

LOCAL MARKETING DISTRICT GRANT

— 2022 —

*Visit
Alamosa*



Overview

The mission of Visit Alamosa is to “promote small town hospitality with modern amenities to offer enhanced customer and visitor services, in addition, the Local Marketing District Board will assist in increasing lodging room nights, extending the summer season beyond the summer months, as well as enhancing the overall economic development of Alamosa County”. To foster this mission, a grant is available to be disbursed to Nonprofit Organizations whose programs or projects relate to the promotion of tourism, arts and culture, or public events. The Alamosa Local Marketing District will consider funding **for marketing projects designed to promote or enhance destination travel to Alamosa. The project must relate to the promotion of tourism, arts and culture, or public events.**

For the purposes of this grant, we define Tourism, Arts and Culture, and Public Events as follows:

Tourism: Increasing visitors and/or visitor spending in Alamosa.

Arts and/or Culture: Experiences or products encompassing visual arts, literary arts, performing arts, and cultural attractions or experiences.

Public Events: Events that take place within Alamosa County and are open to the public.

Eligibility Requirements

- 1) Applicants must be a Nonprofit Organization.
- 2) Eligible projects include those that promote tourism, arts and culture, or public events in Alamosa County.
- 3) Projects that can be completed within the grant cycle (April 2022- March 2023).

Selection Criteria

Preference will be given to projects that:

Are designed to promote destination travel to Alamosa

Target travelers from outside of the San Luis Valley

The following elements will enhance a grant applicants’ competitiveness:

- 1) Applicants who demonstrate effective planning, management, and budgeting of the organization and the project.
- 2) Projects that demonstrate the potential for sustainability or expansion.
 - Marketing projects designed to promote destination travel to Alamosa during the shoulder season.
 - Innovative efforts
 - Budget feasibility



Application

Applications will be reviewed by a committee of Marketing District Board members. Grants will be awarded based on overall scoring and availability of grant funding. Projects may be funded up to \$7,500.00. This is a competitive program and not all eligible applications may be funded. Applications should be clearly written and present a strong proposal.

Applications must include the following:

- Organization
- Name
- Email
- Phone

Eligibility Requirements

- 1) Please provide a narrative describing your proposed marketing project. Details should include clearly defined goals and objectives.
- 2) Please indicate how the project aligns with the promotion of either Tourism, Arts and Culture, or Public Events.
- 3) Please identify your target market, and outline your marketing plan to reach your target market.
- 4) Please describe how the project will impact tourism in Alamosa. Include any potential for growth or long-term impact.
- 5) How will the success of the marketing project be determined?
- 6) Provide a timeline for the project that outlines the start, implementation, and conclusion of the project.
- 7) Please provide a summary of the entire project budget and indicate the amount you are requesting through the grant.

Required Application Supporting Documents

- Budget: A detailed Project Budget must accompany the application. The Budget must include the total cost of the Project and must state exactly where Marketing District Dollars will be spent. Grant recipients are required to keep the project budget updated throughout the lifetime of the grant. A final actual budget including documentation for expenses incurred will be a required document in the Final Report.
- Certificate of Good Standing (Verification of Non-Profit Status)



Grant Funds Disbursement

Grants will be paid **up to** the awarded amount not to exceed \$7,500.00. An invoice or receipt must be provided before funds will be disbursed. Any grant funds not used as approved shall be returned. If your event or project changes in scope (example: changes from in-person to virtual) a new application and budget must be submitted. Please allow 30 days for payment.

The following documents must be provided before funds will be disbursed:

- 1) Invoice or receipt
- 2) Verification of “open to the public events”
 - Venue Rental Agreement
 - Proof of event insurance
 - City issued special licenses
- 3) Verification of execution of Marketing Project

PLEASE NOTE: Grant funds are to be treated as a sponsorship. Any Marketing or PR **MUST** include the Visit Alamosa logo and phrasing similar to “Supported by Visit Alamosa”. Please note, this has been updated from the “Local Marketing District” Logo. The Visit Alamosa Logo can be found in the Grant Resources Google Drive folder, or by reaching out to: director@alamosa.org



Final Report

Grantees must complete a written or oral report within 30 days of the event or completion of the marketing project. Missing deadlines or submitting an incomplete report or documentation may result in the applicant being ineligible to receive funding from the grant program for at least one year. Misuse of funds will result in a 5-year period of ineligibility.

Final Report must include the following:

- A measure of success as defined by the application.
- Copies of all marketing material, including all print advertising and copies of all digital marketing efforts must be provided to the Marketing District as part of the final report.
- In order for the grants committee to determine the return on investment from your grant, keep track of all applicable marketing metrics from your various efforts to include in your Final Report. For example, if your project includes social media advertisements, the analytics from those ads should be included in your final report.



