# 2019 TOURISM MARKETING SUPPORT PROGRAM
# FAQs

The Port of Seattle (POS) has authorized a tourism marketing support program fund to promote visitor industry growth, visitor expenditures and assist local community tourism development activities.

## Program Guidelines

- The marketing support funds are eligible to 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).
- Up to 25% of the local match funds may be identified as staff time allocated specifically to the review, management and oversight of the project.  In other words, if the local match funds are $5,000, 25% ($1,250) may be identified and documented as staff allocation, management and administration work on the project.
- 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 deliverables, metrics and outcomes must be identified in the proposal.
- The marketing or sales project and purchases are to be completed in the 2019 calendar year.  In other words, Port of Seattle funds are to be spent in the 2019 calendar year.

## What organizations are eligible for the POS tourism marketing support program?

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) and 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.

## What kind of projects will be considered for this effort?

- 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 / Podcasts
- 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

## What costs are not eligible for this effort?

- Administrative costs that are associated with an organization's normal day–to–day business operation
- Website hosting

- Entertainment for employees or volunteers of the organization
- Tangible personal property (i.e., office furnishings or equipment, permanent collection of individual pieces of art, etc.)
- Direct funding to acquire, construct, extend and/or maintain a facility
- Activities or materials which violate State or Federal laws and/or Port policies and procedures

**Application Proposals must include:**
- Project description
- Project goals, measurable outcomes
- Timeline and completion schedule
- Identify if collaboration with other organizations is part of your proposal
- Amount of funds requested from the POS and confirmation that a lesser amount would be accepted

**Proposals will be limited to four pages (The Application Form will not be counted in the four page maximum proposal limitation).**

**Deadline for submitting a completed application form and four (4) page maximum proposal is February 1, 2019 at 2 PM.** Completed application form and proposal must be delivered as one application document via email to: application@portseattle.org. The application form must be signed by the responsible official.

**An Information Session for the 2019 tourism marketing support program is scheduled on Friday, January 11, 2019, 10:00 a.m. – 11:00 a.m., at Port of Seattle, Pier 69, 2711 Alaskan Way, Seattle, WA 98121, Room 2DEast. Parking is available at the Bell St. Parking Garage (9 Wall St.).  You may attend in person or conference call-in.**

**Pre-register, by January 10th, to attend the Information Session:  Register Here!**

**What is the selection process for the program?**
The Application and Proposal 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 Seattle Tacoma International Airport, 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 of project(s) completion

**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)


**Promotion of cultural, eco/sustainable or adventure/nature tourism**
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, please see the application form Addendum A.


**What is the notification process for the program?**
We anticipate the applicants will be notified ASAP after February 11, 2019.