



Marketing Leverage Fund Application

COVER PAGE

Project Title: _____

Total Funding Request: \$ _____

Organization/Business Name(s):

Organization/Business Type:

Non-Profit* For-Profit Coalition Other

Mailing Address: _____

City: _____ State: _____ Zip: _____

Application Contact Person: _____

Title/Relationship: _____

Contact Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Individual who attended the Pre-Application Meeting and the date of the meeting

Attendee: _____ Date: _____

***Non-profit organizations must submit their IRS Designation letter**

Please respond to the following questions using a 12 pt. font:

1. Organization mission and goals:

2. Project description. How will you incorporate the Visit Loudoun logo or acknowledgement of Visit Loudoun?

3. Target audience:

4. Implementation schedule:

- 5. How will this project promote tourism, travel, or business that will generate tourism or travel in Loudoun County? How will this increase visitor spending? How will it reach out-of-county markets?**

6. How will you track and measure the success of this project as it relates to out-of-county visitor spending and overnight stays?

7. Overall organization budget. The most recently completed fiscal year financial statement is acceptable; for-profits may provide the budget and request that the document remain proprietary:

8. **Detailed project budget** as it relates to *this* funding request. Include revenues and expenses, incorporating the match. If the applicant is a non-profit organization, a portion of the match may be in-kind professional services; proposals detailing the in-kind value must be attached to verify the match. If the applicant is a coalition, all participating businesses and organizations, their contact information, and contributions must be included. Staff time and overhead are not eligible.

ITEM	BUDGET	IN-KIND	TOTAL REVENUE
REVENUE			
Marketing Leverage Funds			
Public Funding			
Private Funding			

EXPENSES	IN-COUNTY	OUT-OF-COUNTY	IN-KIND	TOTAL EXPENSES
Marketing				
Advertising (list all places you will be advertising)				
Design				
Printing				
Postage				
Website/Online Marketing				
Display				
Other (describe)				

9. List the partners for this project or program and identify their role and contributions.

10. Will you need assistance from Visit Loudoun for this project, and if so, what type of assistance? Priority will be given to those who have discussed these needs with Visit Loudoun prior to submitting the application.

11. Identify all public funding sources requested for this program (local governments, state, federal, etc.) and the status of that funding.

Questions 12-16 must be completed by those organizations/businesses that have received TOT funding including funds from the Board of Supervisors (please provide answers separately per project or program):

Project/Program Name:

Fiscal year funding was received:

12. How did the project promote tourism, travel, or business that generated tourism or travel in Loudoun County?

13. How many visitors did you serve/attract by the project in a previous year when you received TOT funding? _____

14. Describe how the completed project reached new markets or expanded an existing market.

15. Describe any challenges that you encountered that may have delayed the project or prevented you from completing the project by the end of fiscal year in which you received funding. How are you managing these difficulties? When will the project be completed?

16. Provide a detailed budget for the completed project that identifies the actual revenues and expenses. Show the amounts for marketing, promotion, personnel, operations and maintenance, and capital outlay, and how funds were leveraged to cover the entire cost of the project. Please also provide an overall actual budget for your organization for this fiscal year.



Tourism Marketing Leverage Fund Application Checklist

The following checklist of items is included to assist you with your application. If an item on this list is relevant to your funding application, it must be included within or in addition to the application. This is not an exhaustive list; if there is something else that would assist the review committee in reviewing the application, it should be provided. Please sign the completed checklist and return it with the application.

I have included the following to be considered as part of the funding application:

Advertising

- Media placement plan, including publication names and schedule
- Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

Printed

- Materials/Brochures Explanation of how overnight stays, longer visits, etc. will be promoted Mock-up or sample of the printed material/brochure
- Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)
- Distribution plan and schedule
- Distribution (fulfillment) cost to out-of-county audience

Websites/Online

- Marketing Site plan Wire frames, if you have them
- Demonstration of where the website will link to the Visit Loudoun website, promote overnight stays, etc.

- Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)

Trade Shows and

- Displays Objectives and audience Booth/displays usage plan Mock-up of design
- Design quote (For in-kind contributions indicate full value and the amount credited as the in-kind contribution)
- Booth rental/participation fees

Attendance Builder for FAMs, Site Visits, etc.

- Schedule for building attendance
- Target audience and expected results
- Mock-up or sample of marketing materials
- Explanation of how overnight stays will be promoted
- Tour itinerary

