

Application for Funding

Purpose: This application is the mechanism to apply for funds generated pursuant to VA State Code § 58.1-3819. Pursuant to § 58.1-3819, such designated funds shall be spent solely for tourism and travel, marketing of tourism or initiatives that, as determined after consultation with the local tourism industry organizations, including representatives of lodging properties located in the county; attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality. Applicants must provide evidence that their event/project enhances visitor experiences to the county, draws visitors to the county, increases use of lodging, restaurants, shopping venues and historical sites.

Organization's Background

Name of Organization: _____

Are you a Non-Profit? ___ Yes or ___ No

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Contact Phone Number: _____

Contact Email: _____

Event/Project Title Information

Clearly state the name of the event/project and how this event/project will impact tourism:

Purpose of Funds and Amount Requested:

Event/Project Details

When are the funds needed? _____

When will the funds be used? _____

Proof of fund usage will need to be provided 30 days after the event.

How will this event/project enhance visitor experiences and /or draw visitors to the county? If more space is needed, please attach a separate sheet to this application.

For this event/project will your organization be working in partnership with any other organizations?

Yes ____ or No ____ If so, please list partnerships:

If this event/project has been held previously, please attach a separate sheet with the breakdown of the number in attendance and from where they originated if known.

One of the purposes of the tourism fund is to draw tourists from outside the county that will come and stay in the lodging venues. Who is your target tourism market?

Please clarify a category of tourist you will be targeting. Check all that apply:

Millennials _____ Retirees / Baby Boomers _____ Families _____

Outdoor Rec Enthusiast _____ Historic Enthusiast _____ Wine Enthusiast _____

Art Enthusiast _____ Cyclist / Running Enthusiast _____ Business Travelers _____

Food _____ Other (please specify) _____

Please tell us where your target market is located. Example – Out of State (Specify which states), Within the Region (Specify which regions), Cities (Specify which cities):

Please attach on a separate sheet to this application the marketing strategy your organization plans for this event/project to include advertising of all kinds (FB, signage, print, etc.)

Proof of marketing to outside markets will need to be provide 30 days after the event.

Please provide any additional information you would like to be considered for this application:

After completing this application:

Once the application is completed it can be submitted via e-mail to the County Administrator's Office to the attention of Ms. Lawanda Smith at the following address: lawandas@co.kinggeorge.state.va.us, or mailed to the attention of the County Administrator at 10459 Courthouse Drive, Suite 200, King George, VA 22485. Your application will be forwarded to the Tourism Advisory Committee for review and recommendation to the Board of Supervisors.

Approval/Denial of Application:

- Approved
- Denied

Reasoning for Denied Application:
