

Destination Development & Management Program

Culture & Heritage

Grants-in-Aid Information Packet

DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM

Amended & Effective February 12, 2025

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. Funding in excess of \$10,000 shall be approved by the GVB Board of Directors.

Documentation

The following documentation are required:

- 1) Current Business License or Certificate of Exemption from Business License
- 2) Application Forms
- 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 within 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.
 - Upon notice of sponsorship approval from GVB, the requesting organization shall issue a press release to the general public. The press release shall include, at a minimum, a description of the event and how the tourism industry, tourist and Guam residents can participate. A copy of the press release shall be provided to GVB prior to any disbursement of funds.
 - 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 90% 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 10% 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.

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: _____ Pager: _____ 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

3. **Type of Organization:** _____
If non-profit include a copy of tax-exempt status certificate.
- c. **Business License or Certificate of Exemption from Business License #:** _____
- d. **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

Health & Wellness Tourism

Eco Tourism (Nature)

Sports Tourism

Edu Tourism (Education)

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 10% 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: _____

