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| --- |
| **Applicant/Organization Name:** |

**Project Information – One Convention/Meeting Per Sub-Application**

The Convention and Meetings’ efforts must support the priorities of the Pierce County Tourism Strategic Plan:

* Drive Overnight Visitors
* Focus on specified Target Markets

The Convention and Meetings’ effort must generate new prospects and ultimately secure conventions and meetings in the Greater Tacoma Convention Center, other regional venues (i.e. McGavick Conference Center, Eagles Pride, Washington State Fair Event Center, etc.), and other meeting spaces. Activities that are proposed for Convention and Meetings should be designed to drive new prospects that have the potential to attract future groups. Emphasis is placed on growing this market for new overnight stays and extending existing stays to keep their spending in Pierce County longer.

Sales Activity Planning/Projection: Minimum level of sales activity to convert 15 new events, with a minimum of three of those events to be citywide events; rolling 250 prospects needed every year converting at 10% from tentative to definite. Room Night Generation Projections: For GTCC related campaigns, pursuit of events that generate a minimum of 250 rooms on peak; non-GTCC related campaigns, minimum of 25 room nights on peak.

**Describe the following areas of your Conventions and Meetings’ effort** (for definitions of terms used below, please see the Appendix). **Be short and specific in the table below.** You will expand upon these areas within the narrative section.

|  | **Convention/Meeting: TYPE NAME HERE** |
| --- | --- |
| **Start and End Date** |  |
| **Identify the Demand Generator** |  |
| **Target Market***(Must be supported by research and/or actual prior results)* |  |
| **Source(s) used to identify the Target Market** |  |
| **Geographic Target** |  |
| **Marketing Channel(s)** |  |
| **Call to Action** |  |
| **Partnerships/Sponsorships, including potential funds or matching funds** |  |
| **Anticipated # of leads for GTCC? McGavick Center? Other convention/meeting space? (Have to be meeting with prospects that have the ability to generate 250 room nights or greater.)** |  |
| **What are your goals and the anticipated return on investment (ROI)?** |  |
| **Method of Measurement** |  |

**Project Narrative:** Provide qualitative explanation for each item below. Do not attach or include photos, brochures, or other materials.

1. Start and End Date
2. Identify the Demand Generator
3. Target Market (Must be supported by research and/or actual prior results)
4. Source(s) used to identify the Target Market
5. Geographic Target
6. Marketing Channel(s)
7. Call to Action
8. Partnerships/Sponsorships, including potential funds or matching funds
9. Anticipated # of leads for GTCC? McGavick Center? Other convention/meeting space? (Have to be meeting with prospects that have the ability to generate 250 room nights or greater.)
10. What are your goals and the anticipated return on investment (ROI)?
11. Method of Measurement

**2020 Convention and Meetings Budget Detail**:

Use the Excel spreadsheet titled Pierce County TPA 2020 Master Budget Detail to complete your budget.

**APPENDIX**

Definitions related to the required information in this application:

**Start and End Date** – when the project begins and ends

**Identify the Demand Generator** – what is anchor that the project is built around? The identified demand generator should be a historically proven visitor demand generator, i.e., Mount Rainier.

**Target Market** – demographic profile of the desired visitor segment with travel and activity preferences

**Source** – research-based information source i.e., Skift (Skift is the largest industry intelligence platform providing MEDIA, INSIGHTS and MARKETING to key sectors of travel), Resonance Research, etc.

**Geographic Target** – location of target markets

**Marketing Channel(s)** – platform to reach target markets i.e., social media, email marketing, radio, TV, etc.

**Call to Action** – a piece of content intended to induce a viewer, reader, or listener to perform a specific act, typically taking the form of an instruction or directive (e.g. buy now or click here). This is what compels a visitor to buy your product.

**Partnerships/Sponsorships** – If your program has additional vendors or providers involved; other investors in the project, including potential funds or matching funds being contributed to the project.

**What are your goals and the anticipated return on investment (ROI)?** – Projections and target milestones directly related to the project i.e. number of packages sold, new room nights generated into the market.

**Method of Measurement** – the measurement the applicant will use to prove success. Must be trackable and directly related to the project. It cannot be a measurement tool for the market or industry (i.e. Smith Travel Research, etc.). Positive example – packages sold and room nights associated with a package. Negative example – occupancy increases.