



## Valdez 2021 Advertising/ Marketing Grant Program Description

Local businesses are an important part of a community's identity. Whether it is the jobs they create, the uniqueness they add, or the services they provide, they truly are the heartbeat of our community.

Because of the hardship that Covid-19 has put on our local businesses, the City of Valdez is launching and funding an Advertising/Marketing Grant program to positively impact businesses in 2021.

The Advertising/Marketing Grant Program is another way The City of Valdez is looking to support local small businesses as they recover from the impacts of COVID-19 with the ultimate goal of strengthening our community, one business at a time.

- All tourism-related small businesses are eligible for the grants. (see definition below in the ELIGIBLE BUSINESSES section)
- Grants will be issued up to \$5,000 total per business. There is a participation match requirement of 25% to be provided by the applying business.
- **Examples:** Applicants will receive 75% of what they spend (up to \$5,000)

| Marketing Plan<br>Total | Business Match<br>25% | Reimbursement |
|-------------------------|-----------------------|---------------|
| \$6,250                 | \$1,250               | \$5,000       |
| \$5,000                 | \$1,000               | \$4,000       |
| \$3,500                 | \$ 875                | \$2,625       |

- Grants will be awarded in the first quarter of 2021.

### 2021 program goals are:

- To assist tourism-related small businesses who actively market to visitors with advertising/marketing expenses, during the Covid-19 pandemic.
- Increase tourism advertising/marketing for small businesses and allowing them the choice of using the marketing platform(s) that best suits their business needs.
- Grant funds can be used for memberships in tourism and travel related organizations.
- To help businesses continue to market and advertise their business, while expanding the entire reach of the Valdez community, to visitors within the state of Alaska and beyond.

### Eligible Businesses:

Tourism related businesses who meet the following criteria:

- Are a registered and active business prior to March 2020.
- Have their main base of operations in the City of Valdez.
- Participated in direct advertising or marketing of their product/service to perspective travelers to Valdez in 2019 and 2020.
- Primary source of revenue is from travelers to Valdez.

### Ineligible Businesses:

Non-profit organizations who currently obtain funding from the City of Valdez.

**Guidelines:**

Grants will not be granted retroactively. All projects must be approved before any work begins. Receipts must be provided for grant reimbursement. All projects must impact the 2021 summer or winter visitor seasons. A grant recipient must receive 80 points from the scoring committee to be eligible for funding.

**Eligible Costs (with appropriate documentation):**

- Publications (i.e.: guide books, newspapers, or other print advertising source)
- Radio or television advertising
- Digital marketing (i.e.: social media, pay per click, retargeting, paid search, or web ads)
- Alaska Travel Industry Association, or other Destination Marketing Associations and advertising programs that these organizations offer.
- Attendance to meetings or conventions where the business can show that participation will directly impact their revenues.

**Ineligible Costs:**

- Monies spent prior to application approval or notification of award.
- Marketing costs not specifically listed in the grant application.
- Operating expenses
- Inventory

**Selection Criteria:**

- Must be registered business in Valdez in 2020 & 2021.
- Extra points for collaboration with other local businesses on marketing plans.
- COVID CONSCIOUS BUSINESS PROGRAM designation.
- Maximum grant award \$5,000
- Grants will require a 25% match from the applicant.

| Marketing Plan<br>Total | Business Match<br>25% | Reimbursement |
|-------------------------|-----------------------|---------------|
| \$6,250                 | \$1,250               | \$5,000       |
| \$5,000                 | \$1,000               | \$4,000       |
| \$3,500                 | \$ 875                | \$2,625       |

- Grants will be awarded in 1<sup>st</sup> quarter 2021
- Applicants will be required to provide a clear outline/plan for spending.
- Marketing funding must impact 2021 operations.
- Applicant's outline/plan must demonstrate a clear benefit to the business as well as the community as a whole.
- Must be a tourism or tourism related business who collects a significant portion of their income from visitors to Valdez.

**Applications are due to the Economic Development Department no later than 5:00pm on Monday, January 11, 2021. Applications received after due date shall not be considered.**

**Please note:** Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in the project application.

Eligible projects will be scored by the Economic Diversification Commission during their regular January 2021 meeting utilizing the score sheet on page four of this document. **Projects will be given higher priority if they collaborate with other local businesses and/or have a COVID Conscious Business designation.**

The Economic Diversification Commission will have final funding approval.

Once grant projects are approved, City staff will mail an award letter which includes a "Notice to Proceed" for the project. The Notice to Proceed document must be signed by the grant recipient and returned to the City Economic Development Director before marketing efforts begins.

**Grant reimbursement process:**

Once the eligible costs have been completed, applicants shall notify the City through completion of a grant reimbursement request package. The applicant must submit documentation to the City as outlined in the reimbursement package, including associated receipts and invoices for verification of eligible costs, the appropriate business W-9, and proof of payment.

