



Arizona Office of Tourism  
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Phoenix, AZ 85007  
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## **Fiscal Year 2017 Proposition 302 Maricopa County Marketing GUIDELINES**

**Due Date: Applications must be received at the AOT office no later than  
5:00 p.m. Friday, May 27, 2016**

**These documents supersede all guidelines issued for any previous fiscal year Proposition 302 marketing program.**

### **OFFICE LOCATION**

Arizona Office of Tourism  
1110 W Washington Street, Suite 155  
Phoenix, AZ 85007  
Attention: Stephanie Dowling

### **Agency Contact**

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**ARIZONA OFFICE OF TOURISM (AOT)**  
**PROPOSITION 302 MARICOPA COUNTY MARKETING PROGRAM**

**Purpose**

In 1999 voters approved the Proposition 302 initiative, which includes funding to promote tourism in Maricopa County. Funding is derived over a 30 year period from a car rental surcharge and a 1% tax on hotels in Maricopa County.

In accordance with A.R.S. § 41-2306, funding is continuously appropriated to the Arizona Office of Tourism (AOT) which, in consultation with a consortium of destination marketing organizations in Maricopa County allocates funding to promote tourism within Maricopa County and shall not be spent for administrative or overhead expenses.

Arizona Revised Statutes, Chapter 19, Article 1

[41-2306. Tourism fund](#)

(Caution: 1998 Prop 105 applies)

**A. The tourism fund is established consisting of separate accounts derived from:**

- 1. State general fund monies appropriated to the fund by the legislature. All monies in this account are continuously appropriated to the office of tourism for the purposes of operations and statewide tourism promotion.**
- 2. Revenues deposited pursuant to section 5-835, subsection B or C. All monies in this account are continuously appropriated to the office of tourism, which, in consultation with a consortium of destination marketing organizations in the county in which the tourism and sports authority is established, shall be spent to promote tourism within that county. For fiscal years 2010-2011 and 2011-2012, fifty per cent of the revenues deposited in the tourism fund pursuant to this paragraph may be expended by the office of tourism for operational and administrative purposes.**
- 3. Revenues deposited pursuant to section 42-6108.01. The legislature shall appropriate all monies in this account to the office of tourism, which, in conjunction with the destination marketing organization in the county in which the tax revenues are collected, shall be spent only to promote tourism within that county and shall not be spent for administrative or overhead expenses.**
- 4. Revenues deposited pursuant to section 5-601.02(H)(3)(b)(iv). The office of tourism shall administer the account. The account is not subject to appropriation, and expenditures from the fund are not subject to outside approval notwithstanding any statutory provision to the contrary. Monies received pursuant to section 5-601.02 shall be deposited directly with this account. On notice from the office of tourism, the state treasurer may invest and divest monies in the account as provided by section 35-313, and monies earned from investment shall be credited to the account. No monies in the account shall revert to or be deposited in any other fund, including the state general fund. Monies in this account shall supplement, not supplant, current funds in other accounts of the tourism fund. Monies in this account shall be spent only to promote tourism within the state and shall not be used for administrative or overhead expenses.**

**B. Monies in the fund are exempt from the provisions of section 35-190 relating to lapsing of appropriations.**

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## 1. Eligibility

All applicants must meet all requirements listed directly below to be eligible for Proposition 302 funding:

- Applicants must have the established designation as the Destination Marketing Organization (DMO) for a city or town within Maricopa County. A DMO is defined as the primary governmentally-designated unit responsible for the promotion/marketing of a destination on a year-round basis.
- The DMO must have been in existence for at least one (1) year prior to the current funding year.
- The applying DMO must have a tourism marketing budget of at least \$123,000 for FY2017, excluding administrative costs, and exclusive of funds anticipated from this marketing program.

Maricopa County communities that do not meet the above requirements may partner with an eligible DMO to submit a Prop 302 Maricopa County Marketing Program regional co-operative application.

A community is defined as a city or town that has tourism product (for example a hotel) but is not the DMO.

