



Virginia Tourism Corporation

TOURISM DEVELOPMENT FINANCING PROGRAM

the **NEED**

VIRGINIA's Approach

- Superior Marketing
- Tourism Development
- Workforce Readiness...

designed to create The Experience!

the **NEED**

VIRGINIA's Approach

- Lack of financial resources for localities, small tourism businesses in order to capitalize upon tourism revenues
- Localities/developers needing **20% or less** to make the development a reality



the HISTORY

- Executive Order #1 – Governor's Economic Development & Jobs Commission
- Tourism Subgroup

the **BENEFITS**

- Generates taxes, not raises them
- No financial risk to state or localities
- Locality-driven
- Job Creator
- Benefits all localities

the **LEGISLATION**

- Introduced by Senator Tommy Norment (R) and Delegate Matthew James (D)
- Stimulate construction, tourism and banking industries in the Commonwealth of Virginia
- Ensure sustainability for tourism expenditures for localities

the REQUIREMENTS

1. By *ordinance*, localities must establish and adopt a tourism zone in which the project is located and designate tax entitlement
2. By *ordinance*, localities must establish and adopt a tourism development plan which identifies a void, and have that plan approved by the Virginia Tourism Corp
3. Localities and developers must work with an economic development authority or a political subdivision in order to put together a performance agreement.

the REQUIREMENTS

4. Performance agreement must demonstrate that 80% of the financial package is in place
5. By aforementioned ordinance, the locality agrees to match state 1% through locality tax entitlement for the project—for the sole purpose of paying off the 20% gap financing
6. Performance agreement requires the developer to match the 1% of the state tax entitlement—for the sole purpose of paying off 20% gap financing
7. Approved plan, performance agreement and ordinances are sent to VTC, which, in turn are sent to the State Comptroller for approval

Tourism Development Financing Program

Virginia.gov Online Services | Commonwealth Sites | Help | Governor

Virginia Tourism Corporation
Information for Virginia's Travel Industry

Home > Partnership Alliance Marketing > Tourism Development Financing Program [Contact](#)

Tourism Divisions	Commonwealth of Virginia Tourism Development Financing Program
Administration & Finance	<p>The Commonwealth of Virginia has established a financing program for qualified Virginia tourism development projects. The purpose of the program is to provide a gap financing mechanism for projects in partnership with developers, localities, financial institutions, and the state. This program provides a method of financing to compensate for a shortfall in project funding not to exceed 20% of a qualified project's total cost.</p> <p>Section 58.1-3851.1 of the Virginia Code details the requirements for eligible tourism projects. For those tourism projects that are eligible, a portion of state and local sales taxes collected once the eligible tourism project is generating sales tax may be used to pay debt service on the project. One percent of the local sales tax and one percent of the state sales tax is the maximum amount that is available for gap funding.</p> <p>As required in the legislation, localities that are interested in pursuing the financing program will need to complete the following steps.</p> <p>(1) PROJECT PARTNERS IDENTIFICATION AND FUNDING ESTABLISHMENT The first and key components to applying for the Tourism Development Fund is the securing of development, financial local economic development partners, as well as determine whether they have the 80% financing in place, structure your debt and equity financing and enter into a performance agreement with the appropriate political subdivision in the locality and confirm participating project developers will pay an access fee equal to one percent of the sales tax revenue generated and returned to the tourism project. > See more * see page 2 of this Doc</p> <p>(2) TOURISM ZONE IDENTIFICATION OR ESTABLISHMENT Localities that are interested in pursuing the financing will need to have a defined tourism zone(s) within which the proposed project is contained. Virginia cities, counties, or towns can currently establish such tourism zones as allowed for in the Code of Virginia. This section of the Virginia Code can be found at http://leg1.state.va.us/cgi-bin/legp504.exe?000+cod+58.1-3851. Interested localities are encouraged to begin development of the required tourism zones.</p> <p>(3) TOURISM DEVELOPMENT PLAN IDENTIFICATION OR ESTABLISHMENT Verify that the locality in which you wish to build your tourism project has established a Tourism Development Plan. The Virginia Tourism Corporation will work with the locality to establish a Tourism Plan if the locality does not have one and wishes to establish one. A clear understanding and proof of how a proposed tourism project will meet an identified deficiency is included in the plan, and approved by the Virginia Tourism Authority.</p> <p>(4) TOURISM DEVELOPMENT PLAN ADMINISTRATION FEE Once you have completed and submitted your Tourism Development Plan, there is a \$500 administration and processing fee which is paid to the Virginia Tourism Corporation.</p> <p>(5) SUBMISSION AND APPROVAL OF APPLICATION Once all stages of the program are completed, all necessary documentation supporting your application will be submitted to the Comptroller of Virginia for certification. After certification, the applicant and partners can proceed with accessing their gap funding resources as outlined in their application, and through contacting the Virginia Department of Taxation.</p>
Advertising	
Advertise in the Virginia Travel Guide	
Consumer Services and Fulfillment	
Electronic Marketing	
Film Office	
Domestic and International Sales & Marketing	
Public Relations	
Press Room	
Promotions	
Research	
Partnership Alliance Marketing	
Research and Community Data	
Business Assistance	
Grant and Funding Sources	
Tourism Development Financing Program	
Development Assistance Resources	
Tourism Professional Links	
Customer Service Training	
Partnerships and Outreach	
Workshop Opportunities	
VTC Help Desks	
Related Links	
Enabling Legislation	

