



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](mailto: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](mailto: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.)

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

2.	\$	\$
<b>Supplies, Equipment &amp; Equipment Rentals</b>		
1.	\$	\$
2.	\$	\$
<b>Other</b>		
1.	\$	\$
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<b>Total</b>	<b>\$</b>	<b>\$</b>

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**Signature of Person Submitting Request Date**