

VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION
VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

**PLEASE READ ENTIRE DOCUMENT BEFORE
BEGINNING THIS APPLICATION.**

The Virginia Sesquicentennial of the American Civil War Commission (the Commission) and the Virginia Tourism Corporation have created a special American Civil War Sesquicentennial Tourism Marketing Program. This program will help Virginia community organizations, working in partnership with the local tourism industry, in promoting the observance of the 150th anniversary of the American Civil War.

This objective can be accomplished through actions including the following:

- Encouraging and stimulating investment by combined efforts of local, regional and statewide entities for Civil War-related cultural marketing initiatives.
- Marketing Virginia as a year-round travel destination for individuals and groups.
- Marketing the historical and cultural attractions of Virginia to international travelers.

Proposed events or projects must support and further the Commission's established programs, annual conference themes and goals (www.virginiacivilwar.org/grants.php) which include the following:

- **Diversity:** The commemoration will be inclusive of and meaningful to people of all ages and backgrounds.
- **Inclusiveness:** The commemoration will tell a balanced story of Virginia during the American Civil War, incorporating Union and Confederate perspectives and the narratives of those who were soldiers and civilians, enslaved and free.
- **Education:** The commemoration will include a strong educational component designed to inspire renewed interest in Virginia history and will create opportunities to re-examine the lessons of the past and the legacies of the Civil War to understand how they affect the present and shape the future.
- **Permanence:** The commemoration will imprint Virginia history and leave a valuable and positive legacy well beyond 2015.

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Tourism Marketing Program

GENERAL GUIDELINES

1. Local partnership is the most important element of this grant program. The local Virginia Sesquicentennial Committee must be a partner in this application. A minimum of three Virginia entities must partner financially to apply for funding consideration. One partner must serve as lead partner, who will administer the project. If the local Virginia Sesquicentennial Committee is not a financial partner, at least three other Virginia financial partners must be included in the application. Partners may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations (DMO), private businesses, museums, attractions, cultural events, and not-for-profit entities. An entity that may function, whether directly or indirectly, as a vendor of services for the project, is not permitted to be a partner in the application.

2. Application must be accompanied by a support letter from each DMO within the project coverage area. Application partnerships with DMOs are encouraged. (For a list of DMOs, see www.vatc.org/csir/dmolist.asp)

3. Applications that include Civil War Trail markers must be accompanied by a support letter from the Virginia Civil War Trails Program. (For information, contact Mitch Bowman at 804-783-7423 or at hmb7@cox.net.)

4. All project partners must register and create a listing on the Virginia Tourism website (if not already registered and listed) and provide reciprocal links to www.virginia.org and www.virginiacivilwar.org from their websites. Applicants are encouraged to incorporate the Virginia Tourism Corporation's Partnership Advertising Opportunities and the Virginia Tourism Corporation "Walk in Their Footsteps" campaign. Applicants may also apply to use the Commission 150 logo on marketing materials. For more information on these programs, please visit the following links:

- To register with Virginia Tourism Corporation: <http://admin.virginia.org/register.aspx>
- Advertising opportunities:
www.vatc.org/advertising/coopadprog/partneradvertising.asp
- Walk In Their Footsteps: www.virginia.org/walkintheirfootsteps
- For 150 logo applications: www.virginiacivilwar.org/members_local_meeting.php.

5. Applicants may apply for only one project per funding cycle. All applications must be for new initiatives. Repeat applicants are permitted, but new applicants will be given preference. Projects that are regional in scope will be given preference.

6. Application must include a detailed marketing plan. This plan will state specific media placements, timelines, and costs. Marketing Plan sheet in this packet must be completed and

included with application. Projects that involve the production of printed brochures, websites or other visual materials must include the date of printing and publication quantity.

7. Application must provide clearly stated performance measures. A detailed plan to measure effectiveness of the proposed project must be included in the application. The plan must clearly state expectations, targets, outcomes, and progress of the project, and how that information will be measured and reported to the Commission and Virginia Tourism Corporation.

