

# Destination Development & Management Program

## Sports & Events

## Grants-in-Aid Information Packet

**DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM**

**Effective December 9, 2024**

  
**Approved by: Gerald S.A. Perez, GVB Acting President & CEO**

## BACKGROUND AND OVERVIEW

### Purpose

The purpose for announcing this procedure is to:

1. Communicate the basis for the Guam Visitors Bureau's financial assistance on projects that will enhance the fulfillment of the GVB's mission.
2. Leverage Guam Visitors Bureau's limited budget for maximum benefit to the community.
3. Provide the structure that will allow merit-based awards to organizations and individuals; and
4. Provide after action documentation and accountability for the Guam Visitors Bureau's financial assistance.

### Introduction

The mission of the Guam Visitor Bureau Destination Development and Management Program is to promote Guam as an island of natural beauty with a distinct cultural identity, that is safe to visit, and alive with friendly people and varied resort activity. The most recent strategic initiative for tourism enrichment and diversification calls for the following strategy and criteria:

**Strategy:** Diversify and enrich Guam's tourism product by developing new (and enhancing existing) community-based tourism events, experiences, attractions, and projects related to the niches of culture, nature, education, health and wellness, and sports to complement Guam's traditional resort product and assist in overall economic diversification.

**Criteria:** Generates awareness for the Guam brand; establishes Guam as a preferred destination for high profile, quality events through national and international media exposure; attract visitors to Guam as participants and/or spectators; provide residents with opportunities to attend or participate in activities, which add to Guam's quality of life; and generate public relations marketing value toward key markets and increases diversification value.

### Objectives

Guam Visitors Bureau is soliciting Destination Development and Management Program proposals/applications to develop new (and enhance existing) tourism event, experiences and programs that will:

- Provide a year-round calendar of events, activities, and experiences, with special attention given to off-peak periods.
- Provide a diverse range of "value-added" experiences for visitors.
- Provide information for visitors through marketing and promotional efforts.
- Provide venues for increased resident-visitor interaction.
- Provide entrepreneurial opportunities for residents.
- Support programs that preserve, perpetuate, and/or promote Guam's host culture.
- Support the development of activities in the targeted market areas of cultural tourism, eco-tourism, edu-tourism, health and wellness tourism and sports tourism.
- Support community-based tourism initiatives.
- Support Guam Visitors Bureau goal of increasing visitor expenditures and length of stay.
- Aid in the diversification of Guam's economy.
- Promote events, activities, and experiences throughout the island; and

- Foster public-private sector partnerships.

### Eligibility

An individual, Government of Guam agency, component of a Government of Guam agency, or bona fide non-profit organization with a project that supports one of the following Target Market Areas:

1. **Cultural Tourism:** Tourism and events related to Guam's host and multi-ethnic cultures that provide residents and visitors with enriching experiences and insights into the history, customs, art, and traditions of our island.
2. **Eco-Tourism:** Tourism related to experiencing Guam's natural attractions, unique flora, fauna, and culture in a manner that is ecologically responsible, economically sustainable, and that encourages the well-being of the local community, and is infused with the *Hafa Adai Spirit*.
3. **Edu-Tourism:** Tourism related to formal and informal education and training in life-long learning experiences in Guam's unique natural and multi-cultural environment.
4. **Health and Wellness Tourism:** Tourism related to the health and wellness industry, focusing on travel for the purpose of enhancing the wellness of the mind, body and spirit of individuals, families and groups.
5. **Sports Tourism:** Tourism related to participating and experiencing international sporting events and development on sports tourism in Guam.
6. **Local Events:** Events related to the development, implementation and promotion of programs to further education, training, employment assistance, entrepreneurial development, community development and promotion of tourism in Guam.

### Specifications

The Guam Visitors Bureau has budgeted a specific amount of funds for the Destination Development & Management Program of our island. The Guam Visitors Bureau reserved the right to use portion of its product enrichment budget to accept or solicit proposals/applications or negotiate for projects that it believes will fulfill its product development strategy and objectives.

All monies awarded under this Grants-in-Aid program are subject to the availability of funds.

### Amount

The maximum funding amount per applicant shall be \$10,000.

### Documentation

The following documentation are required:

- 1) Current Business License or Certificate of Exemption from Business License
- 2) Application Form
- 3) GVB Vendor Registration
- 4) Form W9

Failure to provide any of the above documentation at the time of application submission will result in denial.

