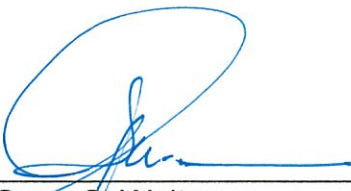


**Tourism Promotion Contingency Funding Policy
(Adopted December 10, 2015)**

1. Funding requests should be submitted to the City Manager's Office for initial review at least three (3) weeks prior to presentation to City Council. Applications received within three (3) weeks of the next City Council work session will be held to the next meeting month. Requests should be made in writing and provide detailed information on the project or activity and how it advances the City's goal to increase overnight visitation to the City.
2. The staff committee (City Manager, Deputy City Manager, Economic Development Director, Parks and Recreation Director, and Finance Director) will review the request and provide a recommendation for City Council's consideration. The recommendation will be based on the following criteria:
 - a. Is this a new project/activity or does it add something new to an existing project/activity?
 - b. Does the project/activity drive overnight visitation?
 - c. What is the possible return on investment (ROI) for the project/activity?
 - d. Is the applicant willing to provide marketing, attendance, and ROI data with the City at the conclusion of the project/activity?
 - e. Will the City be listed as a sponsor for the project/activity?
 - f. Identify the City funding received by the project/activity in the current budget year and the past five (5) budget years.
 - g. Provide a marketing plan for the project/activity.
3. City Council will review the request and staff recommendation at the next monthly Council work session for applications received by the application deadline. A funding decision will be made by majority vote of the Council at a City Council meeting following the work session presentation.
4. Once a decision is made, staff will notify applicants of the decision and ensure any follow up actions and required reporting take place as needed.

Adopted: December 10, 2015



Gerry S. Walton
Deputy Clerk of Council



Clyde A. Haulman
Mayor



City of Williamsburg

Request for Tourism Promotion Contingency Funding

Please complete the following and return to City of Williamsburg, City Manager's Office (401 Lafayette Street, Williamsburg, VA 23185) or email to citymanager@williamsburgva.gov . Funding

requests should be submitted for an initial review at least three (3) weeks prior to presentation to City Council. Applications received within three (3) weeks of the next City Council work session will be held to the next meeting month. See the City Council calendar [here](#).

Agency/organization name: _____

Address: _____

Phone: _____ **Email:** _____

Contact name: _____

Name of project/activity: _____

Mark one: _____ NEW PROJECT/ACTIVITY _____ ADDITION TO EXISTING PROJECT/ACTIVITY

Please provide detailed information on the project or activity and how it advances the City's goal to increase overnight visitation to the City. Add page(s) as necessary.

How are you coordinating promotion of your event with the Greater Williamsburg Chamber and Tourism Alliance and the Virginia Tourism Corporation in order to leverage exposure from this event?

What is the anticipated return on investment (ROI)? _____

Does it complement or add to existing tourism products or activities in the City? _____ YES _____ NO

If yes, how: _____

Will you provide marketing, attendance and ROI data with the City at the conclusion of the project/activity?

_____ YES _____ NO

Will the City be listed as a sponsor for the project/activity? _____ YES _____ NO

Please identify City funding received by the project/activity in the current budget year and during the past five (5) years. _____

Please remember to include your marketing plan with your application.

Williamsburg City staff will review the request and provide a recommendation for City Council's consideration. City Council will review the request and staff recommendation at the next monthly Council work session for applications received by the application deadline. A funding decision will be made by majority vote of the Council at a City Council meeting following the work session presentation. If you have any questions, please contact the City Manager's Office at (757) 220-6100.