



2019 COMMEMORATION FINALE GRANT

PLEASE READ ENTIRE DOCUMENT BEFORE BEGINNING THIS APPLICATION

The 2019 Commemoration, American Evolution was created by the Virginia General Assembly to plan, develop, and carry out programs and activities to commemorate the 400th anniversary of key historical events that occurred in Virginia during 1619, and that continue to influence our nation today.

In November 2019, the 2019 Commemoration, American Evolution is inviting America to “Come Home to Virginia” for the Virginia Customs, Cultures, and Cuisine Festival. Local, regional, and statewide events will highlight the customs, cultures, and cuisine of 400 years of Virginia history to create a contemporary experience for all ages. This special, month-long capstone to the 2019 Commemoration, American Evolution will foster statewide participation, tourism marketing and promotion, and public events.

Promotion of the Virginia Customs, Cultures, and Cuisine Festival will begin in May 2019 with a Finale Booklet designed to promote tourism throughout the Commonwealth of Virginia. This booklet will highlight grant recipients and applicants with a combination of event listings, tourism itineraries sourced from grantees, and stories about the people, places, and things that shaped Virginia’s past and continue to influence our future. Stories included in the Finale Booklet will also be promoted on the 2019 Commemoration, American Evolution digital storytelling platform, AESTories.com.

Additionally, in remembrance of 400th anniversary of the First Official English Thanksgiving in North America, the 2019 Commemoration will invite all Virginians to Share the Spirit of Thanksgiving – a time to give thanks, come together across cultures, and support local food banks or hunger relief organizations so that all Virginians are included in a special Thanksgiving in 2019.

The purpose of the 2019 Commemoration Finale Grant Program - administered by the Virginia Tourism Corporation (VTC) - is to provide Virginia organizations and communities with the resources to participate in the 2019 Commemoration, American Evolution's Finale Month and to create a network of statewide partners who will bring the commemoration to their locality or region throughout the Commemorative year. The grant may be used for planning, execution, and/or marketing for events taking place between November 1-30, 2019. Events must reflect the theme of Virginia's Customs, Cultures and Cuisines.



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GENERAL GUIDELINES AND CRITERIA

1. Applicants may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations (DMO), non-profit organizations, 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 an applicant or partner in the application. A vendor is defined as a paid service provider to support your project plan.

Partnerships are encouraged, but not required. One organization must serve as lead partner and administer the project. Partners may use their individual budgets as overall match in the application. Each partner must complete a Partner Information Sheet, and attach to the application.

Your program must be located in Virginia, and must encourage visitation to Virginia. Programs that are regional in scope are encouraged. Applications that include state or federal agencies must have a minimum of one additional, NON-state or federal agency financial partner. State or 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. (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 a support letter.

3. Grantees must use the 2019 Commemoration, American Evolution™ logo and display the 2019 Commemoration, American Evolution™ website URL on all marketing materials throughout 2019. Applicants may request the 2019 Commemoration, American Evolution™ logo by contacting kelly.jaeger@Jyf.virginia.gov.

4. All project partners must register and create a listing on www.Virginia.org (if not already registered and listed) and provide reciprocal links to www.virginia.org and www.AmericanEvolution2019.com from their websites. More information on listing on www.Virginia.org can be found at <http://www.vatc.org/marketing/digital-marketing/webmarketing/>.

5. Applicants may apply for only one project. Projects that are regional in scope will be given preference.

6. Applicants must commit to attending a planning session in Richmond, Virginia in August 2019. The exact date and additional information will be distributed after the award process.

7. Applicants must commit to promoting the 2019 Commemoration, American Evolution's activities throughout the commemorative year. Successful applicants will issue a press release on the award and their event to local media outlets, display 2019 Commemoration, American Evolution brochures and other collateral at their site, include the American Evolution logo on their website and all grant-funded collateral, and share or post 2019 Commemoration, American Evolution content on their social media feeds.

8. Application must include a detailed marketing plan. See the template below (Page 14) for more information.

9. The 2019 Commemoration, American Evolution will hold two optional WebEx sessions for applicants to learn more about the commemoration and to ask questions related to their grant application. Registered attendees will receive extra points towards their application. See below guidelines (Page 10) for details. Applicants may register for the WebEx by contacting kristin.ritchey@jyf.virginia.gov. The dates are: Wednesday, February 13, 2019 at 10 am Thursday, February 21, 2019 at 3:30 pm

10. Applicants may apply for up to \$10,000 with a 1:1 match required. Applicant may use their existing program, event, and marketing budgets as their match. General operating funds are not permitted as match. No in-kind goods or services can be used as match. Proposed use of 2019 Commemoration, American Evolution funds must be clearly specified in the application.

