** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM
WINTER 2019 FUNDING CYCLE**

* **MAXIMUM AWARD AMOUNT $10,000**

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

**The Virginia World War I and World War II Commemoration Commission (the 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 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.**

**This objective can be accomplished through actions including the following:**

* Encouraging and stimulating investment by combined efforts of local, regional and statewide entities for World War I or World War II-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, commemoration themes, and goals which include the following:**

**Honor our veterans**: Pay tribute to the service of veterans.

**Inspire a desire to learn more**: Provide opportunities for people to explore personal connections and to highlight multiple perspectives of Virginia's role in World War I and World War II (battlefront and military support from Virginia; home front and civilian support; Holocaust and stories of survival, and more).

**Connect through travel and tourism:** Make it easy for visitors to connect to museums, memorials, and sites in Virginia related to World War I and World War II.

**Preserve historic sites:** Encourage preservation and interpretation of significant sites in Virginia related to World War I and World War II.

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**GENERAL GUIDELINES**

**1. Partnership is the most important element of this grant program.** 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. 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 other tourism-related 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. A vendor is defined as a paid service provider as part of your marketing plan.

Programs that are regional in scope are encouraged. If you have non-Virginia partners, you MUST have a minimum of three, **Virginia** financial partners, one of which must be a Virginia lead partner. In addition, your program must be located in Virginia, and encourage visitation to Virginia. State/federal agencies may apply for funding; however applications that include state/federal agencies must have a minimum of **two** additional, **NON**-state/federal agency financial partners. State/federal agencies may not be the lead partner in an application.

**2. Application must be accompanied by a support letter from each Destination Marketing Organization (DMO)** within the project coverage area. Application partnerships with DMOs are encouraged. (For a list of DMOs, see <http://www.vatc.org/dmo-ctic-lists/wpbdp_category/dmo/> ). In the absence of a DMO, the highest ranking local government official should provide support letter.

**3. Grantees must use the Commission logo and display the Commission’s website on all marketing materials for grant funded projects.** Applicants must apply to use the Commission's World War I or World War II Commemoration logo on marketing materials by contacting gedwards@dls.virginia.gov.

**All project partners must register,** create a listing, and add all local World War related events to the statewide calendar available at [www.VirginiaWWIandWWII.org](http://www.VirginiaWWIandWWII.org), as well as provide a reciprocal link from their websites to [www.VirginiaWWIandWWII.org](http://www.VirginiaWWIandWWII.org).

**All project partners must register and create a listing on** [**www.Virginia.org**](http://www.Virginia.org)(if not already registered and listed) and provide reciprocal links to [www.Virginia.org](http://www.virginia.org) from their websites. More information on listing on [www.Virginia.org](http://www.Virginia.org) can be found at <http://www.vatc.org/marketing/digital-marketing/webmarketing>/.

**4. 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.

**5. Application must include a detailed marketing plan.** This plan will state specific media placements, timelines, and costs. The 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.

**6. 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.

**7. 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.

**8. Applicants may apply for up to $10,000 with a 1:1 match required. *Partners may use their existing marketing budgets as their match. No in-kind goods or services can be used as match***.Proposed use of Commission funds must be clearly specified in the application. Minimum partner financial commitment is $250.

**9. Applications are scored on a merit scale** based on the Virginia World War I and World War II Tourism Marketing Program Scoring Guidelines in this packet (Pages 6-7). Incomplete applications will receive low scores and will not be funded. The award may not equal the full amount requested.

**10. 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.

**11. 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 print materials, copies of audio or video tapes, etc.), and/or screen captures and active web addresses for website related projects.

**12. Applicants are encouraged to seek services through a competitive bid process** and are encouraged to utilize SWaM (Small, Women, and Minority-Owned Business) vendors when possible. For more information, please visit <https://www.sbsd.virginia.gov/> .

**13. All projects must be completed within 18 months** of the award notification date. A final report must be submitted to the 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.

