



Virginia Sesquicentennial of the  
American Civil War Commission



Virginia Tourism Corporation

## Sesquicentennial Tourism Marketing Program

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The Virginia Sesquicentennial of the American Civil War Commission (the Commission) and the Virginia Tourism Corporation (VTC) have created a special grant program to help Virginia organizations, working in partnership with the local tourism industry, with direct expenses for tourism promotion efforts.

**This objective can be accomplished through actions including the following:**

- Encouraging and stimulating investment by combined efforts of local, regional and statewide entities for Civil War-related cultural marketing initiatives.
- Marketing Virginia as a year-round travel destination for individuals and groups.
- Marketing the historical and cultural attractions of Virginia to international travelers.

### **Sesquicentennial Tourism Marketing Program guidelines:**

Eligible applicants will be partnerships of at least three entities who partner financially with the one partner required to be a Virginia Sesquicentennial Local Committee. One of the partners must be the fiscal agent who will be responsible for the accounting of the project including documentation for reimbursement payments, reporting and the point of contact for grant administration. The fiscal agent must have a Federal Employer Identification (FEI) number. The Sesquicentennial Local Committee can serve as the fiscal agent if they have a Federal Employer Identification (FEI) number. Other partners could be the local or regional tourism promotion office, other historical organizations, Virginia towns, cities, convention and visitor bureaus, chambers of commerce, private businesses, museums, and other attractions. A letter of support from the local or regional tourism promotion office is required as part of the application. A potential vendor of services for or to the application partnership program, either directly or indirectly, cannot be a partner in the application.

Applicants can apply for up to \$2,500 with a 1:1 match required. The match is a cash match only. No in-kind services or costs will be allowed for matching purposes.

Funding will be awarded on a merit scale, based upon the overall score given to the application by the Commission / Virginia Tourism Corporation review committee. Please refer to Sesquicentennial Tourism Marketing Program Scoring Guidelines for evaluation criteria attached to this application. The actual award may or may not equal the amount requested and is based on available funds at the time of award.

All programs should include a sustainability mechanism for programs that will be ongoing after the funding cycle, as well as plans for funding programs in case full funding is not awarded.

All programs that produce printed brochures, websites or other visual materials:

- Must include both the Commission logo and the Virginia Is for Lovers Live Passionately color logo (b/w logo acceptable on one color printed materials).
- Must include the date of printing and publication quantity.

- Where practical, the Commission and the Virginia Is for Lovers logos Live Passionately and website addresses should appear in advertisements (print, electronic, broadcast media, etc.).

Applicants are encouraged to incorporate the Virginia Tourism Corporation Partnership Advertising Opportunities. Please refer to <http://www.vatc.org/advertising/coopadprog/partneradvertising.asp> for more information.

### **Eligible Activities:**

- **Interpretive Markers** - Costs associated with the design, fabrication and installation of a Virginia Civil War Trails interpretive marker. Maintenance fees for interpretive markers are NOT eligible.
- **Printed Materials** – Travel related printed materials including brochures, media kits, group tour publications, meeting planner publications and other printed information materials designed to promote the partner's area as a travel destination.
- **Placement of Advertisements** – (includes print ads, radio, television, etc.). Ads must promote the applicant's area to visitors and its link to the American Civil War and are encouraged to incorporate the Virginia Tourism Corporation Partnership Advertising Opportunities. If the proposal includes media outlets that are not part of the Virginia Tourism Corporation Partnership Advertising Opportunities, justification should be included as to why the proposed media outlet is used.
- **Website Development** – Development of websites to promote the applicants areas are eligible. Maintenance fees for websites are NOT eligible.
- **Travel and Trade Show Booth Rental/Participation Fees** – Fees associated with registration at travel and trade shows are eligible. Travel expenses, including accommodations, transportation, and shipping costs, are NOT eligible for funding.
- **Fulfillment Costs** – Fees associated with mailing collateral materials as a result of the marketing programs are eligible as well as the use of toll-free numbers associated with the programs.
- **Tradeshaw Displays** – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshaws are eligible.

### **Ineligible Activities:**

- Civil War reenactments, however marketing of the event is allowed.
- Programs that do not contribute to increased visitation to the applicant's area and to Virginia.
- Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, and other administrative costs. (Toll-free numbers associated with the programs will be funded as described above, as will postage fulfillment costs directly associated with the programs).
- Costs of promotional items (such as pens, pencils, etc.)
- Event start up and production costs; however marketing of event is allowed.
- Maintenance fees for websites.
- Travel expenses, including accommodations, transportation, and shipping costs.

- Operating or overhead expenses. Funds are to be used only for marketing purposes as stated in these guidelines and in the application.

