



FAUQUIER COUNTY, VA

VINTAGE 1759

Take a deep breath.

FAUQUIER COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

2017 TOURISM DEVELOPMENT MATCHING GRANT PROGRAM

PROGRAM GUIDELINES

*The Fauquier County Department of Economic Development has established a **Tourism Development Matching Grant Program**. The grant program is administered by the Fauquier County Department of Economic Development and funded by the Economic Development Authority. The purpose of this grant program is to assist Fauquier County tourism businesses in developments and improvements which contribute to growth in tourism business revenues.*

PROGRAM PURPOSE:

To provide monetary assistance on a matching basis to *Fauquier County tourism businesses* for developments and improvements.

PROGRAM GOAL:

To improve or expand business operations in a way that contributes to growth in tourism business revenue and visitation through developments, improvements, and/or marketing initiatives.

PROGRAM CRITERIA

1. Applicants may apply for **up to \$2,000** with a 1:1 match required. The match is a cash match only and is on a reimbursement basis upon receipt of documentation.
2. Applicants must own or represent a tourism business (including restaurants, retail, accommodations, art galleries, wineries, and other recreational/leisure destinations.) Businesses must regularly be open for visitation by the general public and provide visitor services.
3. **Preference will be given to applicants engaging other Fauquier County businesses in the project, either as vendors or as partners in cooperative initiatives.** Changes in vendors, made after the application is submitted, must be approved by the Fauquier County Department of Economic Development.
4. Preference will be given to projects that are **new** initiatives, started and completed within 12 months *following* the date of the public announcement of this grant program.
5. Funds will be disbursed on a reimbursement basis upon receipt of copies of vendor invoices showing the actual costs, proof of payment of invoices, proof of product, and proof of completion of the applicant's project goals. The *Application for Reimbursement* must be submitted within 90 days after project completion. Extensions will be subject to approval.
6. Projects will be limited to no more than 10 projects per funding cycle, depending upon funds available.
7. Applications will be accepted until **EOB on Friday, May 26th, 2017.**
8. A standard application form and requested information must be submitted to:
Fauquier County Department of Economic Development
35 Culpeper Street, Warrenton, VA 20186
Attention: Tourism Grant Administrator
9. Applications will be reviewed and approved by the Fauquier County Department of Economic Development (FCDED) and the Economic Development Authority (EDA).
10. If chosen as a grant recipient, the Fauquier County Department of Economic Development (FCDED) will administer a standard performance agreement between the grant recipient and the EDA setting forth the requirements for grant disbursement.
11. If chosen as a grant recipient, the FCDED will request performance measurements and feedback after a period of time following completion of this grant project. This feedback is necessary in measuring the effectiveness of this grant program and is a requirement from the funder of these grant programs, the Fauquier County Economic Development Authority.

Ineligible for Funding:

- Annual maintenance or service fees including but not limited to, website maintenance, hosting, domain registration, internet service, and priority listing fees
 - Websites containing illegal or adult material
-

Eligible for Funding:

- **Technology Improvements, such as:**

- e-Commerce Solutions (Including but not limited to, development of product catalogues, secure financial transaction and payment systems, reservation and booking systems, intranet development.)
- Database Development (Including but not limited to, inventory management systems, off-line and online systems integration.)
- Professional Services Automation (PSA) software
- Other e-commerce innovations that potentially have a lasting and positive affect on business efficiency and/or revenue

- **Marketing and Promotional Initiatives, such as:**

Please note: If you plan to use grant funds for advertising, please complete the **Marketing Plan** chart on the following page. Preference will be given to applicants using funds as part of a larger media plan.

- Website development and enhancements
- Joint or cooperative marketing/advertising initiatives
- Signage/Interpretive signage
- New events

- **Other Initiatives** with the end result of increasing visitation to the business applicant and to Fauquier County

Marketing Plan, Budget, and Timeline

Marketing Calendar and Budget

Media Outlet	Ad Type, Size and Frequency	Placement Date (Month & Year)	Total Cost	Grant Funds Amount	Your Matching Funds Amount

Other Program Related Budget Items

Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date (Month and Year)	Total Cost	Grant Funds Amount	Your Matching Fund Amount
TOTAL BUDGETED AMOUNT				

APPLICATION DEADLINE:

Applications will be accepted until
EOB on Friday, May 26th, 2017

At the end of the application acceptance period, the Department Economic Development (DED), in concert with the Economic Development Authority (EDA), will select applicants to receive matching funds. Matching funds will be distributed from the EDA once the applicant completes work and submits the Application for Reimbursement.

