



**PUBLIC NOTICE:
TOURISM ACTIVITIES & EVENTS GRANT FUND AVAILABLE FOR 2016**

Contacts:

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Visit 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 the Walla Walla Valley and attract out-of-area visitors. Visit Walla Walla has set aside approximately \$75,000 for the 2016 program.

Visit Walla Walla will give priority consideration to those applications, organizations, attractions, and events which:

- increase overnight visitation to the Walla Walla Valley
- increase non-peak season tourism - November through March
- increase Sunday–Thursday tourism - April through October
- encourage cooperative partnerships between Walla Walla organizations
- are located within a jurisdiction that financially supports Visit Walla Walla
- establishes clear, meaningful, and measurable results
- If your project/event received Visit Walla Walla Grant Funds in any previous year, please include a copy of your most recent recap with your application, if not previously submitted. 2016 applications without a previous year recap will not be considered.
- **New for 2016! Zip code report is now required with your post event recap!**

Applications must be **received** at the Visit Walla Walla offices no later than 5:00 p.m., January 4, 2016. Submit to:

Ron Peck
Visit Walla Walla
14 E Main Street, Ste. 209
Walla Walla, WA 99362

Any questions about the Visit Walla Walla Grant Fund Program process or concept proposals should be directed to Ron Peck at 509-525-8727 or by e-mail at rpeck@wallawalla.org



VISIT WALLA WALLA

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APPLICATION DEADLINE: Must be **received** by the Visit Walla Walla office no later than 5 pm, January 4, 2016.

PROJECT EFFECTIVE DATE: Projects occurring January 1, 2016 – December 31, 2016

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 non-peak season tourism and/or increase Sunday-Thursdays tourism. (see previous page for exact times)
- 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: Out of Area 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



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INELIGIBLE EXPENDITURES:

- 1) Political or lobby activities
- 2) General advertising regarding your organization
- 3) Administrative costs
- 4) Capital and Operating costs
- 5) Salaries
- 6) Marketing & Promotions within the Walla Walla Valley



Application Form

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:** _____

Is this a new event?

If not, what year was this event started:

Project/Event Start Date:

Project/Event End 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 description of the project: the detailed use of media including the specific media and markets that will be targeted, how it will work to increase overnight visitation along with a statement affirming the use of the Visit 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 enhancements, etc.) must include a narrative outline of distribution channels for each element and how it will generate overnight visitation.

PROJECT Description:



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PROJECT Description Continued:



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Tracking and Evaluation

Applicant must provide a narrative describing the methods used to determine the success of the project and how those indicators will be evaluated.



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RECAP

A recap needs to be completed and turned in within 45 days following the completion of the project/event. The 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
- A report of sales by zip code to identify out of town attendees. Report must show number of tickets sold to each zip code. **No funds will be dispersed to grant recipients that do not include a zip code report with their recap.**



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PROJECT BUDGET

Project Planned Expenditures:

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 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 recognize that
 Visit Walla Walla Activities & Events Grant Fund reimbursements are based upon actual
 invoice values and payments made. 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: _____

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

Approval

Date