



Office of Tourism

### Technical Assistance Co-op Program

#### CHECKLIST & APPLICATION

1. **Read the** Technical Assistance Co-op Program Guidelines.
2. **Consult with your local tourism authority** regarding your project idea to get their input and suggestions. You are required to submit a letter of recommendation from them that shows their support of the project idea.
3. **Complete this** checklist & application document.  
***Applications are accepted between August 7, 2015 and April 1, 2016 and funding is available on a first come, first served basis.***
4. **Email, mail or hand deliver** the application to: Britney Butler, Industry Relations Manager, [britney.butler@wyo.gov](mailto:britney.butler@wyo.gov)
5. **The Wyoming Office of Tourism (WOT)** will email you a confirmation upon receiving your application within 7 working days and it may take up to 4-6 weeks to complete the review process and to formally approve selected projects. WOT will send a notification letter upon approval or disapproval of your project.

#### SECTION 1: PROJECT INFORMATION

Date of Application:			
Project Title:			
Co-op amount requested:			
Legal Name of Organization:	(as registered with the Secretary of State's Office)		
Executive Director:	(or name of individual responsible for signing the contract)		
Project Manager:			
Mailing Address:		City:	Zip:
Physical Address: (if different)		City:	Zip:
Project Manager Contact Information:	Email:	Phone:	

#### SECTION 2: PROJECT OVERVIEW

1. Project Description:
  - a. Briefly describe the project for which funding is requested.
  - b. What are the primary goals and objectives of this project?
  - c. Will you be partnering with other organizations on this project?

2. Utilizing the WOT Industry Partnership Guide as a reference, please describe your organizations current level of involvement in WOT programs and tourism development initiatives. (Ex. First Steps: determine your research needs, join the Visitor Center Network, and work with the Media/PR Manager for story possibilities).

3. Please provide the name of the organization and person at your local tourism leadership organization who has been made aware of this project; and any comments or suggestions that they had. In addition, you are required to submit a letter of recommendation from them that shows their support of your project idea.

### **SECTION 3: NARRATIVE QUESTIONS**

Please provide a written summary to each narrative question below. Applicants are encouraged to keep responses clear and concise and to only include information that is relevant to the project being requested.

1. Long-Term Benefits:

- a. Briefly describe the long term plan for the project. (Ex. How will you fund future brochure reprints; ongoing maintenance of signs; website updates; etc).
- b. How will you measure success of this project, in the short-term and in the long-term? What information will be collected? Be as specific as possible with your measurement methods and share any outside resources or people you have consulted with to help define these measurement tools.

2. Supporting Strategic Imperatives:

- a. Briefly explain how your project supports WOT's strategic areas of focus to Grow Wyoming's Visitor Economy; Maximize the Impact of Partnerships; and Champion the Destination and the Brand.
- b. Briefly explain how you plan to work with your local tourism leadership (ex. Convention and Visitors Bureau, Chamber of Commerce, and/or Lodging Tax Board) in the planning and implementation of this project.
- c. Briefly explain how your project enhances the visitor experience for visitors to your destination.

### **SECTION 4: BUDGET**

Please attach a detailed project budget to identify projected income and expenses related to your project. Note: WOT may award funding for up to 50%, but not more than \$5,000 of the total project cost. This Co-op requires a 50% cash match on behalf of the applicant, and will be awarded on a reimbursable basis. Administrative expenses are not considered eligible project expenses. (Examples of administrative expenses may include, but are not limited to: coordinating agency requirements, time to prepare contract orders, salaries, or construction management).

## SECTION 5: SIGNATURES

**Project Manager Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*I hereby authorize that to the best of my knowledge and belief, the information in this application is true and correct.*

**Executive Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*I hereby authorize that to the best of my knowledge and belief, the information in this application is true and correct.*

**Local Tourism Authority Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_  
*I hereby authorize that to the best of my knowledge and belief, the information in this application is true and correct.*

## SECTION 6: ADDITIONAL REQUIREMENTS

If your project is approved for funding, please be prepared to submit the following information:  
**For projects of \$2,500 or more, a contract is required and the following documents are required:**

- ✓ Proof of registration with the Wyoming Secretary of State's Office
- ✓ Certificates of Good Standing from the Department of Workforce Services verifying compliance with unemployment insurance and workers compensations programs  
<https://doe.state.wy.us/cert/> (unemployment)  
<https://wconline.wyo.gov/web/#> (workers compensation)
- ✓ WOT Vendor Contact Form <http://www.wyomingofficeoftourism.gov/media/100691/Vendor-Contact-Information-Form.pdf>
- ✓ State of Wyoming Vendor Management Form <https://docs.google.com/file/d/0B6V4itT8N2t8WWoyS2VIVIM2UVk/edit>
- ✓ IRS Form W-9 <http://www.irs.gov/pub/irs-pdf/fw9.pdf>

**For projects under \$2,500, the following documents are required:**

- ✓ State of Wyoming Vendor Management Form <https://docs.google.com/file/d/0B6V4itT8N2t8WWoyS2VIVIM2UVk/edit>
- ✓ IRS Form W-9 <http://www.irs.gov/pub/irs-pdf/fw9.pdf>

## QUESTIONS

**All questions pertaining to the WOT Technical Assistance Co-op Program guidelines and application process should be directed to:**

Britney Butler, Industry Relations Manager, Wyoming Office of Tourism  
[Britney.butler@wyo.gov](mailto:Britney.butler@wyo.gov) /307-777-6706/ 5611 High Plains Road, Cheyenne, WY 82007