www.vatc.org/TDFinancingProgram

Tourism Development Financing Program

Performance Agreement

Tourism Zone

Tourism Dev Plan

This screenshot shows the 'Locality Plan Creation' page on the Virginia is for Lovers website. It includes instructions for users, a 'Before you begin' section with three bullet points, a 'Help and assistance' section with contact information for various departments, and a 'Virginia is for Lovers Tourism Plans' section with a link to 'See Your Contact Information'.



This screenshot is identical to the first one, showing the 'Locality Plan Creation' page with instructions, contact information, and a link to 'See Your Contact Information'.



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Submit >> VTC >> Comptroller

Performance Agreement

- Partnerships

with Economic Development Authority or other appropriate political subdivision

- Committed financing

- Debt structuring

- Reimbursement

Performance Agreement

Partnerships: A first step and key component to applying for the Tourism Development Financing Program is the securing of development partners, financial advisors and support from one's local economic development authority or other appropriate political subdivision

Committed Financing: Partners that are interested in pursuing the gap financing will need to work with their own financial advisors and consultants to establish that at least 80% of the project financing is committed

Legal Counsel: Localities should work with their legal advisors to ensure that the performance agreement complies with the legislation

Debt Structuring: Work with financial advisors to structure your debt and equity financing so that the gap funds to be provided through the sales taxes returned to you will not be required until construction is complete and the project is generating revenues subject to sales tax

Reimbursement: *The gap financing debt service is paid by the following structure:*