### **Application/Proposal Conditions**

1. At the discretion of GVB, a 1:1 matching fund may be required for the funds requested. GVB acknowledges that some Applicants may be unable to perform the 1:1 matching requirement given their financial status. Applicants who are unable to perform the matching requirement shall request for a waiver on their application letter.  
Matching funds can be in the form of cash or a combination of cash and in-kind contributions. If your organization is awarded funding and a 1:1 matching is required, you will need to provide the Guam Visitors Bureau with proof of matching funds as Attachment to this application or *no later than withing sixty (60) days prior to the event.*
2. Funds requested shall not be used for construction, capital improvements, and business or organizational start-up plans.
3. A completed application must include:
  - Complete application form (see attached).
  - Current Business License or Certificate of Exemption from Business License
  - GVB Vendor Registration
  - Form W9
  - Detailed budget for the project following the attached sample project budget sheet (see attachment B).
  - Budget form from the previous event/project, if applicable.
4. The Guam Visitors Bureau Destination Development and Management Program will also adhere to the following guidelines:
  - Projects must fall under one of the following market interest areas: cultural tourism, eco-tourism, edu-tourism, health and wellness tourism, sports tourism, or local events.
  - Special consideration will be given to projects that support the perpetuation, preservation, and/or promotion of Guam's host culture.
  - Special consideration will be given to projects occurring in off peak or traditionally slower visitor months; and
  - Special consideration will be given to projects that involve multiple industry participation, are community-based, and/or involve multiple partners.

### **Evaluation Criteria**

Proposals/Applications will be evaluated based on the following criteria. Applications must receive 70 points or higher to be deemed eligible to receive funding.

#### **1. Qualifications/Experience (25 points)**

- A. The ability to perform the services as reflected by technical training and education, general experience, specific experience in providing the required services, and the qualifications and abilities of the personnel proposed to be assigned to perform the services.

B. A record of past performance of similar work.

**2. Demonstration of fiscal accountability (15 points)**

A. As demonstrated through:

- Financial statement
- Budget, including past performance, if applicable

**3. Proposal/Application (60 points total)**

A. The plan for performing the required project (15 points)

B. Project sustainability (5 points)

C. Ability to meet Guam Visitors Bureau's product enrichment strategy and criteria:

- Generates awareness of the Guam brand (5 points)
- Establishes Guam as a preferred destination for high-profile, quality events through national and international media exposure (10 points)
- Attracts visitors to Guam as participants and/or spectators (10 points).
- Provides residents with opportunities to attend or participate in activities, which adds to Guam's quality of life (5 points); and
- Generates public relations marketing value toward key markets and increases diversification value (10 points).

## FREQUENTLY ASKED QUESTIONS

**1. Who can apply?**

An individual, bona fide non-profit organization, or Government of Guam organization with a project that supports one of the Target Market Areas.

**2. What types of projects will be considered?**

The Destination Development Plan has funded many different types of projects-from one-day events to weeklong festivals, to ongoing programs. All projects and programs that meet the objectives of the Target Market Areas and are within the respective market areas of cultural tourism, eco-tourism, health and wellness tourism, or sports tourism will be considered.

Projects must relate to tourism enrichment activities, which for these purposes consist of all elements-physical, experiential and emotional-that contribute to a destinations experience. This does not include manufactured products such as, but not limited to, videotapes, DVD's, books, or souvenirs, unless the Guam Visitors Bureau determines that such items contribute directly to the enhancement of Guam's cultural and brand awareness and is of specific value and use to the Guam Visitors Bureau. Capital improvement projects, infrastructure, and business or organizational start-up plans will **not** be considered.

**3. How much money is available for this Grants-in-Aid Program?**

The Guam Visitors Bureau has allocated certain funds for each fiscal year. The actual amount allocated to any grant applicant will be determined by a review panel based on established rating criteria and point system. Awards are subject to the availability of revenue allotted to GVB from the Tourist Attraction Fund. The Guam Visitors Bureau reserves the right to utilize all, or a portion of funds



allocated to this grant program. Additionally, should Tourist Attraction Fund revenues not match budgeted projections, the Guam Visitors Bureau reserves the right to re-allocate this budgeted amount.

4. Can multiple proposals/applications be submitted?

No. Only one proposal/application per applicant will be accepted. **Applicants receiving appropriations from the Tourist Attraction Fund in this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.**

5. What is the timeline for this process?

GVB Destination team and GVB management will review and determine its eligibility and make recommendations on the funding amount. Appropriate members of the selection panel will review proposals/applications. Evaluations and recommendations will be made to the GVB General Manager.

6. How are payment scheduled determined? What documentation is required for payment on the contract to be made?

The payment schedule shall consist of 75% of approval fund to be made within the week of the project event. For the payments to be processed, the grantee must submit a signed invoice, and all deliverables required for the payment to be processed per the award letter. The Guam Visitors Bureau is required to retain 25% of the approved funding for final payment to be made once the agreement has been fulfilled. For the final payment to be made, additional deliverables include a final report and final budget on the forms provided. The Guam Visitors Bureau reserves the right to withhold any grant balances should any of the agreed terms and conditions of the award not be fulfilled.

Applicants may request for a different payment schedule in writing. Such request will be reviewed by the GVB President & CEO. Regardless of payment schedule, a final report is required to be submitted to GVB.