



November 10, 2015

**The Honorable Tina Muña Barnes**  
Legislative Secretary  
Senator  
33<sup>rd</sup> Guam Legislature  
155 Hesler Place  
Hagatna, Guam 96910

RE: This is a Transmittal to *Liheslaturan Guahan* of Proposed Rules and Regulations pursuant to the Administrative Adjudication Law

*Håfa Adai* Senator Muña Barnes:

Pursuant to Section 9403 of Public Law 33-10, Subsections 9105(d) and (e) of Chapter 9, Title 12, Guam Code Annotated, the Administrative Adjudication Act, the Guam Visitors Bureau has created certain rules and regulations related to the Cultural and Sports Ambassadors Fund necessary to implement the Cultural and Sports Ambassador Program.

These rules and regulations, attached hereto, were presented at a public hearing on July 22, 2015.

*Senseramente,*

**JON NATHAN DENIGHT**  
General Manager

CC: Senator Tommy Morrison

33-15-1052  
Office of the Speaker  
Judith T. Won Pat, Ed.D

Date: 11/10/15  
Time: 1:50  
Received By:

2015 NOV 10 PM 2:25

Office of the Legislative Secretary  
Senator Tina Muña Barnes  
Date: 11-10-15  
Time: 11:05am  
Received by:

1052





**GUAM  
VISITORS  
BUREAU**

**Notice of Public Hearing  
On the proposed  
Rules & Regulations for the  
Cultural and Sports Ambassadorship Program**

The Guam Visitors Bureau (GVB) will conduct a public hearing on **Thursday, July 2, 2015 at 5:30 p.m.** at the Guam Visitors Bureau Main Conference Room, 401 Pale San Vitores Road Tumon, Guam 96913. The GVB will be accepting public comments on the proposed Rules and Regulations for the Cultural and Sports Ambassadorship Program.

Copies of the proposed rules and regulations are available for review at the Guam Visitors Bureau or online at [www.guamvisitorsbureau.com](http://www.guamvisitorsbureau.com)

Written comments may be submitted to GVB via email at [kraig.camacho@visitguam.org](mailto:kraig.camacho@visitguam.org).

*This ad was paid for by the Tourist Attraction Fund.*

tion, a practice under which Israel holds Palestinians without trial or charges.

In a previous stint in administrative detention in 2012, Adnan went on a 66-day fast to press for his freedom, sparking weeks-long hunger strikes by hundreds of Palestinian detainees.

Under a deal reached late Sunday, Adnan ends his hunger strike and will be released July 12, said Kadoura Fares of the Palestinian Prisoners' Club, an advocacy group.

Islamic Jihad is a group that has been responsible for deadly attacks on Israelis. Last July, Adnan was given six months of administrative detention, followed by a four-month extension. When he received another four-month extension, he launched his hunger strike.

Israel says administrative detentions are an important tool against Palestinian militants. The Israeli rights group B'Tselem says Israel's large-scale use of the practice violates international law which only permits it in rare cases.

At the end of April, Israel held about 5,500 Palestinian security prisoners, including 396 in administrative detention, according to B'Tselem, which publishes official figures.



**NOTICE TO MOVE PUBLIC HEARING**  
On the proposed  
**Cultural and Sports Ambassadorship Program**  
Rules & Regulations for the

The Public Hearing previously scheduled for THURSDAY, JULY 2, 2015 at 5:30 p.m. at the Guam Visitors Bureau will now be on WEDNESDAY, JULY 22, 2015 at 5:30PM at the Guam Visitors Bureau Main Conference Room, 401 Pale San Vitoros Road Tumon, Guam 96913. The GVB will be accepting public comments on the proposed Rules and Regulations for the Cultural and Sports Ambassadorship Program.

Copies of the proposed rules and regulations are available for review at the Guam Visitors Bureau or online at [www.guamvisitorsbureau.com](http://www.guamvisitorsbureau.com)  
Written comments may be submitted to GVB via email at [kraig.camacho@visiguam.org](mailto:kraig.camacho@visiguam.org).

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**GUAM ELECTION COMMISSION**

**Kumiston Hecksion Guahan**

2nd Floor, Suite 200 GCIC Building  
414 West Soledad Avenue, Hagåtña, Guam 96910  
Tel: 671.477.9791 • Fax: 671.677.1895  
E-Mail: [voice@gcc-guam.gov](mailto:voice@gcc-guam.gov) Website: [www.gcc-guam.gov](http://www.gcc-guam.gov)



**Invitation for Bid**  
IFB# GEC-15-01

**Office Space Lease**

**IFB Available Date:** Wednesday, July 1, 2015

**Due Date:** Thursday, July 30, 2015

**Time:** 2:00 p.m., Chamorro Standard Time

Download bid package at <http://gcc.guam.gov>, or bid package may be picked up at the Guam Election Commission office at 414 West Soledad Avenue, 2nd Floor, GCIC Building, Suite 200, Hagåtña, Guam, 96910. All interested firms must register with the Guam Election Commission to be able to participate in the bid.

