



**2019 COMMEMORATION, AMERICAN EVOLUTION™
MARKETING GRANT PROGRAM
ROUND 2**

**PLEASE READ ENTIRE DOCUMENT BEFORE
BEGINNING THIS APPLICATION**

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

The purpose of the 2019 Commemoration, American Evolution™ Marketing Grant Program - administered by the Virginia Tourism Corporation (VTC) - is to assist Virginia localities to establish and market their own destination, history and connection to the 2019 Commemoration, American Evolution™.

This objective can be accomplished through the following actions:

- Establishing and promoting a local or regional historic trail(s) that aligns with the commemoration themes of democracy, diversity and opportunity.
- Creating and promoting itineraries for tourism to the locality or region aligned with the commemoration themes, local or regional trails, and American Evolution Digital Trail Sites.
- Promoting events and programs that align with the commemoration themes, historical events, local or regional trails, and American Evolution Digital Trail sites.
- Promoting the 2019 Commemoration, American Evolution to build awareness of the commemoration and Virginia's role in the creation of the United States.

Proposed projects must support and further the 2019 Commemoration's established programs, commemoration themes of democracy, diversity and opportunity, and vision of reinforcing Virginia as a leader in education, tourism and economic development. Programs that are regional in scope are encouraged.



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GENERAL GUIDELINES

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 marketing plan.

A single entity may apply for this program. Partnerships are encouraged, but not required.

If you have partners, one organization must serve as lead partner and administer the project. Partners may use their individual marketing budgets as overall match in the application. If you have partners, each partner must complete a Partner Information Sheet, and attach to the application.

Your program must be located in Virginia, and encourage visitation to Virginia. Programs that are regional in scope are encouraged. State and federal agencies may apply for funding; however 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 American Evolution™ logo and display the American Evolution™ website URL on all marketing materials for grant funded projects. Applicants may request the American Evolution™ logo by contacting Amy.Ritchie@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](http://www.virginia.org) can be found at <http://www.vatc.org/marketing/digital-marketing/webmarketing/>.

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

6. Application must include a detailed marketing plan. If creating a local or regional trail, please include full description of all sites. A new local or regional trail must include at least one American Evolution Digital Trail site. Visit www.AmericanEvolution2019.com to access a list of the proposed sites. New local or regional trails must also meet the standard of the American Evolution Digital Trail, to include sites that:

- Important to Virginia or national history
- Support the commemoration themes of democracy, diversity and opportunity
- Support the arc of 400 years of history and/or the historic events of 1619, which are:
 - First representative legislative assembly in the New World
 - Arrival of the first recorded Africans to English North America
 - Recruitment of English women in significant numbers
 - The first official English Thanksgiving in North America
 - The entrepreneurial and innovative spirit of the Virginia colony

7. The 2019 Commemoration will hold two optional WebEx information sessions for applicants to learn more about the commemoration and to ask questions related to their grant application. Applicants may register by contacting kristin.ritchey@jyf.virginia.gov. The dates are:

- Thursday, February 8 at 10 AM
- Wednesday, February 14 at 2 PM

8. NEW! Applicants may apply for up to \$10,000 with a 1:1 match required. *Applicant may use their existing marketing budgets as their match. No in-kind goods or services can be used as match.* Proposed use of 2019 Commemoration funds must be clearly specified in the application.

9. Applications are scored on a merit scale based on the 2019 Commemoration, American Evolution™ Marketing Grant Program Scoring Guidelines in this packet (Pages 6-7). Incomplete applications will receive low scores and will not be funded. The award may not equal the full amount requested.

10. In awarding grants, the 2019 Commemoration may consider such factors as type and scope of proposed project; applicant and partner resources; campaign audience and message; timetable; 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.

11. Funds will be available shortly after notification of successful application. Successful applicants will be required to sign a performance agreement before funds are released and must submit an interim report (including financial and program information) by September 30,

2018 and a final report (including financial and program information) upon completion of the project, no later than September 30, 2019.