Organizations submitting a regional co-operative (co-op) application must meet all of the additional requirements listed directly below:

- At least **one** applying co-op DMO must have a tourism marketing budget of at least \$123,000 for FY2017. This does not include represented community budgets and excludes administrative costs, and funds anticipated from this marketing program.
- Promotional efforts must represent projects benefiting each participating community. Co-op applications must identify community representation for each activity and project in the Prop 302 application.
- Co-op applicants must form an advisory consortium with representation from each participating organization. Members of this advisory consortium shall work together to determine how co-op dollars are used.
- Co-op applicants shall submit a notarized FY2017 Affidavit (appendix A) from each participating community identifying 2015 gross hotel sales with the completed Prop 302 application.

**Applicants should read and be familiar with the entire Arizona Office of Tourism Prop 302 Maricopa County Marketing Program Guidelines before submitting an application to AOT.**

## Funding

***Funding for Prop 302 is contingent upon the approved FY2017 budget for the Arizona Office of Tourism. A reduction in the budget may result in a reduction to Prop 302 Marketing funds.***

## 2. General Project Requirements

To qualify for funding, projects must meet both of the following requirements;

- The primary function of the project **must be** tourism promotion. Tourism promotion is defined as the intent to drive overnight visitation to a respective community.
- Qualifying projects are limited to the creation and implementation or continuation of new or expanded marketing programs over and above programs that existed in FY2001.

### 3. Application Procedure Guidelines

This section of the Guidelines provides a step-by-step guide for submitting the Prop 302 Maricopa County Marketing Program application. Divide the application into three (3) sections, labeled A through C, as detailed below. To facilitate the application review process, please submit your application in an organized, easy to read format. Collate the application, include dividers for each section (A-C) of the application and number each page.

#### 3.1 **SECTION A - Applicant Administrative Information**

- 3.1.1 **Name of Applicant Organization:** The name of the applicant organization must be the same as it appears on the FY2017 Affidavit in Support of Application (Appendix A).
- 3.1.2 **Mailing Address:** Provide a mailing address that can be used by AOT for routine correspondence.
- 3.1.3 **Physical Address:** Provide a physical address (no P.O. Boxes) for deliveries.
- 3.1.4 **Project Coordinator's Name and Title:** The project coordinator is responsible for administering the project and will be the day-to-day contact for AOT. This individual is also responsible for submitting all the necessary documentation throughout the yearlong effort of this project and must be familiar with the specifics of the program as well as the application being submitted.
- 3.1.5 **Project Coordinator's Telephone Number, Fax Number and E-mail address:** If any of this information changes, inform AOT immediately.
- 3.1.6 **Funding Amount:** Indicate the amount of funding for which the applicant is requesting Prop 302 Maricopa County Marketing Program funds.
- 3.1.7 **Signatures:** Applications must bear the signatures of the project coordinator and the administrative official (the person authorized to verify the applicant's marketing budget). Two different signatures are required for processing. The signatures on the application certify compliance with all Prop 302 Maricopa County Marketing Program Guidelines.

#### 3.2 **SECTION B - Project Element Guidelines**

In this section of the application, list all the projects for which the applicant will be requesting Prop 302 Maricopa County Marketing Program funding. For each type of project, provide the details specified below. Indicate if the project is new (new as of FY2017), expanded (expanded from programs that existed in or previous to FY2001) or ongoing (continuous Prop 302 projects). For tracking and evaluation purposes identify the type of activity measures, performance measures and productivity metrics. Use the examples below as a guide for each project request.

