2019 TOURISM MARKETING SUPPORT PROGRAM
Application Form

<u>APPLICATION FORM</u> – PLEASE COMPLETE THE INFORMATION BELOW:

Organization Name: _____

Federal Tax Number: _____

Contact: _____

Telephone: _____

Email: _____

Address: _____

City, State, Zip: _____

Website: _____

Port of Seattle funding request (maximum request is $10,000 per applicant, per year):

Will you accept less than 100% of the requested Port of Seattle fund amount?

Yes ☐   No ☐

Comments:

Local confirmed match funds amount (minimum required amount is 50% of Port of Seattle funding request):

<u>TOTAL COST</u> (Port of Seattle funding request plus total local match funds):

PORT OF SEATTLE 2019 TOURISM MARKETING SUPPORT PROGRAM
Application Form and Proposal Requirements

The Port of Seattle encourages funding requests specifically for cultural, eco/sustainable, or adventure/nature tourism.

To review the guidelines for potential qualification under these criteria, **see attached Addendum A.**

Does your proposal meet one of the tourism criteria identified above? **If yes**, please detail how your proposal qualifies or impacts under one or more of the cultural, eco/sustainable or adventure nature tourism areas.

Yes ☐   No ☐

Comments:

If selected, will you consider your proposed project to be inclusive and supporting of the Washington Tourism Alliance's statewide efforts to meet the match funding requirements set by the Washington State Legislature to market Washington State as a tourism destination?

Yes ☐   No ☐

Click here to learn more: http://watourismalliance.com/

Declaration*: I HEREBY CERTIFY THAT THE INFORMATION GIVEN IN THIS APPLICATION TO THE PORT OF SEATTLE IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.*

Signature of Responsible Official: _____

Print or Type Name and Title: _____

Date: _____

DIRECTIONS:
Please sign the completed application form and, together with your proposal (see "Proposal Requirements"), email as one document to application@portseattle.org

Deadline for application form and proposal submittal:

February 1, 2019 at 2 PM

Application Addendum A
Cultural, Eco, Nature, and Sustainable Tourism

Definitions:

Cultural tourism is concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped shape their way of life.

Eco / Sustainable tourism is tourism that is designed to raise awareness of the environment through educational programs and that contributes to the protection of the environment or at least minimizes damage to it, often involving travel to areas of natural interest in rural areas. It is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy.

Adventure / Nature tourism is travel or vacationing to natural areas with a focus on wildlife and promotion of understanding and conservation of the environment. Adventure tourism is a tourist activity that includes a physical activity, a cultural exchange, or activities in nature.

$50,000 of the Port of Seattle funding must be identified specifically to assist organizations in the development and growth of culture, eco / sustainable, and or adventure / nature tourism. Following are specific plans for the implementation and awarding of the funding as part of the overall program.

The basic guidelines with respect to the types of organizations, eligibility and projects that qualify are still applicable.

Program Guidelines
- The marketing support funds are eligible to in state non-profit organizations throughout Washington State, marketing and promoting travel and or visitor expenditures.
- Each entity is eligible for a maximum award of $10,000 in Port funds.
- A 50% local match is required. In other words, for every two dollars ($2.00) the POS contributes, the local organization will be required to contribute at least one dollar ($1.00).
- Collaboration with organizations and/or other destinations is encouraged.
- Projects should align with increasing air traffic to Seattle Tacoma International Airport, growth of visitors cruising from Seattle to Alaska, increased use of the Port's recreational marinas and/or increasing non-resident visitor expenditures in Washington State.
- Specific metrics and outcomes must be identified and documented in the proposal.

Organization Eligibility
In state non-profit organizations in which the primary goal is to attract visitors for Washington State through tourism promotion including – destination marketing organizations such as Chambers of Commerce; Convention and Visitor Bureaus (CVBs); regional tourism organizations; government entities such as counties, cities, port districts, Native American nations, or state/federal agencies; non-profit organizations focusing on events or activities that attract visitors; and organizations exempt from federal income tax under Section 501 of the internal revenue code.

Potential Projects
- Print: newspaper / flyer / direct mail
- Electronic: TV / radio /video streaming
- Publications: magazines / guides / playbills
- Billboards
- Web / Internet / Technology: Digital/social/online marketing such as pay per click, e-mail marketing, banner ads. Also, website implementation, website design or website mobile responsiveness (website hosting is not eligible).
- Collateral: brochures / DVDs / CDs
- Participation in travel trade shows or travel media events promoting a destination or event
- Hosting travel trade or travel media with the express goal of increasing visitors to a destination or event and or gaining additional media coverage for a destination.
- Marketing of special events and festivals designed to attract out-of-state tourists

