

PUBLIC NOTICE: TOURISM MATCHING FUND GRANT AVAILABLE FOR 2007

Contact: Michael Davidson, President / CEO, Tourism Walla Walla
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Tourism Walla Walla, the tourism promotional agency for the Walla Walla Valley, announces the availability of funds for the purpose of supporting tourism projects that provide regional long-term economic benefits to Walla Walla. The Board of Directors of Tourism Walla Walla has set aside \$10,000 for the 2007 program.

Applicants conference will be held on Friday November 3rd at 11:00 am at the Baker Boyer Bank 6th floor conference room, 8 S. 2nd Ave, Walla Walla Washington. The purpose of this conference will be to provide information and answer questions about the grant process and concept proposals. Those organizations seeking a Tourism Matching Fund grant must submit a completed project application no later than 5:00 p.m. on Friday November 17, 2006.

Tourism Walla Walla will give priority consideration to those applications which:

- Increase overnight visitation to the Walla Walla Valley
- Increase shoulder season tourism - November through March
- Encourage cooperative partnerships between Walla Walla organizations
- Those organizations, attractions, and events that are located within a jurisdiction that financially supports Tourism Walla Walla.
- Establish clear, meaningful, and measurable results

Applications must be received no later than 5:00 p.m., November 17, 2006 Submit to:

Michael Davidson, President / CEO
Tourism Walla Walla
8. S. 2nd Ave – Suite 603
Walla Walla, WA 99362

Any questions about the Tourism Matching Fund Grant Program process or concept proposals may be directed to Michael Davidson at 509.525.8799 or by e-mail at mdavidson@wallawalla.org

TOURISM WALLA WALLA

2007 TOURISM MATCHING FUND GRANT PROGRAM

APPLICATION DEADLINE: Postmarked by November 17, 2006

TO COME: Projects occurring January 1, 2007 – December 31, 2007

PRIMARY OBJECTIVE:

- 1) The primary intent of this program is to promote tourism activities that result in overnight stays in the Walla Walla Valley
- 2) Increase shoulder season tourism.
- 3) To encourage cooperative partnerships between Walla Walla organizations and to better leverage limited financial resources in marketing Walla Walla as a visitor destination.

Eligible Participants

- 1) Individual 501(c)3 & (c) 6 non-profit organizations
- 2) Government Agencies
- 3) Facilities owned by the City or County

Non Eligible

For profit companies or organizations

Eligible Expenditures

Tourism Marketing including:

- 1) Radio
- 2) TV
- 3) Print advertising
- 4) Web based advertising
- 5) Printing of collateral materials
- 6) Billboards
- 7) Trade Show Registration
- 8) Trade Show Exhibit Booth
- 9) Tourism related research

Ineligible Expenditures

- 1) Political or lobby activities
- 2) Public Relations
- 3) General Advertising
- 4) Administrative costs
- 5) Capital and Operating costs
- 6) Salaries

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Application From

Project Name:

Date:

Grant Amount Applying For: \$

**Name of
Applicant Organization:**

Type of Organization:

Address:

City:

Zip

Telephone:

Email:

Cooperative Partnership Application: If application represents a cooperative partnership of more than one organization, list all organizations involved

Project Director

Title:

Address:

City:

Zip:

Telephone:

Fax:

Email

Beginning Project Date:

Ending Project Date:

Project must begin and end within the calendar year funds are applied for.

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PROJECT DESCRIPTION

Multi Project Applications (Project includes two or more marketing methods such as brochures, radio and print advertising)

Provide a narrative describing the project: the use of media, how it will work to increase overnight visitation along with a statement affirming the use of the Tourism Walla Walla logo in all advertising and print materials included in this grant.

Your narrative must include: The over all theme of your program, its goals and objectives in support of generating overnight visitation and a rationale as to how the means that you have selected will meet these goals and objectives. All grants applications must include a description of how you plan to evaluate the success of the program.

Single project applications (single brochure, map, web site development or web enhancement, etc.) must include narrative outline distribution channels for each element and how it will generate overnight visitation

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PROJECT Description - Continued

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Tracking and Evaluation

Applicant must provide a narrative describing the elements that will determine the Success of the project and how they will be measured.

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RECAP

A recap forms needs to be completed and turned in within 45 days following the completion of the project/event. Recap should include:

- Brief overview of revenue/expense
- Number of people that attended, if applicable
- Number of brochures distributed, if applicable
- Estimated number of room nights generated from the project / event
- Number of inquires; phone calls, emails, web site visits

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PROJECT BUDGET

Project Planned Expenditures: Provide budget detail in project narrative “total project Description” Should match Media Breakout totals:

1. Media

- A. Newspaper.....\$
- B. Magazine.....\$
- C. Television.....\$
- D. Radio.....\$
- E. Billboards.....\$
- F. Web advertising..... \$

2. Printing Costs

- A. Brochures.....\$
- B. Direct Mail.....\$

3. Trade Show

- A. Registration Fee.....\$
- B. Trade Booth.....\$

4. Tourism Research

- A. Survey.....\$

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Certification

“I hereby certify that I represent (organization name) _____
_____, and have the authority to speak for
and bind my signature the Organization. I hereby certify that the information supplied in
this application is true and correct and that I have read and understood the procedures and
guidelines that govern this grant. I certify that no-in kind services have been used to
match any portion of this grant and that each partner identified in the application has been
notified and consents to the application. Further, I acknowledge that any variance to the
procedures and guidelines governing this program may result in non-reimbursement of
any or all expenditures connect with this grant.

Name (Print): _____

Signature: _____

Title: _____

Date: _____

Tourism Walla Walla agrees to reimburse based on compliance with all procedural rules
and guidelines set forth in this program.

Approval

Date