



AMERICAN EVOLUTION™ MARKETING GRANT PROGRAM

The 2019 Commemoration was created by the Virginia General Assembly to plan, develop, and carry out programs and activities under the brand American Evolution™ to commemorate the 400th anniversary of key historical events that occurred in Virginia during 1619, and that continue to influence our nation today. The American Evolution™ Marketing Grant Program is designed to assist Virginia entities in promoting related events, attractions, and tourism products.

FUNDING LEVEL INFORMATION	THE FOLLOWING GUIDELINES WILL BE USED IN EVALUATING APPLICATIONS FOR THE AMERICAN EVOLUTION™ MARKETING GRANT PROGRAM
<p>NEW! Up to \$10,000 award</p> <ul style="list-style-type: none"> Maximum award of \$10,000 Dollar for dollar match 	<p>PROJECT DESCRIPTION AND APPLICANT EVALUATION 40 POINTS</p> <ul style="list-style-type: none"> Describe your project in detail. What do you hope to accomplish with this project? What are three primary goals for your project? How will this project support and further the 2019 Commemoration’s goals of tourism, economic development and education. How does the project include perspectives that invite participants to learn more? Does this project convey the relevance of 1619 and its continuing impact on today’s society? Does the project open a dialog or solve a problem that exists in your community? What are the positive lasting legacies of this project? Who are the project partners (if applicable)? How does your new trail link to the American Evolution™ Digital Trail?
<p>PAYMENTS, REPORTS AND DEADLINES</p>	<p>PROJECT CONTENT: Target Audience and Market Research 15 POINTS</p> <ul style="list-style-type: none"> 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?
<ul style="list-style-type: none"> The American Evolution™ Marketing Grant Program funds will be released upon approval of application and receipt of performance agreement. Two interim reports and a final report will be required. Programs must be completed by September 30, 2019. Informational WebEx presentations on February 8, 2018 and February 14, 2018. The application deadline is March 22, 2018. 	<p>PERFORMANCE MEASURES: Effectiveness of Project 25 POINTS</p> <ul style="list-style-type: none"> Are project objectives and desired outcomes clearly identified? Are targets clearly stated and have realistic baseline numbers been established? How will you know if you have reached your target audience? How will the effectiveness of the project be tracked and reported? 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? <p>PROJECT CONTENT: Marketing Message 20 POINTS</p> <ul style="list-style-type: none"> What is the message that will cut through the clutter and encourage action What is the call to action? What is the marketing plan to reach the target market? Is the marketing plan detailed, with specific timelines? Does this project support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities?

Additional information can be found at www.vatc.org/grants/2019grants/. For questions about American Evolution™, the American Evolution™ Marketing Grant Program, or the American Evolution™ Digital Trail, visit www.AmericanEvolution2019.com, or contact: Amy Ritchie at DigitalTrail2019@jyf.virginia.gov or 757-253-4189.