

# Visit Arizona Initiative Grant Application

## Visit Arizona Marketing Program #2



### Overview

**Visit Arizona Initiative (VAI) Marketing Grant Program:** The pandemic significantly impacted the Arizona travel industry and in turn negatively affected the revenue that the local destination marketing organizations use to attract future visitors to Arizona cities and towns. The Visit Arizona Marketing Program will support efforts to execute targeted tourism marketing plans to bring visitors to destinations across the state.

The Visit Arizona Marketing program is a competitive grant program that will strive to equitably award Visit Arizona Initiative Funds to qualified applications. Only one Visit Arizona Marketing Grant will be awarded per Entity per application period. [VAI Grant Guidelines Here](#)

### A. ENTITY INFORMATION

1. Applicant Entity Name:

2. Applicant Entity Full Address:

3. Applicant Entity Website:

4. Applicant Entity Primary Contact Phone Number:

5. Applicant Entity Primary Contact (Full Name):

6. Applicant Entity Primary Contact Email:

7. Applicant Entity DUNS #:

8. Applicant Entity Taxpayer ID # (TIN):

9. Applicant Entity SAM.GOV ID:

**[Upload Here:](#)**

**Required: Attached SAM ID**

10. Which category does your Entity affiliate with:

Designated Destination Marketing Organization (DMO)  
Regional Partnership

11. If you selected "Regional Partnership" to question A10, please specify your partners and their role in the project:

B. PROJECT SCOPE OF WORK, METRICS AND BUDGET

1. Select each marketing element your project will include. In addition, describe project metric and upload backup documents to support each selection, e.g. quotes, contracts, bids, etc.: *(Check all that apply)*

SELECT: all that apply	MARKETING ELEMENT	BRIEFLY DESCRIBE PROJECT METRICS:	UPLOAD BACKUP: quotes, bids, contract, images, etc.
	Print Placement:		<b>*Required:</b>  Attach backup documentation for each marketing element selected. E.g. quotes, bids, contracts, images, etc.
	Broadcast Placement:		
	Outdoor Placement:		
	Digital Media Placement:		
	Website Development/ Enhancement:		
	Printed Materials:		
	Audio-Visual (film, video, photography):		
	Event Sponsorship:		
	Other:		

2. Upload the project scope of work and budget referencing each marketing element selected in question B1:

<b>Required: Attach Scope of Work</b>	<b>Required: Attach Budget</b>
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B. PROJECT SCOPE OF WORK, METRICS AND BUDGET (continued)

3. Describe the project potential impact on the state of Arizona and the tourism industry:

4. Describe the project strategy:

5. Describe Entity's capability to administer, implement and maintain the project:

6. Describe Entity’s project alignment with the Arizona Office of Tourism statewide industry recovery plan:  
[AOT Strategic Recovery Plan](#)

C. PROJECT COST AND FUNDING REQUESTED

1. Applicant Entity's estimated annual budget:  
[Maximum Fund Investment Guidelines](#)

2. Funding amount requested:

3. Will the project receive any additional funding support from municipal, county, state, tribal or federal levels:

Yes

No

Unsure at this time

4. If you answered “yes” to question C3, please provide a description of the other sources of funding assistance:

D. ARIZONA ECONOMIC IMPACT FROM PROJECT

1. Describe how the project will enhance or expand tourism recovery in Arizona:

2. Describe how the program supported by this grant will directly or indirectly support and assist businesses in the travel, tourism, and hospitality sectors that were negatively impacted by the pandemic:

D. ARIZONA ECONOMIC IMPACT FROM PROJECT *(continued)*

3. Describe other Arizona economic impacts of the project:

E. NEGATIVE IMPACTS OF THE PANDEMIC

1. Describe how your Entity or industry was negatively impacted by the COVID-19 pandemic. Please include specific data and other evidence of the economic impact:

2. Describe how the grant award directly responds to the negative impacts of the pandemic and supports the economic recovery of your Entity or industry:

F. ADDITIONAL INFORMATION AND FILE ATTACHMENT

1. Please provide additional information that you’d like to share with AOT Grants Team: *(Not Required)*

2. Upload additional supporting documents: *(Attachments are limited to 25 pages and 5 MB per document)*

Upload Additional Documents

G. ATTESTATIONS AND SIGNATURE

I agree to the U.S. Department of the Treasury’s State and Local Fiscal Recovery Funds Award Terms & Conditions. [VAI Grant Guidelines Here](#)

I agree that my application award amount may be subject to change based on available funding, application merit, and financial need.

I agree that I have not and will not seek duplicative benefits from any source for these same expenses.

I agree that the provided information is correct and complete to the best of my knowledge.

Signature:

Title:

Email Address:

Phone Number:

ARIZONA OFFICE OF TOURISM GRANT REVIEW

Reviewed By:

Applicant Entity:

Date:

Funding Request:

Document Review:

DUNS

AMID

TIN

SOW

BUDGET

METRIC

SIGN

OTHER

Notes: