2024-2025

BOOST

Building Opportunities to Support Tourism

MARKETING MICROGRANT 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 for the City of Waynesboro. We believe that fiscal year 2025 will be a strong year for the tourism industry in Waynesboro, with several new marketing campaigns and initiatives in the works. We are looking for innovative, creative marketing efforts to encourage visitation to Waynesboro through unique events. Funding for BOOST is contingent upon annual appropriations from City Council.

The goal of the 2024-2025 BOOST Program is to support **marketing efforts for events aimed at attracting tourists from more than 50 miles away to Waynesboro**. Financial awards up to $3,000 per organization may be used for marketing activities that promote one-time events or a series of events in Waynesboro.

**Only approved marketing activities will be considered for reimbursement**. Any marketing outlets with primarily a local audience (*not* outside of the 50-mile radius) will *not* be considered for reimbursement. For example: News Virginian, News Leader, Crozet Gazette, and CVILLE Weekly are considered local outlets. While we agree that these outlets can be beneficial, they do not meet the objective of this grant program.

***New for the 2024-2025 BOOST Program:***

Qualification Review: Send your draft application in by noon on July 26, 2024 for feedback on whether your marketing activity and/or ad placement meets qualifications for consideration for the BOOST grant.

**Qualifying marketing activities include but are not limited to**:

* Print and digital advertising with a publication outside of a 50-mile radius of Waynesboro.
* Social Media Marketing (as long as the **targeted** audience is outside of a 50-mile radius of Waynesboro).
* Graphic design and printing services for promotional rack cards, brochures, and banners, for distribution outside of a 50-mile radius of Waynesboro.
* Professional photography or videography that can be used for promotion (rights must be given to City of Waynesboro for use).
* Pre-approved travel writers/influencers for content creation (rights must be given to City of Waynesboro for use).
* Other – discuss with Waynesboro Tourism Staff before submitting your application!

\*\**Waynesboro Tourism has been actively advertising in the Baltimore and Richmond markets over the last year. If you are interested in learning more about advertising in these markets, please contact Meghan Swanson at* [*SwansonME@ci.waynesboro.va.us*](mailto:SwansonME@ci.waynesboro.va.us)*.*

The beginning project date will be on or after July 1, 2024. The end date will be no later than June 30, 2025. **Applications will be due by noon on Friday, August 2, 2024**, and awards will be made by Monday, August 12, 2024.

**Considerations for Reimbursement:**

* Costs incurred before July 1, 2024 or later than June 30, 2025 will NOT be eligible for reimbursement.
* All requests for reimbursement must be made within 30 days of the event date AND before June 30, 2025 unless otherwise approved by the Department of Tourism.
* All reimbursement requests must be submitted prior to June 30, 2025. If an event occurs within the months of May or June 2025, recipients will notify Stephanie Duffy at Waynesboro Tourism to make arrangements for late-term billing and reimbursement.
* Supporting documentation must accompany reimbursement requests. This may include media invoices, ads placed, tear sheets, and vendor/supplier invoices.

**Requirements for Grant Awards:**

* Events and programs receiving BOOST funds will exclusively promote events within the City of Waynesboro.
* Events funded must be listed on [virginia.org](http://virginia.org) and [VisitWaynesboro.com/events](http://www.visitwaynesboro.com/events).
* The City’s tourism website: [VisitWaynesboro.com](http://www.visitwaynesboro.com) and the City logo must be visible on all marketing 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, [VisitWaynesboro.com](http://www.visitwaynesboro.com).
* 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 must be an approved vendor with the City prior to reimbursements. Reach out to Stephanie Duffy, [DuffySS@ci.waynesboro.va.us](mailto:DuffySS@ci.waynesboro.va.us), if you have questions.
* The City should be supplied four (4) tickets to any ticketed event funded through BOOST.
* The City will schedule time with grant recipients to go over requirements and expectations attached to the grant and sign a performance agreement.
* A final report must be submitted within 45 days of the event, or the last event if it is a series.