Non-Eligible Expenses

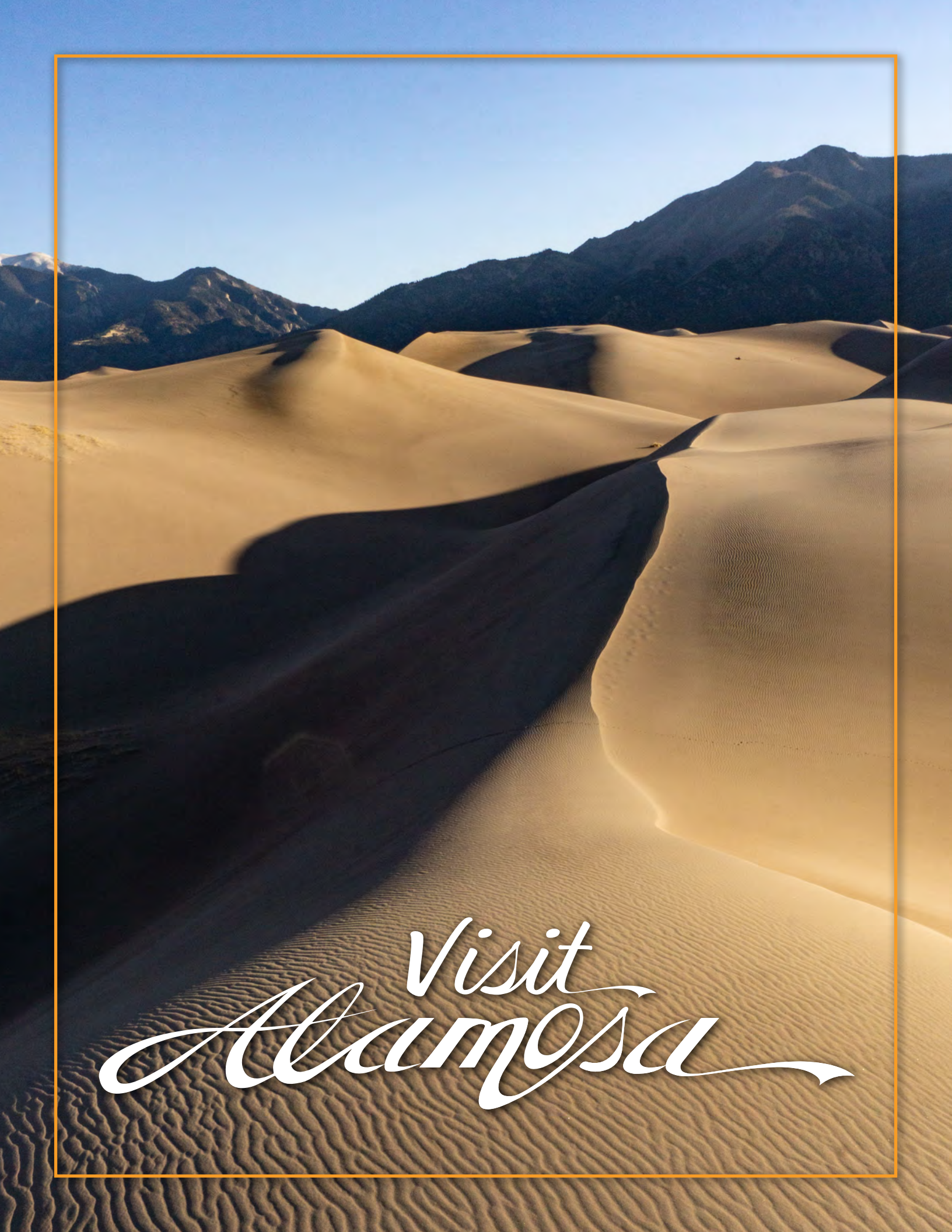
- Wages or Salaries
- Office Supplies
- Items for Resale
- Lobbying Membership Dues, Conference registrations
- Educational conferences, advocacy program and membership dues
- Travel expenses, including accommodations and non-public relations or marketing related transportation. (Travel to and from meetings will not be reimbursed.)
- Equipment Purchases or Rentals
- Alcoholic Beverages
- Infrastructure
- Contraction of facilities or modification of eligible historic structures
- Cash prizes
- Scholarships

All applications will be evaluated using a scoring rubric. The rubric can be found at: [alamosa.org](https://www.alamosa.org)

Please send your application and supporting documentation to: director@alamosa.org

Scoring Rubric for Grant Proposal

	Ideal	Above Average	Adequate	Needs improvement	Score
Tourism Impact 40 Pts	The project outlined will impact the local economy through lodging stays and visitor spending 40pts	The project outlined has the potential to impact local economy through lodging stays or visitor spending 30pts	The project outlined has some potential to impact local economy through lodging stays or visitor spending but primarily is targeted at regional audience 20pts	The project outlined has no potential to impact local economy through lodging stays and is focused on regional and community effort. 10pts	
Seasonal timing of program and marketing. Fall: Oct-Nov Spring: Mar-May Winter: Dec-Feb Summer: Jun-Sep 20pts	Application proposes to market or hold program that promotes Fall or Spring Travel. 20pts	Application proposes to market or hold program that promotes travel in winter. 15pts	Application proposes to market or hold program that promotes travel in early or late summer months. 10pts	Application proposes to market or hold program that promotes travel in middle of summer months. 5pts	
Sustainability, expansion and innovation. 20pts	Application shows potential for sustainability, expansion and innovation. 20pts	Application shows potential for two of the three: sustainability, expansion or innovation. 15pts	Application shows potential for one of the three: sustainability, expansion or innovation. 10pts	Application shows no potential for any of the three: sustainability, expansion or innovation. 5pts	
Target Market 20pts	The target market is clearly identified, alligns with the purpose of the project, and the plan to reach the target market is realistic and can be fully implemented. 20pts	The target market is identified but broad, the plan to reach the target market is feasible but presents challenges to implement. 15pts	The target market is identified but broad, the plan to reach the target market is either unrealistic or does not reasonably match plan. 10pts	The target market is either not identified or is unrealistic to reach. 5pts	



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