11. Applications are scored on a merit scale based on the 2019 Commemoration Finale Grant Program Scoring Guidelines. Incomplete applications will receive low scores and will not be funded, or the award may not equal the full amount requested.

12. In awarding grants, the 2019 Commemoration, American Evolution may consider such factors as type and scope of proposed project; applicant and partner resources; audience and message; timetable; past applications 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.

13. Funds will be disbursed after submission of an approved final event plan submitted to the 2019 Commemoration, American Evolution no later than September 1, 2019.

14. 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/>.

15. All projects MUST be COMPLETED between November 1- 30, 2019. A final report must be submitted to the 2019 Commemoration, American Evolution at the end of the project, no later than 60 days after completion, detailing the budget, results of the project, including return on investment, performance measure outcomes, and other supporting data.

16. Successful applicants will be required to complete an economic impact survey following project completion. Information from this brief survey will be included in the final economic report for the 2019 Commemoration, American Evolution.

17. Eligible activities include the marketing and execution of a Virginia Customs, Cultures, and Cuisine-themed event or program to take place between November 1-30, 2019 and must include the promotion of the 2019 Commemoration, American Evolution.

A. *Marketing and Execution of a Virginia Customs, Cultures, and Cuisine-themed Event or Program* - Direct expenses related to marketing and executing an approved event or program. Examples include venue rental, equipment rental, honorariums or speaker fees, licenses, food and beverage (non-alcoholic), and onsite signage. If you have a question whether an expense is included, please contact Kristin Ritchey at 757-253-4027.

B. *Print Materials* – Promotional materials including flyers, media kits, group tour publications and other printed informational materials designed to promote the applicant's November event as well as the 2019 Commemoration, American Evolution and the Virginia Customs, Cultures and Cuisine Festival. All materials are required to include the 2019 Commemoration, American Evolution logo.

- C. **Placement of Advertisements** – (print, radio, web, and television advertising). 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/>.

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

- A. **Projects that do not align with the Virginia Customs, Cultures and Cuisine Festival** or do not promote the 2019 Commemoration, American Evolution themes or historical events.
- B. **Projects that do not contribute to increased visitation** to the applicant’s area and to Virginia.
- C. **Costs associated with** any commercial product; historical fiction or non-documentary theater or film productions; events whose historical accuracy is called into question by the 2019 Commemoration, American Evolution.
- D. **Operating and overhead expenses** - Funds are to be used only for event execution and marketing as stated in these guidelines and in the application.
- E. **Administrative expenses** including office space, salary and personnel costs, office supplies, office equipment, office postage, and other administrative costs are not allowable expenses.
- F. **Travel Expenses**, including accommodations, meals and transportation.
- G. **Cost of promotional items** such as general merchandise, pens, pencils, t-shirts, etc.
- H. **Travel and Trade Show Booth Rental or Participation Fees**- fees associated with registration at travel and trade shows, and travel expenses.
- I. **Trade Show Displays**- the design and production of display units that are used in conjunction with travel promotions at travel and trade shows or static displays that are onsite.
- J. **Website Maintenance Fees** such as domain renewals and monthly hosting fees.



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APPLICATION INSTRUCTIONS & SCORING GUIDELINES

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 2019 Commemoration Finale Grant Program Cover Sheet (Page 11), including the project summary sentence, and include it as the first page of your application.

2. APPLICANT INFORMATION PAGE

Complete the information sheets and Performance Measures. Be sure to indicate the applicant's financial commitment and Federal Employer Identification Number (FEIN). Also, list the date you participated in the 2019 Commemoration, American Evolution WebEx information session.

3. PROJECT DESCRIPTION AND APPLICANT EVALUATION40 POINTS

Answer ***EACH*** of the following questions, ***IN THE ORDER GIVEN***. State the question followed by the complete answer.

1. Describe your event in detail. What do you hope to accomplish with this project?
2. What are the three primary goals for your project?
3. How does this project align with the Virginia Customs, Cultures, and Cuisine Festival?
4. How does this project support and further align the 2019 Commemoration, American Evolution's goals of tourism, economic development and education about Virginia's role in the creation of the United States?
5. How does the program promote visitation to your region or locality?
6. What is the target market and audience for this project?
7. Who are the project partners? What is their role and financial commitment, and how are they relevant to your project?

8. Does the project incorporate elements of the Share the Spirit of Thanksgiving hunger relief campaign?
9. Will your program or event feature opportunities to sell or display 2019 Commemoration, American Evolution Merchandise?

