



## World War I and World War II Anniversary Commission Tourism Marketing Program

The Virginia World War I and World War II Commemoration Commission was created by the General Assembly to plan, develop, and carry out programs and activities to commemorate the 100th anniversary of World War I and the 75th anniversary of World War II. The purpose of the Virginia World War I and World War II Commemoration Commission Tourism Marketing Program - administered by the Virginia Tourism Corporation (VTC) - is to assist Virginia communities and related World War I and World War II sites to market commemorative events, locations, and destinations.

FUNDING LEVEL INFORMATION	The following guidelines will be used in evaluating applications for the World War I and World War II Anniversary Commission Marketing Program
<p><b>Up to \$10,000</b></p> <ul style="list-style-type: none"> <li><b>Maximum award of \$10,000</b> with a 1:1 Match</li> </ul>	<p><b>PROJECT DESCRIPTION AND PARTNER EVALUATION 40 POINTS</b></p> <ul style="list-style-type: none"> <li>What do you want to accomplish through this project?</li> <li>What are the goals of your project?</li> <li>How will this project support and further the Commission's goals of commemorating the 100th anniversary of World War I and/or the 75th anniversary of World War II?</li> <li>How does the project include perspectives of World War I or World War II that invite visitors to learn more?</li> <li>Does this project convey the relevance of the war and its continuing impact on today's society?</li> <li>What are the positive lasting legacies of this project?</li> <li>Who are the project partners and what is their role and financial commitment?</li> </ul>
<p><b>PAYMENTS, REPORTS AND DEADLINES</b></p>	<p><b>PROJECT CONTENT: Target Audience and Market Research 15 POINTS</b></p> <ul style="list-style-type: none"> <li>Who is the target market and audience for this project?</li> <li>Why was this market chosen?</li> <li>What specific, local research supports the interest in this market?</li> </ul> <p><b>PERFORMANCE MEASURES: Effectiveness of Project 25 POINTS</b></p> <ul style="list-style-type: none"> <li>Are project objectives and desired outcomes clearly identified?</li> <li>Are targets clearly stated and have realistic baseline numbers been established?</li> <li>How will you know if you have reached your target audience?</li> <li>How will the effectiveness of the project be tracked and reported?</li> <li>Is there a sustainability plan to continue this project after the funding cycle?</li> <li>Is there a plan for implementing this project if funding is not fully awarded?</li> </ul> <p><b>PROJECT CONTENT: Marketing Message 20 POINTS</b></p> <ul style="list-style-type: none"> <li>What is the message that will cut through the clutter and encourage action?</li> <li>What is the call to action?</li> <li>What is the marketing plan to reach the target market?</li> <li>Is the marketing plan detailed, with specific timelines?</li> <li>Does this project support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities?</li> </ul>
<ul style="list-style-type: none"> <li>The World War I and World War II Anniversary Commission Marketing Program funds will be released on a reimbursement basis upon receipt of documentation of program implementation.</li> <li>Periodic progress reports and a final report will be required. Programs should be completed within 18 months of award date.</li> <li>Applications are now closed.</li> </ul>	

Additional information can be found at <http://www.vatc.org/grants/wwgrants>. Please subscribe to the VTC Travel Post for announcements of the Virginia World War I and World War II Commemoration Commission Tourism Marketing Program and other VTC information. For more information and to receive the VTC Travel Post, visit <https://www.vatc.org/about/newsletter-signup/>.