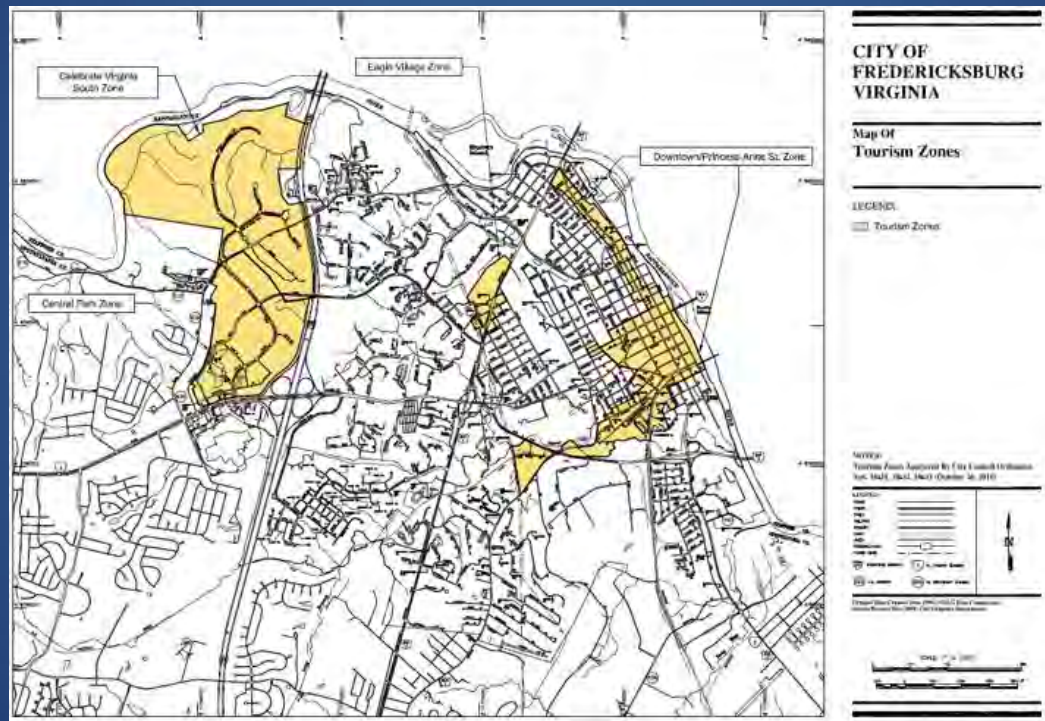
1% of the state sales tax

1% of the local sales tax

1% Developer access fee equal to the state sales tax

Tourism Development **ZONE**

- Localities will need to have a defined tourism zone(s) within which the proposed project is contained



- Virginia cities, counties, or towns can currently establish such tourism zones as allowed for in the Code of Virginia

Tourism Development **ZONE**

Creation of local tourism zones

2006 Virginia Code § 58.1-3851

- Any city, county, or town may establish, by ordinance, one or more tourism zones
- Each locality may grant tax incentives and provide certain regulatory flexibility in a tourism zone

Tourism Development **ZONE**

- Allows for businesses to take advantage of **state and local tax credits and deductions** not available to businesses elsewhere
- **Provides incentives to stimulate business** attraction, growth, and increase employment opportunities within an economically challenged area

Tourism Development **ZONE**

- Reduction of permit fees and permit reform
- Reduction of user fees
- Reduction of any type of gross receipts tax
- Special zoning for the district

Tourism Development **ZONE**

- Diverse lodging development and needs, **in relation to residential nearby**
- **Tourist center** and locality-wide services and operations
- **New** types or quantities of **merchandise** processed, produced or sold
- Personal **safety** and security in streets and around development
- Local **transportation** and traffic patterns
- Effective travel, retail and hospitality **signage**
- **Alcohol** service
- Non-emergency and emergency **health care needs** of visitors

Tourism Development **ZONE**

Examples of tourism zones from other Virginia localities can be found at the following links:

For more information on establishing a defined tourism zone, contact tdfund@virginia.org or 804 545 5552

City of Fredericksburg, VA

<http://www.fredericksburgva.gov/Departments/economicdevelopment/index.aspx?id=572>

CONTACT

Ms. Karen W. Hedelt
Director Dept. of Econ Dev. & Tourism
City of Fredericksburg
706 Caroline Street
Fredericksburg, VA 22401
(540) 372-1216
khedelt@fredericksburgva.gov
www.visitfred.com

Spotsylvania County, VA

<http://www.spotsylvania.org/TourismZone.htm>

CONTACT

Debbie Sanders
Deputy Director
Spotsylvania County
dsanders@spotsylvania.va.us
9019 Old Battlefield Blvd, Suite 310
Spotsylvania, VA 22553
800 972 2526
www.spotsylvania.org

Town of Pocahontas, VA

<http://www.pocahontasva.org/Tourism%20Zone%20Ord%2018-76%20%20011711.pdf>

CONTACT

Johnathan Gibson
Mayor
Town of Pocahontas
300 Centre Street
P.O. Box 128
Pocahontas, VA 24635
276-945-9522
Johnathan.Gibson@Pocahontas.org

Tourism Development Financing Program

Performance Agreement

Tourism Zone

Tourism Dev Plan

This screenshot shows the 'Locality Plan Creation' page on the Virginia is for Lovers website. It includes instructions for users, a 'Before you begin' section with three bullet points, and a 'Help and assistance' section with contact information for various departments. At the bottom, there are instructions regarding PDF document submission.



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This screenshot is identical to the previous ones, showing the 'Locality Plan Creation' page with instructions, a 'Before you begin' section, and contact information.