4. PERFORMANCE MEASURES.....20 POINTS

Attach up to two pages of narrative **PLUS** the completed Performance Measure table

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 (attend). The measures provide information on 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 demonstrate 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)?
 - a. 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.
 - b. For projects that build on existing marketing efforts, targets should include measurements of attendance, revenue, and other current meaningful indicators as baselines for projections of new targets. Example: Attendance in 2018 was 1000. We hope to increase visitation by 15% to 1150 in 2019.
 - c. *The applicant must complete their Performance Measure form to show the applicant's Performance Measures. Complete this section as thoroughly as possible. Failure to provide this information will result in a lower score.*
3. How will you track and report the effectiveness of this project to the 2019 Commemoration, American Evolution and to your stakeholders?
 - a. Successful applicants will communicate the awarding of the 2019 Commemoration Finale Grant 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.
 - b. All programs MUST be completed between November 1-30, 2019. A final report must be submitted to the 2019 Commemoration, American Evolution within 60

days of the end of the program. The report must include detailed 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 the applicant being in default and any funding awarded to date will be refunded to the VTC and/or 2019 Commemoration, American Evolution.

4. What is your plan for implementing this project if full funding is not awarded?

5. MARKETING PLAN.....20 POINTS

Attach up to two pages, plus detailed marketing plan

1. What is your marketing plan to reach the target market? Is the marketing plan detailed, with specific timelines?
2. Does the marketing plan actively engage local media outlets, including a press release to local outlets announcing the recipient's award?
3. Does the marketing plan include a commitment to promote the 2019 Commemoration, American Evolution and the Virginia Customs, Cultures, and Cuisine Festival at least three times per month via social media?
4. Does the marketing plan include a commitment to displaying 2019 Commemoration, American Evolution brochures and collateral at their site?
5. Does the marketing plan include a commitment to feature the 2019 Commemoration, American Evolution logo on its website?
6. Thoroughly complete the 2019 Commemoration Finale Grant Marketing Plan on Page 14. Be sure to provide complete information and indicate for what the 2019 Commemoration, American Evolution funds will be used.
7. Make sure your marketing plan ONLY includes allowable expenses, per the guidelines on Pages 5-6. Ineligible items will result in a lower score and a lower award amount.

8. ATTACHMENTS: AE Stories and Local Itineraries20 POINTS

1. Submit at least two stories to AESTories.com, a site to collect and preserve personal or historical stories for future generations and to foster conversations about the American experience. Please indicate the following in your application: date of submission, title of submission, author. (10 points)
2. Develop and submit an itinerary or your locality or region relating to Virginia's Customs, Cultures, and Cuisine. Approved itineraries received during the grant application process may be featured in the 2019 Commemoration Finale Booklet or on the 2019 Commemoration, American Evolution website. (10 points)

TOTAL MAXIMUM SCORE100 POINTS

EXTRA POINTS: Additional Alignment with the Commemoration.....10 POINTS

1. If applicable, submit a photo of your site’s displayed Virginia History Trail Site sign to our online gallery (5 points)
2. Attend one of the informational WebEx meetings about the grant application process (5 points)

7. APPLICATION SUBMISSION

The application must be received by the Virginia Tourism Corporation no later than 5:00 PM on Friday, March 22, 2019. 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 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 American Evolution™ and the Virginia Tourism Corporation.

Applications are due by 5:00 PM on Friday, March 22, 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

* For questions about the American Evolution™ Finale Grant Program, or the 2019 Commemoration, American Evolution™ contact: Kristin Ritchey at Kristin.ritchey@jyf.virginia.gov or 757-253-4027.



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APPLICATION CONTACT INFORMATION

Name of Project

Name of Applicant and Organization (person who will communicate with Virginia Tourism Corporation and the 2019 Commemoration throughout the duration of project)

Mailing address of Applicant

Physical address of Applicant

City

State

Zip

Phone

Fax

E-mail address (For Applicant Contact)

Website address

Federal Employer Identification Number (FEI #)

Applicant's Financial Commitment (\$)

Name and title of authorized person

Signature

Date



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APPLICANT PERFORMANCE MEASURES

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				
OTHER (SPECIFY)				



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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 2019 Commemoration 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					



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PARTNER CONTACT INFORMATION

NOTE: Complete this form for any additional partners in your application

Name of Project

Name of Partner and Organization

Mailing address of Partner

Physical address of Partner

City

State

Zip

Phone

Fax

E-mail address (For Partner Contact)

Website address

Federal Employer Identification Number (FEI #)

Partner's Financial Commitment (\$)

Name and title of authorized person

Signature

Date



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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 applicant information, including financial commitment and date of WebEx Participation
- All required partner information, including financial commitment, if applicable
- Letter(s) of support from Destination Marketing Organization(s) in project coverage area
- Thorough description of project, goals, and role of applicant including applicant'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
- 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
- The goals of this project have been reviewed and determined to be compatible with the goals of the 2019 Commemoration, American Evolution
- All applicable partners have been added to www.Virginia.org and provided a reciprocal link from their website to www.Virginia.org and www.AmericanEvolution2019.com.