

Promote Alaska as a COVID-safe travel destination to in-state travelers as well as independent travelers in national and international markets with a focus on encouraging Alaskans to explore the State and vacation within Alaska in the summer of 2021.

Submission Details: Send a **signed PDF application** to: Attn: Victoria McCleskey, State of Alaska, Department of Commerce, Community, and Economic Development, **via email by 4:30 pm, May 10, 2021** to [akcaresgrant@alaska.gov](mailto:akcaresgrant@alaska.gov). If you cannot submit an application via email, call 907-269-8100 to make alternative arrangements.

<b>Name of Applicant</b>	
<b>Name of Community(s) to benefit</b>	
<b>Title of Project</b>	
<b>Applicant Contact Person</b>	
<b>Mailing Address</b>	
<b>E-mail Address</b>	
<b>Telephone Number</b>	
<b>Alaska Business License or IRS EIN Number</b>	
<b>SAM # and Expiration Date</b>	

**COVID-Safe Travel Grant Request:**

<b>Level 1: up to \$100,000</b>	<b>\$</b>
<b>Level 2: up to \$500,000</b>	<b>\$</b>
<b>Level 3: up to \$1,000,000</b>	<b>\$</b>
<b>Level 4: up to \$3,000,000</b>	<b>\$</b>

**Certification**

I certify that the information in this application is true and correct and that the applicant possesses the legal authority to accept grant funds from the State of Alaska and to execute the project described by the grant application. I further certify that I am legally authorized to sign and submit this application and to financially commit the applying organization to the project should it be selected to receive a COVID-Safe Travel Grant. I further certify that the applicant will comply with all applicable State and Federal laws and regulations implementing this project if it is selected for funding.

Signature of Certifying Officer: \_\_\_\_\_ Date \_\_\_\_\_

Printed Name and Title of Certifying Officer: \_\_\_\_\_

## SECTION 2: Project Description

Provide a two to five-page narrative description of the campaign and implementation plan to promote Alaska as a COVID-safe travel destination including target population, advertising methods and platforms, and timeline:

## SECTION 3: Project Qualifications

Qualifying nonprofits are invited to submit responses to the following:

- A specific description of how the nonprofit will create content and market on the proposed media platform(s) to local, state, national, and or international markets.
- A specific description of the offeror's ability and plans to respond to the immediate needs to the campaign.
- Demonstrable ability to readily create and implement a campaign on the proposed media platform(s)
- Demonstrable experience in utilizing the target media platform(s)

Or

Demonstrable unique experience/ability with novel method(s) of reaching target audience(s) identified in the proposal.

Attach extra pages, as necessary.

## SECTION 4: Project Budget

Category	COVID-Safe Travel Grant Request
Labor/Fringe Benefits	\$
Contractual	\$
Supplies & Materials	\$
Freight	\$
<b>TOTAL</b>	<b>\$</b>

### **Budget Narrative**

Provide an explanation for each budget figure and specifics about what it will be used for. You must attach documentation supporting cost estimates. Attach extra pages, as necessary.