Submit >> VTC >> Comptroller

Tourism Development **PLAN**

Tourism Development Plan (TDPlan) - Login

New Registration

Welcome to TDPlan, the Tourism Development Plan system.
If you do not yet have a login, [Register Here](#)

Existing User

Username:
Password:

[Reset Password](#)

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

From: mgalgano@virginiainteractive.org
To: Confroy, Wirt
Cc:
Subject: VTC Tourism Development Plan – Registration Approved

Sent: Wed 9/21/2011 3:12 PM

Thank you for your interest in the Commonwealth of Virginia's Tourism Development Financing Program and in completing Virginia Tourism's *Tourism Development Plan*.

Your User ID and Password are approved.

Please visit the following, unique web address to begin building your tourism development plan.

Before you begin, please note the following:

Saving and Tracking your Progress

- You may enter information, SAVE, and return to continue work at any time
- This will be valuable as you retrieve research or data you may need to complete the process
- You may gauge your completion status by the Progress Bar at the top of each screen

Help and assistance

Technical Questions

David Neudeck
Director of Electronic Marketing
Virginia Tourism Corporation

(804) 545-5554

**Plan building questions,
answers and definitions**

Wirt Confroy
Director of Partnerships & Outreach
Virginia Tourism Corporation

(804) 545-5552

**Virginia's Tourism Development
Financing Program requirements**

Stephanie Hamlett
Executive Director
Virginia Resources Authority

(804) 644-3100

Select the 'Start Building Your Plan' button below to start the Tourism Development Plan process.

START BUILDING YOUR PLAN

Locality Plan Creation

Thank you for your interest in the Commonwealth of Virginia's Tourism Development Financing Program and in completing Virginia Tourism's Tourism Development Plan.

Before you begin, please note the following:

Saving and Tracking your Progress

- You may enter information, SAVE, and return to continue work at any time
- This will be valuable as you retrieve research or data you may need to complete the process
- You may gauge your completion status by the Progress Bar at the top of each screen

Help and assistance

Technical Questions - only

David Neudeck
Director of Electronic Marketing
Virginia Tourism Corporation
dneudeck@virginia.org
(804) 545-5554

Plan building questions - answers and definitions

Wirt Confroy
Director of Partnerships & Outreach
Virginia Tourism Corporation
tdfund@virginia.org
(804) 545-5552


Virginia's Tourism Development Financing Program requirements

Stephanie L. Hamlett
Executive Director
Virginia Resources Authority
shamlett@virginiareources.org
(804) 644-3100 ext. 117

Virginia is for Lovers Tourism Plans [Edit Your Contact Information](#)

[Click here to create a new plan](#)

- A printed PDF document of your plan may only be downloaded once all questions are answered and your plan is in 'Questions Complete', 'Admin Review' or 'Approved' stages.
- One can 'Submit For Approval' once all questions are answered and your plan's status is 'Questions Complete'

Tourism Plan 

Section 1

 1/5

1-A Briefly describe the overall scope and concept of your proposed project.

Visit the Tourism Development Financing Program homepage to review requirements

Word Count: 0 / 250

1-B What perceived VOID in your local tourism economy will this proposed project fill?

Visit the Tourism Development Financing Program homepage to review requirements

Word Count: 0 / 250

1-C Will this proposed project fit into an existing Tourism Zone?

Visit the Tourism Development Financing Program homepage to review tourism zone requirements

Yes No


1-D The proposed project will accomplish the following:


Project jobs created from this specific project projected to be

Project jobs created from this specific project projected to be 400 service-sector jobs%

Projected local tax revenue from project expected to be

\$ 250,000

Tourism Plan 

Section 1 

1-A Briefly describe the overall scope and concept of your proposed project.
Visit the Tourism Development Financing Program homepage to review requirements

Word Count: 147 / 250

1-B What perceived benefits will your project bring to the community?
Visit the Tourism Development Financing Program homepage to review requirements

Required Questions

Answers have been saved.

