



The Ohio's Winding Road (OWR) Network again has funds available for **producers of authentic experiences and products representing these 9 counties of Southeastern Ohio**: Athens, Fairfield, Hocking, Meigs, Morgan, Muskingum, Perry, Vinton, Washington). Funds are for the development and/or marketing of authentic experience products. **Requests** for up to \$750 will be accepted, however **most awards will range from \$250 - \$500** to allow for more participation in the program. **Applicants can be businesses, non-profit organizations, 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.

For OWR Network purposes, an **experience product is 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 or class or instruction. We welcome expansions to this definition; just be sure to state your case!

Requests must be received via email by midnight on Friday March 17, 2023 as an attached **pdf or Word document**. Your proposal should follow the outline of questions in the attached Word Document. The length of proposal should not exceed **two written pages**.

Email your electronic proposal document to ohioswindingroad@gmail.com. To avoid mix ups about receipt, and to save paper, **NO** paper documents will be accepted—**only electronic Word or PDF documents**. Attachments such as pictures, promotions, letters of support can be included if merged with your application into one document. Such attachments are not required. **Remember to sign, date, and save a copy of your application.** Questions should be sent to the above email address or directed to Amy Grove at 740-818-8843.

Requests will be evaluated and rated using 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. **(20 pts)**
(eg. marketing costs, photographs, printed rack cards or brochures, etc.)
3. Funds will **improve the quality of your product** and the customer/audience satisfaction with their experience in the OWR area. (eg. product enhancement costs: labels, packaging, signage, research & development, etc.) **(20 pts)**

4. A **clearly defined budget of what is being requested** that includes **researched cost estimates**. No guessing on costs! **(20 pts.)**
5. The award either supports the **development of a new or emerging experience** product, **or it supports the improvement/growth of an existing experience** product. Funds cannot be used for 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 project/product creates an **interpretive program, guide or tour** that educates the public about the OWR region. **(10 pts.)**
7. Product/project supports one of our 2023 priorities: **1.) outdoor recreation/environmental learning experiences; 2.) products/experiences developed for sale in the online OWR Marketplace; 3.) experiences/products that support development of Trail Town experiences in communities adjacent to major trails** such as the Buckeye Trail, Baileys Trail System, Wayne Forest Trails, Windy 9 Motorcycle Trails, etc. **(10pts)**

*** 2023 OWR promotional priorities: outdoor recreation/environmental learning, OWR Marketplace, and Trail Town communities. An additional 10 points may be awarded to projects seen as supporting one of these priorities**

The Ohio's Winding Road Experience Producers Seed Funds Application Spring 2023 Round

Must Be Returned to thewindingroadohio@gmail.com by Midnight March 17, 2023 to be considered.

Business, Organization or Individual Making Request: _____

Address: _____

Request Amount \$ _____ **E-Mail:** _____

Phone: _____ **Web Site, if any:** _____

- 1.) Describe the product that your audience/customers will experience and how it relates to the region's authentic sense of place (max. 500 words):
2. How will requested funds help market your product for increased sales & customer satisfaction (max. 350 words)?
- 3.) Is this a NEW PRODUCT or IMPROVEMENT OF EXISTING PRODUCT (highlight one). Provide brief explanation, if necessary: (50 words)
- 4.) What is the per customer cost for this experience product? What are the total projected sales (income)?
- 5.) What is your estimate of customers/audience size that will experience/purchase this product, and how often and during what time period: (50 words):
- 6.) Does your experience/product benefit one of our target areas (outdoor rec, OWR Marketplace, or Trail Town)? If yes, which one and how? (50 words):
- 6.) Estimated Budget (Add additional line items and brief item descriptions, as necessary.)

<u>Item Description</u>	<u>Seed Funds Request</u>	<u>Total</u>
<u>Expense</u>		
Contract Services/Personnel (List)		
1.	\$	\$
2.	\$	\$
Marketing/Advertising/Printing (Itemize)		
1.	\$	\$

2.	\$	\$
Supplies, Equipment & Equipment Rentals		
1.	\$	\$
2.	\$	\$
Other		
1.	\$	\$
Total	\$	\$

Signature of Person Submitting Request Date