8. Application should describe a sustainability mechanism for any project that will continue after the funding cycle, as well as plans for funding project in case full funding is not awarded.

9. Applicants may apply for up to \$5,000 with a 1:1 match required. The match is a cash match only and is on a reimbursement basis upon receipt of documentation. Proposed use of Commission funds must be clearly specified in the application.

10. Applications are scored on a merit scale based on the Sesquicentennial Tourism Marketing Program Scoring Guidelines in this packet. Incomplete applications will receive low scores and will not be funded. The award will not necessarily equal the full amount requested.

11. In awarding grants, the Commission and Virginia Tourism Corporation may consider such factors as type and scope of proposed project; applicant and partner resources; campaign audience and message; timetable; past applications from, and awards to, applying organizations; impact, priority, and merit of proposed project; and applicant's ability to increase and track overnight stays and visitor revenue in project coverage area. Other considerations may include availability of funds and the number and dollar amounts of applications received.

12. Funds will be disbursed upon a reimbursement basis upon receipt by Virginia Tourism Corporation of copies of vendor invoices showing the actual costs and proof of payment of invoices. In addition, documentation is required of product or ad campaign (tear sheets, examples of printed materials, copies of audio or video tapes, etc.), and/or screen captures and active web addresses for website related projects.

13. No in-kind services or costs will be allowed for matching purposes without prior written approval of the Commission and the Virginia Tourism Corporation. Applicants are encouraged to seek services through a competitive bid process and are encouraged to utilize SWAM (Small, Women, or Minority-Owned Business) vendors when possible. For more information, please visit www.dmbe.virginia.gov.

14. All projects must be completed within 18 months of the award notification date. A final report must be submitted to the Commission and Virginia Tourism Corporation at the end of the project and no later than 60 days after completion, detailing the results of the project, including return on investment, performance measure outcomes, and other supporting data.

15. Eligible activities include the following:

Interpretive Markers – Costs associated with design, fabrication, and installation of Virginia Civil War Trails interpretive marker. Maintenance fees for interpretive markers are NOT eligible. Projects that include interpretive markers should include a marketing component promoting the presence of the marker(s). An application for a project that features interpretive markers

must be accompanied by a letter from the Virginia Civil War Trails. (For information on Civil War Trail markers, contact Mitch Bowman: 804-783-7423 or hmb7@cox.net.)

Marketing of lectures and exhibits that support the theme of the Commission's annual conference. The 2012 theme will be "Leadership and Generalship in the Civil War."

Printed Materials – Travel related printed materials including brochures, media kits, group tour publications, meeting planner publications and other printed information materials designed to promote the partner's area as a travel destination.

Placement of Advertisements – (print, radio, web, and television advertising). Ads must promote the area to visitors and highlight regional historic connections to the Civil War. Applicants are encouraged to incorporate the Virginia Tourism Corporation's Partnership Advertising Opportunities and the Virginia Tourism Corporation "Walk in Their Footsteps" campaign.

Website Development – Development of a website to promote the applicant's area is eligible. Maintenance fees for a website are NOT eligible.

Travel and Trade Show Booth Rental/Participation Fees – Fees associated with registration at travel and trade shows are eligible. Travel expenses, including accommodations and transportation, are NOT eligible.

Fulfillment Costs – Fees associated with mailing collateral materials as a result of the marketing project are eligible as well as the use of toll-free numbers associated with project.

Trade Show Displays – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshow are eligible.

16. Ineligible activities, which will not be funded, include the following:

Projects that do not contribute to increased visitation to the applicant's area and to Virginia.

Costs associated with any battle reenactment; any commercial product; historical fiction or non-documentary theater or film productions; events deemed to be celebratory in nature (rather than commemorative) or whose historical accuracy is called into question by the Commission.

Operating or overhead expenses. Funds are to be used only for marketing purposes as stated in these guidelines and in the application.

Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, and other administrative costs are not allowable expenses. Toll-free numbers associated with the project will be funded as described above, as will postage fulfillment costs directly associated with the project. Travel expenses, including accommodations, transportation.

Event start-up and production costs; however, marketing of event is allowed.