Additional Qualifications
Following is a list of projects that may qualify for the cultural, eco/sustainable adventure/nature tourism projects under the 2019 tourism marketing support program:
- Promotion of indigenous cultural activities or experiences
- Promotion of the history of people in a region focusing on their art, architecture, religion, and other elements that helped shape their way of life
- Promotion and marketing of tour products that focus on hiking journeys
- Promotion and marketing of tour products that focus on outdoor camping (winter or summer)
- Promotion and marketing of tour products that focus on land wildlife viewing, marine wildlife viewing or birdwatching
- Promotion of visitation to Washington's National Parks, USFS lands, BLM lands, state parks lands
- Promotion of outdoor sustainable adventure tourism activities such as:
    - Mountain climbing
    - Rock climbing
    - Tour cycling
    - Cyclocross activities
    - Mountain biking
    - Paddle boarding
    - Surfing
    - Rowing
    - Geocaching
- Promotion and marketing of tour products or programs that utilize non-motorized transportation vehicles such as:
    - Kayaking
    - Canoeing
    - Rafting
    - Biking
    - Sailing
    - Snowshoeing
    - Backcountry telemarking, alpine skiing or xc skiing

2019 TOURISM MARKETING SUPPORT PROGRAM
Proposal Requirements

On separate letter-sized (8.5 x 11) paper (maximum of four pages only) please describe, in detail, each of the following sections in your proposal.

1. ## Project Description

   a. Briefly summarize your tourism project or initiative and proposed project schedule.

   b. Outline project goals, related strategies, measurable outcomes and project completion date. Identify specific measurable results that can be tracked, measured, and reported. Explain how your project benefits the Port and the Port's business interests of increasing the number of out-of-state visitors via the use of Port facilities (Seattle-Tacoma International Airport (STIA), Port cruise terminals and recreational marinas) and/or increasing out-of-state visitor expenditures in Washington State.

2. ## Collaboration

   Are other jurisdictions, such as destination marketing organizations (DMOs), counties, cities, port districts, Native American nations, state/federal agencies, public sector event organizations or travel-related trade associations involved in the promotion of this project?

   Yes/No (If yes, please explain)

3. ## Funds – Port and Matched Funds Allocation

   a. What is the dollar amount you are requesting from the Port ($10,000 maximum)?
   b. What is your committed matched funds amount (minimum is 50% of requested Port funds)?

   The program requires a two-to-one match of awarded Port funds; that is, for $2.00 awarded Port funds, the awardee must provide documentation for $1.00 of matched funds. 25% ($0.25) of the $1.00 matched funds amount may be identified as staff time work on approved project(s).

4. ## Funds Dispersal

   Any and all decisions regarding awarding of funds are at the discretion of the Port of Seattle (POS) and are final. Greater consideration will be given to projects that demonstrate the highest potential for economic impact and value from out-of-state visitors.

Once confirmed as an awardee, you may invoice the Port for up to 50% of Port awarded funds, together with project initiation documentation, for approval.

5. Reporting

POS may request periodic, brief, event/project updates. A final project outcome report is required for approval. The final report must include demonstration of the completed scope of work (invoices and/or work performed by the organization) and the agreed upon metrics and outcomes.

6. Evaluation/Scoring/Ranking

The Applications will be evaluated and selected by a committee of POS employees. Each responsive Application and Proposal will be evaluated (based on a total of 100 points) as follows:

A. Project scope & fit with the POS stated priorities   55 points
The extent the Application as outlined in the Project Description (Goals, Strategies, Project Schedule and Measurable Outcomes) meets the POS stated objective of generating additional out-of-state visitor travel to Washington and/or increase nonresident travel-related expenditures. Greater consideration will be given to projects that demonstrate the highest potential for economic impact and value from out-of-state visitors.

B. Positive effect on POS visitor related assets   15 points
The extent the Application has the likelihood of positively impacting STIA, POS cruise ship terminals or marinas by increasing travelers or expenditures at those facilities

C. Community collaboration   5 points
The extent the Application has strong community support as demonstrated by obtaining additional cooperative funds from other organizations or stated support from aligned organizations or entities in the area

D. Clear identifiable outcomes   15 points
The extent the Application has quantifiable outcomes, reporting, metrics, and/or demonstrative results as a consequence when completed

E. Project sustainability   5 points
The extent the Application has long term success for increasing visitors and/or visitor expenditures

F. Shoulder season impact   5 points
The extent the Application is aimed at attracting more visitors during the shoulder season (defined as November through March)

7. Outcomes & Deliverables

The agreement between the Port of Seattle and recipient will require a final report, at project completion, which details specific, measurable outcomes and/or deliverables described in the scope of work. Measurable outcomes could include, for example, the following:

- Amount of impressions or reach of a specific ad in print, radio or online media
- Amount of click-throughs to a visitor website as a result of a specific online advertising campaign, social media promotion
- Actual number of bookings, reservations event tickets sold to non-residents
- The results of a revised or newly created visitor / traveler website that may address user friendliness and/or mobile responsiveness
- Actual number of out of state visitors who attended a specific event or activity
- As a consequence of participation in a travel trade show, state and identify the number of travel influencers, tour product managers or media met.
- As a result of participation in a travel trade show, state and identify the number of influencers, tour product managers or media that committed to visiting your destination as a result of the project.
- Provide a detailed report on the specific results of a marketing research conducted, as a consequence of the tourism marketing support program.
- Presentation of a specific brochure or collateral piece developed as a result of the project, including print quantity and distribution