

**GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT
PROGRAM
APPLICANT INSTRUCTIONS**

1. Carefully review the program guidelines and instructions before filling out the application form. Incomplete forms may invalidate your application. All applications must be typed, or computer generated. **Do not recreate.** Supplemental information is limited to one page only.
2. Prepare a detailed description of your project in accordance with the attached outline
3. Prepare a detailed budget for your project. Be sure to identify all sources of funding in addition to the Destination Development & Management Program funds you are seeking.
4. The total proposal/application package shall include all the documents listed in 1-3 above and the Information Project. Failure to provide these documents in a manner described herein will provide a basis to reject your proposal/application as being non-responsive.
5. Please **do not** use report covers, binders or include extraneous material with the proposal/application packet.
6. Please note that if your proposal/application is selected for funding and a contract/agreement is awarded, your proposal/application and contract/agreement become a public document, available for public inspection. Unless you identify any information that you deem to be proprietary, all information stated in your proposal/application will be made available for public inspection.
7. Submit original proposal/application to:

Name of Current President/CEO

**President/CEO
Guam Visitors Bureau
401 Pale San Vitores
Road Tumon, Guam
96913**



**GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM
APPLICATION FORM**

ORGANIZATION

Name of Organization: _____ Tax ID No: _____

Mailing Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Mobile: _____ Fax: _____

Email Address: _____

Website Address: _____

GENERAL BACKGROUND (maximum one page)

1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development, and accomplishment of the organization.
2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.
3. BUDGET AND FUNDING: Provide a detailed budget for your project. Be sure to identify all sources of funding.

ORGANIZATION STATUS

Type of Organization:

If non-profit include a copy of tax-exempt status certificate.

a. Business License or Certificate of Exemption from Business License No.:

b. Individual applicants must furnish a social security number:

REQUESTED FUNDING AMOUNT

\$ _____

Have you received funding assistance from the Guam Visitors Bureau in prior years? _____.

Project Name: _____

Amount: _____

Date: _____



PROPOSED EVENT

Name of Proposed Event: _____

Proposed Location: _____

Proposed Date (s): _____ Amount Requested: _____

Indicate how funds will be used: _____

Estimated number of people who will benefit from the project:

Spectators

[] Local Residents

[] Visitors

Participants

[] Local Residents

[] Off-Island Visitors

This proposal/application is submitted for consideration under the Guam Visitors Bureau Destination Development & Management Program for the following niche market area (check only one):

Cultural Tourism

Eco Tourism (Nature)

Edu Tourism (Education)

Health & Wellness Tourism

Sports Tourism

Local Events: _____

PROJECT DESCRIPTION/HISTORY (Maximum Four Pages)

1. **DESCRIPTION OF PROPOSED PROJECT:** Provide an overview of the proposed project to be carried out. Provide a work plan describing the activities/tasks you will undertake to implement the project.
2. **GOALS AND OBJECTIVES:** Describe the goals and objectives for the project. What will the project accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to visitor expenditures in Guam?
3. **TARGET AUDIENCE:** Describe your target audience(s). How will you reach your targeted audience? Include a schedule of all promotional and advertising activities, if applicable.
4. **COMMUNITY SUPPORT AND INVOLVEMENT:** What is the need in the community for this project? Is there community support? What is the value to the community? Identify all entities that support or are directly involved in this project.
5. **PROJECT SUSTAINABILITY:** Describe how the project will be sustained on an ongoing basis

PROJECT IMPACT (maximum one page)

1. **BENEFITS AND OUTCOMES:** What do you expect to be the benefits and outcomes of the project? Explain in detail.

Legal Assurances

In the event that a grant is awarded as a result of this application, *the following terms and conditions shall be complied with* as signified by the applicant's signature. This application shall become a part of the legally binding contract between the applicant and the Guam Visitors Bureau.

1. The **grant** cannot be assigned to a different project or transferred *without prior written approval* of GVB.
2. The **grantee** shall submit to GVB the dates, times, and locations of the project to take place for on-site review by GVB. The grantee is requested to provide free admission to projects/events for review.
3. The **grantee** shall submit the completed **Final Project Report** form summarizing the project and expenditures to GVB *within fifteen (15) days of the project's competition*. Unless otherwise approved, the final 25% of the grant award will be made upon approval by GVB of the Final Project Report.
4. The **grantee** agrees to keep careful attendance and participation records of the project herein.
5. The financial accounts shall be subject to audit by appropriate agencies of the Territory of Guam. The **grantee** shall be responsible for the safekeeping and identification of records maintained to account for funds awarded herein. Said records must be kept in the grantee's files for a period of three (3) years after completion of the project.
6. Credit is to be given to the **Guam Visitors Bureau, Government of Guam**, in all brochures, press releases, programs, publications, tickets, and other printed materials. When no printed matter is *utilized, verbal credit* shall be given prior to each performance or presentation.

It is mutually agreed that all parties shall comply with the Fair Labor Standards under Section 5(l) and Section 7(g) of the National Foundation on the Arts and Humanities Act of 1965; Title VI of the Civil Rights Act of 1964; Title IX of the Education Amendments of 1972; Section 504 of the Rehabilitation Act of 1973; The Americans with Disabilities Act 1990; and OMB Circular A -102, Attachment G. *"Standards for Subgrantee Financial Management Systems."* See pages 15-16, NEA's Summary of selected Regulations for Subgrantees.

Authorizing Signature

CERTIFICATION (Unsigned proposals/applications will not be accepted)

The information contained in this application and all attachments and supporting documents and materials, is true, correct and complete, to the best of my knowledge and belief; that it was provided in good faith, with the knowledge and intention that the Guam Visitors Bureau may rely upon said information in reaching decisions to grant our request.

Applicant Signature: _____

Name (Please print): _____

Fiscal Officer/Second Responsible: _____

Contact with Organization: _____

Date of Application: _____

FOR GVB OFFICE USE ONLY

Application submitted complete with all required documents? _____

Date Received: _____ Received by: _____

Amount Requested: _____ Amount Recommended: _____

Matching Funds 1:1 Required? Yes No

Evaluation Criteria	Score
Qualifications/Experience (maximum 25 points)	
Fiscal Accountability (maximum 15 points)	
Project Plan (maximum 15 points)	
Project Sustainability (maximum 5 points)	
Awareness of Guam brand (maximum 5 points)	
Establish Guam as A Preferred Destination (maximum 10 points)	
Attract Visitors to Guam (maximum 10 points)	
Provide Residents with Opportunities (maximum 5 points)	
Generate Public Relations Marketing Value (maximum 10 points)	
Total:	

By GVB Destination Development Director: _____

Date: _____

GVB President & CEO: _____

Amount Approved: _____