



VTC
PARTNERSHIP
MARKETING
Grant Funding
Programs

VADMO APRIL 2023

America's Time to Shine

- 2022-2024: Run up to **America's 250th**
- 2024-2025: Run up to **2026 World Cup**
- 2026-2031 **America's 250th**
- 2026-2032 **Artemis and Mars NASA** missions
- 2027 **World Expo** in United States
- 2028 **Summer Olympics** in United States
- 2029-30 **Int'l Rugby Championships** (TBD)
- 2031 **Battle of Yorktown** (Yorktown, VA)

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Advocate for Match

- **Tourism revenue supports** locality services
- Locally owned businesses keep profits in the **local community**
- Tourism product helps lead to traditional **economic development**
- Our funding programs help **leverage** your dollars

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Finding Match

- Tourism Investment District
- Locality contribution to DMO
- Your existing marketing budget (add that VIFL logo)
- Partnerships to create a pool of funds
- 501c organization with funding mechanism

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WHY DOES VTC OFFER FUNDING PROGRAMS?

- Creates further reach for **Virginia is for Lovers brand**
- Leverages **public and private partnerships** and dollars
- Allows small business and smaller destinations to **activate VTC services** and marketing opportunities
- Helps **layer Virginia marketing** to target markets and new markets
 - **New content** keeps visitors engaged
- Funding programs will be **critical after ARPA** funds spent down

OVERALL PROGRAM FOCUS:

- OVERNIGHT TRAVEL
- OUT OF STATE VISITORS
- FESTIVAL GROW TH (MORE DAYS/MORE SPACE)
 - ECONOMIC IMPACT
- REGIONAL LIMITS BY GO VIRGINIA REGION
- NO MORE THAN 20 % OF TOTAL FUNDS TO ANY ONE REGION

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VTC
Funding and
Sponsorship
Programs

VADMO APRIL 2023



OPEN May 2023 & October 2023 VA250 GRANTS

- **AMERICA'S 250TH** 2026-2031
- MARKETING PROGRAMS & DESTINATIONS
- CONNECTING TO **ANY PERIOD** OF AMERICAN HISTORY & CULTURE
- ONLY OFFICIAL **VA250 CERTIFIED COMMUNITY COMMITTEES**
- OPEN **2X PER YEAR** THROUGH 2026
- ADDITIONAL ROUNDS 2027-2031 TBD

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Fall 2023 MICRO BUSINESS GRANT

- \$5,000 TO \$10,000 MAX AWARD
- OFF-SEASON TRAVEL
- AWARDS MID October
- GATEWAY PROGRAM FOR NEW APPLICANTS WITH FEWER THAN 20 FTE
- ALSO OPEN TO ORGANIZATIONS LIKE DMOS, CHAMBERS, DOWNTOWN BIZ ASSOCIATIONS, ETC.

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OPENING EARLY 2024 MARKETING LEVERAGE PROGRAM GRANT

- **PARTNERSHIP** FOCUS
- MAX AWARD \$20,000
- HUB & SPOKE **ITINERARIES**)
- BACK TO CASH MATCH
- OPEN TO ORGANIZATIONS,
DMOS, SMALL **TOURISM**
ORIENTED BUSINESSES

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OPENING EARLY 2024 SPECIAL EVENTS & FESTIVALS PROGRAM

- LODGING/CULINARY/ARTISAN
PARTNERSHIPS ARE KEY
- EXPAND FOOTPRINT EXPERIENCE
- MORE DAYS/MORE STAYS
- MUST BE ESTABLISHED FESTIVAL/EVENT
WITH MINIMUM TWO YEARS OF HISTORY
STARTING IN 2017
- IN-KIND MATCH ALLOWED

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OPENING EARLY 2024 DMO MARKETING GRANTS

- **PARTNERSHIP** FOCUSED
- TARGETED **DESTINATION** MARKETING
- CREATIVE & LAYERED CAMPAIGNS
- MUST BE **OFFICIAL DMO** TO APPLY
- IN-KIND MATCH ALLOWED

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GRANT CALENDAR

2023

- VA250 (MAY & OCT 2023)
- MICRO BUSINESS GRANT (FALL 2023)

2024

- MARKETING LEVERAGE (EARLY 2024)
 - SPECIAL EVENTS & FESTIVALS (EARLY 2024)
 - DMO MARKETING GRANT (EARLY 2024)
 - VA 250 (SPRING & FALL 2024)
 - DRIVE PROGRAM (TBD)
 - MICRO BUSINESS GRANT (TBD/FALL 2024)
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- Lather. Rinse. Repeat.
 - Make a Phased Plan!

