

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

A. Describe your project in detail. What do you hope to accomplish with this project?  
**The First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** will be an engaging, entertaining means for the visitor to explore Hampton and to learn about the significant role African Americans played in Hampton, Virginia and national history. The tour will take visitors to Hampton neighborhoods, business districts, historical sites, and attractions, so that they may experience the arc of 400-year African American history from the 1619 African arrival at Old Point Comfort, present-day site of Fort Monroe, to modern innovations at NASA Langley and Hampton University Proton Therapy Institute. Through the use of state-of-the-art audio and visual technology, smartphone engagement and promotion through the soon-to-be-unveiled new VisitHampton.com and HamptonVA2019.com web sites, print publications and strategic ad placements, the self-guided multimedia, geo-based tour will be presented in a format that allows the user to explore Hampton at their own pace, whether they are moving on foot, by bicycle or in a motorized vehicle. The production will be culturally relevant, historically accurate, and will allow visitors to explore as much of Hampton as they wish, staying at sites for more in-depth knowledge and to have the ability to repeat content as they wish.

B. What are three primary goals for your project?  
Hampton Convention & Visitor Bureau seeks to support the American Evolution Digital Trail, to include sites that interpret the contributions of African Americans in shaping modern Hampton, Virginia. We furthermore seek to support the commemoration themes of democracy, diversity and opportunity with this specially designed tool that provides visitors with an experience that can be customized according to their interests, length of visit, and budget.

Hampton CVB further seeks to support the objectives of the Hampton 2019 Commemorative Commission to increase awareness of Hampton's significant role as the location at which the first recorded Africans arrived in English North America in 1619. The 2019 Commemorative Commission partners, including the National Park Service, Fort Monroe Authority, Hampton City Schools, Hampton University, and community districts and organizations, will each play significant roles in the production process.

Hampton CVB seeks to increase visitation to Hampton, Virginia, in 2018 as we prepare for 2019 commemorations; in 2019 through the appeal of commemorative events, special programs, exhibits and conventions; and into the future by reaching visitors of all ages, gender, and race in the mediums with which they most communicate. Hampton has long promoted its rich African-American heritage through print materials, web site, iPod Tours, and social media. Hampton has included its many heritage sites in the Discover Hampton Smartphone Series that reflects on Hampton-past, but the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** virtually transport the visitor from 1619, to colonial Virginia, Civil War, Reconstruction,

Desegregation, and modern innovation, showcasing the important roles African Americans have played in education, the military, NASA and medical technology, the business community, and in Hampton and Virginia politics.

- C. How will this project support and further the 2019 Commemoration's goals of tourism, economic development and education about Virginia's role in the creation of the United States?

Hampton CVB, the City of Hampton, and the Hampton 2019 Commemorative Commission possess goals that are very similar to those of the 2019 Commemoration. The general public recognizes Jamestown and Colonial Williamsburg as the sites of significance to the birth of our nation. Hampton is frequently overlooked. Through the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** we seek to change that paradigm by increasing public awareness of Hampton's critical role throughout our national history.

The CVB's mission is to increase revenue for the City of Hampton through the economic impact of visitor spending. We strive to attract visitors to Hampton for leisure, competitive, or business purposes, and to provide an array of opportunities in which visitors may immerse themselves while here. Yes, 2019 commemorations are very important to Hampton, yet the CVB seeks to grow tourism and its economic impact on a perpetual basis. Through broad promotion of the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** via American Evolution 2019, Virginia.org, VisitHampton.com and HamptonVA2019.com web sites, social media, digital advertising, geofencing, and print publications, Hampton will engage new audiences that have the potential to visit, relocate and establish businesses in the City and the Commonwealth.

- D. How does the project include perspectives that invite participants to learn more?

Each track in the Smartphone tour app will seek to inform in multimedia presentation, but will also inform the visitor of how they can have a deeper more enriching experience through attraction details, directions to nearby heritage markers, real-time riding tour departures, a calendar of events, and optional podcast links that delve deeper in to the subject matter of the First African Arrival, Civil War and Emancipation, Reconstruction, Desegregation in Hampton amid the growth of NASA and military innovations, and the critical issues that must be discussed for the well-being of our national future. The Hampton Family Tree Heritage Guide will serve as a print companion piece.

- E. Does this project convey the relevance of 1619 and its continuing impact on today's society? Does the project open a dialog or solve a problem that exists in your community?

The continuing impact of 1619 and the arrival of the first recorded Africans that year is

emphasized in the history, stories, and entertainment shared in every track of this smartphone tour. While the ongoing impact of African Americans on Hampton and the Commonwealth is the focal point, every track allows us the opportunity to survey the visitor for their insights, reflections, observations, and personal experiences.