Ok

Word Count: 93 / 250

1-C Will this proposed project fit into an existing Tourism Zone?
Visit the Tourism Development Financing Program homepage to review tourism zone requirements

Yes No

1-D The proposed project will accomplish the following:

Project jobs created from this specific project projected to be

Projected local tax revenue from project expected to be

\$ 250,000

Tourism Plan



Section 2

0/5 2/5

2-A What attributes best describe your area:

(Select all that apply)

Nature / Outdoor Recreation

- Mountains
- Scenic Drive
- State Parks
- Hiking
- Camping
- Caverns
- Lakes
- Rivers
- Beaches
- Chesapeake Bay
- Wildlife Watching
- Motorsports
- Road cycling
- Agricultural – Wineries
- Agricultural – Farmers Markets
- Agricultural – 'Pick your own'
- Other

History / Heritage

- Revolutionary
- Civil War
- Civil Rights
- Virginia Indian
- African American
- European American
- (German, Irish, British, etc.)

- Festivals-Music
- Festivals-Wine
- Festivals-Arts & Crafts
- Live Performance & concerts
- Shopping-Antiques
- Shopping-Arts & Crafts
- Shopping-Malls
- Shopping-Outlets
- Shopping-Wineries
- Other

Do you offer seasonal or year-round experiences?

- Seasonal Year-round Other

Do you have a peak season

- Spring Summer Fall Winter Other

2-B What are the major lures and drivers that attract tourists to your area?

What are the major attractions, activities and experiences that draw visitors to your area?

Word Count: 0 / 250

2-C What is your UNIQUE factor? What sets you apart from the competition?

Unique by definition:

- The only one; without a like or equal; distinctively characteristic; atypical or unusual

What makes your destination truly different? Is it a particular attraction, historical location, cultural experience, social, ethnic or religious center or a geographical element different than that of a neighboring locale? Or is it a combination of the aforementioned?

Word Count: 0 / 250

2-D Who is your major competition?

Is there a particular region, community, attraction or of travel experience that is your primary competition?

How many other destinations have this same unique factor within 5-0 – 100 – 150+ miles?

Word Count: 0 / 250

Tourism Plan



Section 3

0/5 3/5

3-A Gauge your tourism INFRASTRUCTURE

How would you rate your Transportation?

	Excellent	Average	Weak	Not Applicable
<i>Interstates</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Secondary roads</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Signage</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Bus travel</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Train travel</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Air travel</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Waterways</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Taxi service</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Biking paths</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

How would you rate your Public Services?

	Excellent	Average	Weak	Not Applicable
<i>Police force</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Healthcare</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Public Utilities</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Waste management</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Rescue support</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Communications</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Public parks/recreation</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

How would you rate your Environment?

	Excellent	Average	Weak	Not Applicable
<i>Air quality</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Traffic</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Landfills</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Wetlands</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3-B Gauge your tourism ECONOMY & BUSINESS COMMUNITY

How would you rate your Accommodations?

	Excellent	Average	Weak	Not Applicable
<i>B&Bs</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Inns</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Hotels</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Resorts</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Rental property</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Cottages</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Cabins</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Campsites</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate your Attractions?


	Excellent	Average	Weak	Not Applicable
<i>Shopping</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Dining</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Historic</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Museums</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Wineries</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Music festivals</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Zoos / animal parks</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Art galleries</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Nature trails & facilities</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

How would you rate your Facilities?

	Excellent	Average	Weak	Not Applicable
<i>Universities</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
<i>Performing arts</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Outdoor parks</i>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
<i>Convention facilities</i>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Sporting venues</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<i>Event spaces</i>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3-C Gauge your LOCAL SOCIAL AND CULTURAL ASSETS

How would you describe your Heritage & Culture?

Tourism Plan 

Section 3

0/5 4/5

3-D Gauge your TOP 3 Strengths, Weakness, Opportunities and Threats

S.W.O.T. analysis is a process that identifies the strengths, weaknesses, opportunities and threats of an organization. Specifically, SWOT is a basic, straightforward model that assesses what an organization can and cannot do as well as its potential opportunities and threats. The method of SWOT analysis is to take the information from an environmental analysis and separate it into internal (strengths and weaknesses) and external issues (opportunities and threats). Once this is completed, SWOT analysis determines what may assist the organization in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve desired results.

