

2017-2018

City of Waynesboro

BOOST

Building Opportunities to Support Tourism

LOCAL LEVERAGE GRANT PROGRAM

Application



City of Waynesboro Office of
Economic Development & Tourism
301 West Main Street
Waynesboro, Virginia 22980

BOOST Program Overview

The BOOST Microgrant Program was created to support and enhance tourism efforts within the City of Waynesboro. Financial Awards **up to \$3,000 per entry** are available for projects such as events, fairs/festivals, marketing and social media applications, design and printing services, Tourism Oriented Directional Signs as well as other projects promoting the tourism industry in Waynesboro. Completed applications are due by **noon on Monday, June 19th, 2017** to the Economic Development and Tourism Office.

Requirements for Grant Awards:

- Events and programs receiving BOOST funds will exclusively promote City of Waynesboro tourism/business.
- Any event funded must be listed on www.virginia.org.
- The City's tourism website: www.VisitWaynesboro.net and the City logo must be listed/heard on all project materials.
- All grant recipients will be asked to provide a link to the event/activity for promotion on the City Tourism Website. Grant recipients are also required to link to the City tourism website, www.VisitWaynesboro.net.
- Award recipients will submit proposed artwork, advertising, and/or materials two weeks prior to initial release date for branding approval. The final version is requested one month prior to the event for promotion through Waynesboro Tourism.
- Data obtained from event attendees is useful for future marketing Purposes. The City reserves the right to request surveys of attendees for all projects funded. Additionally, the City may opt to do their own survey of attendees. In kind, the City agrees to share data related to funded events with award recipients.
- Final examples of any advertising supported by a grant will be provided to the Tourism Department (copies of print ads, brochures, etc.)
- Any desired changes to an approved grant must be submitted through a written "Grant Modification Request." The City's written approval must be received in order to be reimbursed if changes occur after the grant has been approved.
- The City should be supplied four (4) tickets to any event funded through BOOST.
- The City will schedule time with grant recipients to go over requirements and expectations attached to the grant.

When preparing your application, remember that the Tourism Office is available to work with your organization to develop an annual marketing plan. If interested please contact the office:

Courtney Cranor, City of Waynesboro – Tourism
301 West Main Street Waynesboro, Virginia 22980
540.942.6644 or 540.241.5287 cranorcs@ci.waynesboro.va.us

The beginning project date will be on or after July 1, 2017. The end date will be no later than June 30, 2018. Considerations for reimbursement:

Costs incurred before July 1 2017 or later than June 30 2018 will NOT be eligible for reimbursement by the grant.

All requests for reimbursement must be made within 30 days of the event date AND before June 30, 2018 unless otherwise approved by the Department of Tourism.

All requests must be completed and billed prior to June 30, 2018. If an event occurs within the months of May or June 2018, recipients will notify Courtney Cranor at Waynesboro Tourism to make arrangements for late-term billing and reimbursement.

Supporting documentation must accompany reimbursement requests – this may include **media invoices (radio, television or publications), ads placed, tear sheets and vendor/supplier invoices.**

Project Description

Please include a thorough depiction of the proposed tourism-related venture. This document may be up to three (3) typed pages in length (12 pt. font, please). In short, we want to know anything and everything about your project that you feel is important as it pertains to Tourism (defined as drawing visitors from outside of Waynesboro). This is the area of the application where you have the most leeway in convincing the committee that your event/activity has an impact on Tourism, so be persuasive!

Event/Project Title:

Brief Description (may be published; 2-3 sentences):

If Event, Date and Start/Stop Time(s):

If Event, Location:

What is the history of the project?

Describe the schedule/agenda for the event (you may attach a schedule):

Please describe any special guests or performances?

If any revenues are to be earmarked for a community-oriented purpose, please detail (include amount/percentage proposed and intent).

FULL DESCRIPTION

Please complete each of the following areas. You may add to this information, if desired.

MARKETING - describe or attach the marketing plan you propose to follow. Where do you plan to advertise and when? What type of attendees/audience do you expect to attract from this project? (Suggestions: local residents, out-of-town visitors, young families, business professionals, etc). How will you alert them prior to the activity?

PARTNERS - Please identify partners within the community that are supporting this idea, and describe the type of support (financial, in-kind, or in some other way). Include reasons why the community will endorse this event/project. Is your activity offering any overnight package stays or other enticements to its participants?

PROJECT BUDGET & OTHER FUNDING SOURCES - Outline the project budget and describe other sources of financial support for this program/activity. Besides your organization, your partners and this (potential) grant, how will it be funded?

OTHER AREA EVENTS - Are there any similar tourism-related events/projects occurring within an hour's drive during the proposed date(s)? What about a half-hour drive during other times of the year? If so, what sets your event apart as different or unique?

ATTRACTIVENESS - What makes your proposed event/project unique or special for the area? How will it help attract tourism and reinforce the City of Waynesboro as a great tourist destination?

