



Visitor Bureau Special Project Grants: Digital Marketing Extender Program

Purpose: This grant program is designed to extend the reach and impact of digital marketing employed by local event organizers. Ideally, we seek to be a catalyst for economic growth in the community through increased attendance at local events, which can include nonprofit fundraisers and other similar community events.

Program: Through this grant program, the Visitor Bureau will match the digital marketing budget of events held in the Santa Maria Valley. There are two levels of grants available to event organizers depending on how their event is set up.

This is a matching grant program, so the first criteria will be for an event to have an established, and funded, digital marketing element to its marketing campaign. Basic grants of up to \$400 can be requested. An expanded grant of up to \$600 can be awarded if any two of the following criteria are met:

- The event is scheduled during the community's "off-season," defined as the months of October through April.
- The event is held in the downtown zone of Santa Maria, defined as the area bounded by Fesler on the North, Miller on the East, Stowell on the South, and Lincoln on the West.
- The event organizers establish a formal arrangement with one or more local hotels to establish a room block associated with their event.
- The event demonstrates that a significant portion of its marketing plan targets attendees from outside Santa Barbara and San Luis Obispo Counties.

Application Organizations wishing to apply for a Digital Marketing Extender Grant will need to submit the following:

- Submit a letter of application, including a brief overview of the event (date/time/location, purpose, organizer, beneficiary, target audience, etc.) and a description of the marketing plan. The digital component of the marketing plan must be detailed, including the budget to be allocated and the portion of that budget to be paid by this grant. If a third-party marketing firm or individual is contracted to manage the digital marketing, their contact information must also be included.
- Digital ads must include a link to the Santa Maria Valley visitor website (www.santamariavalley.com) as a resource for additional community information.
- Demonstrate that the event organizer and/or beneficiary is a member of the Santa Maria Valley Chamber of Commerce in good standing.

Please note that organizations applying for a future repeat grant will be required to provide documentation about the initial digital marketing campaign, including metrics demonstrating its

reach and effectiveness. Grants can be renewed no more than 3 consecutive years. We strongly encourage grant recipients to plan for tracking of statistics related to their campaign up front so this data will be easily available.

Applications will be reviewed as they are received. Responses will be returned to the applicants within 1 month of receipt.

Applications for this grant program should be sent to:

Yarely Corona, Tourism Coordinator
Santa Maria Valley Chamber of Commerce & Visitor Bureau
614 S. Broadway
Santa Maria, CA 93454
yarely@santamaria.com