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VTC
APPLICATION TIPS

VADMO APRIL 2023

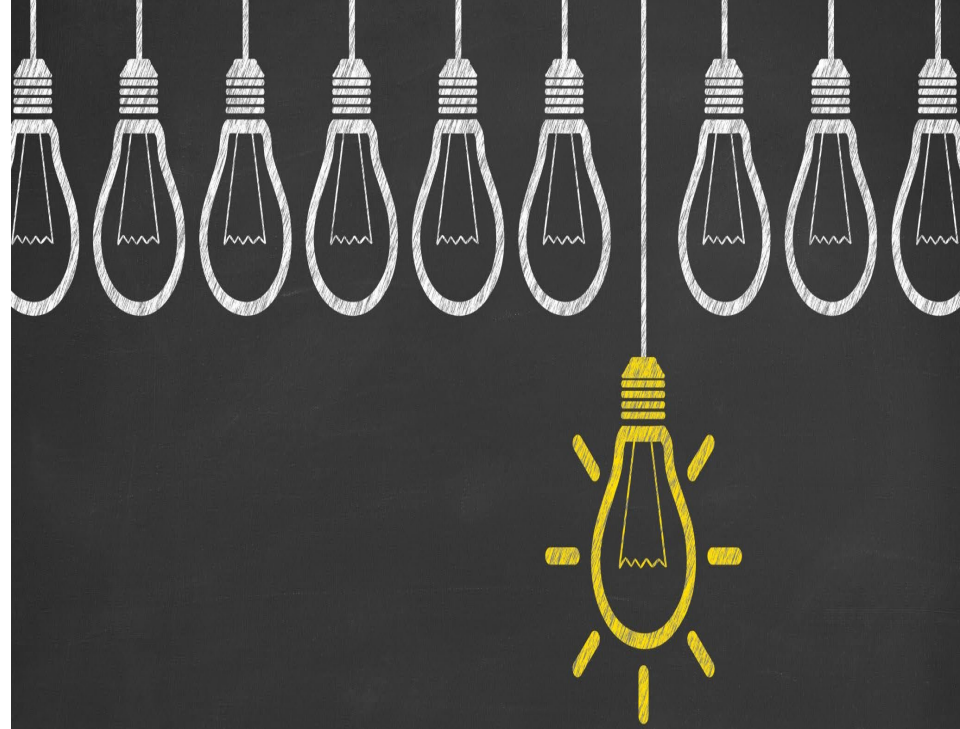
Tourism Research Helps Justify Your Award

- VTC research
- POIs
- Zips
- Logs
- Insights



Details Matter

- Think like an ad agency. Sell the concept.
- Dates, Demographics, Channel, Cost
- Target Markets—
justify your choices
with research



The Elusive Economic Impact

- ROI
- Conversion Rate
- Revenue Increases
- Be Consistent

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Marketing plan = Reimbursement

- Changes are allowed
- Use a revision form
- Wait for approval
- Reimbursement should match new plan



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VTC
CH-CH-CH-CHANGES

VADMO APRIL 2023

Changes...

- Foundant Software
- Cloud-based
- Grants invite only; after webinar
- Round restrictions
- VA-1



SOMETIMES

★★ALL WE★★

★NEED IS A★

FRESH START

WWW.LIVELIFEHAPPY.COM

Close outs

- No more extensions on 2017-2021 grants
- Use it or Lose it
- Emails coming
- You can release with no future penalty

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POINTS TO REMEMBER

- PARTNERSHIPS ARE KEY
- LEVERAGING PUBLIC TO PRIVATE DOLLARS IS CRITICAL
- USE THE VIRIGNIA IS FOR LOVERS LOGO ON YOUR MARKETING & ADS
 - ALL ARE REIMBURSEMENT PROGRAMS
 - ELIGIBILITY VARIES BY PROGRAM TYPE
 - ECONOMIC IMPACT & RESEARCH ARE IMPORTANT FACTORS
 - REGIONAL LIMITS BY GO VIRGINIA REGION FOR SOME PROGRAMS
- READ INSTRUCTIONS, Ts & Cs, AND LIST OF ELIGIBLE EXPENSES BEFORE APPLYING

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LET'S WORK TOGETHER!

REACH OUT TO THE DESTINATION DEVELOPMENT TEAM

REACH OUT TO THE GRANTS TEAM

FUNDING PROGRAMS OVERVIEW : VATC.ORG/GRANTS

QUESTIONS?

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