

GRANTS

RSG & MMB GRANTS

- **Meetings Mean Business (MMB)**
- **Ready, Set, Go! (RSG)**

**Deadlines: January, April,
September**



TIC GRANT

- **Tourist Information Center (TIC)**

Deadlines: January, July



JOINT EFFORT MARKETING (JEM)

- New Event
- Existing Event
- Sales Promotion
- One-Time/One-of-A-Kind



DESTINATION MARKETING GRANTS (JEM)

DEVELOPMENT

- Marketing research
- Brand strategy
- Data to measure visitor impact

MARKETING

- Regional promotional campaign
- Based on a defined brand and strategy

JEM GRANT DEADLINES

- February
- April
- August
- September - Destination Marketing only
- November