**3.2.1 Print Placement (magazines and newspapers)**

Specify the name of the publication, the size of the ad and color, the issue date, the distribution, circulation number and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Publication Name	Ad size/color	Issue date	Distribution	Circulation Number	Budgeted Cost	Types of Metrics	Status
Golf Magazine	½ P, 4C	Jan 2017	Western Region	275,000	\$8,000	Activity Performance Productivity	New Expanded Ongoing

**3.2.2 Broadcast Placement (radio and television)**

Specify the station call letters, the designated market area (DMA), the length of the spot and frequency (number of times spot will run), the broadcast dates and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Station Call Letters	DMA	Spot Length/frequency	Broadcast Dates	Budgeted Cost	Types of Metrics	Status
KKQR	Seattle	:60/30	Feb 6 – 17, 2017	\$ 3,000	Activity Performance Productivity	New Expanded Ongoing

**3.2.3 Outdoor Placement (billboard, busboards, wallscapes)**

Specify the type of outdoor placement, the location, size, dates of display and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Type of Placement	Location	Size	Dates	Budgeted Cost	Types of Metrics	Status
Billboard	I-10	10' x 40'	Nov 15 – Dec 15	\$2,500	Activity Performance Productivity	New Expanded Ongoing

3.2.4 Digital Media

Specify the name of the site, the website address, a description of the type of ad (e.g. banner ad, link, sponsorship, mobile application), the website’s target market, the dates and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name of Site	Website Address	Ad Description	Target Market	Dates	Budgeted Cost	Types of Metrics	Status
Expedia	<a href="http://www.expedia.com">www.expedia.com</a>	Banner ad	New York	10/1-10/31	\$5,000	Activity Performance Productivity	New Expanded Ongoing

3.2.5 Website Development/Enhancement (for tourism related sites only)

This section is to be used for your community/DMO’s website. Please note that the Prop 302 Maricopa County Marketing Program funding is available for **sites that feature tourism related material only**. In this table, you must list the name of your website, the website address, a description of the project and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Website Name	Website Address	Project Description	Budgeted Cost	Types of Metrics	Status
Arizona History Traveler	<a href="http://www.azhistorytraveler.org">www.azhistorytraveler.org</a>	Creation of site	\$75,000	Activity Performance Productivity	New Expanded Ongoing

3.2.6 Printed Material (brochures, maps, travel guides)

List the type of printed material, the target audience, the quantity required, the area of distribution and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name/type of printed material	Target Audience	Quantity	Distribution	Budgeted Cost	Types of Metrics	Status
Glendale Tourism Brochure	Arizona residents	50,000	Statewide rack displays	\$5,000	Activity Performance Productivity	New Expanded Ongoing

3.2.7 Audio-Visual (film, video, and DVD/CD)

List the type of audio-visual material, the target audience for the material, the quantity required, the distribution and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name/type of audiovisual material	Target Audience	Quantity	Distribution	Budgeted Cost	Types of Metrics	Status
Promotional video tape of destination	Canadian tour operators & travel agents	500	Trade shows	\$3,500	Activity Performance Productivity	New Expanded Ongoing

3.2.8 Travel Show (booth space, registration fees)

List the name of the show, the dates and location of the show, the target audience and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name of Show	Date	Location	Target Audience	Budgeted Cost	Types of Metrics	Status
World Travel Market	Nov 14-17, 2009	London, England	European tour operators & media	\$3,200	Activity Performance Productivity	New Expanded Ongoing

3.2.9 Media Communications and Public Relations (contracts, familiarization tours)

List the name and/or type of project, a brief description of the activities, list of attendees (for familiarization tours) and the budgeted cost. If a PR firm has been selected, list the name of the contractor and include the scope of work/contract with your application. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example.

Name/type of project	Brief Description	Budgeted Cost	Types of Metrics	Status
PR Contract	Press releases, fam tours, promotions, collateral development	\$10,000	Activity Performance Productivity	New Expanded Ongoing

Selected Contractor: Perfect PR Group

3.2.10 Event Sponsorships

List the name of the event, the date(s) of the event, a brief description of the event to be sponsored and the budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name of Event	Date(s)	Brief Description	Budgeted Cost	Types of Metrics	Status
Fiesta Bowl	Jan 2, 2017	College Bowl in Glendale	\$100,000	Activity Performance Productivity	New Expanded Ongoing

### 3.2.11 Research and Strategic Planning

List the name and type of project, a brief description, the budgeted cost and the selected contractor. Remember to include the scope of work/contract with your application. See example below.

