

PUBLIC NOTICE: TOURISM MATCHING FUND GRANT AVAILABLE FOR 2011

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 matching funds for the purpose of supporting tourism projects that provide regional economic benefits to Walla Walla. The Board of Directors of Tourism Walla Walla is now accepting applications for the 2012 funding cycle. 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**
- Increase mid-week tourism – Monday through Thursday**
- Encourage cooperative partnerships between Walla Walla organizations**
- Are located within a jurisdiction that financially supports Tourism Walla Walla.**
- Use Tourism Walla Walla to purchase marketing for the event**
- Fit with the culture and mandate of Tourism Walla Walla Walla**
- Demonstrate strength in organization and business plan**
- Establish clear, meaningful, and measurable results**

Other factors under consideration are: *Potential for growth (of a new or established event), use of new or under utilized facilities, and self sustaining projects.*

Applications must be received no later than 5:00 p.m., November 1, 2011. 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 via e-mail at mdavidson@wallawalla.org

TOURISM WALLA WALLA

2012 TOURISM MATCHING FUND GRANT PROGRAM

APPLICATION DEADLINE: Received by November 1, 2011, 5:00 p.m.

PROJECT MUST OCCUR: January 1, 2012 – December 31, 2012

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 and mid-week tourism.
- 3) 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 (brochures, flyers, maps, calendars)
- 6) Billboards*
- 7) Trade Show Registration*
- 8) Trade Show Exhibit Booth*
- 9) Tourism related research

** Outside of Walla Walla Only*

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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2012 TOURISM MATCHING FUND PROGRAM

Application From

Project Name:

Date: _____ **Grant Amount Applying For: \$**
(must be no more than ½ of the total project cost)

**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 overall 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 grant 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.) Please be as specific as possible. 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. Attention to showing direct relation to overnight stays and financial impact to the community from the project (as best possible) is beneficial.

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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: Providing budget details in project narrative “total project Description” Rationale and strategy of media will be very helpful to the committee in understanding the theory behind the project budget. Overall totals 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.....\$

5. Other.....\$

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Certification

“I hereby certify that I represent (organization name) _____
_____, and have the authority to speak for and bind
my signature for 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 connected 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

Final Notes:

Mandatory Requirements:

Organizations...

Must meet the application deadline (Monday November 1, 2010, 5:00 p.m.)
(No late applications will be reviewed).

Must be an eligible group and spend money on an eligible project expenditure

Must include detailed budget of requested funds

Must include system for tracking success of project

Must include the Tourism Walla Walla logo on printed materials

Must include a link to the Tourism Walla Walla website (www.wallawalla.org) if available

Must report to TWW within 45 days of the event

(organizations that do not comply will not be eligible for funds in succeeding years. Projects that occur within 45 days of the 2012 application deadline will be able to apply for a new matching fund grant, but will not receive acceptance until reporting is submitted. The 45 day deadline still applies.)

Payment

Payment for projects:

Will not occur within a period of more than 45 days before the event (ad campaign start), or printing of publication

An invoice of all expenditures showing that the award is no more than ½ of the of the total project cost is submitted and approved by Tourism Walla Walla, in agreement with and based on compliance with all procedural rules and guidelines set forth in this program.