



VTC DMO WanderLove Grant Program

READ THIS FIRST SECTION THOROUGHLY AND REFER BACK TO THIS CHECKLIST BEFORE SUBMITTING YOUR APPLICATION!!!!

IMPORTANT! READ THESE **TERMS AND CONDITIONS** AND MAKE SURE THAT YOU HAVE ADDRESSED **EVERY** ASPECT CONTAINED WITHIN. FAILURE TO MEET THESE GUIDELINES WILL RESULT IN EITHER A LOWER SCORE OR INELIGIBILITY OF YOUR APPLICATION. BELOW IS A CHECKLIST FOR YOU TO USE IN REVIEWING YOUR APPLICATION BEFORE FINAL SUBMISSION. ALSO, BE SURE TO READ THE **HELPFUL HINTS** ON EACH PAGE OF THE ONLINE APPLICATION FOR ADDITIONAL WAYS TO STRENGTHEN YOUR APPLICATION!

- Have you read all instructions, tips, examples, and the application?
- Have you completed all sections, including Federal Employer Identification Numbers (FEIN)? The FEIN is required to process grant payments.
- Have you completed your destination's WanderLove HUB & SPOKE around your strongest lure for a road trip?
- Have you identified your top three feeder markets?
- Have you provided a *detailed* marketing plan, timeline for action, and budget for your project?
- Does your program incorporate the "VIRGINIA IS FOR LOVERS – WanderLove" campaign opportunities?
- Did you see on screen confirmation that your application was submitted for review and/or final submission?**

Please take the time before submitting your draft and especially your final application, to go back over your application to make sure all sections, tables, and forms are complete. Use this checklist to help evaluate your application. You will NOT be able to make amendments to your application after the due date!

Applications are due **no later than 5:00 PM on July 2, 2020**

NO EXTENSION OF THIS DEADLINE WILL BE ALLOWED!!!



VTC DMO WanderLove Grant Program Terms and Conditions

What is the VTC DMO WanderLove Grant?

The coronavirus has had a devastating impact on the tourism and hospitality industries in Virginia. As the Commonwealth slowly reopens for business, Virginia Tourism is offering these grant funds as a first step to re-entry into the marketplace to spur economic activity and travel across the Commonwealth.

Based on industry research, in-state and drive-market road trips will be the first to return as restrictions are lifted in Virginia and across the country. Travelers will be seeking safe, close-to-home destinations that allow for social distancing and access to open spaces, specifically beach, outdoor and rural experiences. Additionally, 40 percent of Americans intend to take a road trip this year.

In response, VTC has created a new integrated summer campaign, WanderLove, that will provide travel inspiration for epic Virginia Road Trips. The campaign will feature outdoor recreation, hidden gems, small towns, and VTC's signature [LOVEworks](#) program. This grant will provide DMO partners a simple and flexible way to participate in the WanderLove program. Each recipient will be equipped with creative templates and resources to highlight their own destination.

To find out more details and see sample WanderLove creative, visit <https://www.vatc.org/wanderlove-campaign>.

- This grant program is intended to help Virginia destinations and Virginia Destination Marketing Organizations with recovery marketing from the COVID-19 pandemic.
- Only recognized Virginia DMOs are eligible for this program. For a list of recognized Virginia DMOs, visit <https://www.vatc.org/wp-content/uploads/2020/02/DMOlist.pdf>.
- This application differs from the VTC Marketing Leverage Program, and does not require cash match, however it DOES require an in-kind match.
- Your in-kind match may be through your owned, earned, or paid media including Facebook Twitter; Instagram, Google, other digital, print, etc.
- You will need to integrate the Virginia is for Lovers "WanderLove" campaign into your marketing. <https://www.vatc.org/wanderlove-campaign>
- Funds must be used for recovery marketing only. Operational expenses are not allowed. Funds may be used for participating in the VTC Coops; local advertising; out of area marketing; and other allowable items. For a detailed list of allowed and prohibited grant fund usage, please see the last sections of these Terms & Conditions.