Name/type of project	Brief Description	Sub contractor	Budgeted Cost	Types of Metrics	Status
Conversion Study	Analysis of effective conversion of target cities campaign	Arizona State University	\$25,000	Activity Performance Productivity	New Expanded Ongoing

### 3.2.12 Co-operative Programs

Submitting DMOs are encouraged to participate in co-op projects using Prop 302 funding in FY2014. Please provide a Name/type of project, dates, description of the project(s) and any supporting documentation pertaining to this project, as well as the budgeted cost and participating DMOs (includes CVBs, chambers of commerce, universities and tribal entities). Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project. See example below.

Name/type of project	Date(s)	Description	Budgeted Cost	Participating DMOs	Types of Metrics	Status
Globe and Mail	Nov 15, 2016 – Jan 3, 2017	In-store promotion	\$30,000	Greater Phoenix CVB Arizona Office of Tourism	Activity Performance Productivity	New Expanded Ongoing

### 3.2.13 Other Marketing Activities and Projects

Provision is made for requests for funding pertaining to marketing activities which are not included in the categories listed above. Please provide a detailed description of the project and any support documentation pertaining to this project, as well as a budgeted cost. Remember to include the type of activity measures, performance measures and productivity metrics that will be used to determine the effectiveness of the project.

Name/type of project	Date(s)	Description	Budgeted Cost	Types of Metrics	Status
Guerilla Marketing	Nov 15, 2016 – Jan 3, 2017	In-market cut out boards	\$50,000	Activity Performance Productivity	New Expanded Ongoing

### 3.3 **SECTION C - Supporting Documentation** – the following elements must be included:

- FY2017 Affidavit in Support of Application (Appendix A)
  - First time applicants are required to submit a copy of the DMO/community’s FY2016 marketing budget with the FY2017 Affidavit in Support of Application.
- Proof of all meetings with participating communities by submission of dated agenda and any other supporting documentation.
- Letters of support from each participating community included in the application.
- Scope of work, contracts or bids for all outside vendors (i.e. PR firms, website developers, research firms, etc.)

### 3.4 Non-Fundable Expenses

- Employee salaries
- Entertainment and honorariums
- Food and beverages
- Equipment purchase and rental
- Promotional items, including but not limited to: prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats
- Items for re-sale
- Business directories of any kind (in ads, brochures, etc.)
- Program booklets, stationery, table tents, membership solicitation literature
- Travel expenses
- Postage and office supplies
- Donations
- Construction of permanent structures
- Building maintenance
- Anything contrary to state or federal law

### 3.5 Delivery Instructions:

One (1) typed, signed, hard-copy original Prop 302 application must be received by AOT no later than 5:00 p.m. **Friday, May 27, 2016.** Faxed, handwritten or emailed applications will not be considered. **Late and/or incomplete applications will not be accepted.**

FY2017 Prop 302 Maricopa County Marketing Application  
Stephanie Dowling  
Deputy Director  
Arizona Office of Tourism  
1110 W Washington Street, Suite 155  
Phoenix, AZ 85007

#### 4. Approval Process Guidelines

- Applications from eligible DMOs will be reviewed and evaluated by the Prop 302 Maricopa County Marketing Program Committee (Prop 302 Committee) which includes members of the accommodations and rental car industries, members of the Governor’s Tourism Advisory Council and AOT’s Director. AOT’s Deputy Director, Assistant Deputy Director-Operations and Marketing Manager may provide technical assistance to the Committee as needed.
- Upon final Prop 302 Committee decision on the level of funding to be awarded, applicants will be notified in writing. The amount of funds awarded to approved applicants will be determined by the following:
  - The assurance of compliance with the intended purpose of the Marketing funding,
  - A review of gross hotel room sales for calendar year 2015 from the official municipal government for each applicant, (if this cannot be provided the community may provide an estimate with the methodology for calculating the estimate included.)
  - Quality of each application,
  - And, the review and discretion of the Prop 302 Committee.