FOR QUESTIONS AND CLARIFICATION:

Contact

Fauquier County Department of Economic Development

35 Culpeper Street, Warrenton, VA 20186

Phone: (540) 422-8270

Catherine Payne

e-mail: catherine.payne@fauquiercounty.gov

The application is available for download from the
Fauquier County Department of Economic Development website:

www.FauquierBusiness.com



FAUQUIER COUNTY, VA

VINTAGE 1759

Take a deep breath.



2017 Tourism Development Matching Grant Program GRANT APPLICATION

Business Name	EIN	
Applicant's Name	Title	
Registered Business Address		
City	State	Zip Code
Website Address	Email Address	

Current Business Type

- | | |
|--|--|
| <input type="checkbox"/> Sole Proprietor
<input type="checkbox"/> Limited Partnership
<input type="checkbox"/> Corporation
<input type="checkbox"/> "S" Corporation
<input type="checkbox"/> Other _____ | Years in Business _____
Number of Employees _____
Annual Revenue _____ |
|--|--|

Briefly describe your current business:

1. Does your company have a presence on the web? Yes No
 If yes, your current web address: _____ How long have you had a website? _____
2. Does your company currently sell products on the web? Yes No
3. Do you track visitation to your business? Yes No How? _____
4. **Approximately** how many visitors/guests does your business receive each year? _____
5. Do you currently market/advertise your business? Yes No
6. If yes, what are your primary methods of advertising? (please check all that apply)
 Print Online/Internet Social Media Radio TV Other
7. **Can you supply performance measurements and feedback regarding the impact of this grant project following completion?** (This information is required to track the effectiveness of this grant program.)
 Yes No

Project Information

Please attach (up to three) additional pages addressing the following:

- **Project Description** - In detail, describe your planned project.
- **Project Goals** - What do you hope to accomplish by implementing this project?
- **Measurements** - How will you measure the effectiveness of project implementation?
- **Business License** – Please attach a copy of your company’s business license, if applicable. If your business license is pending, please make note in your application.

Anticipated Project Budget

Total Project Cost: \$ _____ Anticipated Start Date: _____
Requested Grant Funding: \$ _____ Anticipated Date of Completion: _____
Funds provided by Business: \$ _____

Project Vendors

Please list chosen vendors:

Is this vendor located
in Fauquier County?

Business Name: _____

Yes No

Service provided: _____

Business Name: _____

Yes No

Service provided: _____

Business Name: _____

Yes No

Service provided: _____

Business Name: _____

Yes No

Service provided: _____

Please Note: Preference will be given to applicants engaging other Fauquier County businesses in the project. Changes in vendors, made after the application is submitted, must be approved by the FCDED.

By signing this application, I understand and adhere to the guidelines set forth in the Tourism Development Matching Grant Program criteria. I understand that this application in no way represents grant acceptance and that the application is subject to review by both the Fauquier County Department of Economic Development (FCDED) as well as the Economic Development Authority (EDA). A performance agreement with the Economic Development Authority shall be required as a condition of the grant. I also acknowledge the financial responsibility of providing matching funds in an amount equal to any grant awarded upon project completion, should my company receive this grant.

Applicant's Signature

Title

Date

Checklist for Completion of Application:

To apply, please submit the following:

- Application Form**
 - Project Information pages**
 - A copy of your Fauquier County business license.**
 - Check here if you will be submitting a copy of your license with your *Application for Reimbursement*.
-

Information should be sent by mail, to:

Fauquier County Department of Economic Development
35 Culpeper Street
Warrenton, VA 20186
Attention: Tourism Grant Administrator

Sponsored by

**Fauquier County Department of Economic Development
and
Fauquier County Economic Development Authority**