



## PROP 302 MARICOPA COUNTY MARKETING GRANT PROGRAM

Arizona Office of Tourism  
1110 W. Washington St., #155  
Phoenix, AZ 85007  
(602) 364-3697

### Fiscal Year 2025 Proposition 302 Maricopa County Marketing Grant Program Guidelines

**Due Date: Applications must be received by AOT no later than  
4:00 p.m. Wednesday, May 29, 2024**

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

#### OFFICE LOCATION

Arizona Office of Tourism  
1110 W. Washington St., #155  
Phoenix, AZ 85007

#### Agency Contacts:

Alix Skelpsa Ridgway  
Deputy Director

**Telephone Number:** 480.272.4274

**E-Mail:** [aridgway@tourism.az.gov](mailto:aridgway@tourism.az.gov)

Jenna Lehman

Sr. Community Relations Manager

**Telephone Number:** 602.784.9135

**E-Mail:** [jlehman@tourism.az.gov](mailto:jlehman@tourism.az.gov)

## **PROP 302 MARICOPA COUNTY MARKETING GRANT PROGRAM**

### **HISTORY OF PROGRAM**

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, A2 and A3, revenues are deposited pursuant to Title 5, Chapter 8, Article 2, section 5-835, subsection B or C and Title 42, Chapter 6, Article 3, section 42-6108.01. 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.

### **STATUTE AUTHORIZATION**

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 percent 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.



## **PROP 302 MARICOPA COUNTY MARKETING GRANT PROGRAM**

### **TABLE OF CONTENTS**

Eligibility	1
General Project Requirements	2
Application Procedure	2
Approval Process	3
Funding Process & Reallocation Procedure	3
Project Development	4
Basic Guidelines Requirements	4
Specific Placement Requirements	4
Project Modification and Withdrawal	6
Expense Reporting	6
Failure to Comply	7
Inquires	7
Further Assistance	7

## **PROP 302 MARICOPA COUNTY MARKETING GRANT PROGRAM**

### **EXPECTATIONS OF APPLICATIONS & NOTES FROM GRANTOR (AOT)**

- Applicants should read and be familiar with the entire Arizona Office of Tourism Prop 302 Maricopa County Marketing Grant Program (Prop 302) Guidelines before submitting an application to AOT.
- Deadline extensions will not be granted.
- Failure to provide application and expense reports by dates indicated in the guidelines will jeopardize current-year funding allocations and any future funding.
- Funding for Prop 302 is contingent upon the approved FY2025 budget for the Arizona Office of Tourism. A reduction in the budget may result in a reduction in Prop 302 marketing funds.

### **1. ELIGIBILITY**

#### **A. Independent Destination Marketing Organization (DMO)/Community Destination Marketing Organization (DMO)**

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 tourism promotion/marketing of a destination on a year-round basis. A [DMO Affidavit](#) and supporting official action is required to be awarded.
- 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 FY2025, excluding administrative costs and funds anticipated from this marketing grant program. Applying DMO must show proof of tourism marketing budget, information provided will remain confidential.

#### **B. Regional Co-operatives**

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 a 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:

- The applying co-op DMOs must have a tourism marketing budget of at least **\$123,000** for FY2025. This does not include represented community budgets and excludes administrative costs and funds anticipated from this marketing program. Applying DMOs must show proof of tourism marketing budgets, information provided will remain confidential.
- 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.

- Regional co-op applicants shall submit a letter from the mayor or city/town manager on official letterhead from each co-op participant expressing the desire of the community to participate in the co-op.

## 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 marketing programs over and above programs that existed in FY2001.

## 3. APPLICATION PROCEDURE

All FY25 Prop 302 Marketing Grant Applications and Attachments will be submitted digitally through eCivis.

### **FY25 Prop 302 Marketing Grant Application (Link will be provided once live in eCivis)**

- Profile (Entity & Administrator Information)
- Application (Project Title, Budget Worksheet, Attachments)

**No email submissions will be accepted.**

### 3.1 Attachment A - Marketing Plan

In this application attachment, 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 FY2025), expanded (expanded from programs that existed in or previous to FY2001) or ongoing (continuous Prop 302 projects). [Please use this template to complete Attachment A.](#)

The following categories are available for funding:

