2021-2022

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, VA 22980

**BOOST Program Overview**

The BOOST Microgrant Program was created to support and enhance tourism efforts within the City of Waynesboro. We are hopeful that fiscal year 2022 will be a rebuilding year for the tourism industry, after more than a year of challenges brought on by the COVID-19 pandemic. We are looking for new, innovative, creative projects to encourage visitation to Waynesboro once again.

The goal of the 2021-2022 BOOST Program is to support marketing efforts for projects and events aimed at getting visitors back to Waynesboro. Financial awards up to $3,000 per organization may be used for marketing activities that promote one-time events, a series of events, or other tourism-related projects in Waynesboro. Some examples of reimbursable expenses include print, radio, and digital advertising; paid social media campaigns; design and printing services; tourism-oriented directional signs; and other projects promoting the tourism industry in Waynesboro. Funding for BOOST is contingent upon annual appropriations from City Council.

The beginning project date will be on or after July 1, 2021. The end date will be no later than June 30, 2022.

**Considerations for Reimbursement:**

* Costs incurred before July 1, 2021 or later than June 30, 2022 will NOT be eligible for reimbursement.
* All requests for reimbursement must be made within 30 days of the event date AND before June 30, 2022 unless otherwise approved by the Department of Tourism.
* All requests must be completed and billed prior to June 30, 2021. If an event occurs within the months of May or June 2022, recipients will notify Jennifer Callison 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.

*Completed applications are due by* ***noon on Thursday, July 15, 2021*** *to the 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](http://www.virginia.org) and [www.VisitWaynesboro.net/events](http://www.VisitWaynesboro.net/events).
* The City’s tourism website: [www.VisitWaynesboro.net](http://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](http://www.VisitWaynesboro.net).
* Award recipients will submit proposed artwork for advertising materials two weeks prior to printing/release date for branding approval. Final examples of any advertising supported by a grant must be provided to the Tourism Department (copies of print ads, brochures, etc.).
* Award recipients will send final versions of any marketing materials (graphics, printed materials, photos, etc.) to Waynesboro Tourism as early as is convenient, so the department can promote the event.
* 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.
* Any desired changes to an approved grant must be submitted through a written “Grant Modification Request” via email. The City’s written approval must be received in order to be reimbursed if changes occur after the grant has been approved.
* Grant recipients should get set up as a vendor with the City at the time of award.
* 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:*

*Jennifer Callison, City of Waynesboro – Tourism*

*540.942.6644* *callisonjl@ci.waynesboro.va.us*

**Project Description**

Please include a thorough description of the proposed event/project aimed at getting out-of-town visitors back to Waynesboro, and the impact it will have on your business or organization, as well as the community as a whole. 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 recovery (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 and our local economy, so be persuasive!

**Event/Project Title:** Click here

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

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

**If Event, Location:** Click here

**What is the history of the project?**Click here

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

**Please describe any special guests or performances?**Click here

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

**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?
Click here

**PARTNERS** – Please identify partners within the community that are supporting this idea, and describe the type of support (financial, in-kind, or 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?
Click here

**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?
Click here

**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?
Click here

**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?
Click here

**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?
Click here

**NEW MARKETING INITIATIVES** (for repeat projects only) – Please highlight what is new or different in your marketing plan for this year’s event compared to years prior.
Click here

**IMPACT** – How will the project be affected if this grant is not awarded, or if the project receives partial funding? Are there plans for this to be an annual or recurring activity?
Clickhere

**COVID-19** – Has this project been affected by the pandemic in any way? If so, how? Did your organization have to cancel any events due to the pandemic? Will the set-up of your event be different this year due to ongoing concerns?
Click here

**ADDITIONAL INFORMATION** – Please provide any additional information you feel may be pertinent to the committee’s consideration of this grant.
Click here

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

Signature of Authorized person/point of contact: Sign by typing your name Date Click here

|  |  |
| --- | --- |
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| Program Website | Click here |
| Financial Commitment from your organization to the program—Amount $ | Click here |

Signature of Authorized person/point of contact: Sign by typing your name Date Click here

**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 $ Click here | Newspapers | $ Click here |
| Partner #1: Click hereContact: Click here | $ Click here | Magazines | $ Click here |
| Partner #2: Click hereContact: Click here | $ Click here | Printing costs (rack cards, posters) | $ Click here |
| Partner #3: Click hereContact: Click here | $ Click here | Radio | $ Click here |
| Other Revenue | Television | $ Click here |
| In-kind contributions | $ Click here | Other (detail below) |
| Sponsorships | $ Click here | Click here | $ Click here |
| Other (detail below) | Click here | $ Click here |
| Click here | $ Click here | Click here | $ Click here |
| Click here | $ Click here | Click here | $ Click here |
| Click here | $ Click here |  |  |
| Event Income | Project Costs |
| Vendor Fees | $Click here | Graphic Design fees | $ Click here |
| Gate/Ticket Sales | $ Click here | Supplies/Materials | $ Click here |
| Concessions/Souvenir Sales | $ Click here | Portable Toilets | $ Click here |
| Other (detail below) | Food | $ Click here |
| Click here | $ Click here | Other (detail below) |
| Click here | $ Click here | Click here | $ Click here  |
| Click here | $ Click here | Click here  | $ Click here |
| Click here | $ Click here | Click here | $ Click here |
| **Total** | $ Click here | **Total** | $ Click here |
| ***Total Funding Source should equal Total Planned Use of Funds.*** *Please show a balanced budget and include any necessary explanations when using the “other” category.* |

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 Sign by typing your name

Printed Name Click here

Title Click here Date Click here

Organization Click here

**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**\*\***:
Click here

1. 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:
Click here

1. 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:
Click here

**\*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 **cancelation of any grant** to the applicant previously approved by the City of Waynesboro Tourism Office and the **disqualification of the applicant organization and its representative from future grant awards.**

**Reimbursement Request Example**

**PLEASE INSERT YOUR LOGO OR USE LETTERHEAD**

Date

Jennifer Callison

City of Waynesboro Tourism Office

301 West Main Street

Waynesboro, VA 22980

Dear Ms. Callison,

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

This this is the final request and all grant funds awarded will be exhausted upon processing of this reimbursement request: \_\_\_Yes \_\_\_No

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 the articles and advertisements and eligible invoices are attached for your review.

Please check payable to:

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sincerely,

(Point of Contact)

(Title)

(Email Address/Phone)