Costs of promotional items such as pens, pencils, t-shirts, or mugs.

Directional signage, other than signage that is part of the Civil War Trail Marker Program.

Website maintenance fees.

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VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

SCORING GUIDELINES

The following will be used in evaluating applications for the Sesquicentennial Tourism Marketing Program. Please make sure your application thoroughly addresses each question, in the order presented here.

MAXIMUM POINTS

PROJECT DESCRIPTION AND PARTNER EVALUATION 40 POINTS

- How will this project support the goals or programs of the annual theme and conference topic and does the project further the Commission’s goals of diversity, inclusiveness, education, and permanence?
- How does the project include a balanced depiction of Union, Confederate and African-American perspectives of the Civil War?
- What do you want to accomplish through this project?
- Who are the project partners and what is their role and financial commitment? **You must** include a list of local committee members with titles, organizations represented and affiliations noted, and minutes of committee meetings, for the past twelve months. **You must** include a resolution or other documentation from the local governing body (i.e., City Council or Board of Supervisors) creating or recognizing the local sesquicentennial committee, and a support letter from local Destination Marketing Organizations.

PROJECT CONTENT: Target Audience and Market Research 15 POINTS

- Who is the target market and audience for this project?
- Why was this market chosen?
- What specific, local research supports the interest in this market?

PROJECT CONTENT: Marketing Message..... 20 POINTS

- What is the message that will cut through the clutter and encourage action? Clearly state the message!
- How does the project message communicate inclusiveness and diversity?
- What resources are available and necessary to reach the target market?
- What is the marketing plan to reach the target market?
- Is the marketing plan detailed, with specific timelines?

- Does this project efficiently use resources?
- Does this project support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities and/or the “Walk in Their Footsteps Campaign?”

PERFORMANCE MEASURES: Effectiveness of Project..... 25 POINTS

- Are project objectives and desired outcomes clearly identified?
- Has the effective leveraging of funds been clearly demonstrated in the application?
- Are targets clearly stated and have realistic baseline numbers been established? **You must have starting baselines for each of your measures.**
- How will you know if you have reached your target audience? How will the effectiveness of the project be tracked and reported to the Commission and the Virginia Tourism Corporation?
- Is there a sustainability plan to continue this project after the funding cycle?
- Is there a plan for implementing this project if funding is not fully awarded?

TOTAL MAXIMUM SCORE 100 POINTS

VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION
VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

APPLICATION INSTRUCTIONS

Please read and fully understand the instructions. Follow the format below in preparing your application. Answer each question as thoroughly as possible, in the order presented.

1. COVER SHEET

Complete all sections of the Commission and Virginia Tourism Corporation Sesquicentennial Tourism Marketing Program Cover Sheet, including the project summary sentence, and include it as the first page of your application.

2. PARTNER INFORMATION PAGES

Complete the information sheets for the lead partner and each partner in the project. Be sure to indicate each partner's financial commitment.

3. LOCAL COMMITTEE INFORMATION

Provide a complete list of local Sesquicentennial Committee members with titles, organizations represented and contact information, documentation from the county or city creating or recognizing the committee, and a summary of committee activity (including meeting dates and minutes). Also, include a copy of the resolution or other documentation from the City/Town Council or Board of Supervisors creating or recognizing the local Sesquicentennial Committee.

4. PROJECT DESCRIPTION (attach up to two pages)

Description of the proposed project and goals, and the role of partners in the project. Answer the following questions: What do you want to accomplish? What are the goals for this project? Does this project support the goals of the Commission? Who are the project partners and what is their role and financial commitment? How does this project demonstrate inclusiveness, portraying a fair and balanced history of the Civil War that includes Union, Confederate and African American perspectives? In what ways does this project appeal to diverse racial and ethnic groups? How does this project convey the relevance of the Civil War and its continuing impact on today's society? How does this project appeal to people of all ages and backgrounds?