**Eligible activities include the following:**

1. ***Interpretive Markers*** that interpret and draw visitors to sites of significant Virginia involvement in World War I or World War II, whether on the battlefront or home front. A draft of the marker text will need to be submitted with your application.  In addition, narrative on how the availability of the interpretive marker will be marketed to the public, along with a marketing plan, must be included.  ***Applications for interpretive markers only – with no marketing component – will not be approved.***
2. ***Marketing of lectures and exhibits*** that support the commemorative theme of the Commission’s projects or annual Signature Event. (Note: creation and fabrication of the exhibit is NOT an allowable expense).
3. ***Print Materials*** – Travel-related print materials including brochures, media kits, group tour publications, meeting planner publications and other print informational materials designed to promote the partner’s area as a travel destination. \***NOTE: please include a brief draft description and layout of the proposed text or content.**
4. ***Placement of Advertisements*** – (print, radio, web, and television advertising). Ads must promote the area to visitors and highlight regional historic connections to World War I or World War II. Applicants are encouraged to incorporate the Virginia Tourism Corporation’s Partnership Advertising Opportunities. More information on VTC Advertising Opportunities can be found at <http://www.vatc.org/marketing/advertising/partneradvertising/>.
5. ***Website Development*** – Development of a website to promote the applicant’s area is eligible. Maintenance fees for a website are NOT eligible.
6. ***Travel and Trade Show Booth***Rental/Participation Fees – Fees associated with registration at travel and trade shows are eligible. These include fees for placement of promotional materials at Virginia Welcome Centers. Travel expenses, including accommodations and transportation, are NOT eligible.
7. ***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.
8. ***Trade Show Displays*** – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshows are eligible. Static displays that are onsite will NOT be an eligible expense.

**Ineligible activities, which will NOT be funded, include the following:**

1. ***Projects that do not contribute to increased visitation*** to the applicant’s area and to Virginia.
2. ***Costs associated with*** any battle reenactment; any commercial product; historical fiction or non-documentary theater or film productions; events whose historical accuracy is called into question by the Commission.
3. ***Operating or overhead expenses***. Funds are to be used only for marketing purposes as stated in these guidelines and in the application.
4. ***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.
5. ***Travel expenses,*** including accommodations, and/or transportation, are not allowable expenses.
6. ***Event start-up and production costs***; however, marketing of events is an allowable expense.
7. ***Costs of exhibit creation and construction is NOT an allowable expense***; however, marketing of the exhibit is an allowable expense.
8. ***Costs of promotional items*** such as general merchandise, pens, pencils, t-shirts, etc.
9. ***Directional signage including yard signs, banners, and other local signage.***
10. ***Website maintenance fees such as domain renewals, and monthly hosting fees.***

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**SCORING GUIDELINES**

The following will be used in evaluating applications for the Virginia World War I and World War II Tourism Marketing Program. Please make sure your application thoroughly addresses each question, in the order presented here.  ***State the question, followed by your answer.***

#  MAXIMUM POINTS

**PROJECT DESCRIPTION AND PARTNER EVALUATION 40 POINTS**

* What do you want to accomplish through this project?
* What are the goals of your project?
* 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?
* How does the project include perspectives of World War I or World War II that invite visitors to learn more?
* Does this project convey the relevance of the war and its continuing impact on today’s society?
* What are the positive lasting legacies of this project?
* Who are the project partners, what is their role and financial commitment, and how are they relevant to your project?

**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?

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

* Are project objectives and desired outcomes clearly identified?
* 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 to 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?

**PROJECT CONTENT: Marketing Message 20 POINTS**

* What is the message that will cut through the clutter and encourage action? **Clearly state the message!**
* What is the call to action? **Clearly state your 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? More information on VTC Advertising Opportunities can be found at <http://www.vatc.org/marketing/advertising/partneradvertising/>.

**TOTAL MAXIMUM SCORE 100 POINTS**

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**APPLICATION INSTRUCTIONS**

**Please read and fully understand the instructions**. Follow the format below in preparing your application. DO NOT VARY FROM THIS FORMAT! Answer each question as thoroughly as possible, in the order presented. ***State the question, followed by your*** ***answer.***

**1. COVER SHEET**

Complete all sections of the Virginia World War I and World War II Tourism Marketing Program Cover Sheet (Page 12), including the project summary sentence, and include it as the first page of your application.

**2. PARTNER INFORMATION PAGES**

Complete the information sheets and Performance Measures for the lead partner and each additional partner in the project (Pages 13-18). Be sure to indicate each partner’s financial commitment and Federal Employer Identification Numbers (FEIN). You may add pages for additional partners.

**3. PROJECT DESCRIPTION (attach up to two pages)**

Description of the proposed project and goals, and the role of partners in the project. This is the section to tell your local stories. Answer ***EACH*** of the following questions, ***IN THE ORDER GIVEN***. State the question followed by the complete answer.

1. What do you want to accomplish through this project?
2. What are the goals of your project?
3. 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?
4. How does the project include perspectives of World War I or World War II that invite visitors to learn more?
5. Does this project convey the relevance of the war and its continuing impact on today’s society?
6. What are the positive lasting legacies of this project?
7. Who are the project partners? What is their financial commitment? How is each partner relevant to your project?

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

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

**5. PERFORMANCE MEASURES (attach up to two pages of narrative *PLUS* the completed Performance Measure table for *each* partner beginning on Page 14 (following each of the Partner Forms).**

Performance measures are the key performance indicators of the effectiveness of your project. With strong and meaningful measures, you will be able to determine whether your message moved the target audience to act (visit). 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.

