

2020-2021
Franklin County
Tourism Marketing
MicroGrant Program



Franklin County

A Natural Setting for Opportunity

Office of Economic Development • Tourism

Application & Guidelines

Franklin County Tourism
Office of Economic Development
1255 Franklin Street, Suite 112
Rocky Mount, Virginia 24151
(540) 483-3030 - Office
(540) 483-3035 - Fax
David.Rotenizer@FranklinCountyVA.gov



Program Overview

I. Application Process

- **Applications must be received no later than 5 p.m., July 9, 2020** and may be mailed, hand-delivered, e-mailed or faxed to:

David Rotenizer, Director of Tourism
Franklin County Tourism
Office of Economic Development
1255 Franklin Street, Suite 112
Rocky Mount, VA 24151
David.Rotenizer@FranklinCountyVA.gov
Fax: (540) 483-3035

Application and instructions also are available online at www.FranklinCountyVA.gov. For your convenience, the application portion may be completed online using our new or digital format. Note: Please keep a printed copy of the application and instructions for future reference.

- This is a 1:1 matching grant. The maximum amount of the Tourism Marketing MicroGrant to any one organization regardless of the number of events or projects is \$4,000. However, a separate application must be submitted for each event.
- Awards under this program shall include, but are not limited to events, fairs, festivals and other projects promoting the tourism industry in Franklin County, Virginia. Only Franklin County based businesses or organizations may receive grant funds and those funds can only be used for events that are held within Franklin County. Projects involving adjoining localities are eligible, so long as funds directly support the needs of the Franklin County involvement. Other uses for joint locality projects must be reviewed on a case-by-case basis.
- The grant application must include a detailed description of the project that is no more than three pages in length, an attached marketing breakout, a contact information page, an event/project budget, a report of funding sources, a signed disclosure and a completed application certification form.
- Current copy of Form W-9 (IRS Taxpayer ID and Certification). Blank form available upon request.
- **The beginning event or project date may not be earlier than July 1, 2020.** No cost incurred before that date will be reimbursed by the grant and the period of service of all invoices must fall within the beginning and ending project dates specified on the project application. **All reimbursement requests must be completed and submitted prior to June 30, 2021.**
- The applicant must disclose in the application any personal financial benefit to be gained or conflicts of interest that may exist regarding any member of the applicant business or organization.
- The grantee must submit event or project details to Franklin County Tourism, Office of Economic Development – no later than three months prior to the event date for inclusion on the Franklin County tourism website and social media platforms. Information may be submitted by email, fax or mail. If approved award is within three months of event, details must be immediately submitted.

- The event or project must also be listed on the Virginia Tourism Corporation website at www.Virginia.org (see attached guidelines on how to create an effective listing).
- All grant recipients will be required to maintain a website and/or Facebook Page and provide a link to their website and/or Facebook Page. All projects receiving funding from the Franklin County Tourism Marketing MicroGrant Program are required to visually and/or audibly display the Franklin County Tourism brand identity and logo, *Franklin County – A Natural Setting for Opportunity*. A file with logo will be provided to successful applicants. Franklin County Tourism, Office of Economic Development also reserves the right to require brand identification on any approved project as part of the application and/or require that the applicant appropriately display the county’s tourism website, www.VisitFranklinCountyVa.com, and apply a link from the grantee’s website to the Franklin County tourism website and/or Facebook Page. Facebook Pages must reflect active status at least three months prior to an event (3-4 posts per month).
- Grants will be distributed on a reimbursement basis only.
- Amount of award for successful applicants will be judged on an individual basis and scored using a variety of weighted selection criteria, including positive impact on the tourism market of the community.

Organizations which have participated in the Tourism Marketing Program for at least three years and have been deemed eligible for annual external agency funding are no longer eligible for this grant program.

II. Upon Conclusion of Event/Project

Approved grant recipients must provide the Franklin County Office of Economic Development - Tourism with the following:

- A final report detailing the outcome of the event or project and it must include copies of print ads, brochures and other related materials funded by the grant. Supporting documentation will include, but is not limited to, invoices for such items as advertising and creative expenses, appropriate tear sheets and vendor/supplier invoices.
- Reimbursement request must use “Reimbursement Request Example Format” including assigned award project number and amount awarded (attached to application).
- A completed official Event Summary Form must be included (attached to application).
- A representative sample of high resolution digital images should be submitted for each funded project.

Franklin County Tourism, Office of Economic Development reserves the right to conduct the placement of surveys or permit Franklin County representatives to survey participants and/or guests at the grantee’s event(s). Data obtained from surveying attendees and/or guests at an event can be extremely valuable to both Franklin County and the grantee’s business or organization in deciding where and how to market events. Franklin County agrees to share all data related to your event with the grantee’s business or organization

Failure to fulfill the terms and conditions from prior MicroGrant awards may be a disqualifying factor for current and future grant awards. If you have any questions or need assistance, please do not hesitate to contact our office.



Application Assessment Criteria

Grant requests will be reviewed and scored based on the following criteria:

- **Leveraging** – How would Franklin County Tourism Marketing MicroGrant Program funds help secure more event support?
- **Regional Marketing** – How far do marketing efforts reach to attract tourists?
- **Economic Impact** – How many new dollars will the event bring to Franklin County? Provide as much quantifiable data as possible.
- **Partners** – What is the number and depth of community supporters and partners that the event brings to the table?
- **Financial Need** – Financial need is a significant factor in judging applications. Would Franklin County Tourism Marketing MicroGrant Program funds be crucial to jump-start this event or project?
- **Growth Markets** – Does your event have the potential to grow within any of the emerging tourism niches?
- **Uniqueness** – Is this event or project unique and will people travel from other areas to participate? This fund is meant to support new and growing events and ideas. If the event or project proposed is an existing event, what new element will be implemented in order to be competitive?
- **Overall Professionalism and Presentation** – Detailed planning is essential. Please demonstrate that the business/organization is truly prepared to make this event happen as proposed in the application.
- **Marketing** – While grant funds are not limited to supporting marketing efforts, it is our intent that the funds are primarily used in this manner. Provide a detailed marketing plan that shows where you will apply the grant funds. Remember, earned media and paid media have the same effect. What strategy will the grantee use to secure both? Keep the overall program goal in mind – grant funds serve as an investment to enhance Franklin County’s visibility and to bring new tourists to our community. Advertising is a major component of this goal. Priority will be given to projects which focus on direct marketing and promotion over those that will direct funds toward program operational costs.
- **NOTE:** Franklin County is phasing out operational costs as eligible expenses in the near future. If you are including operational costs in this application, you should prepare for this change in future years.