



VISIT TUOLUMNE COUNTY in Partnership with SONORA AREA FOUNDATION
Visit Tuolumne County Community Investment Fund
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 Visit Tuolumne County Community Investment Fund (VTCCIF) creates a formal avenue for VTC to support local events or other destination activities by reinvesting dollars into those activities that support the VTC mission. The VTCCIF is intended for projects that attract out-of-town visitors, drive overnight stays, and 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 a positive economic impact on 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:

- should 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
- should 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, 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.