This advertisement is paid with Government funds.

**GUAM HUMANITIES COUNCIL**

**STATEMENT OF ACTIVITIES**

	10/31/2014
<b>SUPPORT AND REVENUE:</b>	
Federal financial assistance	\$ 364,285
Project grants	64,791
Support service fundraising	54,575
Miscellaneous	3,839
<b>TOTAL SUPPORT AND REVENUE</b>	<b>487,490</b>
<b>EXPENDITURES:</b>	
Program services	361,620
Management and general	126,332
Support service fundraising	9,428
<b>TOTAL EXPENDITURES</b>	<b>497,380</b>
<b>CHANGES IN NET ASSETS</b>	<b>(9,890)</b>
<b>NET ASSETS AT BEGINNING OF YEAR</b>	<b>89,466</b>
<b>NET ASSETS AT END OF YEAR</b>	<b>79,576</b>

**STATEMENT OF FINANCIAL POSITION**

<b>ASSETS:</b>	
Cash	\$ 84,018
Accounts receivable	15,001
Other assets	4,402
<b>TOTAL ASSETS</b>	<b>\$ 103,421</b>
<b>LIABILITIES:</b>	
Regrants payable	\$ 9,700
Accrued expenses	14,145
<b>TOTAL LIABILITIES</b>	<b>23,845</b>
<b>NET ASSETS:</b>	
Unrestricted	71,297
Temporarily restricted	8,279
<b>TOTAL NET ASSETS</b>	<b>79,576</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 103,421</b>

This is to certify that the above Statement of Activities and Statement of Financial Position are a true and accurate account of the Guam Humanities Council.



PROPOSED RULES & REGULATIONS FOR THE CULTURAL & SPORTS AMBASSADORSHIP  
PROGRAM  
PUBLIC HEARING

Minutes of Hearing  
July 22, 2015

The Guam Visitors Bureau held a public hearing on the proposed Rules & Regulations for the Cultural and Sports Ambassadorship Program on Thursday, July 22, 2015, 5:30pm at the GVB Main Conference Room, 401 Pale San Vitores Road, Tumon, Guam. Staff present: Jon Nathan Denight, GVB General Manager; Telo Taitague, GVB Deputy General Manager; Kraig Camacho, Sports & Events/Community Development Officer; Antonio Muna Jr., Business Development Specialist; Dara Roberto, Executive Secretary. Guests present: Alan Cepeda, Office of Senator Tina Muna Barnes; Jason Tedtaotao, Office of Senator Tony Morrison; Eileen Meno, Barbara Tainatongo, Maxine Bigler, Vince Reyes, Duane Mantanona, Frank Roberto, Marlene Slomka, Bill Naputi, Monica Guzman.

General Manager Nathan Denight thanked everyone for attending the GVB Sports & Ambassador Rules and Regulations Public Hearing. The agenda today is to talk about the rules and regulations and to obtain public feedback regarding public law 33-10, which would give support to our cultural and sports teams traveling off-island. Mr. Denight opened the public hearing at 5:34pm.

TESTIMONY

Ms. Eileen Meno, Tribal Council

Ms. Meno, speaking on behalf of the tribal council and representing various Chamorro dance houses stated she is in support of the program. She noted in regards to the services that GVB has been able to assist in previous trips off-island, she was afforded the opportunity to travel to GCEA and GLP presentations in her high school years. She would like to help provide the same opportunity to the Chamorro people now so that they may continue to carry the traditions of sharing the hospitality of the Chamorro people both on and off island. She stated that she would like to continue to work hand in hand with GVB so that they can continue to give back.

Mr. Denight thanked her for her testimony and added that they've (GVB) enjoyed working with the different cultural groups who have helped to identify and create awareness and participation in our unique Chamorro dance.

Mr. Denight added they would be accepting feedback after the hearing via email if there were any specific details requested. Comments are due before the 29<sup>th</sup> of July.

Mr. Vince Reyes, Director, Inetnon GefPago

Mr. Reyes stated he's grateful for the opportunity to speak and would like to briefly go through his comments sent to Senator Morrison. He noted he believes the 50% match is fair. His only concern is the 10k maximum allotted per applicant. He said it's difficult to delegate the 200k to maximize the interests of all the cultural as well as sports programs. But for example, his group would be traveling to Istanbul next week and the airfare alone costs 65k. He noted they are not asking to pay for everything but would like to know if there's any way the guidelines could make considerations on a case-by-case basis. He added that it might be a possibility to consider approving more than the 10k for situations that would bring special recognition for Guam.