### **Application / Review / Payment Procedure:**

All applications must include a detailed content and program description that includes specific information on ways in which the proposed event or program supports and furthers the Commission's goals, which include:

**Diversity:** The commemoration will be inclusive of, and meaningful to, all Virginians, particularly:

- Diverse racial and ethnic groups
- Citizens who are new to this country and those who do not have a hereditary link to the American Civil War
- Young people and others seeking to understand the relevance of the American Civil War to today's society.

**Inclusiveness:** The commemoration will seek to portray a fair and balanced story of Virginia's participation in the American Civil War that includes African-American, Union, and Confederate perspectives.

**Education:** The commemoration will include a strong education component designed to ignite a renewed interest in Virginia's historical heritage. Opportunities will be provided to re-examine the lessons of the past and the legacies of the Civil War to understand how they affect the present and only continue to shape our future.

**Permanence:** The commemoration will imprint Virginia history and leave a positive and rich legacy well beyond 2015.

All applications must include a detailed marketing plan that states specific media placements, timelines, and costs.

All applications must provide stated clear performance measures. A detailed plan to measure the effectiveness of the proposed program must be included at the time of application. The plan must clearly state the expectations, targets, outcomes, and progress of the program, and how that information will be measured and reported to the Virginia Commission for the Arts.

In making decisions on grant applications, the Commission/Virginia Tourism Corporation review committee, may consider such factors as type and scope of the applying organization, the organization's additional resources, the impact and priority of the proposed project, the timetable, the number of applications received, the dollar amounts of the applications received and most importantly the impact of the project's ability to increase and track overnight stays and visitor revenue in the community.

Grants are based upon information contained in the application and will be scored based upon the attached Sesquicentennial Tourism Marketing Program Scoring Guidelines. Since awards are determined from these scores, the application must be as complete as possible.

A final report must be submitted to the Commission and the Virginia Tourism Corporation at the end of the program and no later than 60 days after completion, detailing the results of the program, including results of the program, return on investment, performance measure outcomes, and other supporting data.

### **Application Submission:**

The application must be **received** by the Virginia Tourism Corporation no later than **5 p.m. on** \_\_\_\_\_. **(PLEASE NOTE THIS IS NOT A POSTMARK DATE)**

1. Provide the **original and six copies of your application**. Applications should 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 pockets.
2. **FAX and/or e-mail 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.
3. Any changes in the applicant's program that arise after notification of award must be submitted in writing to the Commission and the Virginia Tourism Corporation. Failure to do so may result in default and any funding awarded to date may be refundable to the Commission and the Virginia Tourism Corporation.

**Applications are due by 5:00 PM on \_\_\_\_\_.**  
**(PLEASE NOTE THIS IS NOT A POSTMARK DATE)**

**Please mail application to:**

**Virginia Tourism Corporation**  
Attention: Hollis Sullivan  
Tourism Development Manager  
901 East Byrd Street  
Richmond, VA 23219  
(804) 545-5546



Virginia Sesquicentennial of the American Civil War Commission



Virginia Tourism Corporation

**VA Sesquicentennial of the American Civil War Commission/  
Virginia Tourism Corporation**

**Sesquicentennial Tourism Marketing Program Scoring Guidelines**

The following will be used in evaluating applications for the Sesquicentennial Tourism Marketing Program.

Please make sure your application thoroughly addresses each question.

**Maximum Points**

**PROGRAM DESCRIPTION**

- Program Description and Partner Evaluation 40 pts
  - *How will this program support and further the Commission's goals of diversity, inclusiveness, education and permanence?*
  - *Does the program include a balanced depiction of the Union, Confederate and African-American perspectives of the Civil War?*
  - *What do you want to accomplish?*
  - *What are the goals for your program?*
  - *Who are your partners and what is their role and financial commitment?*
  - *Include a list of local committee members.*

**Total: 40 pts.**

**PROGRAM CONTENT**

- Target Audience and Market Research 15 pts.
  - *Who is your target market and audience?*
  - *Why did you choose this market?*
  - *What research supports your interest in this market?*
- Marketing Message and Program 20 pts.
  - *What is your message that will cut through the clutter and encourage action?*
  - *How does the message communicate inclusiveness and diversity?*
  - *What resources do you have and need to reach the target market?*
  - *What is your marketing plan to reach the target market?*
  - *Is the marketing plan detailed, with specific timelines?*
  - *Does the program efficiently use resources?*
  - *Does the program support current Virginia Tourism Corporation marketing efforts, including the Virginia Tourism Corporation Partnership Advertising Opportunities?*

**Total: 35 pts.**

**PERFORMANCE MEASUREMENT**

- Effectiveness of Program 25 pts.
  - *Have you clearly listed your objectives, desired outcomes, and demonstrated how you have leveraged dollars?*
  - *Have you clearly stated your targets and established realistic baseline numbers for new programs?*

- *How will know if you have reached your target audience?*
- *How will you track the follow up to - and effectiveness of - your marketing?*
- *How will you report the effectiveness of your program to the Commission and the Virginia Tourism Corporation?*
- *Is there a sustainability plan to continue the program after the requested funding cycle?*
- *Is there a plan for implementing the program if requested funding is not fully awarded?*

**Total: 25 pts.**

**TOTAL MAXIMUM SCORE:**

**100 POINTS**

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## Sesquicentennial Tourism Marketing Program Application Directions

Follow the format below in preparing your application. Answer each question as thoroughly as possible.

