



OLD TOWN MATCHING MARKETING PROGRAM

Program Qualifications

PROGRAM OVERVIEW

The City of Scottsdale's Tourism & Events Department (TED) is seeking applications for marketing initiatives that support the City's leisure tourism marketing efforts in Old Town Scottsdale. Using tourism development funds, TED will award **up to \$5,000** to each approved applicant to support the success of the awarded marketing initiatives.

The applicant must be a business located in Old Town or an association of businesses in Old Town.

Individual Business Marketing Campaign Option

If applying for an individual business award, you will be identified as the "Lead Organizer" and be responsible to submit the full application. If funding is awarded, you will be required to sign an agreement with the City and provide marketing results and reimbursement requests.

Collaborative Business Marketing Campaign Option

Businesses may apply jointly as a collaborative group to conduct a shared marketing campaign. Under this option, two (2) or more eligible Old Town businesses may join together and receive up to **\$5,000 per participating business**, with a combined maximum award of **\$20,000 per collaborative campaign**.

Each collaborative campaign must designate one business as the "Lead Organizer," who will serve as the primary administrator and point of contact for the City and submit the full application. If funding is awarded, the Lead Organizer will be required to sign an agreement with the City and provide marketing results and reimbursement requests.

A Lead Organizer can be a marketing organization representing a business or association of businesses in Old Town but cannot receive funding from the City. In these instances, funds must be provided to one of the businesses or an association of businesses listed as a partner on the Program Application.

All participating businesses must be listed on the application, meet the Program Qualifications and contribute matching funds on a dollar-for-dollar basis. The collaborative marketing initiative must demonstrate a unified campaign concept that promotes Old Town Scottsdale.

PROGRAM QUALIFICATIONS

All qualifications must be met to be eligible for funding:

- Funds must be used to promote locally operated businesses located within the Old Town Boundary and provide promotion of the assets/points of interest therein.

- Marketing initiatives must align with Scottsdale’s brand image and support Old Town’s prominent economic role as a hub for arts, culture, retail, dining, entertainment, tourism and events. Following the campaign, a full report will be required prior to receiving the final payment, as outlined in the Reporting Section on page 3 of these guidelines.

- Old Town Scottsdale logo must appear on all marketing materials and be legible. If/when the logo can’t be present, the words “Old Town Scottsdale” or “City of Scottsdale” must be included.

POTENTIAL USES FOR FUNDS

Funds may be used for a single marketing initiative or in combination with other marketing initiatives. Examples of eligible uses of matching funds include:

- Traditional advertising (print, television, out-of-home, radio)
- Social Media advertising
- Web-based or digital advertising/marketing
- Printing/mailing costs for collateral materials (ex: guides, directories and direct mail campaigns)
- Outdoor advertising (billboards, bus stops, unconventional)

FUNDS MAY NOT BE USED FOR

The following types of marketing initiatives are not eligible for funding:

- Capital investments
- Salary support, personnel costs
- Public relations fees and retainers
- Tradeshow registration fees, booth rentals, conferences or membership dues
- Database development
- Market research to identify target markets
- Facility rental/insurance; purchase or rental of equipment or supplies
- Operating costs (including web hosting and domain registration)

DISBURSEMENT OF FUNDS

The Old Town Matching Marketing Program reimburses awardees for documented paid marketing costs incurred to implement their program. Within one week of the date of the signed agreement, the Lead Organizer shall provide the City an invoice for 50% of the awarded marketing amount. Within 30 days after receipt of the invoice, the City shall make payment to the Lead Organizer for 50% of the awarded marketing amount. The City will not be obligated to pay any part of a late invoice. The final 50% of funding will be provided once all contract requirements have been fulfilled. The City will remit the remaining 50% payment within 30 days of final invoice.

- Reimbursements will be made by check and only issued to the entity or individual specified in the contract, not to third party vendors.
- Final reimbursement requests must be received within 60 days of marketing initiative end date and 30 days prior to the end of the fiscal year (i.e., June 30).

APPLICATION AND APPROVAL PROCESS

Submit the application via the City of Scottsdale's website.

If the application is approved, the City will prepare a final, legal agreement that will require signatures from the Lead Organizer and all participating Partners.

REPORTING

A report will be required upon completion of the marketing initiative and prior to full payment.

- Summary of the marketing initiative
- Final budget (showing actual spend vs. projected)
- Proof of payment (invoices, receipts, credit card statements)
- Creative materials produced (ads, designs, screenshots)

QUESTIONS

Email: mmp@scottsdaleaz.gov