PAST PERFORMANCE (for repeat projects only) - Please submit past attendance numbers for the last 3 projects/events. Were there any aspects that could have been planned more effectively, and how are those being addressed this year?

IMPACT - How will the project be affected if this grant is not awarded? Are there plans for this to be an annual or recurring activity?

ADDITIONAL INFORMATION - Please provide any additional information you feel may be pertinent to the committee's consideration of this grant.



Contact Information

If multiple departments within the same organization are joining together, please complete one table for each department. Additional pages can be added as needed:

Name of Submitting Organization	
Department Name	
Mailing Address City/State/Zip	
Physical Address of Project (Constitution Park, Downtown, etc.)	
Name/Title of authorized point of contact	
Telephone Number (work/cell)	
E-mail Address	
Program Website	
Financial Commitment from your organization to the program—Amount \$	

Signature of Authorized person/point of contact:

Name Date

Name of Submitting Organization	
Department Name	
Mailing Address City/State/Zip	
Physical Address of Project (Constitution Park, Downtown, etc.)	
Name/Title of authorized point of contact	
Telephone Number (work/cell)	
E-mail Address	
Program Website	
Financial Commitment from your organization to the program—Amount \$	

Signature of Authorized person/point of contact:

Name Date



Project Budget & Funding Sources

Please list all potential sources and uses for funds.

Project Funding Source – Money Input		Planned Use of Funds – Money Outlay	
Partnerships – list by organization name		Advertising – list publication or source by name	
Waynesboro Boost Grant	Amount Requested \$	Newspapers	\$
Partner #1: _____ Contact: _____	\$	Magazines	\$
Partner #2: _____ Contact: _____	\$	Printing costs (rack cards, posters)	\$
Partner #3: _____ Contact: _____	\$	Radio	\$
Other Revenue		Television	\$
In-kind contributions	\$	Other	\$
Sponsorships	\$	Other	\$
Other	\$		\$
	\$		
Event Income		Project Costs	
Vendor Fees	\$	Graphic Design fees	\$
Gate/Ticket Sales	\$	Supplies / Materials	\$
Concessions/Souvenir Sales	\$	Portable Toilets	\$
Other	\$	Food	\$
	\$	Other	\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Total	\$	Total	\$
<p><i>Total Funding Source should equal Total Planned Use of Funds.</i></p> <p><i>Please show a balanced budget and include any necessary explanations when using the "other" category.</i></p>			



The undersigned hereby certifies that the information supplied in this application is true and correct and that I/we have read and understand the Program Overview and Considerations that govern this grant program and are attached. I/We further understand that if the grant is awarded, any changes to the grant must be submitted to the Tourism Department through a "Grant Modification Request" available through the City of Waynesboro Tourism Office, and written approval must be secured for changes before reimbursement will be made. I/We acknowledge that any variance from or violation of the rules and procedures governing the City of Waynesboro Tourism Grant Program may result in non-reimbursement for any or all expenditures connected with the grant.

Signature _____

Printed Name _____

Title _____ Date _____

Organization _____

FOR OFFICE USE ONLY

The City of Waynesboro Department of Tourism agrees to reimburse

in the amount of \$ _____

for the _____ project, based on compliance

with all procedural rules set forth in the application.

Authorized Signature _____

Approval Date _____



Grant Award Disclosure

The applicant shall disclose any financial benefit that will be received should the grant be awarded by any entity in which the applicant organization/representatives/employees have an ownership interest.

1. Will the applicant organization receive a “direct financial benefit”* if this grant is awarded?

Yes No

If yes, please describe the benefit to be received**:

2. Will an employee or representative of the applicant organization receive a “direct financial benefit”* if this grant is awarded?

Yes No

If yes, please identify the employee/representative receiving the benefit and describe the benefit to be received:

3. Do any other employees/representatives of the applicant organization have a vested interest in the project?

Yes No

If yes, please identify the individual and describe the vested interest he or she may have:

***Direct financial benefit** means that a portion of the total project cost will be received by the applicant/representative/employee or by an entity in which the applicant organization/representative/employee has an ownership interest.

****NOTE: Failure to disclose** this information shall result in the **cancellation of any grant** to the applicant previously approved by the City of Waynesboro Tourism Office and the **disqualification of the applicant organization and its representatives from future grant awards.**

Reimbursement Request Example
PLEASE INSERT YOUR LOGO OR USE LETTERHEAD

Date

Courtney Cranor
City of Waynesboro Tourism Office
301 West Main Street
Waynesboro, Virginia 22980

Dear Ms. Cranor,

Our organization has completed the activity/event relative to the BOOST Tourism Grant in the amount of \$ _____ as described in our grant application.

If this is the final request and all grant funds awarded will be exhausted upon processing of this reimbursement request, please check here: ____.

We hereby request payment in the amount of \$ _____ from the City of Waynesboro Tourism Office for the grant funds due per the award. The event summary sheet, copies of articles and advertisements, and eligible invoices are attached for your review. Please make check payable to:

Name:

Address:

Sincerely,

(Point of Contact Name)

(Title)

(Email Address/Phone)