- Print Placement (magazines and newspapers)
- Broadcast Placement (radio and television)
- Outdoor Placement (billboard, bus boards, wallscapes)
- Digital Media
- Website Development/Enhancement (for tourism-related sites only)
- Printed Material (brochures, maps, travel guides)
- Audio-Visual (film, video, photography, and DVD/CD)
- Travel Show (booth space, registration fees)
- Media Communications and Public Relations (contracts)
- Event Sponsorships
- Research and Strategic Planning
- Co-op Programs
- Production and Design
- Other Marketing Activities and Projects

### 3.2 Additional Attachments Needed - Supporting Documentation

The following elements must be included:

- For Regional Co-op submissions: Proof of all meetings with participating communities by submission of dated agenda and any other supporting documentation.
- Back-Up Documents for Work with Outside Vendors (i.e. media outlets, PR firms, website developers, research firms, etc.) – Examples of documentation can be the scope of work, proposals, insertion orders, media plans, MOU's, contracts, other official agreements, or bids.

### 3.3 Non-fundable Expenses

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

### 3.4 Due Date

All FY25 Prop 302 Marketing Grant Applications are due no later than Wednesday, May 29, 2024 by 4:00 PM via eCivis. **No digital, written or faxed applications will be accepted.**

## 4. **APPROVAL PROCESS**

- Applications from eligible DMOs will be reviewed and evaluated by the Prop 302 Committee and AOT Grants Staff.
- All applicants will receive a pre-award letter with a determination. If awarded, grantees will need to sign a grant agreement before funds are distributed.
- The following will be considered when reviewing applications:
  - The assurance of compliance with the intended purpose of the marketing funding
  - Arizona Department of Revenue report for Maricopa County total hotel taxable sales
  - Quality of each application
  - Review and discretion of the Prop 302 Committee

## 5. **FUNDING PROCESS AND REALLOCATION PROCEDURE**

### Funding Process

- Following the official notification of the award, based on funding estimates projected by the Arizona Tourism & Sports Authority (AZSTA), funding will be distributed to eligible Maricopa County recipients on a monthly basis for twelve consecutive months of the annual program from actual dollars transferred to AOT by AZSTA each month. AOT will send written electronic notice regarding any distributions that reflect an increase/decrease from those monthly projected dollars provided at the time of award at the start of each fiscal year program. Each recipient is responsible for adjusting allocations for total funds distributed in their application using budget request changes in eCivis.

- For regional co-ops, funding shall be allocated based on the percentage provided by DOR. If a participant in a regional co-op wants to spend more than their DOR percentage, they need to receive written approval from all regional co-op participants.

#### Reallocation Procedure

- All funding allocated for FY2025 must be spent on approved marketing activities in FY2025.
- **Grant Amendment Request:** Any changes to the Marketing Plan must be submitted via eCivis for approval. An overview of the grant amendment request process can be found [HERE](#).

## 6. PROJECT DEVELOPMENT

- 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.

## 7. 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.
- 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.
- Program participants cannot transfer funds from one specific project to a different project **without prior written approval from AOT**. Please see the reallocation procedure above.
- When placing paid media (advertising), publications/publishers should be chosen based upon the appropriate target audience.
- AOT's "The Grand Canyon State" logo (below) is encouraged to be featured on all placements. The logo and the words "The Grand Canyon State" must be legible. If the project is produced in four colors, AOT's logo should also be in four colors. Logos are available from AOT via e-mail or by download.



- 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.

## 8. SPECIFIC PLACEMENT REQUIREMENTS

### 8.1 Print Placement: Newspaper, Magazine

- "Arizona" must be spelled out in its entirety and prominently featured on all print media.
- The AOT "The Grand Canyon State" logo and the VisitArizona.com URL are not required but are encouraged to appear on all print ads.

- Production costs may be included as part of the budgeted cost of the placement but should be listed under the 'production and design' section.

#### 8.2 Outdoor Placement: billboards, bus boards, etc.

- Billboard placements are allowed on interstates or major highways outside of Maricopa County.
- The AOT "The Grand Canyon State" logo and the VisitArizona.com URL are not required but are 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 but should be listed under the 'production and design' section.

#### 8.3 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 "The Grand Canyon State" logo and the VisitArizona.com URL are not required but are encouraged to appear on all television ads.
- Production costs may be included as part of the budgeted cost of the placement but should be listed under the 'production and design' section.

