



## **Community Tourism Action Plan (CTAP) Program**

### **2014 Application for Community Partnership Tourism Funding**

#### **Description of Program**

Ypsilanti Area CTAP program is a community-oriented tourism marketing and development investment program initiated by the Ypsilanti Area CVB. **Up to a \$10,000 funding level has been allocated to each Washtenaw County community** to support new and/or enhanced visitor-based programming focused on either or both community promotion and product development activities. Proponent applications can be local community governments or respective government-approved local community business or other associations. Funding is provided through the subject CTAP application which is to be approved by the Ypsilanti CVB CTAP Committee. **Monies applied for are to be given on a 20% matching basis.** Once the CTAP Committee approves the application with attached CTAP document and after respective proponent presentation, the initial funds of up to \$5,000 will be dispersed within one week. The community proponent will be required to provide receipts for the initial funds in order to be eligible to receive the final payment. **All receipts will be due by October 1, 2014 for the entire project amount.**

All CTAP funding applications and attachments are to be received **by 5 pm ET, Tuesday, April 29, 2014.** Applicant presentations to take place on **May 1 and 2, 2014** with confirmed grant approvals by **May 5, 2014.**

#### **Community Match Funding Proponent**

Organization Name: Manchester Downtown Development Authority

Address: 912 City Road, Manchester, MI. 48158

Key Contact Name: Karl Racenis

Position: Downtown Development Authority Chair

Email: karl@manchestermill.com Telephone: 734-657-3690

## Community Tourism Action Plan

Formal plan attached as of April 29, 2014.

### Identification of Priority CTAP Projects/Programs for Funding

PROJECTS/PROGRAMS TO BE FUNDED	TOTAL PROJECT INVESTMENT	YACVB ALLOCATION CONTRIBUTION (UP TO \$10,000)	PROPONENT MATCH (20%)	OTHER CONTRIBUTING PARTNERS (IF APPLICABLE)
1. Destination/Community Brand Strategy and Identity Platform	\$1,000.00	\$ 800.00	\$ 200.00	Chamber of Commerce, Village Council (in kind)
2. Dedicated destination/community website with appropriate content, linkages and mobile capabilities	\$3,000.00	\$2,400.00	\$ 600.00	Chamber of Commerce, Village Council (in kind)
3. Update/reprint tour brochures, implement new farm related activities and assess agritourism and adventure travel opportunities.	\$1,000.00	\$ 800.00	\$ 200.00	Local farmers, Farmers Market Committee, Chamber of Commerce (in kind)
4. Improve community wayfinding and event signage	\$7,500.00	\$6,000.00	\$1,500.00	Village of Manchester, Community Service Groups

### Anticipated Project Result Measurements (brief explanation)

We anticipate that by implementing these projects and programs we will be able to create awareness of the unique experiences Manchester has to offer both local and travelling tourist. Measurements of web exposure, participation in events and coordination of community partners and volunteers will provide results that will allow us to continue efforts to promote Manchester and Washtenaw County as an exciting, active and fun place to visit.

### Signed Proponent Agreement

We agree to the terms and conditions of the CTAP funding process and required documentation as noted in the previous program description.

Proponent Organization Manchester Downtown Development Authority



Authorized Signature Karl Racenis  
(print name and then signature)

Dated April 29, 2014

## **CTAP Application Approval**

Ypsilanti Area CVB CTAP Committee (resolution attachment)

Dated \_\_\_\_\_