##### Marketing Funding Process

- Following official notification of award, funding will be allocated to eligible Maricopa County recipients on a monthly basis. In keeping with the monthly funding system by which AOT receives the Prop 302 funds, each eligible Maricopa County recipient will receive funding equal to one-twelfth of their yearly projected Prop 302 Maricopa County Marketing funding no later than the last day of each month of FY2017.
- All funding allocated for FY2017 must be spent on approved marketing activities in FY2017. Any changes to Marketing Plan must be submitted in writing to Stephanie Dowling. Approvals from Prop 302 Committee to be provided in 7-10 business days.

#### 5. Project Development Guidelines

Entities that are not able to follow the guidelines listed below for any given project must submit a written request for a waiver from AOT and the Prop 302 Committee.

##### 5.1 Basic Guideline Requirements

- The primary focus of all Prop 302 Maricopa County Marketing Program projects must be to promote tourism and attract visitors from appropriate markets. It is also imperative to monitor and document its effectiveness
- Qualifying projects are limited to the creation and implementation or continuation of new or expanded marketing programs over and above programs that existed in FY2001.
- For each marketing program component submitted for funding, it is required to include the activity measures, performance measures and the productivity metrics.
- Program participants cannot transfer funds from one specific project to a different project **without prior written approval from AOT.**
- When placing paid media (advertising), publications/publishers should be chosen based upon the appropriate target audience.
- AOT’s “Grand Canyon State” logo (below) is not required but is encouraged to be featured on all placements. The logo and the words “Grand Canyon State” must be legible. If the project is produced in four color, AOT’s logo should also be in four-color. Logos are available from AOT on CD, via e-mail or in printed format.



- Use of AOT call to action (below) is not required but is encouraged to be featured on all advertising wherever practical. The VisitArizona.com URL must be legible.

“For statewide travel information, go to VisitArizona.com”

- The purpose of providing funding to Maricopa County DMOs/communities is to promote the individual city or town as a destination with a variety of tourism-related products and activities. Funding, therefore, should not be used to promote a single for-profit business.

## 5.2 Specific Guideline Requirements

### 5.2.1 Print Placement: Newspaper, Magazine

- "Arizona" must be spelled out in its entirety and prominently featured on all print media.
- The AOT “Grand Canyon State” logo and the VisitArizona.com URL are not required but encouraged to appear on all print ads.
- Production costs may be included as part of the budgeted cost of the placement.

### 5.2.2 Outdoor Placement: billboards, busboards, etc.

- Billboard placements are allowed on interstates or major highways outside of Maricopa County.
- The AOT “Grand Canyon State” logo and the VisitArizona.com URL are not required but encouraged to appear on all outdoor placements and the logo should be legible from the adjacent roadway.
- Production costs may be included as part of the budgeted cost of the placement.

### 5.2.3 Broadcast Placement: Radio, Television

- Radio and TV ads are required to include the word "Arizona" (for TV ads: written as well as spoken) and must reach outside of Maricopa County, preferably out-of-state.
- The AOT “Grand Canyon State” logo and the VisitArizona.com URL are not required but encouraged to appear on all television ads.
- Production costs may be included as part of the budgeted cost of the placement.

### 5.2.4 Digital Media: Banner Ads, Mobile Applications, Web Sponsorships, Paid Social Media

- Digital advertising is not required but is encouraged to promote a website that features the AOT call to action on the home page of the site.
- The home page of the website being promoted is not required but is encouraged to link to AOT’s website: <http://www.visitarizona.com>

### 5.2.5 Website Development/Enhancement

- Funding is available for the development of a new tourism site or the enhancement of a current site. All sites are not required but are encouraged to have the AOT call to action on the home page and should provide a link on the home page to AOT's website: <http://www.visitarizona.com>
- Information on these sites is restricted to tourism promotion. A chamber of commerce’s website shall not include information on chamber meetings, membership benefits and other non-tourism related information.