12. 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/>.

13. All projects MUST be COMPLETED by September 30, 2019. Two interim progress reports must be submitted to the 2019 Commemoration by **September 30, 2018 and by April 1, 2019.** A final report must be submitted to the 2019 Commemoration at the end of the project and no later than 60 days after completion, detailing the results of the project, including return on investment, performance measure outcomes, and other supporting data.

Eligible activities include the following and must show how the grantee would promote the 2019 Commemoration, American Evolution:

1. **Stakeholder Meetings** – bring together interested stakeholders to create local or regional historic trail(s) and learn about 2019 Commemoration opportunities for engagement.
2. **Print Materials** – Travel-related print materials including brochures, media kits, group tour publications, meeting planner publications and other printed informational materials designed to promote the 2019 Commemoration and the applicant’s area as a travel destination. ***NOTE: please include a brief draft description and layout of the proposed text or content.**
3. **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/>.
4. **Website Enhancement or Development** – Enhancement of an existing or development of a new website to promote the applicant’s project, event or area is eligible. Maintenance fees for a website are NOT eligible.
5. **Fulfillment Costs** – Fees associated with mailing collateral materials as a result of the marketing project are eligible as well as the use of toll-free numbers associated with project.
6. **Digital Educational Products** – Digital products that may be used for educational purposes that incorporate the 2019 Commemoration’s themes and/or historical events.
7. **Social Media, Podcasts and Other Digital Campaigns** – Digital campaigns designed to promote the 2019 Commemoration’s signature events, legacy projects, themes and/or historical events and the applicant’s area as a travel destination.

8. **Educational Programs** – Creation and promotion of educational programs for students and adults that include the 2019 Commemoration themes and/or historical events.

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

1. **Projects that do not contribute to increased visitation** to the applicant's area and to Virginia.
2. **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.
3. **Operating or overhead expenses.** Funds are to be used only for product development and marketing purposes as stated in these guidelines and in the application.
4. **Administrative expenses** including office space, salary and personnel costs, office supplies, office equipment, normal office postage, and other administrative costs are not allowable expenses. Toll-free numbers associated with the project will be funded as described above, as will postage fulfillment costs directly associated with the project.
5. **Travel expenses,** including accommodations, transportation, are not allowable expenses.
6. **Event start-up and production costs;** however, marketing of events is an allowable expense.
7. **Costs of exhibit creation and construction is NOT an allowable expense;** however, marketing and promotion of an exhibit related to the 2019 Commemoration themes and/or historical events is an allowable expense.
8. **Costs of promotional items** such as general merchandise, pens, pencils, t-shirts, etc.
9. **Travel and Trade Show Booth Rental or Participation Fees** – fees associated with registration at travel and trade shows, and travel expenses.
10. **Trade Show Displays** – the design and production of display units that are used in conjunction with travel promotions at travel and tradeshow or static displays that are onsite.
11. **Directional or event signage, including yard signs, road signs, banners, historic markers, and other local signage.**



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SCORING GUIDELINES

The following will be used in evaluating applications for the 2019 Commemoration, American Evolution™ Marketing Grant Program. Please make sure your application thoroughly addresses each question, in the order presented here. **State the question, followed by your answer.**

PROJECT DESCRIPTION AND APPLICANT EVALUATION 40 POINTS

- A. Describe your project in detail. What do you hope to accomplish with this project?
- B. What are three primary goals for your project?
- 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?
- D. How does the project include perspectives that invite participants to learn more?
- 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?
- F. What are the positive lasting legacies of this project?
- G. Who are the project partners (if applicable), what is their role and financial commitment, and how are they relevant to your project?
- H. How does your new trail link to the American Evolution™ Digital Trail?

PROJECT CONTENT: Target Audience and Market Research 15 POINTS

- I. Who is the target market and audience for this project?
- J. Why was this market chosen?
- K. What specific, local research supports the interest in this market?

