

## 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.