

Sports & Cultural Ambassador Program

Fiscal Year
2015

Sports & Cultural Ambassador Grants-in-Aid Information Packet

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DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM

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BACKGROUND AND OVERVIEW

Purpose

The purpose for announcing this procedure is to:

1. Promote Guam abroad through the establishment of a Cultural and Sports Ambassador fund as mandated with the passing of Bill 39-33 by the 33rd Guam Legislature
2. Communicate the basis for the Cultural and Sports Ambassadorship financial assistance program to enhance the fulfillment of GVB's mission;
3. Leverage the Tourism Attraction Fund for maximum benefit to the community;
4. Provide the structure that will allow merit based awards to sports ambassadors and Chamorro cultural ambassadors; and
5. Provide after action reporting documentation and accountability for the Guam Visitors Bureau's financial assistance program.

Introduction

The mission of the Guam Visitors Bureau Destination Development and Management Program is to promote Guam as an island of natural beauty that is safe to visit, and alive with friendly people, varied sports and cultural events and activities. The most recent initiative to support sports and cultural ambassadors calls for the following strategy and criteria:

Strategy: Provide opportunities for sports and cultural ambassadors to promote Guam's rich and unique culture abroad to raise awareness and educate other communities of our island as a safe, clean, and pleasant destination of choice.

Criteria: Generate awareness of the Guam brand; achieve national and international media recognition and exposure; attract visitors to Guam; provide residents with opportunities to attend and participate in approved sports and cultural activities abroad, which add to Guam's quality of life; and generates public relations marketing value toward key markets and increases diversification value.

Objectives

Guam Visitors Bureau is soliciting proposals/applications to support opportunities for sports and cultural ambassadors to strengthen existing, and to attract new visitor markets through their participation in activities abroad.

- Provide funding for sports and cultural ambassadors traveling abroad to participate in sporting and cultural events/activities overseas;
- Strengthen relationships and develop opportunities for hosting international events on Guam through the participation of overseas events;
- Raise awareness of Guam's unique culture, sporting activities and events overseas;
- Aid in the diversification of Guam to attract new markets;

Definitions

1. **Cultural Ambassador:** Any individual actively engaged in and capable of representing Guam in the Chamorro performing arts either in Chamorro cultural song, dance and/or chanting.
2. **Sports Ambassador:** Any individual actively engaged in and capable of participating in a sporting contest or feat requiring physical strength, speed and or endurance. Sports Ambassador may be professional or amateur.

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Application/Proposal Conditions

1. All monies awarded under this program are subject to review and approval of the GVB Sports and Events Committee and/or the Cultural and Heritage Committee as well as the availability of funds.
2. Funds requested shall be used to offset travel expenses for Sports and Cultural ambassadors deemed critical and essential to participate and represent Guam in international tournaments, competitions, exhibition shows and/or any overseas event approved by the Guam Visitors Bureau. Applicants may receive up to 50% of total travel costs.
3. A completed application in the manner required in the attached Application Instructions must be submitted by **(90) calendar days prior to the scheduled departure date**. This application must include:
 - Completed Application Form [see attached];
 - Detailed Description of the overseas event/activity being attended in accordance with the attached Proposal/Application Outline [see attachment A];
 - Detailed breakdown of sports and cultural ambassadors deemed essential and critical to travel in order to participate in the overseas activity/event. Listing must include the role and responsibility of each sports and cultural ambassadors relative to fulfilling the objectives and mission of the sports team and/or cultural group;
 - Sports/Cultural organizations must provide (3) airfare travel cost quotations that reflect airfare prices gathered (90) Government of Guam working days prior to the scheduled departure date. All travel cost quotations gathered must reflect economy seating prices only, no special arrangements will be extended for priority seating;
4. The Guam Visitors Bureau Destination Development and Management Program will also adhere to the following guidelines:
 - The Guam Visitors Bureau reserves the right to approve or deny funding based on the specified overseas event being participated;
 - The Guam Visitors Bureau reserves the right to approve or deny funding for a participant based on their role and responsibility as specified;
 - The Guam Visitors Bureau shall only provide funding support up to 50% of total travel expenses based on the final airfare cost provided by either the airline or travel agency used to procure travel;
 - The Guam Visitors Bureau reserves the right to approve or deny funding to any sports or cultural ambassador based solely on the sport or cultural activity being displayed, promoted, and or demonstrated;
 - Cultural ambassadors seeking funding support to participate in events overseas must perform and display music, song, chanting and dance unique to Guam; All other forms of performing arts are subject to review and approval by GVB Cultural Heritage Officer;
 - Only one proposal/application per applicant group or individual will be accepted. Sports and cultural ambassadors receiving funding support within this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.
 - The Guam Visitors Bureau reserves the right to deny funding to any individual whom has already received appropriations within the fiscal year.