#### 5.2.6 Printed Material: Brochures, Maps, Travel Trade Guides, etc.

- The word "Arizona" must be prominently featured on the front and the AOT "Grand Canyon State" logo and the [visitorizona.com](http://visitorizona.com) URL are not required but encouraged to be prominently featured on the front or back page.
- Printed literature must include the DMO's complete address, phone number with area code and fax number if applicable. It is also a requirement to include the quantity and date printed. For example: (10,000-09/08).
- A majority of the distribution must be outside of the applicant's geographical area. An explanation detailing where, through what channels and in what quantity the brochures will be distributed must be included in the application.
- Highway maps should reflect a geographical outline and provide direction and distances to the traveler.
- If a contract distribution service is requested, also include terms and extent of contract.
- All publications distributed in foreign countries should also include the words "Printed in USA," a West coast map of the United States highlighting Arizona, a temperature chart (if included) in Celsius degrees, mileage converted to kilometers and address listing with city, state, zip code and "USA." (Do not use toll-free numbers, such as 800, 888, etc. that are not accessible in international markets)

#### 5.2.7 Audio-Visual: Film, Video, DVD/CD etc.

- These must be intended as promotional pieces designed primarily to attract non-resident visitors and appeal to more than just local residents.
- Film and video productions are not required but are encouraged to include the AOT "Grand Canyon State" logo and the [visitorizona.com](http://visitorizona.com) URL.

#### 5.2.8 Travel Show: Booth Space, Registration Fees, and Literature Shipping

- Booth space includes the cost of allotted space as outlined by the travel show contract. This does not include electricity, food and beverage, or other services within the booth.
- Literature shipping cost is restricted to the commercial freight expense incurred to transport printed materials to designated travel shows.
- Rental or construction costs of the booth itself will not be funded.
- Funding is not available for accommodations, entertainment, food and beverages, rental car expenses or any other travel costs.

#### 5.2.9 Media Communications and Public Relations

- Funding is available for contracted PR services/project. Funding may not be used towards administration of agency. A detailed explanation of the planned activities must be provided with the application. Once a contractor has been selected, a copy of the contract must be sent to AOT.

#### 5.2.10 Event Sponsorships

- Funding is available for event sponsorships which benefit Maricopa County. Entities applying for funding for event sponsorships should provide a brief description of the event to be sponsored and the media coverage and value to accompany the sponsorship.

#### 5.2.11 Research and Strategic Planning

- Applicants may use up to 10 percent of their Prop 302 fiscal year allocation for approved and contracted research and strategic planning. Applicable projects may include visitor profile research, SWOT analyses, feasibility studies, conversion studies, etc. A detailed description of the project, proposed methodology and scope of work must be included in the application.

#### 5.2.12 Co-operative Programs

- Submitting DMOs are encouraged to participate in co-op projects using Prop 302 funding in FY2016. A detailed description of the project and a list of participating DMOs/communities must be included in the application.

### 6. **Project Modification and Withdrawal Guidelines**

- Any *changes* to the categories of projects detailed on the application will not be considered as eligible expenses unless prior approval is requested in writing and granted by the Prop 302 Committee.
- AOT must be notified in writing immediately and no later than March 24, 2017 if the applicant does not plan to spend any portion of the FY2017 Prop 302 Maricopa County Marketing Program funding on its approved project(s) within FY2017. Failure to do so will strongly impact future funding. Any unused funds must be returned to AOT to be reallocated to the marketing program for the following fiscal year.

### 7. **Reporting Guidelines**

To facilitate the continuation of Prop 302 Maricopa County Marketing Program funding for subsequent fiscal years, AOT requires all marketing participants to submit both a **mid-year report** and a **year-end expense report**.

Mid-year reports should be submitted in the format provided below:

#### **7.1 Section A. Applicant Information**

- Complete the information from the original application, noting any change.