PERFORMANCE MEASURES: Effectiveness of Project..... 25 POINTS

- L. Are project objectives and desired outcomes clearly identified?
- M. Are targets clearly stated and have realistic baseline numbers been established?
You must have starting baselines for each of your measures and numeric goals.
- N. How will you know if you have reached your target audience?
- O. How will the effectiveness of the project be tracked and reported to the 2019 Commemoration?
- P. Is there a sustainability plan to continue this project after the funding cycle?
- Q. Is there a plan for implementing this project if funding is not fully awarded?

PROJECT CONTENT: Marketing Message 20 POINTS

- R. What is the message that will cut through the clutter and encourage action? **Clearly state the message!**
- S. What is the call to action? **Clearly state your call to action!**
- T. What is the marketing plan to reach the target market?
- U. Is the marketing plan detailed, with specific timelines?
- V. Does this project support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities? More information on VTC Advertising Opportunities can be found at <http://www.vatc.org/marketing/advertising/partneradvertising/>.

TOTAL MAXIMUM SCORE 100 POINTS



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APPLICATION INSTRUCTIONS

Please read and fully understand the instructions. Follow the format below in preparing your application. **DO NOT** VARY FROM THIS FORMAT! **DO NOT** print your application pages front and back. 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, American Evolution™ Marketing Grant Program Cover Sheet (Page 12), 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 for the applicant. Be sure to indicate the applicant's financial commitment and Federal Employer Identification Number (FEIN). Also, list the date you participated in the required 2019 Commemoration WebEx information session.

3. PROJECT DESCRIPTION (attach up to two pages)

Description of the proposed project and goals. This is the section to tell your local stories. Answer **EACH** of the following questions, **IN THE ORDER GIVEN**. State the question followed by the complete answer. Describe your project in detail.

- A. Describe your project in detail. What do you hope to accomplish with this project?
- B. What are three primary goals for your project?
- 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?
- D. How does the project include perspectives that invite participants to learn more?
- 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?
- F. What are the positive lasting legacies of this project?
- G. Who are the project partners, what is their role and financial commitment, and how are

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

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

- A. Who is your target market and audience?
- B. Why did you choose this market?
- C. What research supports your interest in this market? Include as much specific local data as possible.

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?
- 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.
- 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.
- 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.
- 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.

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

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!
- B. What is your call to action? **Clearly state your call to action!**
- C. What is your marketing plan to reach the target market?
- D. Is the marketing plan detailed, with specific timelines? Provide specific dates for all placements.
- E. Does the marketing plan include only allowable expenses?
- 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.
- 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.

7. APPLICATION SUBMISSION

The application must be received by the Virginia Tourism Corporation no later than 5:00 PM on Thursday, March 22, 2018. THIS IS NOT A POSTMARK DATE.

Provide the original and SIX (6) 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 Thursday, March 22, 2018. 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 2019 Commemoration, American Evolution™, the American Evolution™ Marketing Grant Program, or the American Evolution™ Digital Trail, visit www.AmericanEvolution2019.com, or contact:**

Amy Ritchie at Amy.Ritchie@jyf.virginia.gov or 757-253-4189



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APPLICATION COVER SHEET

PROJECT NAME Hampton 400 Years of African American Impact Smartphone Tour

APPLICANT AND ORGANIZATION Hampton Convention & Visitor Bureau

The Applicant will serve as fiscal agent. The Applicant will be responsible for management of grant payments and reports, and will serve as the primary contact for the project. The Applicant **must** have a Federal Employer Identification Number (FEIN). This number must be included in your application.

Please make sure requested amount matches budget and Applicant match.

BUDGET OF PROPOSED PROJECT

Maximum award: \$10,000 with a 1:1 match required	
Leveraging Funds Requested	\$ <u>10,000</u>
Applicant's Matching Funds (1:1 match)	\$ <u>35,000</u>
Total Budget for Project	\$ <u>45,000</u>

ONE-SENTENCE SUMMARY OF PROJECT

- A. In the space below, please provide a concise statement of the project and its intended outcome that briefly describes the purposes for which 2019 Commemoration/VTC funds, if awarded, would be used.