- 1) **COVER SHEET**  
Complete the Commission /Virginia Tourism Corporation Sesquicentennial Tourism Marketing Program Cover Sheet and include as the first page of your application.
- 2) **PARTNER INFORMATION PAGES**  
Complete the information sheets for the lead partner and each partner in the program. Be sure to indicate each partner's financial commitment.
- 3) **LOCAL COMMITTEE INFORMATION**  
Provide a complete list of local sesquicentennial committee members with titles and contact information, documentation from the county or city creating or recognizing the committee, and a summary of committee activity (including meeting dates and minutes, if maintained).
- 4) **PROGRAM DESCRIPTION (attach up to two pages)**  
Description of the proposed program and goals, and the partner's role in the program. Answer the following questions: What do you want to accomplish? What are the goals for your program? Who are your partners and what is their role and financial commitment? How does this program demonstrate inclusiveness, portraying a fair and balanced history of the Civil War that includes Union, Confederate and African-American perspectives? In what ways does this program appeal to diverse racial and ethnic groups? How does this program attempt to convey the relevance of the Civil War and its continuing impact on today's society? How does this program appeal to people of all ages and backgrounds?
- 5) **TARGET AUDIENCE AND MARKET RESEARCH (attach up to two pages)**  
Who is your target market and audience? Why did you choose this market? What research supports your interest in this market?
- 6) **MARKETING PROGRAM PLAN (attach up to two pages, plus the detailed marketing plan)**
  - A) What is the message that will cut through the clutter and encourage action?
  - B) What resources do you have and need to reach the target market?
  - C) What is your marketing plan to reach the target market?
  - D) Is the marketing plan detailed, with specific timelines?
  - E) Does the program efficiently use resources?



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Please provide a detailed marketing plan showing specific media placements, placement dates, brochure development, costs associated with program, etc. in the format shown below. You may reproduce this format on a separate page but follow this format exactly:

<b>Sesquicentennial Tourism Marketing Program</b>					
<b>Marketing Calendar and Budget</b>					
Media Outlet	Ad Type, Size and Frequency	Placement Date	Total Cost	Commission/VTC Funds Amount	Partners Fund Amount
<b>Other Program Related Budget Items</b>					
Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date	Total Cost	Commission/VTC Funds Amount	Partners Fund Amount	
<b>TOTAL BUDGETED AMOUNT</b>					



6) **PERFORMANCE MEASURES** (attach up to two pages)

Performance measures are the indicators of the effectiveness of your program. Without strong and meaningful measures, you will be unable to effectively determine if your message moved your target audience to act. The measures provide information of the success of your program, define the amount of leverage of marketing funds, and establish a return on investment. Clearly defined performance measures will be key in developing your final report.

- Have you clearly listed your objectives, desired outcomes, and demonstrated how you have leveraged dollars?
- Have you clearly established realistic baseline numbers and benchmarks and clearly stated targets for your program?
  - If you are starting a new program, you may not have data from previous projects. In this case, realistic numbers should be provided, based upon similar projects from either your area, or other areas. These benchmarks are against what you will gauge the response of your project. For example, if you have never advertised in a particular publication, you will not have data based upon prior experience. However, using the number of exposures, circulation of the publication, etc., you should be able to establish a realistic target of responses as a result of your program. Clearly indicate this number as your benchmark. (Example: The circulation of a publication is 2.5 million. We hope to generate leads based on 1% of the circulation or 25,000. Of those 25,000 leads we hope to convert 20% to actual visitors, for an increase of visitation of 5,000)
  - For projects that build upon existing marketing efforts, targets should include measurement of visitation, revenue, and other current meaningful indicators as baselines for projections of new targets. (Example: Visitation in 2008 was 10,000. We hope to increase visitation by 15% to 11,250 in 2009.)
- How will you know if you have reached your target audience?
  - Have you included a mechanism to measure the response to your project? This may include the number of leads generated; number of coupons returned; website statistics, intercept surveys, conversion studies, and other measurement mechanisms. These should tie into your targets and benchmarks. The best indicators are those which conclusively show that – as a result of your project – you attracted visitors to your area.
- How will you report the effectiveness of your program to the Commission and VTC, and to your stakeholders?
  - A final report detailing the outcome of your project is due within 60 days of the completion of the project. The report needs to clearly answer the questions above with specific data, examples of the results of the program, and other supporting documentation.
  - Successful recipients are strongly encouraged to communicate the awarding of the Sesquicentennial Tourism Marketing Program funds, and in particular the outcomes of your program, to local media, community stakeholders, lawmakers and other opinion leaders. Indicate how you will communicate the awarding of funds and the outcomes of your program.
- Is there a sustainability plan to continue the program after the requested funding cycle?
- Is there a plan for implementing the program if requested funding is not fully awarded?



