

Orange County Tourism Cooperative Marketing Program Application

A. BUSINESS INFORMATION – REQUIRED (Will Not be Reviewed if Incomplete)	
Name of Business:	Date:
Mailing Address:	
First Name:	Last Name:
Phone:	Email:
NAICS Code:	Website:
Orange County Property Tax Customer ID # and/or PP ID#	
My Business Is: <input type="checkbox"/> Minority-Owned <input type="checkbox"/> Veteran-Owned <input type="checkbox"/> Woman-Owned <input type="checkbox"/> None of the Above	
B. PROGRAM INFORMATION	
Program Name/Project Idea:	
Funds Request:	Applicant Total Budget for Project:
C. PROGRAM DESCRIPTION – 40 POINTS	
<p>Question 1 (15 points): Tell us about your Marketing Plan, how will you use the funding, how much will you be investing in the project from your own budget and what do you want to accomplish? –</p> <p>FINAL REPORT: Did you accomplish what you set out to do?</p>	

Question 2 (20 points): Attach an Itemized Budget for your Marketing Plan. Tell us about your timeline as it corresponds with your budget. You may attach a file with this information provided or use the space below. Your budget should reflect the Marketing Funds Requested and Total Marketing Budget numbers from the Program Information in Section B.

FINAL REPORT: Budget Actuals

Question 3 (5 points): Tell us how you will adjust your program if you do not receive the full, requested funding? Will you move forward with your Marketing Plan without the TAC Funding? Do you have alternate revenue sources for this program?

No Final Report Response Needed.

D. BUSINESS SELF-EVALUATION – 35 POINTS

Question 4 (15 points): Tell us about your customers. Are they local? Are they visitors? What is their Age/Gender? Please provide as much detail as possible – use specific data. Anecdotal information will not be considered a sufficient response. Appropriate answers are things like zip code/point of origin information possibly compiled from a point of sale system, google analytics, customer reports from online ticket sales or social media insights.

No Final Report Response Needed.

Question 5 (10 points): How does your business contribute to Orange County as a travel destination? How will this Marketing Program effect that contribution? Be specific.

No Final Report Response Needed.

Question 6 (10 points): Tell us how you will partner with other businesses and/or with the Orange County Tourism Department?

FINAL REPORT: What other Orange County businesses did you partner with? What other businesses saw benefit from your Marketing Program?

E. MARKETING MESSAGE AND PROGRAM - 25 POINTS

Question 7 (5 points): What is your brand message or business motto? How will you leverage that brand message in this campaign? Please list your business website and social media handles. What are your campaign hashtags?

No Final Report Response Needed.

Question 8 (20 Points): What are your program/project goals, and how will you measure them? These should be achievable projections based on your marketing plan and customer data (questions 1 & 4). Use measurables such as sales volume, visitation numbers, event attendance, overnight stays generated and web traffic.

FINAL REPORT: Please share if you accomplished your project goals and your results from those key measurements you identified.

TERMS AND CONDITIONS

1. All promotions must include the Orange County Tourism logo and must be approved by the Orange County Tourism Department prior to the launch of the promotion/campaign/advertisement.
2. Intended to assist businesses (non-franchise) and organizations located, operating a business, or hosting an event in Orange County, Virginia with marketing and promotion. Businesses and Nonprofits that qualify to submit a project, program, or event must be in the following market segments:
 - Art, cultural, music, entertainment or locally made/crafted
 - Historic
 - Wildlife or natural environment
 - Sporting Events and or Activities
 - Craft brewery or winery
 - Farm or food
 - Outdoor Recreation
 - Accommodations
 - Non-religious based organizations and nonprofits
3. Only recognized businesses and organizations in listed segments are eligible to apply. Applicants need to be properly licensed and up to date on all local taxes.
4. Funds must be used for marketing purposes only. Operational expenses are not allowed.
5. Completed applications and W9 forms can be submitted by emailing visitorangecounty@gmail.com or mail to Orange County Tourism, P.O. Box 111, Orange, VA 22960.
6. This is a first-come first-serve grant program. The program will remain open until all funds are disbursed, or by May 31st of that fiscal year, whichever occurs first.
7. All marketing efforts must link to the Orange County Tourism Department, use the Orange County Tourism Department logo, and/or tag the Orange County Tourism Department's social media accounts on Facebook @visitOrangeCountyVirginia or Instagram @visitorangecountyvirginia, when and where appropriate.

8. Marketing campaigns that started prior to an approved program application are not eligible for reimbursement.
9. All grant recipients will be given 1099-G tax form from the Orange County Economic Development Authority for their grant reimbursement award if it is more than \$600.00.

I certify that I have read and understand and am authorized to complete and submit this application on behalf of the Applicant. I verify that the statements contained herein are true, accurate, and complete. I acknowledge that false and inaccurate statements made on the application are grounds for immediate rejection of the application.

First Name: _____ Last Name: _____

E-Mail: _____

Signature: _____ Date: _____

Submit by emailing to: visitorangecounty@gmail.com.