



## **VISIT TUOLUMNE COUNTY**

### ***Community Investment Program***

#### ***Events • Marketing Programs • Destination Development • Destination Stewardship***

Visit Tuolumne County (VTC) has a long history of supporting non-profit and for-profit events within Tuolumne County either through marketing funds or sponsorships. The Community Investment Program (CIP) creates a formal avenue for VTC to support local events or other destination activities by reinvesting dollars (up to \$2500) into those activities that support the VTC mission. VTC CIP is intended for projects that attract out of town visitors, drive overnight stays, generate a strong visitor economy midweek and during off-peak times in addition to enhancing overall experiences for both visitors and locals.

#### **CRITERIA**

##### **Requirement for Applicants:**

- Projects must complement Visit Tuolumne County Mission and Vision
- Provide the Demographic of Event Attendees
- Demonstrate a return on investment

##### **Project must:**

- be put on by a Tuolumne County based organization
- attract new and repeat visitors
- take place in Tuolumne County
- create awareness of and/or have positive economic impact to Tuolumne County
- support multi-day stays; events that will encourage midweek and off-season (October- April) visitation will have greater consideration
- strengthen the VTC brand
- strengthen the overall sustainability of tourism in Tuolumne County

##### **Project leads:**

- must present a marketing plan and budget showing how VTC funds will be used (include requested amount; funds must be used for marketing – not facilities, infrastructure, overhead or salaries)
- may be asked to present in-person about the project to the VTC Board of Directors
- must provide a follow-up post event report

##### **Follow-up shall include a written report outlining:**

- number of attendees at event broken down by in-county and out-of-county (as much as possible)
- money raised by the event, gross and net
- how VTC was promoted through the event
- plans for the event's future

Please contact Lisa Mayo with any questions: [lisa@gotuolumne.com](mailto:lisa@gotuolumne.com), 209-533-4420



**Mission Statement:** To enhance Tuolumne County's visitor economy through tourism.

**Community Statement:** Visit Tuolumne County supports the community through the Community Investment Program. The VTC team members take pride in being part of Tuolumne County by taking an active role in a vibrant and successful community.

**Strategic Statement:** To align with Destination Marketing and Management Organization (DMMO) trends, the VTC takes an active role in industry conferences, continued education, multi-year planning, strategic partnerships, and industry advocacy.

**Vision Statement:** VTC is the premiere authority for marketing Tuolumne County's tourism assets and plays a key role in crisis communications, crisis recovery and destination stewardship.

**Inspiration Statement:** The VTC team is passionate about and inspired by High Sierra Adventures, Yosemite Explorations, and Gold Country Discoveries.



Visit Tuolumne County offers a Community Investment Program that is aimed to help achieve the VTC mission of increasing tourism and travel spending in Tuolumne County. Just by answering a few questions, you can see if your program qualifies!

*Please keep in mind that preference is given to events that encourage overnight visitation during off-peak months of October through April.*

Name of Event or Program: \_\_\_\_\_

Program Beneficiary: \_\_\_\_\_

Date and Location of Program: \_\_\_\_\_

Geo-Target Market for Program: \_\_\_\_\_

Other Target Market demographics (age, household income, etc.): \_\_\_\_\_

\_\_\_\_\_

Anticipated Number of Event Attendees or Audience Size for Campaign: \_\_\_\_\_

Amount of funding requested (up to \$2500): \$ \_\_\_\_\_

Does your program:

Yes      No

☐☐

Support multi-overnight lodging stays? If yes, approximately how many? \_\_\_\_\_

☐☐

Off-peak visitation (October – April)

☐☐

Is there an opportunity or the VTC to have a booth at your event?

☐☐

Are you willing to use the VTC logo in advertising and other event/campaign promotions?

What sustainable practices will you be implementing at your event, if any? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Please attach supporting documents to this application (i.e. budgets, marketing materials, etc.).*

*Please complete and return this application to Lisa Mayo via email: [lisa@gotuolumne.com](mailto:lisa@gotuolumne.com) or*

*by mail to: 193 S. Washington Street, Sonora, CA*