Mr. Denight stated the committee would give it some thought and that it was a good point.

Mr. Reyes noted under Section 4 of the draft, who would determine and ensure the guidelines for a fair decision-making process? To determine what has the most impact for the community and the intention of this particular program.

Mr. Denight stated that under the current Chaco grant program, GVB has a committee that reviews each application. He added that they lean on the expertise of the people in the committee to give their recommendations. He said they also give opportunities to the grantees to come in and justify their requests. He said based on the current process, it's worked quite well.

Mr. Reyes stated he didn't see a grading scale or selection to ensure the guidelines and fair and equitable distribution of funds. Mr. Denight stated they would add that in.

Mr. Reyes noted the rules "state that cultural ambassadors seeking funding and support to participate in events overseas must require music, song, chanting, and dance unique to Guam. All other forms of performing arts are subject to review and approval by GVB Culture and Heritage Office." He noted there is much controversy about what Chamorro and cultural dance is. How would the guidelines determine if an individual or group is reputable? He asked what would substantiate the credibility of the group.

Mr. Denight noted there are other great performing arts and recommended not limiting the grant to "Chamorro dance or Chamorro arts". He added the possibility of incorporating other mediums be entered into the record.

Mr. Reyes asked the committee to elaborate on the guideline stating that GVB has a right to deny any individual and/or group that had knowingly and negatively impacted Guam at performances or events. He asked that the individual be penalized, not the group.

Theresa Arriola, GVB Board Secretary, GVB Cultural & Heritage Chairwoman, Pa'a Taotao Tano

Ms. Arriola recommended returning to the intent of the bill's author. She added that if we are going to use this as a mechanism to support everyone, it would come down to what is priority. She suggested excluding the words sports and culture and renaming it the GVB program for ambassadorship.

Ms. Arriola noted the importance for the organizations to show active fundraising and active matching efforts. She also suggested weighing the \$10,000 cap and to consider reducing to \$5,000 per applicant. She said that as the Chair of GVB's Chaco committee, they've been consistent with the \$5,000 Chaco grants and stressed the need for parity when it comes to these programs. She also recommended the committee be made up of reps from both sports and Chaco.

Frank C. Roberto, Guam Masters Basketball Association

Mr. Roberto explained their efforts to build a Masters Basketball Association in the Philippines. He also noted they've gone to Australia and if we could get the Australian and Philippine teams to visit Guam it would be beneficial.

Monica Guzman, CAHA

Ms. Guzman said it's important to clarify the definition of "Ambassador". On the cultural side it only states song, dance and chant; but there are other master's considered "Ambassador's" such as carvers, blacksmiths and other disciplines. She also suggested there be a panel to assist GVB in determining the



events authorized to qualify; with so many events in the world, how can one determine which is better than the other?

Mr. Denight noted that it would be based on the existing grant application program (Sports and Chaco). The subcommittee would go through the applicants and make recommendations to the committee. They would use the same process and follow the current framework.

Ms. Guzman suggested we consider whether an event is sanctioned and by who.

Ms. Arriola noted its importance in providing credibility to a group.

Mr. Tedtaotao said the law provides general guidance on what types of activities are authorized. The law provides that organizations be invited by a recognized body.

Barbara Tainatongo, Tribal council

Ms. Tainatongo noted that in 2012 they received won best cultural dance sport award under the Governor's Health and Fitness Council. Since they are considered a "dance sport" would they fall under both categories and would they be able to apply for grants under both?

Mr. Denight said it's one grant per person, per year and under current rules they would not qualify for both.

Kraig Camacho, GVB Sports and Events/Community Development Officer

Mr. Camacho suggested the committee be made of industry professionals representing both sports and culture. We need to consider the best opportunity for off-island exposure and what would benefit Guam the most.

Marlene Salongca, Foreign Affairs Liaison Officer, Guam Masters Basketball Association

Ms. Salongca shared that the Guam Masters Basketball Association was able to assist in setting up with the Philippine Masters Basketball Association. 35 players between the ages of 35 and 70 would be traveling in September to the Philippines in an effort to promote Guam and sports ambassadorship. She also noted that these trips are paid out of pocket.

Jason Tedtaotao, Office of Senator Tommy Morrison

Mr. Tedtaotao on behalf of Senator Morrison thanked GVB and the team for all of the hard work they have put in so far. He said they would be willing to provide any support necessary. He added that the investment made from this program would be huge for our community.

Ms. Taitague added that everyone's excited to get the program going. She thanked Senator Morrison and Senator Barnes.

Mr. Denight adjourned the hearing at 6:42pm.