- The Guam Visitors Bureau shall only provide funding to Guam residents.
- The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that has knowing negatively impacted Guam in past performances and/or events.
- All sports and cultural ambassadors must knowingly give sponsorship credit to the Government of Guam and must provide and extend opportunities to the Guam Visitors Bureau to display, unify and brand uniforms and materials with the Guam Brand logo as the official icon of Guam.
- The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that may display any images, icons, and/or is supported by sponsors that may negatively impact Guam's image.
- The Guam Visitors Bureau reserves the right to deny funding to an individual and/or group that has knowing listed a sex offender as a participant representing Guam.
- The Guam Visitors Bureau reserves the right to seek reimbursement if a listed sports and cultural ambassador is/was unable to attend. Revisions made to the original listing of sports and cultural ambassadors must be approved by the Guam Visitors Bureau before travel is initiated, the Guam Visitors Bureau reserves the right deny funding for any sports and/or cultural ambassador that has traveled but not identified in the original listing as provided to the Guam Visitors Bureau.

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Evaluation Criteria

Proposals/Applications will be evaluated based on the following criteria:

1. Qualifications (40 points)

- A. Detailed description of overseas event being attended/ purpose of participation (40 points)

2. Proposal/Application (35 points total)

- A. Ability to provide all documentation as requested:
 - (1) Submission of (3) economy class airfare travel cost quotations gathered and recorded (90) Government of Guam working days prior to scheduled departure date
 - (2) Detailed breakdown of sports and cultural ambassadors deemed essential and critical to travel in order to participate in an overseas activity/event. Listing must include each sports and cultural ambassadors role and responsibility relative to fulfilling and achieving the objectives and mission of their sports team and/or cultural group;

3. Demonstration of fiscal accountability (25 points)

- A. As demonstrated through:
 - (1) Post Event reporting to account for the participation of any sports and cultural ambassador which includes the following:
 - Must provide all airline-boarding passes for each sports and cultural ambassador to account for each traveler's participation as identified.
 - Must include event photos and/or any related materials in the event sports and cultural ambassadors and/or Guam receives international media exposure and awareness either through electronic and social media and/or traditional media platforms. Materials may be provided in electronic format or as printed materials.
 - Must also include a final paid invoice with amount as provided by the airline vendor or travel agency used to procure travel.
 - (2) Post event report must be submitted 30 calendar days upon return to Guam and must include above-mentioned materials and documents in order to receive funding balance of 25%.

FREQUENTLY ASKED QUESTIONS

1. Who can apply?

Guam resident sports athletes or Chamorro cultural performers that meets the strategy, criteria, objectives and proposal/application conditions as outlined in the Destination Development & Management Program Packet.

2. What types of overseas events/activities will be considered?

Overseas events and activities include but are not limited to the following: Trade shows, tournaments, contest, exhibitions or any event or activity as approved by the Guam Visitors Bureau.

3. Is there a limit to the amount of funding that can be requested in each proposal/application?

Up to \$10,000.00 may be approved per applicant.

4. Can multiple proposals/applications be submitted?

Only one proposal/application per applicant per project will be accepted. Applicants receiving appropriations from the Tourism Attraction Fund in this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.

