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# 2017 Cultural Tourism Product Development Grantee Handbook



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The purpose of this handbook is to outline the grantee expectations and requirements for the Cultural Tourism Product Development Grant Program for 2017. By accepting funding through the Cultural Tourism Product Development Grant Program, an organization agrees to adhere to the grant recipient guidelines outlined in this document.

### Grant Recognition Guidelines

The ArtsWave Community Campaign receives contributions from generous individual, business, and foundation donors. To reinforce the importance of their gifts, we need them to see and understand the connection between their contribution to ArtsWave and the programs supported by this grant. Public recognition of this grant, and thereby of all donors to ArtsWave, is important to sustain and encourage future contributions to this remarkable community resource.

We ask grant recipients to credit ArtsWave as space is available in all promotional materials for the funded programming including, but not limited to: programs, calendars, postcard announcements, invitations, news releases, radio and television spots, social media posts, e-communications vehicles, street banners and box office windows.

#### Name and Brandmark Usage

Always use the full name: ArtsWave, with a capital “A” for Arts and a capital “W” for Wave and no space between Arts and Wave. ArtsWave brandmarks are available for download at [www.TheArtsWave.org/about/media-resources](http://www.TheArtsWave.org/about/media-resources).

When the logo will be on printed materials and less than 2 inches in width, use the brandmark without rings or tagline. The logo should never appear at a size less than ¾ inch. The tagline proportion and placement should never be altered.

In all cases, please make sure the brandmark is clearly legible and recognizable.

#### Print Recognition

##### **Event Programs**

Grant recipients will use, in a size at least 1 inch in width, the ArtsWave logo on the title page of all programs for activities/events funded through this grant. Logo size and placement should be proportional to ArtsWave’s support comparative to other sources of funding.

##### **Newspaper/Magazine Advertising**

Any advertising for the funded program, regardless of size or length, should credit ArtsWave.

##### **News Releases**

News releases about the funded programming must credit ArtsWave support. Example: “XYZ is supported by the generosity of more than 40,000 contributors to the ArtsWave Community Campaign.”

##### **Event Signage**

Wall text must include ArtsWave. If there is no wall text, grant recipients may place a sign near the entrance crediting ArtsWave as follows: “Supported by the generosity of community contributions to the ArtsWave Campaign.”

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## Electronic Recognition

### **Broadcast Advertising**

Include ArtsWave in all radio and television spots promoting the funded programming. Radio spots should give verbal credit to ArtsWave (copy: "Funding support comes from ArtsWave") and television spots should include the ArtsWave logo.

### **Digital Advertising**

Logo credit should be provided in all digital advertising for the funded programming. Acknowledgement of ArtsWave support should be proportional to its share of support compared to other sources.

### **Social Media**

Tag @ArtsWave on posts and shares about the funded programming and, when appropriate, use hashtags such as #CincyArts and #BlueprintMap. This will allow ArtsWave to find and share posts, thereby amplifying the reach and message.

## Oral Recognition

In cases when there is no printed program, grant recipients can provide oral credit before each activity/event funded through this grant. As in press releases, oral credit should explicitly thank the community: "XYZ is supported by the thousands of people who give generously to the ArtsWave Community Campaign." If an announcement is not possible, grant recipients may place a sign at the entrance of the event.

If you have additional recognition related questions, please contact Kathy DeBrosse, Director of Marketing and Community Engagement, at 513-632-0119 or [kathy.debrosse@theartswave.org](mailto:kathy.debrosse@theartswave.org).

## **Collaborative Marketing**

One of ArtsWave's goals is to communicate excitement about the programming funded through this grant in a variety of channels. Grant recipients should post all event and program listings on CincyArtsGuide.com. For assistance with uploading your programming, contact Leyla Shokohe, Communications Coordinator, at 513-632-0133 or [leyla.shokohe@theartswave.org](mailto:leyla.shokohe@theartswave.org).

## **Outcomes Data**

To gauge the success of this grant program, grant recipients are required to collect and report outcomes data for their event. This data includes a set of survey questions that should be administered to a sample of the event attendees. This data should be included in your final report. See Appendix A for the list of the measures that should be incorporated into your data collection efforts.

## **Grant Acceptance**

Grant recipients are asked to submit a 2017 Cultural Tourism Grant Acceptance Form via the grantee portal. The grantee portal can be accessed using the following link:

[https://www.grantrequest.com/SID\\_2232/?SA=AM](https://www.grantrequest.com/SID_2232/?SA=AM).

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You must log into the grantee portal with same email and password you used to submit your grant application.

## **Grant Payment**

Grant payments will be issued in two equal installments by check or by EFT (if authorization has been provided). The first payment will be issued upon receipt of the Grant Acceptance Form via the grantee portal. The second payment will be issued in September. Grant payments are issued on the 5<sup>th</sup> and the 20<sup>th</sup> of the month.

## **Changes to Project Scope**

Grantees must notify ArtsWave of any substantial changes to the scope of the project as soon as possible. Changes in project scope will be evaluated on a case-by-case basis but may result in a partial or full refund of the grant award.

## **Final Report**

Grant recipients must submit an 2017 Cultural Tourism Product Development Grant Final Report via the grantee portal on or before January 31, 2018. The final report includes a financial report detailing how the grant funds were expended. Failure to submit your final report in a timely fashion may affect your eligibility for future funding from ArtsWave.

### Photographs

ArtsWave publicizes its grants and generates excitement about the impact of the arts through media outlets, via social media platforms, through our e-newsletters and on our website. As a part of the final report, we ask grant recipients to submit at least three photographs that showcase the funded programming. ArtsWave will assume that we have permission to use and share these photographs and any attributions (if provided), unless expressly told otherwise.

Note: Please ensure that you have hi-resolution images (1500x2100 pixels at a resolution of 300 dpi) for the photographs that you submit. Due to the storage limitations of the online grantmaking system, the file size, and therefore, the quality, of the photographs you upload may need to be reduced. However, if we decide to use a photograph, we may request the higher resolution image from you.

## **Additional Information**

If you need any additional information or have other questions about your grant that are not answered by this document, please contact Tiffany Hudson, Marketing Specialist, at 513-632-0103 or [tiffany.hudson@theartswave.org](mailto:tiffany.hudson@theartswave.org).

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# Appendix A: Cultural Tourism Product Development Grant Outcomes Data

## Attendance/Participation Measures

- Total Attendance (indicate whether this is estimated or actual attendance)
- Total number of people involved in the creation of the programming
  - Of this total, how many were professional artists?

## Attendee Survey Questions

While the format and distribution of your survey will be dependent on your event, please include the following survey questions:

- What is your date of birth?
- What is your zip code?
- How did you hear about the event? (Select all that apply)
  - Word of mouth
  - Social Media
  - Visitor Travel Guide
  - Travel Site (e.g., Travelocity.com, CincinnatiUSA.com)
  - Printed Ad/Brochure
  - Radio/TV
  - At another event
  - Other
- What is the purpose for your visit to Cincinnati?
  - In town for work
  - In town for pleasure
    - Did you come into town specifically for this event?
  - I live here
- How many people are in your party today?
- Did you come with family members? (Yes/No)
- How well do the following statements describe you? (Scale: Not at all, Very little, Somewhat, To a great extent)
  - When I travel, I like to try new things.
  - When I travel, I like to learn about the place I'm visiting.
  - When I travel, I seek out arts or cultural heritage experiences.