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Sesquicentennial Tourism Marketing Program Cover Sheet

PROGRAM NAME: \_\_\_\_\_

LOCAL SESQUICENTENNIAL COMMITTEE PARTNER: \_\_\_\_\_

2<sup>nd</sup> PARTNER: \_\_\_\_\_

3<sup>rd</sup> PARTNER: \_\_\_\_\_

FISCAL AGENT: \_\_\_\_\_

(Fiscal agent must be one of your partners. The fiscal agent will be responsible for management of reimbursement requests, receipt of reimbursement payments and serve as the primary contact for the grant program.) Please complete all sections of the Fiscal Agent Partner Page. **Please specify which partner will serve as the fiscal agent.**

**BUDGET OF PROPOSED PROGRAM**

**Up to \$2500**

**Maximum award of \$2500 with a 1:1 match required**

Leveraging Funds Requested \$ \_\_\_\_\_

Partner's Matching Funds (1:1 Match) \$ \_\_\_\_\_

**Total Budget for Program** \$ \_\_\_\_\_

ANTICIPATED DATE OF PROGRAM COMPLETION: \_\_\_\_\_



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**LOCAL SESQUICENTENNIAL COMMITTEE CONTACT INFORMATION**  
Please attached a contact list of the Local Sesquicentennial Committee Members

Name of Project/Program

Name of Local Sesquicentennial Committee

Mailing address of Local Sesquicentennial Committee

Physical address of Local Sesquicentennial Committee

City State Zip

Telephone Fax

E-mail address

Website address

**Federal Employer Identification Number** – *(This number is assigned to your organization by the federal government as your Federal Employers’ Identification number. This number must be included in your application. Please make sure the number is entered correctly. Payments can not be made without the Federal Employer ID Number.)*

\$

**Local Sesquicentennial Committee Financial Commitment**

Name and title of authorized person (please print)

Signature of authorized person Date



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**PARTNER CONTACT INFORMATION**

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Name of Project/Program

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Name of Partner

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Mailing address of Partner

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Physical address of Partner

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City

State

Zip

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Telephone

Fax

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E-mail address

---

Website address

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Federal Employer Identification Number (FEI #)

\$

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Partners Financial Commitment

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Name and title of authorized person (please print)

---

Signature of authorized person

Date

***Please attach additional forms for each partner in program***



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**PARTNER CONTACT INFORMATION**

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Name of Project/Program

---

Name of Partner

---

Mailing address of Partner

---

Physical address of Partner

---

City

State

Zip

---

Telephone

Fax

---

E-mail address

---

Website address

---

Federal Employer Identification Number (FEI #)

---

\$

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Partners Financial Commitment

---

Name and title of authorized person (please print)

---

Signature of authorized person

Date

***Please attach additional forms for each partner in program***



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### Sesquicentennial Tourism Marketing Program Application Checklist – Please include with your application.

- Have you completed all sections of the cover sheet?
- Have you provided all requested information for all partners, including the partners' financial commitment? A minimum of three financial partners are required to participate.
- Have you indicated who your Fiscal Agent will be?
- Have you included a listing of your local Sesquicentennial Committee members, with contact information?
- Are all partners listed on [www.Virginia.org](http://www.Virginia.org)? Information on the free listings can be found at <http://www.virginia.org/admin/login.asp>.
- Have you included a letter of support from the DMO(s) in the project coverage area?
- Have you thoroughly described your program, established your goals, and defined the role of your partners?
- Have you identified your target audience, and justified that audience through valid, documented research and data?
- Have you clearly stated what your message is to your audience?
- Have you provided a detailed marketing plan, timeline for action, and budget for your project? Refer to page 9 of application and follow that format precisely.
- Have you clearly stated your targets, baseline numbers, and benchmarks so as to effectively measure the outcomes of your project?
- Have you indicated alternative plans in the event full funding requested is not awarded?
- Have you indicated how you will sustain the program in the future?
- Have you indicated how you will communicate the results of your program to the Commission and to VTC, and to your stakeholders?
- Have you included the original plus six copies of the application?