5. What is the timeline for this process?

Deadline to submit a proposal/application is **(90) calendar days**. GVB Management will review and determine its eligibility and make recommendations on the ceiling amount. Appropriate members of the selection panel will review proposals/applications. Evaluations and recommendations will be made to either the GVB Sports or Cultural Committee. The Committee's motion then goes before the GVB Board of Directors via committee minutes for information purposes. Notification letters will be available on the Guam Visitors Bureau corporate site visitguam.com in the weeks following the GVB Standing Committee Meeting at which the grant award is addressed and acted upon by the Committee.

6. Will another Call Out for this Grants-in-Aid program be issued later in the year?

Calls out will be made on the Guam Visitors Bureau corporate site guamvisitorsbureau.com pending the availability of funds from the Guam Visitors Bureau. Notices will also be made in the media.

7. How are payment scheduled determined? What documentation is required for payment on the contract to be made?

The payment schedule is negotiable after the grant is executed. For the payments to be processed, the grantee must submit a signed invoice and all deliverables required for the payment to be processed per the award letter. The Guam Visitors Bureau is required to retain 25% of the approved funding for final payment to be made once the agreement and all final post reporting has been fulfilled. For the final payment to be made, additional deliverables include a final report and final budget on the forms provided.

**GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM**

APPLICANT INSTRUCTIONS

All of the following items must be submitted as part of your proposal/application package by **(90) calendar days** for your application to be considered for funding.

1. Complete the attached "Application Form." Do not recreate
2. Prepare a detailed description of the event being attended to include purpose for participation. *[Attachment A]*
3. Prepare detailed listing of sports and cultural ambassadors deemed essential and critical to travel in order to participate in an overseas activity/event. Listing must include each sports and cultural ambassadors role and responsibility relative to fulfilling and achieving the objectives and mission of their sports team and/or cultural group. *[Attachment B]*
4. Other required documents:
 - A. Submission of (3) economy class airfare travel cost quotations gathered and recorded (90) Government of Guam working days prior to scheduled departure date
 - B. Must provide all airline-boarding passes for each sports and cultural ambassador to account for each traveler's participation as identified.
 - C. Must include event photos and/or any related materials in the event sports and cultural ambassadors and/or Guam receives international media exposure and awareness either through electronic and social media and/or traditional media platforms. Materials may be provided in electronic format or as printed materials.
 - D. Must also include a final paid invoice with amount as provided by the airline vendor or travel agency used to procure travel.
5. The total proposal/application package shall include all of the documents listed in 1-4 above. Failure to provide these documents in a manner described herein will provide a basis to reject your proposal /application as being non-responsive.
6. Please do **not** use report covers, binders or include extraneous materials with the proposal/application packet.
7. Please note that if your application is selected for funding and an agreement is awarded, your application and contract/agreement becomes a public document, available for public inspection. Unless you identify any information that you deem to be proprietary, all information stated in your proposal/application will be made available for public inspection.
8. Submit original proposal/application to:

**Mr. Jon Nathan Denight
General Manager
Guam Visitors Bureau
401 Pale San Vitores Road
Tumon, Guam 96913**

**GUAM VISITORS BUREAU
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM
APPLICATION FORM**

ORGANIZATION

Sports/Cultural Team/Organization: _____

Mailing Address: _____

Contact Person: _____ Title: _____

Telephone: _____ Mobile: _____ Pager: _____ Fax: _____

Email Address: _____

Website Address: _____

GENERAL BACKGROUND (Maximum One Page)

1. DESCRIPTION OF ORGANIZATION: Provide a brief history on development and accomplishments of the organization and/or individual.
2. QUALIFICATIONS AND EXPERTISE: Provide a detailed listing describing the qualifications, expertise, role and responsibility of each sports and cultural ambassador participating in the overseas event or activity.