Hampton, Virginia, site of the first African Arrival in English North America in 1619, has a rich legacy of African-American impact that shaped the city and continues to inspire visitors today. As we commemorate the 400th anniversary of the first African arrival, Hampton CVB introduces a new smartphone tour application that will illuminate Hampton's many African-American heritage sites, tracing Hampton history from the site of the first arrival to modern advances attributable to African-American innovators. The tour is specifically dedicated to the contributions of African Americans and their legacy on the City of Hampton, the Commonwealth of Virginia and our nation.

ANTICIPATED DATE OF PROJECT COMPLETION August 2018



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APPLICATION CONTACT INFORMATION**

Hampton 400 Years of African American Impact Smartphone Tour

Name of Project

Mary Fugere, Hampton Convention & Visitor Bureau

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

1919 Commerce Drive, Suite 290, Hampton, VA 23666

Mailing address of Applicant

1919 Commerce Drive, Suite 290

Physical address of Applicant

Hampton VA 23666

City	State	Zip
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757-728-5327	757-896-4640	
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Phone	Fax
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mary@hamptoncvb.com

E-mail address (For Applicant Contact)

VisitHampton.com

Website address

54-6001336

Federal Employer Identification Number (FEI #)

\$35,000

Applicant's Financial Commitment (\$)

January 29, 2018

Date of optional AMERICAN EVOLUTION™ WebEx participation (if applicable)

Mary Fugere, Director

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	927,623		1-million	8%
Total Visitor Expenditures	\$214.3M		\$231.4M	8%
Total Tourism Tax Receipts	\$12.4M		\$13.4	8%
Jobs Created or Sustained	2390		2430	1.7%
Total Number of Meetings Booked	87		100	15%
Average Occupancy	63%		65%	3%
Total Number of Unique Website Visitors Per Year	153,790		168,000	9%
OTHER (SPECIFY)				
Smartphone Tour downloads		X	14,000	
Link from American Evolution 2019 APP		X	5,000	
Increased Heritage attraction visitation		X		10%
Increased participation in commemorative activities	100		1000	1000%



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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
Virginia.org	Banner,	2/19	\$2500		\$2500
VTC newsletter		8/18, 2/19, 5/19	\$2500		\$2500
HR Messenger	1/2 Pg x 2	8/18, 2/19	\$1500		\$1500
New Journal & Guide	½ Pg x 2	11/18, 2/19	\$1500		\$1500
Facebook/Instagram	Boost, digital ad	ongoing	\$1000		\$1000
Geofence ad campaign	8/18, 2/19, 6/19, 8/19. Digital ads to smartphone IP addresses		\$8000		\$8000
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
Production of Smartphone Tour App		8/18	\$28,000	\$10,000	18,000

TOTAL BUDGETED AMOUNT		\$45,000	\$10,000	\$35,000



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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:

- X Original application plus **SIX** complete copies. **DO NOT** print application front and back.
- X Cover sheet, including project summary statement
- X All required applicant information, including financial commitment and date of WebEx Participation
- X All required partner information, including financial commitment, if applicable
There are no monetary partners in this endeavor.
- X Letter(s) of support from Destination Marketing Organization(s) in project coverage area
Hampton Convention & Visitor Bureau is the DMO for the City of Hampton, Virginia
- X Thorough description of project, goals, and role of applicant including applicant's relevance to the program
- X Clear identification of target audience, supported with documented research and data
- X Clearly stated targets, baseline numbers, and benchmarks to measure project success
- X A clearly articulated marketing message and call to action
- X Detailed marketing plan, timeline, and project budget that contains allowable expenses

Applicant affirms the following:

- X Alternate plans have been formulated in case only partial funding is awarded
- X Other means have been established to sustain this project if it extends past funding cycle
- X The goals of this project have been reviewed and determined to be compatible with the goals of the 2019 Commemoration
- X 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.