<p>Strengths</p> <p>Obvious natural priorities</p> <ul style="list-style-type: none"> • Likely to produce greatest ROI (Return On Investment) • Likely to be quickest and easiest to implement. • Probably justifying immediate action-planning or feasibility study. 	<p>Weaknesses</p> <p>potentially attractive options</p> <ul style="list-style-type: none"> • Likely to produce good returns if capability and implementation are viable. e. • Potentially more exciting and stimulating and rewarding than S/O due to change, challenge, surprise tactics, and benefits from addressing and achieving improvements.
<p>Threat</p> <p>easy to defend and counter</p> <ul style="list-style-type: none"> • Only basic awareness, planning, and implementation required to meet these challenges. • Investment in these issues is generally safe and necessary. 	<p>Opportunity</p> <p>potentially high risk</p> <ul style="list-style-type: none"> • Assessment of risk crucial. • Where risk is low then we must ignore these issues and not be distracted by them. • Where risk is high we must assess capability gaps and plan to defend/avert in very specific controlled ways.

TOP 3 STRENGTHS Characteristics of community or area that give it an advantage over others

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Draw of as a long-standing location, ready for visitors

Word Count: 15 / 250

Outdoor experiences plus supporting conservation, museum and agricultural offerings

Word Count: 9 / 250

Improved reputation (reduced crime & litter; better and more affordable lodging, parking

Word Count: 13 / 250

[+] Add additional

TOP 3 WEAKNESSES Characteristics that place your community or area at a disadvantage relative to others

Need for more infrastructure, lodging and attractions

Word Count: 13 / 250

Deficiency of development and marketing funding

Word Count: 6 / 250

Lack of unity amongst local development and marketing organizations

Word Count: 9 / 250

[+] Add additional

TOP 3 OPPORTUNITIES External chances to achieve greater success and profits in your industry.

Increased engagement of visitor spending through tourism marketing

Word Count: 8 / 250


Federal grant funds available for infrastructure improvements

Word Count: 7 / 250

Gap financing program via the Commonwealth of Virginia

Word Count: 8 / 250

[+] Add additional

Tourism Plan 

Section 4

0/5 0/5

4-A Please submit your current or existing marketing plan.

Please attach a Word Doc or PDF of your current marketing plan.

[Delete File](#) | View: [2011921152241758_Tourism Plan READY TO BEGIN.docx](#)

What is a Marketing Plan?

A marketing plan is an official, adopted plan by which an organization or community can maximize its tourism potential. It answers key questions which provide direction for a community's tourism marketing activities. A marketing plan brings together an organization's research, particular goals, measurable objectives, brand ideals and other important considerations in one concise, executable directive.

Key questions a marketing plan can include are:

- Summary and Introduction
Who are we?
- Marketing Objectives
What are we trying to accomplish?
What measurable outcome do we want? What messages will we use?
- Situation Analysis
What are we trying to achieve?
- Target Markets
Who is our audience or customer?
- Strategies and Tactics
What vehicles will we use?
- Tracking and Evaluation
How will we measure our success?

A marketing plan:

- Allows an organization to look internally to fully understand the impact and results of past marketing
- Allows the organization to look externally to fully understand the market in which it chooses to compete
- Sets future goals and provides direction that everyone in the organization should understand and support

4-B Your marketing plan will have the following affects:

Your marketing efforts will have the following effects:

What is a Marketing Plan?

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Who is our audience or customer?
- Marketing Objectives
What are we trying to accomplish?
What measurable outcome do we want?
- Strategies and Tactics
What vehicles will we use?
What messages will we use?
- Situation Analysis
What are we trying to achieve?
- Tracking and Evaluation
How will we measure our success?

A marketing plan:

- Allows an organization to look internally to fully understand the impact and results of past marketing
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- Sets future goals and provides direction that everyone in the organization should understand and support

4-B Your marketing plan will have the following affects:

Your marketing efforts will have the following effects:

Visitation increased by

%

Tourist expenditures increased by

%

Combined development and private sector investments of

Visitor Satisfaction increased by

%

Number of partnership participants in your marketing plan

Financial Review ✓



The following components, including **proof of local ordinances adopted** are required by the Virginia Code of Section 58.1-3851.1

Tourism
Zone ✓

Tourism
Dev Plan ✓



Performance
Agreement ✓





Virginia Tourism Corporation

TOURISM DEVELOPMENT FINANCING PROGRAM