*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:*

*Stephanie Duffy, City of Waynesboro – Tourism*

*540.942.6644* [*DuffySS@ci.waynesboro.va.us*](mailto:DuffySS@ci.waynesboro.va.us)

**Project Description**

Please include a thorough description of the proposed event(s) aimed at getting out-of-town visitors (from more than 50 miles away) to Waynesboro, and the impact it will have on your business or organization, as well as the community as a whole. In short, we want to know anything and everything about your project that you feel is important as it pertains to tourism (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 Title:** Click or tap here

**Full Description of event(s):**Click or tap here

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

**Event Date and Start/Stop Time(s):** Click or tap here.

**Event Location:** Click or tap here

**What is the history of the event(s)?**Click or tap here

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

**Please describe any special guests or performances?**Click or tap 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 for this event? What are your target markets (must be outside of Waynesboro)?  
Click or tap here

**APPEAL** – What makes your proposed event unique or special for the area? How will it help attract tourism and reinforce the City of Waynesboro as a great tourist destination? 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.  
Click or tap here

**PROJECT BUDGET & IMPACT** – 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? How will the project be affected if this grant is not awarded, or if the project receives partial funding?  
Click or tap here

**PAST PERFORMANCE** (for repeat events only) – Please submit past attendance numbers for the last 3 events. Were there any aspects that could have been planned more effectively, and how are those being addressed this year?   
Click or tap here

**NEW MARKETING INITIATIVES** (for repeat events only) – Please highlight what is new or different in your *marketing plan* for this year’s event compared to years prior. Are there plans for this to be an annual or recurring marketing activity?  
Click or tap here

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

**Contact Information**

If multiple organizations are joining together, please complete one table for each organization. Additional pages can be added as needed:

|  |  |
| --- | --- |
| Name of Submitting Organization | Click or tap here |
| Mailing Address  City/State/Zip | Click or tap here |
| Physical Address of Organization | Click or tap here |
| Name/Title of authorized point of contact | Click or tap here |
| Telephone Number | Click or tap here |
| E-mail Address | Click or tap here |
| Organization Website | Click or tap here |
| Financial Commitment from your organization to the program—Amount $ | Click or tap here |

Signature of Authorized person/point of contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name Date

|  |  |
| --- | --- |
| Name of Submitting Organization | Click or tap here |
| Mailing Address  City/State/Zip | Click or tap here |
| Physical Address of Organization | Click or tap here |
| Name/Title of authorized point of contact | Click or tap here |
| Telephone Number (work/cell) | Click or tap here |
| E-mail Address | Click or tap here |
| Organization Website | Click or tap here |
| Financial Commitment from your organization to the program—Amount $ | Click or tap here |

Signature of Authorized person/point of contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name Date

**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 | Click here | $ Click here |
| Partner #1: Click here  Contact: Click here | $ Click here | Click here | $ Click here |
| Partner #2: Click here  Contact: Click here | $ Click here | Click here | $ Click here |
| Partner #3: Click here  Contact: Click here | $ Click here | Click here | $ Click here |
| Other Revenue | | Click here | $ Click here |
| In-kind contributions | $ Click here |  |  |
| 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 | 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 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Printed Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**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

Stephanie Duffy

City of Waynesboro Tourism Office

301 West Main Street

Waynesboro, VA 22980

Dear Ms. Duffy,

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 BOOST Final Report, copies of the articles and advertisements, screenshots of digital marketing activities, and eligible invoices are attached for your review.

Please make check payable to:

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

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

Sincerely,

(Point of Contact)

(Title)

(Email Address/Phone)

**BOOST FINAL REPORT**

Per the grant guidelines, you are required to provide a brief summary within 45 days of the event, or the last event if it is a series.

EMAIL this report to Stephanie Duffy, [DuffySS@ci.waynesboro.va.us](mailto:DuffySS@ci.waynesboro.va.us).

|  |  |
| --- | --- |
| Event Name | Click or tap here to enter text. |
| Date/Location | Click or tap here to enter text. |
| Event Organization | Click or tap here to enter text. |
| Event Contact/Email | Click or tap here to enter text. |

Provide a short, written response to the questions below:

1. **Summarize the outcome of your event.**

*Did you achieve your goals? Were there any obstacles to overcome? Include any insights, take-aways, or pitfalls for future events.*Click or tap here

1. **Summarize how sponsorship funds impacted your event. What were you able to accomplish with additional funding?**

Click or tap here

1. **Provide data and metrics to document the event and your marketing efforts.**

*Include attendance numbers/ticket sales/revenue generated, what geographic areas the attendees originated from, marketing performance as measured by Facebook Insights, Google Analytics, MailChimp, or other measurable metrics (EX: screenshot of FB insights for boosting or post performance, screenshot of event enewsletter open/click rates, screenshot of number of website sessions in Google Analytics).*

Click or tap here

This report was prepared by:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name Date Title