, etc.): _____

Geographic distribution areas: _____

Frequency, duration, and timing of advertisements: _____

6. Budget & Allocation of Lodgers' Tax Funds

Total project cost: \$ _____

Amount requested from City of Grants: \$ _____

7. Project Timeline

Campaign start date: _____ End date: _____

Key milestones and implementation phases:

8. Performance Measurement & Evaluation

Method of tracking attendance and overnight visitation: _____

Post-event evaluation and reporting plan: _____

9. Compliance Acknowledgements

- Funds will be used exclusively for eligible advertising, promotion, and marketing.
- No expenditures will be incurred prior to written City approval.
- City of Grants Lodgers' Tax logo will appear on all promotional materials.
- Applicant understands reimbursement and documentation requirements.

10. Certification

I certify that this comprehensive marketing plan complies with all applicable City of Grants Lodgers' Tax SOPs, Ordinance No. 22-1262, and the Lodgers' Tax Act.

Authorized Signature: _____

Printed Name & Title: _____

Date: _____