After reviewing the accuracy of receipts and/or invoices for the eligible costs, and upon verification that the eligible costs have been completed in accordance with the grant award scope, the City will reimburse the applicant the matching grant amount within 30 days. **Only those costs included in the original grant award will be eligible for reimbursement.**





## Valdez 2021 Advertising/ Marketing Grant Program Grant Application

Business Name: \_\_\_\_\_

Contact for Grant Communications: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone #: \_\_\_\_\_ Alternate Phone #: \_\_\_\_\_

Signature of Applicant/Business Representative: \_\_\_\_\_

Date: \_\_\_\_\_ Printed Name: \_\_\_\_\_

*If you need any assistance completing this form, please contact the Economic Development Department (EDD) at ###-####, or EMAIL. EDD willing to help you complete this form, help brainstorm ideas and most of all help your business succeed.*

**Income Source:** What percentage of your direct income comes from tourism or tourism related business?

\_\_\_\_\_ %

**COVID Conscious:** Is your business currently a City of Valdez certified COVID Conscious Business? *(If you are interested in applying to be a COVID Conscious Business please contact Roxanne Murphy at ###-###, EMAIL.)*

YES \_\_\_\_\_

NO \_\_\_\_\_

Additional points will be awarded if your promotion(s) will include COVID Conscious messaging. Will you promotion include COVID Conscious messaging?

YES \_\_\_\_\_

NO \_\_\_\_\_



## Valdez 2021 Advertising/ Marketing Grant Program

### Grant Application

**Collaboration:** The City of Valdez is encouraging that marketing and advertising proposals show collaboration between one or more businesses. Does your plan include businesses other than your own?

YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, please list the businesses directly participating in the proposed promotion(s). Please include a contact name and phone number for each business.:

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### Benefits to the Community:

Please describe how your marketing and advertising project(s) may benefit the community of Valdez outside of the participating business/businesses.

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*(Please attached additional pages if necessary)*

### Project(s) description:

Please describe the project(s) you are requesting funding for. Include an explanation what steps you will be taking to implement the plan. *For Example: How will you be advertising? Is there a membership you are purchasing?*

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*(Please attached additional pages if necessary)*



## Valdez 2021 Advertising/ Marketing Grant Program Grant Application

### Timing of Implementation:

Please outline the timing for implementing your project(s). *For Example: When will you be placing your advertising/marketing? When do you expect the revenues to positively impact your business? Will it impact your 2021 operation season?*

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*(Please attached additional pages if necessary)*

### Budget:

Please describe the budget for your project(s), breakdown the program(s) into detailed line items.

|                         |                  |
|-------------------------|------------------|
| Item Description: _____ | Amount: \$ _____ |
| Item Description: _____ | Amount: \$ _____ |
| Item Description: _____ | Amount: \$ _____ |
| Item Description: _____ | Amount: \$ _____ |
| Item Description: _____ | Amount: \$ _____ |

TOTAL PROJECT COST: \$ \_\_\_\_\_

Less Funding Contributed/Matched by Business: \$ \_\_\_\_\_

**Total Advertising/Marketing Grand Reimbursement Request: \$ \_\_\_\_\_**

*(Please attached additional pages if necessary)*

**Depending on available funding for the grant program, awarded matching grants may be less than the full amount requested in this project application.** Could and would you proceed with this project if you are awarded less than the full matching grant amount requested?

YES \_\_\_\_\_

NO \_\_\_\_\_



**Valdez 2021 Advertising/ Marketing Grant Program  
Grant Application**

**Completed grants are to be submitted by January 11, 2021 to:**

**City of Valdez, Economic Development Department**

**Email: [mbarberio@valdezak.gov](mailto:mbarberio@valdezak.gov)**

**Drop off:**

City of Valdez  
Attn: Economic Development Department  
212 Chenega St.  
Valdez, AK 99686





## Valdez 2021 Advertising/ Marketing Grant Program Score Sheet for Evaluation of Grant Applications

Applicants Name: \_\_\_\_\_

Project Description: \_\_\_\_\_

Requested Matching Grant Amount: \_\_\_\_\_

A grant recipient must receive 75 points from the scoring committee to be eligible for funding.

Please score this project in terms of:

### Guideline Requirements:

Score: \_\_\_\_\_/50

- Tourism or tourism related business must collect a portion of their direct income from visitors to Valdez. Select the appropriate portion from below.
- Tourism or tourism related business must collect a significant portion of their income from visitors to Valdez
- Portion of income from visitors \_\_\_\_\_ % of income from visitors

|        |           |
|--------|-----------|
| 60+%   | 50 points |
| 40-59% | 40 points |
| 25-39% | 30 points |

### Community Benefit:

Score: \_\_\_\_\_/30

- Is the applicant a designated COVID CONSCIOUS BUSINESS? (10 pts)
- Is there collaboration between businesses? (10)
- Has applicant demonstrated benefit to the community? (10)

### Implementation:

Score: \_\_\_\_\_/20

- Is there a clear need and plan for spending? (10)
- Does the timeline make sense for project implementation for 2021 tourist season? (5)
- Will funding impact business operations for the 2021 season? (5)

\*\*\*\* 5 bonus points for COVID CONSCIOUS messaging

Score \_\_\_\_\_/5

Evaluator Name: \_\_\_\_\_

Total: \_\_\_\_\_/100

Date: \_\_\_\_\_

Overall Evaluator Comments:

SAMPLE