1. Clearly list objectives, desired outcomes, and demonstrated how you will leverage funding dollars?
2. What are your established realistic baseline numbers and benchmarks and clearly stated targets for this project where applicable and practical?
	1. 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.
	2. 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 2017 was 10,000. We hope to increase visitation by 15% to 11,500 in 2018.
	3. ***Each partner must complete their Performance Measure form to show the partner’s Performance Measures. Complete this section as thoroughly as possible. Failure to provide this information will result in lower score.***
3. 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 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.

1. How will you track and report the effectiveness of this project to the Commission and to the Virginia Tourism Corporation, and to your stakeholders?
2. A final report detailing the outcome of your project is due within 60 days of 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.
3. Successful applicants will communicate the awarding of the Virginia World War I and World War II 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.
4. All programs should be completed within 18 months of the award notification date.  VTC may request periodic updates on the progress of your program.  A final report must be submitted to the VTC within 60 days of the end of the program detailing the results of the program, including return on investment, performance measure results stated in your Research and Performance Measure Plan, and other supporting data.  Failure to provide the final report, or failure to meet guidelines stated in the application, may result in partners being in default and any funding awarded to date may be refundable to VTC.
5. What is your sustainability plan to continue this project after the funding cycle?
6. What is your plan for implementing this project if full funding is not awarded?

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

1. What is the marketing message that will cut through the clutter and encourage action? ***Clearly state this message!***
2. What is your call to action? ***Clearly state your call to action!***
3. What is your marketing plan to reach the target market?
4. Is the marketing plan detailed, with specific timelines? Provide specific dates for all placements.
5. Does the marketing plan include only allowable expenses?
6. How does this project support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities? More information on VTC Advertising Opportunities can be found at <http://www.vatc.org/marketing/advertising/partneradvertising/>.

Thoroughly complete the World War I and World War II 75th Anniversary Commemoration Tourism Marketing Plan on Page 19. Be sure to provide complete information and to indicate for what the Commission funds will be used.

Make sure your marketing plan ONLY includes allowable expenses, per the guidelines on Pages 4 -5. Ineligible items will result in a lower score and a lower award amount.

**7. APPLICATION SUBMISSION**

**The application must be received by the Virginia Tourism Corporation no later than 5:00 PM on February 19, 2019. THIS IS NOT A POSTMARK DATE.**

**Provide the original and five 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 packets.

**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 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 February 19, 2019. THIS IS NOT A POSTMARK DATE.**

**Mail application to:**

**Virginia Tourism Corporation**

Attention: Angela Wiggins

901 East Cary Street

Suite 900

Richmond, VA 23219

(804) 545-5553

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**APPLICATION COVER SHEET**

**PROJECT NAME**

**LEAD PARTNER AND ORGANIZATION**

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.

**Please make sure requested amount matches budget and partner match.**

**BUDGET OF PROPOSED PROJECT**

Maximum award: $10,000 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 a concise statement of the project and its intended outcome that briefly describes the purposes for which Commission/ funds, if awarded, would be used.

**ANTICIPATED DATE OF PROJECT COMPLETION**

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**LEAD PARTNER CONTACT INFORMATION**

**Name of Project**

**Name of Partner and Organization (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**

**Phone Fax**

**E-mail address (For Lead Partner Contact)**

**Website address**

**Federal Employer Identification Number (FEI #)**

**Partner’s Financial Commitment ($)**

**Name and title of authorized person**

**Signature of authorized person Date**

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**LEAD PARTNER PERFORMANCE MEASURES

LEAD PARTNER NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Use the following table to show your overall performance measures. You may add to the table to show additional measures specific to your program and/or organization. Failure to provide meaningful measures and baselines will result in lower score in this section.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PERFORMANCE MEASURE** | **CURRENT BASELINE** | **N/A** | **NUMERIC GOAL** | **%INCREASE GOAL** |
| **Total Number of Visitors** |  |  |  |  |
| **Total Visitor Expenditures** |  |  |  |  |
| **Total Tourism Tax Receipts** |  |  |  |  |
| **Jobs Created or Sustained** |  |  |  |  |
| **Total Number of Meetings Booked** |  |  |  |  |
| **Average Occupancy** |  |  |  |  |
| **Total Number of Unique Website Visitors Per Year** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

 **PARTNER CONTACT INFORMATION**

**Name of Project**

**Name of Partner and Organization**

**Mailing address of Partner**

**Physical address of Partner**

**City State Zip**

**Phone Fax**

**E-mail address**

**Federal Employer Identification Number (FEI #)**

**Partner’s Financial Commitment ($)**

**Name and title of authorized person**

**Signature of authorized person Date**

**ATTACH AN ADDITIONAL FORM FOR EACH PARTNER IN PROJECT**

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**PARTNER PERFORMANCE MEASURES**