5. TARGET AUDIENCE AND MARKET RESEARCH (attach up to two pages)

Who is your target market and audience? Why did you choose this market? What research supports your interest in this market? **Include as much specific local data as possible.**

6. MARKETING PLAN (attach up to two pages, plus detailed marketing plan)

What is the message that will cut through the clutter and encourage action? **Clearly state this message!** What resources do you have and need to reach the target market? What is your

marketing plan to reach the target market? Is the marketing plan detailed, with specific timelines? Does this project make efficient use of resources?

7. PERFORMANCE MEASURES (attach up to two pages)

Performance measures are the indicators of the effectiveness of your project. With strong and meaningful measures, you will be able to determine whether your message moved your target audience to act. The measures provide information of the success of your project, define the amount of leverage of marketing funds, and establish a return on investment. Clearly defined performance measures will be the key to your final report.

- A.** Have you clearly listed your objectives, desired outcomes, and demonstrated how you will leverage funding dollars?
- B.** Have you established realistic baseline numbers and benchmarks and clearly stated targets for this project where applicable and practical?
 - i. If you are starting a new project, you may not have data from previous projects. In this case, use realistic numbers from similar projects in your area or other areas to set benchmarks to gauge the success of your project. For example, if you have never advertised in a particular publication, you will not have data based on prior experience. However, using the number of exposures, circulation of the publication, etc., you should be able to establish a realistic target of responses as a result of this project. Clearly indicate this number as a benchmark. Example: Circulation of a publication is 2.5 million. We hope to generate leads based on 1% of the circulation, or 25,000. Of those 25,000 leads we hope to convert 20% to actual visitors, for an increase in visitation of 5,000.
 - ii. For projects that build on existing marketing efforts, targets should include measurements of visitation, revenue, and other current meaningful indicators as baselines for projections of new targets. Example: Visitation in 2010 was 10,000. We hope to increase visitation by 15% to 11,500 in 2011.
- C.** How will you know if you have reached your target audience?

Include a mechanism to measure the response to your project, where applicable and practical. This may include, for example, the number of leads generated; visitation at local sites; number of coupons returned; website statistics, intercept surveys, conversion studies. These numbers should tie into your targets and benchmarks. The best indicators are those that conclusively show – as a result of your project – an increase in the number of visitors to your area.
- D.** How will you report the effectiveness of this project to the Commission and Virginia Tourism Corporation, and to your stakeholders?
 - i. A final report detailing the outcome of your project is due within 60 days of the completion of the project. The report must answer the questions above with specific data, examples of the results of this project, and other supporting documentation.
 - ii. Successful applicants will communicate the awarding of the Sesquicentennial Tourism Marketing Program funds, and in particular the outcomes of the project, in the region. Please indicate how you will communicate this information to

appropriate local media, community stakeholders, lawmakers, and other opinion leaders.

- E. Is there a sustainability plan to continue the project after the requested funding cycle?
- F. Is there a plan for implementing the project in case only partial funding is awarded?

8. APPLICATION SUBMISSION

The application must be received by the Virginia Tourism Corporation no later than 5:00 PM on Thursday, March 15, 2012. THIS IS NOT A POSTMARK DATE.

Provide the original and six copies of your application. Applications must be typed or computer printed. Applications and supporting materials should not be bound or placed in a notebook. Staple the application in the upper left-hand corner. Supporting materials may be included in clear sheet holders or similar pockets.

FAX and email applications will NOT be accepted. For tracking purposes and date/time delivery recording purposes, it is suggested that applications be sent via UPS, FedEx, DHL, or USPS Registered Mail/Return Receipt Requested.

Any changes in an applicant's project that arise after notification of award must be submitted in writing to the Commission and the Virginia Tourism Corporation. Failure to do so may result in default. Any funding awarded to date may be refundable to the Commission and the Virginia Tourism Corporation.

Applications are due by 5:00 PM on Thursday, March 15, 2012. THIS IS NOT A POSTMARK DATE.