# P.L. 33-10 Rules & Regulations Comments

**Vince Reyes**

**Email:** [malesso@guam.net](mailto:malesso@guam.net)

Comments:

1. The 50% seems fair. I just don't know if the cap of 10,000.00 is enough. For example, this summer we are participating in a major international competition in Istanbul. Each student must raise 2,600.00 x 25px = 65,000.00. When taking large groups, it would really help us to have much more depending on the type of event.
2. Under Application and Proposal Conditions:
  - a. Section 4: States "The Guam Visitors Bureau reserves the right to approve or deny funding to any sports or cultural ambassador based solely on the sport or cultural activity being displayed, promoted, and or demonstrated."
    - My question would be who would determine whose eligible and how do we prevent personal biases and ensure fairness. (example Pa'a Taotaotao Tano gets invited to a festival in Taiwan and Inetnon Gefpa'go gets invited to a festival in Europe.
    - Who determines which is most relevant?
    - How do we set up the rules and regulations to not to determine which event would have the most impact not just for our island tourism industry but for the island and culture as a whole.
  - b. Rules also state that "Cultural ambassadors seeking funding support to participate in events overseas must perform and display music, song, chanting and dance unique to Guam; All other forms of performing arts are subject to review and approval by GVB Cultural Heritage Officer:"
    - My question would be is the Cultural Heritage Officer credible enough to determine what is Chamorro and what is not?
    - What would be her definition of Chamorro dance, song or chant and what would be her guidelines in determining this?
    - Another concern would be should the cultural heritage officer be the sole person to determine eligibility as what is Chamorro?
    - Would she be the sole person to determine who fits the description of cultural ambassador? How do we set up fair guidelines to determine this?
  - c. Under Section: "The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that has knowing negatively impacted Guam in past performances and/or events'. Although I think this is a good thing, this will exclude Inetnon Gefpa'go because of the past

experience where boys shoplifted in Japan. That was almost 8 years ago and since then Inetnon Gefpa'go continues to develop a new pool of cultural performers and ambassadors. This incident was an isolated one but has been a major decision factor for GVB in not taking us on a overseas promotions. The individuals who did the offense are much older now and have already paid the price.

- So do we continually punish the institution because of past offenses even though we (the institution) have repeatedly contributed to the islands tourism industry and bring much acclaim to Guam despite all that has happened in the past?

d. Finally, I think that there needs to be some collaborative discussion with representatives from CAHA and DCA to determine further guidelines. I suggest that the deciding committee to grant this funding should consist of representatives from CAHA, DCA, a sports organization.

---

**Monica Guzman**

**Email: [monicaguzman@galaidegroup.com](mailto:monicaguzman@galaidegroup.com)**

Comments:

1. The only thing I see is that it should be opened to other cultural disciplines and not just song, dance and chant. The other traditional arts can also be Cultural Ambassadors by calling them Cultural Ambassadors. Does that mean it is restricted to Chamorro culture?
2. What about the likes of SKIP or Cantate?
3. I also think there should be a panel to assist GVB in determining those events that are authorized and would qualify. There are so many events in the world and how can one individual determine if an event is better than the other.....there is not a lot of money to pass around.
4. Might I also add that cultural ambassadors should not be limited to only song, dance and chant. There are many cultural practitioners that should qualify as cultural ambassadors such as our weavers, carvers, seafarers, yo'amte, etc., folk artists.



*I MINA'TRENTAI TRES NA LIHESLATURAN GUÁHAN*  
2015 (FIRST) Regular Session

Bill No. \_\_\_\_\_

Introduced by:

\_\_\_\_\_

**AN ACT TO ESTABLISH RULES AND  
REGULATIONS GOVERNING THE CULTURAL  
AND SPORTS AMBASSADOR PROGRAM**

1 **BE IT ENACTED BY THE PEOPLE OF GUAM:**

2       **Section 1. (a) Authority for the Guam Visitors Bureau to Promulgate**  
3 **Rules and Regulations.** Pursuant to Section 9403 of Public Law 33-10,  
4 Subsections 9105(d) and (e) of Chapter 9, Title 12, Guam Code Annotated, the  
5 Administrative Adjudication Act, the Guam Visitors Bureau has adopted certain  
6 rules and regulations related to the Cultural and Sports Ambassadors Fund  
7 necessary to implement the Cultural and Sports Ambassador Program. These rules  
8 and regulations, attached hereto and incorporated herein by reference, were  
9 presented at a public hearing on July 22, 2015 and thereafter adopted by the Guam  
10 Visitors Bureau at a regular meeting on the Bureau's Board of Directors on  
11 \_\_\_\_\_.

12       **(b) Approval of Rules and Regulations Provided by the Guam Visitors**  
13 **Bureau.** The rules and regulations provided by the Guam Visitors Bureau  
14 *contained in the attached "Exhibit A"* are approved by this Guam Legislature.



