

2021 TOURISM MARKETING SUPPORT PROGRAM

Program Overview

Organization Eligibility

Washington State chambers of commerce, convention and visitor bureaus (CVBs), destination marketing organizations (DMOs), government entities such as counties, cities, port districts, Native American nations, non-profit attractions (museums and cultural interpretive centers) and non-profit organizations which focus on events/activities that attract out-of-state visitors.

NOTE: If awarded three years in a row, then the organization needs to take a two-year hiatus before applying again.

Information Session

Join us for a virtual Information Session on January 12, 2021 from 10:00am – 11:00am. To attend, please [REGISTER HERE!](#)

Program Guidelines

- A total of \$200,000 is budgeted for this program for 2021. Each applicant is eligible to request a maximum \$10,000.
- A 50% local match funding is required. As an example, for every two dollars (\$2.00) the Port of Seattle contributes, the local organization will be required to contribute at least one dollar (\$1.00).
- Up to 25% of the required matched fund amount may be identified in the final report as staff time, allocated specifically to the review, management and oversight of the project; for example, if the required matched fund is \$5,000, 25% (\$1,250) may be reported as staff time.
- All awarded and match funds must be allocated and spent in 2021.
- A final report, including all supporting documentation as proof of Port and match fund expenditures will be required.
- Collaboration with other in-state organizations is encouraged.
- Proposed projects should focus on out-of-state air travel to Seattle and/or visitor expenditures by:
 - Increasing the number of out-of-state visitors utilizing SEA International Airport
 - Increasing traveler expenditures using cruise terminals or recreational marinas
- Specific scope of work, timeline, metrics and outcomes must be **clearly identified** in the application.
- Awardee approvals:
 - Submittal of documentation as proof of project initiation and request for initial 50% of Port awarded funds
 - Port logo positioning on all project designed promotional materials
 - Final report including documentation for all Port awarded and matched funds expenditures

Projects May Include:

- TV / radio advertising
- Publications: magazines / guides / playbills / brochures / newsletter / flyer
- Online: social media marketing, e-mail marketing, banner ads, website implementation, design or mobile responsiveness (website hosting is not eligible).
- Participation in travel trade shows or travel media events promoting a destination or event

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- Hosting travel trade or travel media with the expressed goal of increasing out-of-state visitors to a Washington State destination or event and/or resulting in trackable media coverage of a Washington State destination.
- Marketing of special events and festivals designed to attract out-of-state visitors

Costs Not Eligible:

- 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
- Operational costs of an event, attraction, or activity

Funds Dispersal

Any and all decisions regarding awarding of funds are at the discretion of the Port of Seattle (POS) and are final. Awarded funds must be spent in 2021.

Once confirmed as an awardee, you may invoice the Port for up to 50% of Port awarded funds, together with proof of project initiation documentation, for approval. Your final invoice, for Port awarded funds, may be emailed once your final report has been approved.

Reporting

POS may request periodic, brief, event/project updates. A final report is required for approval. The final report must include a summary, per the executed agreement, of the completed scope of work, metrics and outcomes, including documentation of all Port awarded and matched funds expenditures.

Measurable outcomes/metrics could include, for example, the following:

- Amount of impressions or reach of a specific ad in print, radio or online media
- Number 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 out-of-state residents
- The results of a revised or newly created visitor / traveler website that may address user friendliness and/or mobile responsiveness
- As a result of participation in a travel trade show, 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
- A new tour product generated as a result of the project

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Awardee Notification

We anticipate the applicants will be notified ASAP after February 18, 2021.

Application Evaluation/Scoring/Selection

All submitted applications will be evaluated and selected by a Port Review Committee. Following are the scoring criteria:

A. Project scope & alignment with the POS stated priorities 60 points

Points given to the extent that the Application Proposal, as outlined in the Project Description (goals, scope of work, project schedule and measurable metrics/outcomes), meets the POS stated objective:

- Generating additional out-of-state visitor travel to Washington State and/or increasing the potential for nonresident travel-related expenditures within Washington State
- Marketing to increase use of Port owned facilities – SEA International Airport, cruise terminals or recreational marinas

Greater consideration will be given to projects that demonstrate the highest potential for economic impact and value.

B. Diversity inclusion and environmental tourism 15 points

Points given to the extent that the Application Proposal includes:

- Marketing to diverse populations of travelers
- Promotion of cultural activities, experiences and attractions related to indigenous and people of color
- Promotion of eco, sustainable, adventure/nature, responsible, and impact tourism activities

Greater consideration will be given to projects that clearly demonstrate the highest potential for utilizing Port owned facilities.

C. Clear identifiable metrics/outcomes 10 points

Points given to the extent that the Application Proposal **clearly states** metrics/quantifiable outcomes which are aligned with the scope of work description. Greater consideration will be given to metrics/quantifiable outcomes that have the highest potential for economic impact and value

D. Community collaboration 5 points

Points given to the extent that the Application Proposal clearly demonstrates community collaboration/support by listing aligned organizations and level of fund support

E. Project sustainability 5 points

Points given to the extent that the Application Proposal clearly describes the potential for long-term success for increasing visitors and/or visitor expenditures, via use of Port facilities, for Washington State

F. Shoulder season impact 5 points

Points given to the extent that the Application Proposal is targeted to attracting more out-of-state visitors to Washington State during the shoulder season (defined as November through March)