#### **7.2 Section B. Projects Funded**

- Identify each activity under the appropriate project heading (see pages 3-6). A fundable item is one that has been pre-approved by AOT from the original application or has received approval for change, and that was performed according to Prop 302 Maricopa County Marketing Program Guidelines.
- Indicate dollars spent - i.e. the amount DMO/community paid to accomplish this item. Please use the same terminology as was used in the original application to describe the items.

For each item listed in Section B, the following documentation must be included with your expense report:

1. Proof of Charge from Vendor: Submit legible invoice, contract or insertion order copies reflecting date, description and dollar amount.

Year-end expense reports should be submitted in the format provided below:

#### **7.3 Section A. Applicant Information**

- Complete the information from the original application, noting any change.

#### **7.4 Section B. Projects Funded**

- Identify each activity under the appropriate project heading (see pages 3-6). A fundable item is one that has been pre-approved by AOT from the original application or has received approval for change, and that was performed according to Prop 302 Maricopa County Marketing Program Guidelines.
- Indicate dollars spent - i.e. the amount DMO/community paid to accomplish this item. Please use the same terminology as was used in the original application to describe the items.

For each item listed in Section B, the following documentation must be included with your expense report:

2. Proof of Charge from Vendor: Submit legible invoice copies reflecting date, description and dollar amount.
3. Proof of Payment: include a copy of cancelled check and payment receipt from the vendor.
4. Proof of Implementation: Submit proof that the activity was performed.

Evidence can include items such as:

- Ad placement tear sheets (verifying date and name of publication)
- Insertion orders
- Contract or comparable document from the third-party vendor
- Copies of audio or video created
- Invoice indicating actual broadcast times and dates
- Actual printed materials
- Trip reports from trade shows
- Billboard photographs showing content
- Copies of press releases
- Research reports

#### **7.5 Section C Total Spent**

Indicate the total dollar amount of all fundable expenses.

#### **7.6 Section D Signatures**

Expense reports must be signed by both the Project Coordinator and the Administrative Official as submitted in the original application.

#### **7.7 Deadlines for Expense Reports**

Mid-year reports for FY2016 must be received by AOT no later than January 27, 2017 and shall cover activities performed during the months of July 2016 through December 2016.

Year-end expense reports for FY2017 must be received by AOT no later than July 26, 2017 and shall cover activities performed during the months of January 2017 through June 2017.

No extensions will be granted. Failure to provide expense reports will jeopardize current year funding allocations and any future funding.

*Note: Due to the complex nature of these expense reports, AOT requests that each applicant submit a well-organized expense report following the order of Sections A-D as noted above.*

*In Section B, each applicant should include an invoice, copy of the corresponding check and cancelled check and the proof of implementation in chronological order matching each item listed on the expense report.*

*Additionally, if media charges exceed Prop 302 allocated funds, please note difference within each expense submission.*

***Example: total media charge = \$125,000, invoice charges total \$130,000. Applicant shall note amount allocated to Pro 302 funding and amount paid for by other funding.***

## 8. Project Evaluation Guidelines

At the end of FY2017, each Prop 302 Maricopa County Marketing Program participant is required to prepare and submit a project evaluation. This information is used to compile pertinent data regarding the effectiveness of the project and the Marketing program as a whole. The below format should serve as the guideline for your evaluation. Use these standard categories in the standard Excel format when submitting your evaluation. The results will represent all activity within each medium, where applicable. When possible, the economic impacts and benefits to the community as a result of those marketing efforts should be included.

**Completed evaluations must be received no later September 19, 2017.**

### 8.1 Print Placement

Number of Placements	Gross Impressions	Flight Dates	Phone Inquiries	Web Inquiries	% YOY Increase Inquiries	Economic Impact	Total Spend

### 8.2 Broadcast Placement

Number of Placements	Gross Impressions	Flight Dates	Phone Inquiries	Web Inquiries	% YOY Increase Inquiries	Economic Impact	Total Spend

### 8.3 Outdoor Placement

Number of Placements	Gross Impressions	Flight Dates	Phone Inquiries	Web Inquiries	% YOY Increase Inquiries	Economic Impact	Total Spend