# APPENDIX A



# Sports & Cultural Ambassador Program

Fiscal Year  
2015

## Sports & Cultural Ambassador Grants-in-Aid Information Packet



# DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM

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## BACKGROUND AND OVERVIEW

### Purpose

The purpose for announcing this procedure is to:

1. Promote Guam abroad through the establishment of a Cultural and Sports Ambassador fund as mandated with the passing of Bill 39-33 by the 33<sup>rd</sup> Guam Legislature
2. Communicate the basis for the Cultural and Sports Ambassadorship financial assistance program to enhance the fulfillment of GVB's mission;
3. Leverage the Tourism Attraction Fund for maximum benefit to the community;
4. Provide the structure that will allow merit based awards to sports ambassadors and Chamorro cultural ambassadors; and
5. Provide after action reporting documentation and accountability for the Guam Visitors Bureau's financial assistance program.

### Introduction

The mission of the Guam Visitors Bureau Destination Development and Management Program is to promote Guam as an island of natural beauty that is safe to visit, and alive with friendly people, varied sports and cultural events and activities. The most recent initiative to support sports and cultural ambassadors calls for the following strategy and criteria:

**Strategy:** Provide opportunities for sports and cultural ambassadors to promote Guam's rich and unique culture abroad to raise awareness and educate other communities of our island as a safe, clean, and pleasant destination of choice.

**Criteria:** Generate awareness of the Guam brand; achieve national and international media recognition and exposure; attract visitors to Guam; provide residents with opportunities to attend and participate in approved sanctioned sports and cultural activities/events abroad, which add to Guam's quality of life; and generates public relations marketing value toward key markets and increases diversification value.

### Objectives

Guam Visitors Bureau is soliciting proposals/applications to support opportunities for sports and cultural ambassadors to strengthen existing, and to attract new visitor markets through their participation in sanctioned activities abroad.

- Provide funding for sports and cultural ambassadors traveling abroad to participate in sanctioned sporting and cultural events/activities overseas;
- Strengthen relationships and develop opportunities for hosting international events on Guam through the participation of overseas events;
- Raise awareness of Guam's unique culture, sporting activities and events overseas;
- Aid in the diversification of Guam to attract new markets;

## Definitions

1. **Cultural Ambassador:** Any locally recognized individual actively engaged and practicing traditional cultural art forms that is capable of representing Guam abroad, through the expressions of song, dance, chant, storytelling, theatrical and oratorical performances and any traditional cultural practices sanctioned by Guam Council on the Arts and Humanities and the Department of Chamorro Affairs.
2. **Sports Ambassador:** Any individual actively engaged in and capable of participating in a sporting contest or feat requiring physical strength, speed and or endurance. Sports Ambassador may be professional or amateur.
3. **Sanctioned Event:** Authoritative permission or approval that makes a course of action valid. Sanctioned events are expected to meet the highest quality standards in event organization. An event, which has been sanctioned will provide ranking points for the competitors and, as a result, tends to draw a larger, more competitive crowd than a local event.

## Application/Proposal Conditions

1. All monies awarded under this program are subject to review and approval of the GVB Sports and Events Committee and/or the Cultural and Heritage Committee as well as the availability of funds.
2. Funds requested shall be used to offset travel expenses for Sports and Cultural ambassadors deemed critical and essential to participate and represent Guam in international tournaments, competitions, exhibition shows and/or any sanctioned overseas event approved by the GVB Sports and Events Committee and/or the Cultural and Heritage Committee. Applicants consisting of an entire team/group or one individual may receive travel funding supporting of up to 50% of total travel cost of up to \$5,000. Individual applicants (1) athlete or (1) cultural practitioner seeking funding support may receive funding support of up to 50% of total travel cost, however, funding support will not exceed \$5,000.
3. A completed application in the manner required in the attached Application Instructions must be submitted by **(90) calendar days prior to the scheduled departure date**. This application must include:
  - Completed Application Form [see attached];
  - Detailed Description of the sanctioned overseas event/activity being attended in accordance with the attached Proposal/Application Outline [see attachment A];
  - Detailed breakdown of sports and cultural ambassadors deemed essential and critical to travel in order to participate in the overseas activity/event. Listing must include the role and responsibility of each sports and cultural ambassadors relative to fulfilling the objectives and mission of the sports team and/or cultural group;
  - All Sports/Cultural organizations or individuals applying must provide (1) copy of each travelers passport to the Guam Visitors Bureau as part of the application process;
  - Sports/Cultural organizations must provide (3) airfare travel cost quotations that reflect airfare prices gathered (90) Government of Guam working days prior to the scheduled departure date. All travel cost quotations gathered must reflect economy seating prices only, no special arrangements will be extended for priority seating;
4. The Guam Visitors Bureau Destination Development and Management Program will also adhere to the following guidelines:
  - Based on the availability of funds and subject to allotments received for this financial assistance program, the Guam Visitors Bureau will divide the allotment equally between Sports and Cultural Grants for financial assistance. (i.e. \$200,000 allotment will allow for the allocation of \$100,000 for Sports related Ambassador financial assistance and \$100,00 for Cultural related Ambassador financial assistance)
  - The Guam Visitors Bureau reserves the right to approve or deny funding based on the specified overseas event being participated, event attended must be a sanctioned event;
  - The Guam Visitors Bureau reserves the right to approve applicants regardless of whether the activity being performed is deemed a sporting or cultural activity or event. The Guam Visitors Bureau may reserve this right

based solely on leveraging opportunities to promote, market or brand Guam overseas;

