2021 TOURISM MARKETING SUPPORT PROGRAM

Project Proposal Requirements

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

1. Project Description

   a. Summarize the details of your NEW tourism proposed project. Include:
      - Project goals
      - Scope of work
      - Project schedule including milestones and deadline dates
      - Metrics / measurable outcomes

   b. Explain how your project supports the Port’s business objectives by:
      - Increasing the number of out-of-state visitors utilizing SEA International Airport
      - Increasing traveler expenditures via use of cruise terminals or recreational marinas

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 collaboration of this project?

   Yes/No? If yes, please list each organization and each organization’s confirmed contribution.

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. ONLY 25% ($0.25) of the $1.00 matched funds amount may be identified as staff time (project management, administration and oversight) on approved projects.