

## Winding Road Network

c/o Ohio's Hill Country Heritage Area • P. O. Box 114 • Shawnee, Ohio 43782

### Directions for Experience Product Seed Funds Application-Spring 2019 Round

The Winding Road Network has \$2,000 total available to disburse to **producers of authentic experiences in Southeastern Ohio** (Athens, Fairfield, Hocking, Meigs, Morgan, Muskingum, Perry, Vinton, Washington) for the development and/or marketing of authentic experience products.

**Requests** up to \$750 will be accepted, however we anticipate that **most awards will range from \$150- \$500** to allow for more participation in the process. **Applicants can be businesses, non-profit organizations, as well as individual interpretive guides and individual producers.** Project funds will be used to pay or reimburse valid invoices, rather than provide a lump sum cash award. Exceptions can be made based on circumstances.

**Priority** will be given to **interpretive programs and tours** during this first round, however requests for product development, business development and marketing of experience products will be considered.

For Winding Road Network purposes, an **experience product can be defined as a unique, locally sourced** interpretive program, guided tour, adventure, exhibit, purchasable piece of art or souvenir, interpretive site, dining experience, shopping experience, festival/event, class or instruction, etc. We welcome expansions to this definition, just be sure to state your case!

Request **must be received via e-mail by midnight on March 1, 2019** as an attached **pdf or word document**. Proposal should follow the outline of questions in the attached Word Document. Length of proposal can exceed the one page provided. Word counts for each question are suggestions. **Keeping your proposal text/budget to a maximum of two written pages is suggested.**

Your proposal document should be sent e-mail to [ohiosappalachianwindingroad@gmail.com](mailto:ohiosappalachianwindingroad@gmail.com). To avoid mix ups about receipt, and to save paper, no paper documents will be accepted—only Word or PDF documents. Attachments such as pictures, promotions, letters of supports can be included if merged with your application into one pdf document. Such attachments are not required.

Use the attached MS Word Document application to create your proposal. The application can be viewed via [this link on Google Docs](#) if you don't have access to MS Word on your device.

Questions should be sent to the above e-mail address or directed to John Winnenberg at 740-707-1775.

#### **Requests will be rated by the following criteria:**

1. Experience being supported is **authentic to the region's authentic assets** (natural landscape, history, culture, civic projects, locally sourced foods and products, hospitality, etc.) (20 pts.)
2. The award will help **grow/sustain the audience/customer base** for the product. Marketing costs are an ideal request for funds (20pts.)
3. Funds will pay for costs that will **improve the quality of your product** and thus the customer/audience's satisfaction with their experience in southeastern Ohio's authentic experience economy. Product enhancement costs are an ideal request for funds (20 pts)
4. The budget **clearly defines what is being requested** and assigns **researched cost estimates** to back up request. No guessing on costs! (20 pts.)
5. The award either supports the **development of a new or emerging experience product, or its supports the improvement/growth of an existing experience product**. We don't anticipate funding experience products as they currently exist, **unless the applicant makes the case for the importance of this support to sustain a valuable, but fragile experience product**. (10 pts.)
6. The request creates an **interpretive program, guide or tour** that educates the public to our region. (10 pts.)