Mail application to:

Virginia Tourism Corporation
Attention: Angela Wiggins
901 East Byrd Street
Richmond, VA 23219
(804) 545-5553

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Tourism Marketing Program

APPLICATION COVER SHEET

PROJECT NAME _____

LEAD PARTNER _____

The Lead Partner will serve as fiscal agent. The Lead Partner will be responsible for management of reimbursement requests, receipt of reimbursement payments and serve as the primary contact for the project. The Lead Partner **must** have a Federal Employer Identification Number (EIN). This number must be included in your application.

LOCAL SESQUICENTENNIAL COMMITTEE PARTNER _____

Please complete the Local Sesquicentennial Committee Contact page.

BUDGET OF PROPOSED PROJECT

Maximum award: \$5,000 with a 1:1 match required

Leveraging Funds Requested \$ _____

Partners' Matching Funds (1:1 match) \$ _____

Total Budget for Project \$ _____

ONE-SENTENCE SUMMARY OF PROJECT

In the space below, please provide one sentence that briefly describes the purposes for which Commission/Virginia Tourism Corporation funds, if awarded, would be used.

ANTICIPATED DATE OF PROJECT COMPLETION _____

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VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

**LOCAL SESQUICENTENNIAL COMMITTEE
CONTACT INFORMATION**

Please attach **(1)** a contact list of local Sesquicentennial Committee members; **(2)** minutes for the past 12 months of local Sesquicentennial Committee meetings; and **(3)** a copy of local government resolution establishing or recognizing the local Sesquicentennial Committee.

Name of Project

Name of Local Sesquicentennial Committee

Mailing address of Local Sesquicentennial Committee

Physical address of Local Sesquicentennial Committee

City

State

Zip

Telephone

Fax

Email address

Web address

Local Sesquicentennial Committee Financial Commitment (if none, be sure to list a minimum of three additional Virginia financial partners)

Name and title of authorized person (please print legibly)

Signature of authorized person

Date

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VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

LEAD PARTNER CONTACT INFORMATION

Name of Project

Name of Partner (person who will communicate with Virginia Tourism Corporation on behalf of all partners throughout the duration of project)

Mailing address of Partner

Physical address of Partner

City

State

Zip

Telephone

Fax

Email address (For Lead Partner Contact) Web address

Federal Employer Identification Number (EIN)

Partner's Financial Commitment (\$)

Name and title of authorized person (please print legibly)

Signature of authorized person

Date

VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION
VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

PARTNER CONTACT INFORMATION

Name of Project

Name of Partner

Mailing address of Partner

Physical address of Partner

City

State

Zip

Telephone

Fax number

Email address

Web address

Partner's Financial Commitment (\$)

Name and title of authorized person (please print legibly)

Signature of authorized person

Date

****Please complete and attach an additional form for each partner in project.***

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VIRGINIA TOURISM CORPORATION



Civil War Sesquicentennial
Tourism Marketing Program

APPLICATION CHECKLIST – Please complete and include with application.

This completed application includes the following:

- Original application plus six complete copies
- Cover sheet, including project summary statement
- All required information for all partners, including financial commitment (minimum three financial partners), and designation of lead partner
- List of local Sesquicentennial Committee members with titles and contact information
- Copies of the meeting minutes of local Sesquicentennial Committee
- Resolution or other documentation by local government creating or recognizing local Sesquicentennial Committee
- Letters of support from Destination Marketing Organizations in project coverage area
- Thorough description of project, goals, and role of partners
- Letter of support from Virginia Civil War Trails (only if project includes interpretive markers)
- Clear identification of target audience, supported with documented research and data
- A clearly articulated marketing message
- Detailed marketing plan, timeline, and project budget
- Clearly stated targets, baseline numbers, and benchmarks to measure project success

Applicant affirms the following:

- Alternate plans have been formulated in case only partial funding is awarded.
- Other means have been established to sustain this project if it extends past funding cycle.
- The goals of this project have been reviewed and determined to be compatible with the goals of the Virginia Sesquicentennial of the American Civil War Commission.
- All applicable partners have been added to the list at www.virginia.org. Information on the free listings can be found at <https://www.virginia.org/admin/login.asp>.
- Have you indicated how you will communicate the results of your program to the Commission and to VTC, and to your stakeholders?