- The Guam Visitors Bureau reserves the right to approve or deny funding for a participant based on their role and responsibility as specified;
- The Guam Visitors Bureau shall only provide funding support up to 50% of total travel expenses based on the final airfare cost provided by either the airline or travel agency used to procure travel. Cost either for an individual or team regardless of number of athletes shall never exceed funding support of up to \$5,000;
- The Guam Visitors Bureau reserves the right to approve or deny funding to any sports or cultural ambassador based solely on the sport or cultural activity being displayed, promoted, and or demonstrated;
- Cultural ambassadors seeking funding support to participate in events overseas must perform and display music, song, chanting and dance unique to Guam; All other forms of performing arts are subject to review and approval by GVB Cultural Heritage Officer. At the request of the GVB Cultural Heritage Officer, all performances or activities must be made available for review by GVB Cultural Heritage Officer for validation and/or approval.
- Only one proposal/application per applicant group or individual will be accepted. Sports and cultural ambassadors receiving funding support within this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.
- The Guam Visitors Bureau reserves the right to deny funding to any individual whom has already received appropriations within the fiscal year.
- The Guam Visitors Bureau shall only provide funding to Guam residents.
- The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that has knowing negatively impacted Guam in past performances and/or events.
- All sports and cultural ambassadors must knowingly give sponsorship credit to the Government of Guam and must provide and extend opportunities to the Guam Visitors Bureau to display, unify and brand uniforms and materials with the Guam Brand logo as the official icon of Guam.
- The Guam Visitors Bureau reserves the right to deny funding to any individual and/or group that may display any images, icons, and/or is supported by sponsors that may negatively impact Guam's image.
- The Guam Visitors Bureau reserves the right to deny funding to an individual and/or group that has knowingly or unknowingly listed a sex offender as a participant representing Guam.
- The Guam Visitors Bureau reserves the right to seek reimbursement if a listed sport and/or cultural ambassador is/was unable to attend an overseas event specified. Revisions made to the original listing of sports and cultural ambassadors must be approved by the Guam Visitors Bureau before travel is initiated, the Guam Visitors Bureau reserves the right deny funding for any sports and/or cultural ambassador that has traveled but not identified in the original listing as provided to the Guam Visitors Bureau.



## Evaluation Criteria

All proposals/applications will be reviewed and evaluated by the GVB Sports and Events Committee and/or the Cultural and Heritage Committee based on the following criteria:

### 1. Qualifications (40 points)

- A. Detailed description of overseas event being attended/ purpose of participation (40 points)

### 2. Proposal/Application (35 points total)

- A. Ability to provide all documentation as requested:

- (1) Submission of (3) economy class airfare travel cost quotations gathered and recorded (90) Government of Guam working days prior to scheduled departure date;
- (2) All Sports/Cultural organizations or individuals applying must provide (1) copy of each traveler's passport to the Guam Visitors Bureau as part of the application process;
- (3) Detailed breakdown of sports and cultural ambassadors deemed essential and critical to travel in order to participate in an overseas activity/event. Listing must include each sports and cultural ambassadors role and responsibility relative to fulfilling and achieving the objectives and mission of their sports team and/or cultural group:

### 3. Demonstration of fiscal accountability (25 points)

- A. As demonstrated through:

- (1) Post Event reporting to account for the participation of any sports and cultural ambassador which includes the following:
  - Must provide all airline-boarding passes for each sports and cultural ambassador to account for each traveler's participation as identified.
  - Must include event photos and/or any related materials in the event sports and cultural ambassadors and/or Guam receives international media exposure and awareness either through electronic and social media and/or traditional media platforms. Materials may be provided in electronic format or as printed materials.
  - Must also include a final paid invoice with amount as provided by the airline vendor or travel agency used to procure travel.
- (2) Post event report must be submitted 30 calendar days upon return to Guam and must include above-mentioned materials and documents in order to receive funding balance of 25%.

## FREQUENTLY ASKED QUESTIONS

1. Who can apply?

Guam resident sports athletes and/or Chamorro cultural performers that meets the strategy, criteria, objectives and proposal/application conditions as outlined in the Destination Development & Management Program Packet.