F. What are the positive lasting legacies of this project?

The ultimate legacy of this tour will be increased awareness and demand to experience Fort Monroe on Old Point Comfort as the Arrival site of the first recorded African Americans in English North America. The Fort Monroe Visitor & Education Center, scheduled to open in 2019, will serve as a point of welcome for visitors to the site. The **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** will serve as the bridge from Fort Monroe to the many other sites of African American importance in Hampton, ensuring that the visit to Point Comfort is just the beginning of the visitor's Hampton encounter, resulting in full witness of the arc of African-American impact.

Our knowledge of African American heritage and the impact of African Americans on the past, present and future will continue to increase. The **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** allows Hampton CVB the continual ability to add tracks, refine data, and share new information as it is presented to us. The tour will serve as a resource and educational tool for K-12 faculty and students, and students of higher education. It will serve as a point of pride for residents, and a source of wonder for those previously unaware of the arc of African American significance in Hampton and the Commonwealth. It will serve to band historical fact, interpretive markers, and web links to ensure the most enriching visitor experience.

G. Who are the project partners, what is their role and financial commitment, and how are they relevant to your project?

Partners include the National Park Service, Fort Monroe Authority, Hampton University, Hampton City Schools, Hampton History Museum Foundation, Hampton Arts Commission, Downtown Hampton Development Partnership, NASA Langley, and the Virginia Air & Space Center, among others. All partners will provide tour resources including historical content, images, artwork, and on-camera interviews. Hampton CVB will provide the 1:1 financial grant match in entirety.

H. How does your new trail link to the AMERICAN EVOLUTION™ Digital Trail?

Many Hampton sites are featured in the AMERICAN EVOLUTION™ Digital Trail. The **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** will use web-based technologies that will serve to promote tourism while inspiring and educating the visitor regarding Hampton's critical role in Virginia and Virginia's role in the creation of the United States. Since the AMERICAN EVOLUTION™ APP will support

the inclusion of local trails, Hampton will be easily able to connect to it, and will seek to do so through the production process. Hampton CVB will promote the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** in all commemoration promotional materials, just as the AMERICAN EVOLUTION™ APP will be promoted by 2019 Commemoration and Virginia Tourism Corporation. We intend to use the marketing materials provided by the state to promote our association with the 2019 Commemoration and show how use of our combined tour apps can result in the most dynamic visitor experience possible.

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

A. Who is your target market and audience?

We will heavily focus on visiting friends and relatives of all ages, and Millennials.

B. Why did you choose this market?

Hampton is a very popular location for visiting family and for family reunions. Hampton CVB provides group services to several dozen annually. With Langley Air Force Base and Fort Eustis, Visiting Friends and Relatives (VFR) comprise approximately 35% of all Hampton visitors. There are more than 90 Hampton heritage markers available to the dashboard tourist. Having Hampton heritage landmarks interpreted for the millennial visitor, and examining the relevancy of these sites in the present day, will plant seeds of interest in history, heritage and the unknown. Furthermore, Hampton is home to Hampton University with a campus of 6,000 students, also Millennials, many hosting one or more family members one to three times a year. We wish to capture the attention of HU students; drawing them off the campus and into our attractions and business districts, so that they become more active in the fabric of our community. We further believe engaging the H.U community in the 2019 Commemoration is key to the success of the event.

C. What research supports your interest in this market? Include as much specific local data as possible.

VTC attributes the purpose of 48% of all history-related trips to visiting friends and relatives. Hampton CVB estimates that approximately 35% of visitors to the city are doing so in relation to VFR activity. Furthermore, Hampton is home to Hampton University with a campus of 6,000 students, also Millennials, many hosting one or more family members one to three times a year.

Our program will target Millennials. According to a January 2018 report of the *Business of Apps*, it has been ten years since mobile app usage first began in the US. There are millions of app developers and billions of smartphone owners who use mobile apps

daily. The companies that drive app usage are Apple, Google, Amazon and Microsoft. According to *Statista*, in 2017 there were 197-billion mobile app downloads.

Millennials, age 18-34, “can’t live without” the Amazon app, with 35% calling the app essential. In 2015, people spent the most time on Social Networking apps (29% of users), according to *comScore*. In 2017, the app Millennials used the most was Amazon (35% of users) according to *BusinessInsider*. The group that spends the most time on apps monthly in US are ages 18-24 (90.6 to 93.5 hours on smartphone apps, 27.6 to 34.7 hours. on tablet apps) according to *comScore and Statista*. It will be critical to have the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** accessible through Amazon and available in responsive format that conforms to all devices.