**PARTNER NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Use the following table to show your overall performance measures. You may add to the table to show additional measures specific to your program and/or organization. Failure to provide meaningful measures and baselines will result in lower score in this section.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PERFORMANCE MEASURE** | **CURRENT BASELINE** | **N/A** | **NUMERIC GOAL** | **%INCREASE GOAL** |
| **Total Number of Visitors** |  |  |  |  |
| **Total Visitor Expenditures** |  |  |  |  |
| **Total Tourism Tax Receipts** |  |  |  |  |
| **Jobs Created or Sustained** |  |  |  |  |
| **Total Number of Meetings Booked** |  |  |  |  |
| **Average Occupancy** |  |  |  |  |
| **Total Number of Unique Website Visitors Per Year** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

**ATTACH AN ADDITIONAL FORM FOR EACH PARTNER IN PROJECT**

** **
**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**PARTNER CONTACT INFORMATION**

**Name of Project**

**Name of Partner and Organization**

**Mailing address of Partner**

**Physical address of Partner**

**City State Zip**

**Phone Fax**

**E-mail address**

**Federal Employer Identification Number (FEI #)**

**Partner’s Financial Commitment ($)**

**Name and title of authorized person**

**Signature of authorized person Date**

**ATTACH AN ADDITIONAL FORM FOR EACH PARTNER IN PROJECT**

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**PARTNER PERFORMANCE MEASURES**

**PARTNER NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Use the following table to show your overall performance measures. You may add to the table to show additional measures specific to your program and/or organization. Failure to provide meaningful measures and baselines will result in lower score in this section.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **PERFORMANCE MEASURE** | **CURRENT BASELINE** | **N/A** | **NUMERIC GOAL** | **%INCREASE GOAL** |
| **Total Number of Visitors** |  |  |  |  |
| **Total Visitor Expenditures** |  |  |  |  |
| **Total Tourism Tax Receipts** |  |  |  |  |
| **Jobs Created or Sustained** |  |  |  |  |
| **Total Number of Meetings Booked** |  |  |  |  |
| **Average Occupancy** |  |  |  |  |
| **Total Number of Unique Website Visitors Per Year** |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II TOURISM MARKETING PROGRAM**

**WORLD WAR I AND WORLD WAR II 75TH COMMEMORATION COMMISSION
TOURISM MARKETING PLAN**

Please provide a detailed marketing plan showing specific media placements, placement dates, brochure development, costs associated with this project, etc. in the format shown below. Clearly show the purpose for which Commission funds would be used if awarded. You may reproduce this format on a separate page, but you must follow this format exactly.

**PLEASE MAKE SURE THAT ALL AMOUNTS BALANCE AND CORRESPOND
TO REQUESTED FUNDS AND PARTNER MATCH**

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **MARKETING CALENDAR AND BUDGET** |
| **Media Outlet** | **Ad Type, Size, and Frequency** | **Placement Date** | **Total Cost** | **Commission Funds Amount** | **Partner Funds Amount** |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |
| **OTHER PROJECT-RELATED BUDGET ITEMS** |
| **Specific Item (brochure, design services, website design, tradeshow registration, etc.)** | **Anticipated Completion Date** | **Total Cost** | **Commission Funds Amount** | **Partner Funds Amount** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
| **TOTAL BUDGETED AMOUNT** |  |  |  |

** **

**VIRGINIA WORLD WAR I AND WORLD WAR II**

**APPLICATION CHECKLIST – Please complete and include with application.**

**This completed application includes the following:**

🞏 Original application plus five 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

🞏 Letter(s) of support from Destination Marketing Organization(s) in project coverage area

🞏 Thorough description of project, goals, and role of partners including partner’s relevance to the program

🞏 Clear identification of target audience, supported with documented research and data

🞏 Clearly stated targets, baseline numbers, and benchmarks to measure project success **FOR EACH PARTNER**

🞏 A clearly articulated marketing message and call to action

🞏 Detailed marketing plan, timeline, and project budget that contains allowable expenses

**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 World War I and World War II Commemoration Commission

🞏 All applicable partners have been added to [www.Virginia.org](http://www.Virginia.org) and provided a reciprocal link from their website to www.Virginia.org. Information on how to add your free listings can be found at https://www.Virginia.org/admin/login.asp

🞏 All applicable partners have been added to the listings on [www.VirginiaWWIandWWII.org](http://www.VirginiaWWIandWWII.org) and provided a reciprocal link from their websites to the commemoration websites