

**Applications are due by
5:00 pm on
February 23, 2018**

Applications can be mailed or
hand-delivered to:

Courtney Cranor, GART Chair
City of Waynesboro
301 W. Main Street
Waynesboro, VA 22980

Or scanned and emailed to:

CranorCS@ci.waynesboro.va.us

Considerations for reimbursement:

Reimbursements are to be for
marketing activities only.

Costs incurred before the date of
award approval will NOT be
eligible for reimbursement.

All requests for reimbursement
must be made within 60 days of
the project date and before March
9, 2019(1 year). Recipients must
notify the GART Committee to
make arrangements for late-term
billing and reimbursement.

Supporting Documentation MUST
accompany reimbursement
requests – media invoices (radio,
television or publications), ads
placed, tear sheets and
vendor/supplier invoices.

**The maximum amount of the
local leverage grant to any one
applicant, event, activity or
project is \$2,500.**

Only Staunton-Augusta County-
Waynesboro-based businesses or
organizations may receive grant
funds. The grant funds can only
support projects or events hosted
and held within these localities.

**The grant application must be
100% complete and include all
contact information.**

2018 GART Grant Application

GART Grant Program Overview

The GART Grant Program was created to support and enhance tourism efforts within the jurisdictions of Staunton-Augusta County-Waynesboro (SAW Region). Financial Awards **up to \$2,500 per entry** are available to projects such as events, fairs/festivals, marketing and social media applications, design and printing services, as well as other projects promoting the tourism industry in these localities. Tourism impact can be defined as promoting the Greater Augusta area in order to increase the number of visitors to the SAW Region.

Requirements for Grant Awards and Reimbursements:

- Projects must be new initiatives. If the project is included within an existing event or program, the project itself must be a new initiative.
- Projects must have **regional tourism impact** (Staunton-Augusta-Waynesboro).
- Project must directly tie-in with Tourism, defined as the business of providing services, entertainment, etc., for people who are traveling greater than 50 miles.
- Projects will be judged on creativity and **use of partnerships** with other SAW-region businesses.
- Events and projects receiving funds from the GART Grant Program will promote the SAW region's businesses/tourism exclusively.
- All grant recipients with a website will be required to link to:
 - Visitstaunton.com
 - Visitaugustacounty.com
 - Visitwaynesboro.net
- Any event funded through a grant must be listed on www.virginia.org (directions are available through GART);
- Final examples of any advertising supported by an awarded grant will be provided to GART (copies of print ads, brochures, etc.).
- Reimbursements are to be marketing-focused. This grant will not provide reimbursements for event expenses such as bathroom facilities, swag, etc.

If you have any Questions or need assistance, please contact GART directly:

Courtney Cranor, GART Chair

Office: 540.942.6644 | Fax: 540.942.6755

CranorCS@ci.waynesboro.va.us

A. Contact & Project Information

Contact Information:

Name/Title of authorized point of contact	
Submitting Organization Name	
Telephone Number (work/cell)	
Email Address	
Mailing Address	
Program/Event Website, if available	
Total Financial Commitment from Organization to the Program/Event	

Project Title:

Brief Description of Project (2-3 sentences):

Date of expected completion:

Location (if project is an event):

What is the history of the project?

If any revenues are to be earmarked for a community-oriented purpose, please describe (include amount or percentage proposed).

Describe or attach the schedule/agenda for the project/event:

If the project is an event, are there any special guests or performances?

Who are the main partners collaborating on this project/event? *(use of partnerships with other SAW-region businesses is a consideration when judging applications)*

FULL DESCRIPTION - Please provide complete answers to the following areas:

DESCRIPTION - *Please include a thorough description of the proposed tourism-related project. We want to know anything and everything about your project that you feel is important. This is the area of the application where you have the most leeway in convincing the committee that your event/activity is a worthwhile project to support, so be persuasive!*

NEED - Why is your project needed? *What is new about this project? What makes your proposed event unique or special for the area? How will it help attract tourism and reinforce the Staunton-Augusta County–Waynesboro area as a regional tourism destination?*

SCOPE - How will this project benefit the region of Staunton, Augusta County and Waynesboro? *How are you involving the community? If your project is an event, what other tourism-related events will be occurring within Staunton, Augusta County and Waynesboro during the proposed date(s) of your event? Are there other similar projects/events happening within the region at any time during the year? Are there plans to encourage visitors to see the region as part of their visit? If your project is an event, will you be offering any overnight package stays to its participants?*

GOALS - What are your goals for the project? *How will you assess your success upon completion? Are there plans for sustaining the project after grant funding has been used?*

MARKETING - Describe the marketing plan you propose to follow. *Where do you plan to advertise and when? Why did you select those publications or venues? What type of attendees do you expect to come to your event: local, out-of-towners, young, college-educated, etc.? How will you know if your marketing plan was successful (surveys, analytics, visitor counts, etc.)?*

PARTNERS - Please identify all partners within the community who are supporting this project/event. *Tell us about the type of support they will offer (financial, in-kind, or in some other way).*

PAST PERFORMANCE (for repeat projects only) - *What were your past attendance numbers? How did your actual revenues and expenses compare to your estimates? What could have been done better and how is that being addressed this year?*

ADDITIONAL INFORMATION - *Please provide any additional information you feel may be pertinent to consideration on this grant.*

B. Project Budget & Funding Sources

Project Funding Source		Planned Use of Funds	
Partnerships		Advertising	
GART Grant		Newspaper	\$
Partner #1:		Magazine	\$
Partner #2:		Printing costs (rack cards, posters, etc)	\$
Partner #3:		Radio	\$
Other Revenue		Television	\$
Additional Sponsors		Billboards	\$
In-kind contributions	\$	Highway Signs	\$
Sponsorships	\$	Website	\$
		Online Ads	\$
		Other	
		Other	
Other	\$	Other	
Proposed Event Income		Production Costs (not eligible for reimbursement)	
	\$	Ad agency fees	\$
	\$	Supplier/Vendor costs	\$
	\$	Portable toilets	\$
	\$	Bank Fees	\$
	\$	Other-Setup materials, fencing, etc	\$
	\$	Speaker Fees	\$
	\$	Speaker Lodging	\$
	\$		\$
	\$		\$
Total	\$	Total	\$
<i>Please make sure to include any necessary explanations when using the "other" category.</i>			

C. Statement of Certification

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 as written above. I/We further understand that if the grant is awarded, any changes to the grant must be submitted in writing and receive GART's prior written approval before changes can be made. Furthermore, any request for modification must be submitted in writing and approved in order to receive funds. I/We acknowledge that any variance from or violation of the rules and procedures governing the GART Grant Program may result in non-reimbursement of any or all expenditures connected with the grant.

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Organization: _____

FOR OFFICE USE ONLY

GART agrees to reimburse _____

(applicant organization) in the amount of \$ _____

for the _____ project, based on compliance
with all procedural rules set forth in the application.

Authorized Signature _____/GART Representative

Approval Date _____