#### 8.4 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>

#### 8.5 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.

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

- The word "Arizona" must be prominently featured on the front and the AOT "The Grand Canyon State" logo and the [visitarizona.com](http://www.visitarizona.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. It is also a requirement to include the quantity and date printed. For example: (10,000-09/2024).
- 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)

#### 8.7 Audio-Visual: Film, Video, Photography, 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 “The Grand Canyon State” logo and the [visitarizona.com](http://visitarizona.com) URL.

#### 8.8 Travel Shows: Booth Space, Registration Fees, and Literature Shipping

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

#### 8.9 Media Communications and Public Relations

- Funding is available for contracted PR services/projects. Funding may not be used for the administration of the agency. A detailed explanation of the planned activities must be provided with the application. Activities can not include any non-fundable expenses. Once a contractor has been selected, a copy of the contract must be sent to AOT.

#### 8.10 Event Sponsorships

- Funding is available for event sponsorships that promote travel to 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/or value to accompany the sponsorship. A sponsorship agreement should be included with the application. The agreement should detail deliverables and pricing. Events cannot be sponsored by the same entity that produces the event. Prop 302 funding can be used for the sponsorship of event rental cost assistance for the use of facilities, including sports fields, convention centers, hotel space, etc. No more than 25% of the Prop 302 participant’s total annual allocation can be used for event rental assistance.

#### 8.11 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.

#### 8.12 Co-operative Programs

- Submitting DMOs are encouraged to participate in co-op projects using Prop 302 funding in FY2025. A detailed description of the project and a list of participating DMOs/communities must be included in the application.

#### 8.13 Production and Design

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

### 9. **PROJECT MODIFICATION AND WITHDRAWAL**

- Any *changes* to the categories of projects detailed on the application will not be considered as eligible expenses unless prior approval is requested via eCivis and granted by AOT Grants Staff.
- AOT must be notified in writing immediately, but no later than May 2, 2025, if the applicant does not plan to spend any portion of the FY2025 Prop 302 Maricopa County Marketing Program funding on its approved project(s) within FY2025. After AOT is notified, AOT Finance Director will contact the DMO directly to collect the

unspent Prop 302 funds for reallocation to the marketing program for the next fiscal year. Failure to do so will strongly impact future funding.

## 10. EXPENSE REPORTING

To facilitate the continuation of Prop 302 Maricopa County Marketing Program funding for subsequent fiscal years, AOT requires all marketing participants to submit **Mid-Year** and **Year-End Expense Reports** through eCivis.

The required elements of the Mid-Year and Year-End Expense Reports are as follows:

- 1) eCivis Financial Report (Budget)
  - a) [Expense Report Template \(upload\)](#)
  - b) Proof of Charge & Proof of Payment for Each Tactic (upload)
    1. Proof of Charge from Vendor: Submit legible invoice copies reflecting the date, description, and dollar amount.
    2. Proof of Payment: Include a copy of the canceled check and payment receipt from the vendor.

**Important:** As mandated in FY2020, proof of implementation is NOT required for the end-of-year report, but may be requested by AOT staff, the Prop 302 Committee, or auditors and must be provided within five (5) business days of request. These items include but are not limited to:

- 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

### 10.1 Deadlines for Expense Reports

Mid-Year expense reports for FY2025 must be received by AOT no later than January 31, 2025, and shall cover activities performed and paid for during the months of July 2024 through December 2024. Year-End expense reports for FY2025 must be received by AOT no later than July 25, 2025. If the expense report is for a regional co-op, all members of the co-op must be copied.

## 11. 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.

**No extensions will be granted. Failure to provide applications, reports, or any requested backup materials by a given deadline will jeopardize your community's future funding. If a deadline is missed and your community is part of a co-op, all members of the co-op will be notified.**

## **12. INQUIRIES**

In the event that AOT receives a public records inquiry on a participant's Prop 302 funding, AOT will work directly with the DMO or designating entity to resolve any questions. Upon receipt of an inquiry, the Deputy Director of the Arizona Office of Tourism will send an email alerting the Prop 302 Committee of the inquiry.

## **13. FURTHER ASSISTANCE**

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

Alix Skelpsa Ridgway

Deputy Director

**Telephone Number:** 480.272.4274

**E-Mail:** [aridgway@tourism.az.gov](mailto:aridgway@tourism.az.gov)

Jenna Lehman

Sr. Community Relations Manager

**Telephone Number:** 480.784.9135

**E-Mail:** [jlehman@tourism.az.gov](mailto:jlehman@tourism.az.gov)