### 8.4 Digital Media

Gross Impressions	Site Visits	Page Views	Bounce Rate	Average Time on Site	Average CTR	Web Inquiries	% YOY Increase Inquiries	Total Spend

8.5 Website Development/Enhancement

Website Address	% Increase Length of User Session	% Increase Web Traffic	Enhancement Benefit	Total Spend

8.6 Printed Material

Name/type of printed material	Area of Distribution	Quantity Produced	Phone Inquiries	Web Inquiries	% YOY Increase Inquiries	Economic Impact	Total Spend

8.7 Travel Shows

Number of Shows	Number People Met With	Leads	Collateral Distributed	Requests for Guides	Total Spend

8.8 Audio Visual

Name/type of audio visual material	Area of Distribution	Quantity Produced	Phone Inquires	Web Inquires	% YOY Increase Inquires	Economic Impact	Total Spend

8.9 Media Communications and Public Relations

Number Shows/Missions	Media Calls	Placements	Total Circulation	Advertising Equivalency	% YOY Increase Ad Equivalency	Total Spend

8.10 Event Sponsorships

Number Sponsored Events	Reach	Number Press Releases	Phone Inquiries	Web Inquiries	% Increase in Hotel Rooms	Total Spend

8.11 Research and Strategic Planning

Research Projects Conducted	Research Use	Benefit to Community	Total Spend

8.12 Co-operative Programs

Please use appropriate format above for media utilized.

8.13 Other Marketing Activities and Projects

Please use appropriate format above for media utilized.

**9. Failure to Comply**

Failure to comply with any of the above guidelines may impact the amount of Prop 302 Maricopa County Marketing Program funding for the current year and/or future years for the participant found in non-compliance. The penalties imposed are at the determination of the Prop 302 Maricopa County Marketing Program Committee.

**10. Further Assistance**

If further information or assistance is needed, please contact the Prop 302 Maricopa County Marketing Program Administrator:

Stephanie Dowling  
 Deputy Director  
 Arizona Office of Tourism  
 1110 W Washington Street, Suite 155  
 Phoenix, AZ 85007  
**Telephone Number:** 602.364.3704  
**Fax Number:** 602.364.3702  
**E-mail:** [sdowling@tourism.AZ.gov](mailto:sdowling@tourism.AZ.gov)



**Prop 302 Maricopa County Marketing Program  
FY2017 Affidavit in Support of Application**

The undersigned authority, \_\_\_\_\_, on this day personally appeared before me (Name of Administrative Official)

and is known to me to be the person whose name is subscribed to the following instrument, and having been duly sworn, upon oath, deposes and states as follows:

I have prepared this affidavit at the request of The Arizona Office of Tourism for the purpose of making an application for a public benefit or privilege. I hereby certify that I am a duly authorized representative of the DMO/community identified below with the principal address as follows:

DMO/Community: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

If applying as a DMO provide the year of designation \_\_\_\_\_

The amount of DMO/community's annual FY2017 marketing budget is: \$ \_\_\_\_\_ \*

The amount requested from the Prop 302 Maricopa County Marketing Program is: \$ \_\_\_\_\_

The gross hotel room sales within the organization's municipal boundaries for calendar year 2015 was \$ \_\_\_\_\_

I further certify that the above referenced organization is recognized as the official destination marketing organization by a city, town or other political subdivision within Maricopa County, Arizona. I recognize that pursuant to Arizona Law, perjury constitutes a class 4 felony under A.R.S. Sec 13-2702 and a false swearing constitutes a class 6 felony pursuant to A.R.S. Sec 13-2703.

I declare the foregoing is complete and correct.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ in \_\_\_\_\_, Arizona.

\_\_\_\_\_  
(Signature of Administrative Official) (Title)

Subscribed and sworn to before me this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_ to certify which witness my hand and seal of office.

\_\_\_\_\_  
NOTARY PUBLIC

**\*First time applicants are required to submit a copy of the organization's FY2017 marketing budget with the FY2017 Affidavit in Support of Application.**