According to the *Business of Apps*, all age groups combined spend more than twice as much on smartphone apps than on tablet ones. People have more chances to interact with a smartphone and ages 18-24 demonstrate the greatest time spent. The time people ages 25-34 spend on media content consumption apps using iPads and tablet computer apps increases, partly because of people’s sight is getting worse gradually and tablets provide a better reading experience than smartphone do, partly because they spend time with their kids, using tablets for education and entertainment.

The *App Store* digital distribution platform by Apple Inc., for mobile apps allows users to browse and download apps to iPhone smartphones, iPod Touch handheld computer, iPad tablet computer, and the Apple Watch. The App Store was opened on July 10, 2008, with an initial 500 applications available. As of January 2017, the store features over 2.2 million apps. Since its 2008 release, App Store has generated over \$70 billion in revenue for developers.

## **5. PERFORMANCE MEASURES (attach up to two pages of narrative PLUS the completed Performance Measure table for the Applicant).**

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.

- A. Clearly list objectives, desired outcomes, and demonstrate how you will leverage funding dollars?

Objectives of the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** include:

- Increased awareness of Fort Monroe as the location of the first reported arrival of Africans in English North America.

- Increased awareness of the Hampton African American heritage and the full arc of African-American impact on Hampton and the Commonwealth.
- Increased visitation to Hampton
- Increased visitor revenue for Hampton
- Increased participation in commemorative activities by citizens, visitors and Hampton University students and faculty.
- Increased visitation to Hampton participating attractions including the Fort Monroe Visitor & Education Center, the Casemate Museum, Hampton University Museum and the surrounding campus, Aberdeen Gardens Historic Museum, the Virginia Air & Space Center, and NASA Langley among others.
- Downloads and use of the tour app for Hampton exploration
- Linking to and use of the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** as an extension of the AMERICAN EVOLUTION 2019 APP.

We will leverage grant dollars to market the app through social media platforms, Amazon, the App Store, and geofencing campaigns that push ads and messages about the tour to visitors to specific Hampton sites, including Fort Monroe, Hampton University, Virginia Air & Space Center, Hampton Roads Convention Center, Buckroe Beach and Peninsula Town Center.

B. What are your established realistic baseline numbers and benchmarks and clearly stated targets for this project where applicable and practical?

- i. 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.

Hampton measured the impact of the Discover Hampton Smartphone tour series 2010-2011, and found the app resulted in 14,600 downloads over a 12-month-period. We will strive meet this result.

- ii. 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 2016 was 10,000. We hope to increase visitation by 15% to 11,500 in 2017.

- Increased awareness of Fort Monroe as the location of the first reported arrival of Africans in English North America – We will compare 2018 and 2019 visitation with 2016 and 2017. We will also rely on the app survey feature to gauge visitor activity during the tour.
- Increased awareness of the Hampton African American heritage and the full arc of African-American impact on Hampton and the Commonwealth. We will rely on the app survey feature to gauge visitor insight and feedback.

- Increased visitation to Hampton – In 2017, Hampton drew 927,623 visitors. We will strive for an 8% increase, with an end goal of 1-million visitors.
- Increased visitor revenue for Hampton – Hampton CVB estimates that visitor spending generated \$214.3-million in 2017. We seek an 8% increase, with \$231.4-million generated as a result of this program and commemorative promotions
- Increased participation in commemorative activities by citizens, visitors and Hampton University students and faculty. Hampton has hosted commemorative events in anticipation of the 400<sup>th</sup> anniversary with meager results. In 2017, an estimated 100 people participated in commemorative activities. We seek to increase this participation by 500% in 2018 and 1000% in 2019.
- Increased visitation to Hampton participating attractions including the Fort Monroe Visitor & Education Center, the Casemate Museum, Hampton University Museum and the surrounding campus, Aberdeen Gardens Historic Museum, the Virginia Air & Space Center, and NASA Langley among others. Hampton CVB presently does not track visitation figures to these sites, but will do so in 2018, striving for an average of a 10% increase in 2019.
- Downloads and use of the tour app for Hampton exploration - Hampton measured the impact of the Discover Hampton Smartphone tour series 2010-2011, and found the app resulted in 14,600 downloads over a 12-month-period. We will strive meet this result.
- Linking to and use of the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** as an extension of the AMERICAN EVOLUTION 2019 APP. – Through partnership with American Evolution 2019, Hampton CVB will measure the links from the AMERICAN EVOLUTION 2019 APP, and include a survey question that applies to the smoothness of this transition.

***iii. 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 lower score.***

C. 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.

We will gauge the effectiveness of our marketing based on web site statistics, app downloads, links from American Evolution 2019 APP, increased attraction visitation, and completed surveys by app users at the tour's conclusion.

D. How will you track and report the effectiveness of this project to the 2019 Commemoration and to your stakeholders?

- iv. Successful applicants will communicate the awarding of the American Evolution™ Marketing 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.

