

## **GWTIDA Event Funding Program (March. 4, 2024 rev.15)**

The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) Event Funding Program's goal is to promote the Wildwoods, New Jersey as a travel destination. Funding will be provided to promote and market specific tourism opportunities in the Wildwoods. Our mission is to "promote, advertise and otherwise enhance the attractiveness of the Wildwoods to existing tourists and visitors and to encourage new visitations to the Wildwoods".

As the principle marketing and promotion agency of the Wildwoods, the GWTIDA is charged with fostering economic growth by increasing tourism expenditures and visitation. Among its many programs and services, the GWTIDA executes a marketing campaign that includes television, print and internet advertisements, billboards, radio commercials, a public relations campaign, and financial support for events throughout the tourism season.

The Event Funding Program is open to any organization or individual that can demonstrate the expertise, knowledge and experience needed to ensure the successful execution of an event. The GWTIDA Board, staff and committee members are prohibited from applying for funding. The GWTIDA funds awarded in the Event Funding Program must be spent on the marketing/advertising program, plan or aspects of the event.

### **GWTIDA Event Funding Application Accessibility**

Applications for consideration are available and downloadable from the WildwoodsNJ.com website or from the GWTIDA Event Coordinator. Applications will be reviewed on a monthly basis by the GWTIDA Special Events Committee. All applications will be subject to availability of funds.

### **Fiscal Year Event Funding Awards**

Funding will be provided to promote and market specific tourism opportunities in the Wildwoods. The GWTIDA will determine and classify events into four different categories; Image, Economic Impact, Community and Gated or Registration Required Events. The review process to notification of award will take approximately four (4) to six (6) weeks.

### **Uses of Awarded Event Funds**

The Greater Wildwoods Tourism Improvement and Development Authority (GWTIDA) tourism development fees are mandated through legislation NJSA40:54D-17b and are to be used by the Authority to develop, support, promote and advertise events in the district during all months of the year and to enhance the public appearances of those events promoted in the district.

The following are examples of eligible expenditures:

- Cost of producing and placement of ads for TV, radio, print (including billboards).
- Production and use of digital advertising including e-marketing, social media marketing, pay per click marketing, search engine optimization, mobile marketing, content marketing, and promotional video content.
- Production and distribution of brochures, flyers, rack cards or direct mail.
- New, major marketing initiatives such as the creation of a new website or mobile app or improvement to an existing website or mobile app.
- Expenses to assist with advertising, promoting and/or conducting the event, with the mutual consent of the Special Events Committee.

### **Types of Event Classifications\***

**Image Events:** those events that the committee feels will likely generate positive media coverage in the Wildwoods outer markets that exceeds the amount of funding provided by the GWTIDA as measured by standard industry advertising equivalency formulas.

**Economic Impact Events:** those events that will produce a positive return to the tourism district per dollar awarded or increase the most direct visits of daytrips or overnight stays. Ongoing Economic Impact events will be reviewed on an annual basis.

**Gated or Registration Required Events:** those which have a source of revenue and should grow each year and will be considered for funding for no longer than five years.

**Community Events:** those events which are primarily attended by residents and second homeowners -and occur regularly or annually within the tourism district.

\*The designation of each event classification will be at the sole discretion of the GWTIDA. The GWTIDA reserves the right to alter the amount of funding based on availability of funds.

### **Selection Criteria**

Projects will be selected based upon high quality work, clear demonstration of contribution to the Wildwoods tourism district and fulfillment of the GWTIDA's mission. All applications will be distributed to a Special Events Committee who will evaluate all proposals against the stated criteria and achieve consensus on the merits of each.

In the proposal, the applicant/organization must illustrate a significant interest in the promotion of the Wildwoods and should provide evidence of experience producing effective marketing programs and/or similar events.

All event funding documents will be thoroughly previewed and accepted by signature of the GWTIDA Event Coordinator. Final execution of the funding agreement will be upon acceptance and signature by the GWTIDA in the form of an Event Funding Contract.

### **Funding Provisions**

Organizations/promoters receiving event funding MUST:

- Adhere to the detailed list of benefits provided in their proposal and supply a schedule (including project/event dates, booth availability, advertising, press, television or radio opportunities) and specifications of all print and media deadlines
- Mention the GWTIDA on any announcements and TV/radio spots where possible. The GWTIDA name and logo will be placed on all collateral promotional materials, banners and press releases promoting the event. The logo and Standards of Use will be made available to recipient upon award of the funding. (Please note that the applicable logo for your use contains our web address.)
- Incorporate the logo and link (WildwoodsNJ.com) to the GWTIDA's website from funding recipient's home web page for 12 months and on any event underwritten by the funding for the duration of the supported event.
- Include the mandatory statement "Supported in part with event funding from the GWTIDA" where possible.
- The GWTIDA reserves the right to utilize booth space of their choice at the event for the GWTIDA and/or any sponsors the GWTIDA may secure for the promoter, and/or the event. Booth space shall not exceed four (4) ten by ten foot (10' x 10') spaces. The GWTIDA will notify the promoter of anticipated usage no later than fourteen (14) days prior to the event. The promoter will be duly notified of any sponsorship negotiations conducted on their behalf. The promoter is forbidden to advertise or promote any other tourism destinations or attractions outside of the GWTIDA tourism district.
- The GWTIDA must be contacted in writing immediately if a project event or program is cancelled or postponed.
- Promoters are required to include the GWTIDA as an additional insured party on their liability insurance. Limits of liability will be determined at the discretion of the Special Events Committee.

### **Final Reports and Reimbursement**

**All funding recipients must file a final report within 60 days of the completion of the project/event.**

- Promoter shall advance his/her own funds to arrange for the preparation and promotion of the project/event and shall be reimbursed for said expenditures at the conclusion of the project/event.
- Promoter MUST submit an Event Proforma and Post Event Report for reimbursements. The Event Proforma and the Post Event Report MUST include a precise and complete listing of all expenditures AND copies of all paid invoices made to suppliers in order to market/advertise the event.
- The GWTIDA shall approve all reimbursements based on a review of the items described in the Uses of Awarded Event Funds section on page 1. Reimbursements shall be calculated on the sum total of all invoices submitted, but in no case shall reimbursement exceed the agreed upon sum of the total funding awarded.
- Furthermore, reimbursement shall not exceed the sum of the precise expenditures spent to market/advertise the event by the promoter.

**• The GWTIDA reserves the right to contact or follow up with vendors or service providers listed on submitted invoices or expenditures of paid services submitted with post event reporting.**