2. What types of overseas events/activities will be considered?

Overseas sanctioned events and activities include but are not limited to the following: Trade shows, tournaments, contest, exhibitions or any event or activity as approved by the Guam Visitors Bureau.

3. Is there a limit to the amount of funding that can be requested in each proposal/application?

Up to \$5,000.00 may be approved per applicant.

4. Can multiple proposals/applications be submitted?

Only one proposal/application per applicant per project will be accepted. Applicants receiving appropriations from the Tourism Attraction Fund in this fiscal year are not eligible to apply for any GVB funding within the same fiscal year.

5. What is the timeline for this process?

Deadline to submit a proposal/application is **(90) calendar days**. GVB Management will review and determine its eligibility and make recommendations on the amount. Appropriate members of the selection panel will review proposals/applications. Evaluations and recommendations will be made to either the GVB Sports or Cultural Committee. The Committee's motion then goes before the GVB Board of Directors via committee minutes for information purposes. Notification letters will be available on the Guam Visitors Bureau corporate site [visitguam.com](http://visitguam.com) in the weeks following the GVB Standing Committee Meeting at which the grant award is addressed and acted upon by the Committee.

6. Will another Call Out for this Grants-in-Aid program be issued later in the year?

Call outs will be made on the Guam Visitors Bureau corporate site [guamvisitorsbureau.com](http://guamvisitorsbureau.com) pending the availability of funds from the Guam Visitors Bureau. Notices will also be made in the media.

7. How are payment scheduled determined? What documentation is required for payment on the contract to be made?

The payment schedule is negotiable after the grant is executed. For payments to be processed, the grantee must submit a signed invoice and all deliverables required for the payment to be processed per the award letter. The Guam Visitors Bureau is required to retain 25% of the approved funding for final payment to be made once the agreement and all final post reporting documents are submitted and have been fulfilled. For the final payment to be made, additional deliverables include a final report and final budget on the forms provided.

GUAM VISITORS BUREAU  
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM

APPLICANT INSTRUCTIONS

All of the following items must be submitted as part of your proposal/application package by **(90) calendar days** for your application to be considered for funding.

1. Complete the attached "Application Form." Do not recreate
2. Prepare a detailed description of the event being attended to include purpose for participation. *[Attachment A]*
3. Prepare detailed listing of sports and cultural ambassadors deemed essential and critical to travel in order to participate in an overseas activity/event. Listing must include each sports and cultural ambassadors role and responsibility relative to fulfilling and achieving the objectives and mission of their sports team and/or cultural group. *[Attachment B]*
4. Other required documents:
  - A. Submission of (3) economy class airfare travel cost quotations gathered and recorded (90) Government of Guam working days prior to scheduled departure date
  - B. Must provide all airline-boarding passes after trip is completed for each sports and cultural ambassador to account for each traveler's participation as identified.
  - C. Must provide (1) copy of each travelers passport to the Guam Visitors Bureau as part of the application process;
  - D. Must include event photos and/or any related materials in the event sports and cultural ambassadors and/or Guam receives international media exposure and awareness either through electronic and social media and/or traditional media platforms. Materials may be provided in electronic format or as printed materials.
  - E. Must also include a final paid invoice with amount as provided by the airline vendor or travel agency used to procure travel.
5. The total proposal/application package shall include all of the documents listed in 1-4 above. Failure to provide these documents in a manner described herein will provide a basis to reject your proposal /application as being non-responsive.
6. Please do **not** use report covers, binders or include extraneous materials with the proposal/application packet.
7. Please note that if your application is selected for funding and an agreement is awarded, your application and contract/agreement becomes a public document, available for public inspection. Unless you identify any information that you deem to be proprietary, all information stated in your proposal/application will be made available for public inspection.

8. Submit original proposal/application to:

**Mr. Jon Nathan Denight**  
**General Manager**  
**Guam Visitors Bureau**  
**401 Pale San Vitores Road**  
**Tumon, Guam 96913**

**GUAM VISITORS BUREAU  
DESTINATION DEVELOPMENT & MANAGEMENT PROGRAM  
APPLICATION FORM**

**ORGANIZATION**

Sports/Cultural Team/Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

**GENERAL BACKGROUND (Maximum One Page)**

1. **DESCRIPTION OF ORGANIZATION:** Provide a brief history on development and accomplishments of the organization and/or individual.
2. **QUALIFICATIONS AND EXPERTISE:** Provide a detailed listing describing the qualifications, expertise, role and responsibility of your organization and/or each sports and cultural ambassador participating in the overseas event or activity.