We will communicate via press release to regional, state and national media and through a Hampton 2019 Commemorative Commission report to Hampton City Council and tourism stakeholders during 2019, as well as post-commemorative events, ensuring there is a clear understanding that the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** will be a tool that is marketed and made available to Hampton visitors into the future.

- v. **Two interim progress reports are due to the 2019 Commemoration by September 30, 2018 and by April 1, 2019** and should include a Financial Report with a summary of budget vs. actual expenses and a Program Report with a summary and status of activities. Copies of any marketing materials should also be included.

***We understand that two interim progress reports will be due including a Financial Report and a Program Report.***

- vi. **All programs MUST be completed by September 30, 2019.** A final report must be submitted to the 2019 Commemoration 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.

E. What is your sustainability plan to continue this project after the funding cycle?

**Hampton CVB will budget for continued maintenance and marketing expenses to ensure the smartphone app remains current and is a quality product that is readily available for the enjoyment and education of Hampton visitors.**

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

We will proceed with the plan herein, but will have fewer marketing dollars with which to promote it.



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

- A. What is the marketing message that will cut through the clutter and encourage action?

**Clearly state this message!**

***Immerse yourself in the 400-year journey in Hampton, with the First Arrival Smartphone App, tracing African-American impact on America's Evolution, from 1619 to today***

- B. What is your call to action? **Clearly state your call to action!**

**Download the First Arrival App today and experience 400 years of progress and triumph at sites throughout Hampton, Virginia.**

- C. What is your marketing plan to reach the target market?

**Cost of producing the First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App is anticipated to be \$28,000 (MAY 2018) and is an eligible grant activity that promotes the 2019 Commemoration, American Evolution. (August 2018)**

The **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** will be promoted via AmericanEvolution2019.com, Virginia.org, VisitHampton.com and HamptonVA2019.com web sites, social media, digital advertising, geofencing, and print publications, including Hampton 2019 Commemorative publications and the Hampton Family Tree Heritage Sites Guide. Hampton will engage new audiences that have the potential to visit, relocate and establish businesses in the City and the Commonwealth.

Web Sites – Hampton will soon launch a new web site, VisitHampton.com. There is also the specially-created site HamptonVA2019 (also AfricanArrivalDay.com), as well as Hampton.gov, the city government web site, and state tourism partner sites Virginia.org and AmericanEvolution2019.com. The tour will be listed, promoted and if permitted, advertised on each of these sites. We will place ads on Virginia.org and in VTC newsletters (**\$5000 – Ongoing beginning August 2018**)

Print Publications – The **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App** will be promoted through annual and special event print publications, including the 2019 Hampton Visitor Guide, the Coastal Virginia Super Insert, the Virginia Restaurant Lodging & Travel Association Travel Guide, Virginia Travel Guide, Hampton 2019 Commemoration brochures and print publications, as well as the Family Tree Heritage Sites Guide, to be published in 2018 and reprinted for many years to come. Special event programs in which we will advertise include the 2018 & 2019 Hampton Jazz Festival program, the Hampton University 150<sup>th</sup> Anniversary Gala program, Jazz Legacy Foundation program, and Hampton University Student Visitor

Guide. All of these publications are part of Hampton's annual media plan and will not incur added expense for the purposes of this grant. Regional newspapers including Hampton Roads Messenger and the Norfolk New Journal & Guide will further promote the tour (**\$3000 – August 2018, November 2018, and February 2019. Additional advertising will be placed in April 2019, June 2019, August 2019, but is not included in this grant.**)

Social Media – Social Media platforms including Facebook, Instagram, and Snapchat will be utilized to promote the tour through boosting and posting of links to app tracks, including video interviews, music, and historical facts related to relevant Hampton sites. Boosting and advertising costs will be incurred, with **\$1000** specifically dedicated to the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App. (\$1000 – Ongoing monthly leading to August 2019)**

Hampton CVB will work with Vista Graphics to place a virtual Geofence around Hampton Sites including Fort Monroe, Phoebus, Hampton University, Downtown Hampton, Hampton History Museum, Pasture Point, Buckroe Beach, Aberdeen Gardens Historic Museum, Hampton Roads Convention Center and Peninsula Town Center to serve up ads promoting the **First Arrival: Hampton 400 Years of African American Impact Smartphone Tour App. (\$8000– August 2018, February 2019, June 2019, August 2019)**

- D. Is the marketing plan detailed, with specific timelines? Provide specific dates for all placements.  
***Please see the above indicated dates.***
- E. Does the marketing plan include only allowable expenses? **Yes**
- F. Thoroughly complete the 2019 Commemoration, American Evolution™ Digital Trail Grant Marketing Plan on Page 15. Be sure to provide complete information and to indicate for what the 2019 Commemoration funds will be used. **Completed**
- G. 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.