ORGANIZATION STATUS

- a. Sports Related Travel Cultural Related Travel
- b. Date Filed: _____

Have you received funding assistance from the Guam Visitors Bureau in prior years? _____

Project Name: _____

Amount: _____

Date: _____

PROPOSED OVERSEAS EVENT/ACTIVITY

Name of Proposed Sports or Cultural event/activity being attended: _____

Proposed Location: _____

Proposed Travel Date (s): _____ Amount Requested: _____

Please provide (3) airfare price quotations and attach price quotations as gathered by each respective airline and/or travel agency:

Price quote #1: _____

Vendor name: _____

Vendor Contact information: _____

Price quote #2: _____

Vendor name: _____

Vendor Contact information: _____

Price quote #3: _____

Vendor name: _____

Vendor Contact information: _____

Please provide a detailed listing of each Sports or Cultural Ambassadors expected to travel to participate in the overseas event/activity: (Please include each sports or cultural ambassadors role or responsibility as part of the team or group)

This application is submitted for consideration under the Guam Visitors Bureau Destination Development & Management Program for the following niche market area (check only one):

- Cultural Tourism
- Sports Tourism

PROJECT DESCRIPTION/HISTORY (Maximum Four Pages)

1. DESCRIPTION OF THE EVENT BEING ATTENDED: Provide an overview of the proposed event you will attend. Provide the purpose for attending the requested event?
2. GOALS AND OBJECTIVES: Describe the goals and objectives for your group/team or as an individual participating at the proposed event. What will your participation accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to Guam's image and the overall awareness of Guam?
3. COMMUNITY SUPPORT AND INVOLVEMENT: As a condition of this award. Are you and all those listed to receive funding support prepared to complete community service hours as a condition for receiving public funds: Yes No

PROJECT IMPACT (Maximum One Page)

1. BENEFITS AND OUTCOMES: What do you expect to be the benefits and outcome of your participation overseas? Explain in detail.

Legal Assurances

In the event that a grant is awarded as a result of this application, *the following terms and conditions shall be complied with* as signified by the applicant's signature. This application shall become a part of the legally binding contract between the applicant and the Guam Visitors Bureau.

1. The **grant** cannot be assigned to a different group or individual or transferred *without prior written approval* of GVB.
2. The **grantee** shall submit up to date information regarding travel dates, times and locations of the event to take place for consideration and review by GVB. The grantee is requested to provide free admission to events for review.
3. The **grantee** shall submit the completed **Final Project Report** form summarizing the project and expenditures to GVB *within fifteen (30) days of the project's completion*. The final 25% of the grant award will be made upon approval by GVB of the Final Project Report.
4. The **grantee** agrees to report all necessary information, provide all records as requested by the Guam Visitors Bureau.
5. The financial accounts shall be subject to audit by appropriate agencies of the Territory of Guam. The **grantee** shall be responsible for the safe keeping and identification of records maintained to account for funds awarded herein. Said records must be kept in the grantee's files for a period of three (3) years after completion of the project.
6. Credit is to be given to the **Guam Visitors Bureau, Government of Guam**, in all brochures, press releases, programs, publications, tickets, and other printed materials. When no printed matter is utilized, *verbal credit* shall be given prior to each performance or presentation.

CERTIFICATION (Unsigned proposals/applications will not be accepted.)

The information contained in this application and all attachments and supporting documents and materials, is true, correct and complete, to the best of my knowledge and belief; that it was provided in good faith, with the knowledge and intention that the Guam Visitors Bureau may rely upon said information in reaching decisions to grant our request.”

Applicant Signature: _____
Name (Please Print): _____
Fiscal Officer/Second Responsible: _____
Contact with Organization: _____
Date of Application: _____

Certified By

_____ Title
Print Name _____
_____ Date
Signature _____

****NOTE: Grant Applications submitted without the required documents by the grant deadline date will not be accepted.**

FOR GVB OFFICE USE ONLY

Date Received: _____ Received by: _____
Amount Requested: _____ Amount Recommended: _____
Funding Source: _____ Account No.: _____
Board Approval Date: _____ Amount Approved: _____
Date Financial Report Due: _____ Date Financial Report Received: _____
By Cultural Heritage Officer/Community Development Officer: _____

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