**ORGANIZATION STATUS**

- a. Sports Related Travel      Cultural Related Travel
- b. Date Filed: \_\_\_\_\_

**Have you received funding assistance from the Guam Visitors Bureau in prior years?**

Yes                      No

*(Please indicate the supported project name, amount and date below?)*

**Project Name:** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**PROPOSED OVERSEAS EVENT/ACTIVITY**

Name of Proposed Sports or Cultural event/activity being attended: \_\_\_\_\_

Proposed Location: \_\_\_\_\_

Proposed Travel Date (s): \_\_\_\_\_ Amount Requested: \_\_\_\_\_



Please provide (3) airfare price quotations and attach price quotations as gathered by each respective airline and/or travel agency:

Price quote #1: \_\_\_\_\_  
Vendor name: \_\_\_\_\_  
Vendor Contact information: \_\_\_\_\_

Price quote #2: \_\_\_\_\_  
Vendor name: \_\_\_\_\_  
Vendor Contact information: \_\_\_\_\_

Price quote #3: \_\_\_\_\_  
Vendor name: \_\_\_\_\_  
Vendor Contact information: \_\_\_\_\_

Please provide a detailed listing of each Sports or Cultural Ambassadors expected to travel to participate in the overseas event/activity: (Please include each sports or cultural ambassadors role or responsibility as part of the team or group)

This application is submitted for consideration under the Guam Visitors Bureau Destination Development & Management Program for the following niche market area (check only one):

- Cultural Tourism
- Sports Tourism

**PROJECT DESCRIPTION/HISTORY (Maximum Four Pages)**

1. **DESCRIPTION OF THE EVENT BEING ATTENDED:** Provide an overview of the proposed event you will attend. Provide the purpose for attending the requested event?
2. **GOALS AND OBJECTIVES:** Describe the goals and objectives for your group/team or as an individual participating at the proposed event. What will your participation accomplish? How will the project meet the objectives of the Program? How will this project contribute positively to Guam's image and the overall awareness of Guam?
3. **COMMUNITY SUPPORT AND INVOLVEMENT:** As a condition of this award. Are you and all those listed to receive funding support prepared to complete community service hours as a condition for receiving public funds:  
Yes      No



## PROJECT IMPACT (Maximum One Page)

1. BENEFITS AND OUTCOMES: What do you expect to be the benefits and outcome of your participation overseas? Explain in detail.
- 

### Legal Assurances

In the event that a grant is awarded as a result of this application, *the following terms and conditions shall be complied with* as signified by the applicant's signature. This application shall become a part of the legally binding contract between the applicant and the Guam Visitors Bureau.

1. The **grant** cannot be assigned to a different group or individual or transferred *without prior written approval* of GVB.
2. The **grantee** shall submit up to date information regarding travel dates, times and locations of the event to take place for consideration and review by GVB. The grantee is requested to provide free admission to events for review.
3. The **grantee** shall submit the completed **Final Project Report** form summarizing the project and expenditures to GVB *within fifteen (30) days of the project's completion*. The final 25% of the grant award will be made upon approval by GVB of the Final Project Report.
4. The **grantee** agrees to report all necessary information, provide all records as requested by the Guam Visitors Bureau.
5. The financial accounts shall be subject to audit by appropriate agencies of the Territory of Guam. The **grantee** shall be responsible for the safe keeping and identification of records maintained to account for funds awarded herein. Said records must be kept in the grantee's files for a period of three (3) years after completion of the project.
6. Credit is to be given to the **Guam Visitors Bureau, Government of Guam**, in all brochures, press releases, programs, publications, tickets, and other printed materials. When no printed matter is utilized, *verbal credit* shall be given prior to each performance or presentation.

**CERTIFICATION (Unsigned proposals/applications will not be accepted.)**

The information contained in this application and all attachments and supporting documents and materials, is true, correct and complete, to the best of my knowledge and belief; that it was provided in good faith, with the knowledge and intention that the Guam Visitors Bureau may rely upon said information in reaching decisions to grant our request.”

Applicant Signature: \_\_\_\_\_  
Name (Please Print): \_\_\_\_\_  
Fiscal Officer/Second Responsible: \_\_\_\_\_  
Contact with Organization: \_\_\_\_\_  
Date of Application: \_\_\_\_\_

**Certified By**

_____	_____
Print Name	Title
_____	_____
Signature	Date

**\*\*NOTE: Grant Applications submitted without the required documents by the grant deadline date will not be accepted.**

\_\_\_\_\_  
\_\_\_\_\_

.....  
**FOR GVB OFFICE USE ONLY**

Date Received: \_\_\_\_\_ Received by: \_\_\_\_\_  
Amount Requested: \_\_\_\_\_ Amount Recommended: \_\_\_\_\_  
Funding Source: \_\_\_\_\_ Account No.: \_\_\_\_\_  
Board Approval Date: \_\_\_\_\_ Amount Approved: \_\_\_\_\_  
Date Financial Report Due: \_\_\_\_\_ Date Financial Report Received: \_\_\_\_\_  
By Cultural Heritage Officer/Community Development Officer: \_\_\_\_\_