- The final application must be submitted via the online application at VATC.org no later than **July 2, 2020**. No other application delivery formats will be accepted. Grading of applications is expected to be completed and award/denial notifications should be made by **July 15, 2020**.
- Upon approval of your application, funds will be available within 30 days of signing of VTC WanderLove Grant Agreement Letter, receipt of invoice for award amount, and completed Form W-9. Funds will be available after July 15, 2020.
- Any changes in the applicant’s program that arise after notification of award must be submitted in writing and approved in writing by VTC. Failure to do so may result in default and any funding awarded to date may be refundable to VTC.
- All programs should be completed within 12 months of the award notification date.
- All program placements must be completed no later than June 30, 2021.
- VTC must report on the effectiveness of the VTC DMO WanderLove Grant to our stakeholders. We must show a return on investment of the program. To that end, you will be required to provide a brief final report on the effectiveness and outcomes of your programs.
- A final report must be submitted to the VTC within 60 days of the completion of the program detailing the results of the program. The final report is a simple, two-page summary of the results and other outcomes of your program. A report template will be supplied.
- Failure to provide the final report, or failure to meet guidelines stated in the application, may result in partners being in default and any funding awarded to date may be refundable to VTC.
- **Due to the quick turnaround time for this program, a draft review will not be possible.**

Scoring

There are limited funds for this program, therefore funding will be awarded on a merit scale. Awarding of funding is based upon information contained in the application and will be scored based upon the VTC DMO WanderLove Grant Program Scoring Guidelines (shown below). Since awards are determined from these scores, the application must be as complete as possible. Do not assume that the review team is familiar with your area, or program, so be sure to include all requested information.

The following points are assigned to sections in determining your application score

Destination Hub & Spoke	20 points
Who are your Top 3 Feeder Markets?	20 points
In-Kind Match and Value	10 points
Marketing Program, Timeline, and Budget Amounts	25 points
VIRGINIA IS FOR LOVERS “WanderLove” Campaign Tie - In	25 points
Total Possible Points	100 points

The Funds

The maximum award for the VTC DMO WanderLove Grant will be \$10,000.00. Actual award may or may not equal amount requested and is based on available funds at the time of award. In making decisions on funding applications, the Virginia Tourism Corporation may consider such factors as type and scope of the applying organizations, campaign audience and message, the organization’s additional resources,

past awards to – and applications from – the applying organizations, the impact and priority of the proposed program, the timetable, the number of applications received, the dollar amounts of the applications received and most importantly, the impact of the program’s ability to increase and track overnight stays and visitor revenue in the program coverage area.

What the VTC DMO WanderLove Grant Will Fund

IMPORTANT: FOR ALL PARTNERS IN YOUR APPLICATION, failure to incorporate “VIRGINIA IS FOR LOVERS – WanderLove” in your marketing, including not displaying the “VIRGINIA IS FOR LOVERS WanderLove” logo, will result in reimbursement requests being denied.

Exceptions: 30 second radio advertisements, web banner advertisements, and 1/12 page or smaller advertisements are not required to have the VIRGINIA IS FOR LOVERS WanderLove logo.

Please visit vatc.org/wanderlove-campaign to download the WanderLove logo and read more details on the campaign.

Placement of Advertisements – (includes print ads, digital, radio, television, etc.). Ads must promote the applicant’s area to visitors. Applications must incorporate aspects of the “**VIRGINIA IS FOR LOVERS – WanderLove**” campaign. Applications that more fully integrate the “VIRGINIA IS FOR LOVERS – WanderLove” campaign marketing opportunities will score higher. Please visit <https://www.vatc.org/advertising/partneradvertising/> for more information on VTC Partnership Advertising Opportunities.

- Printed Materials – Travel related printed materials including brochures, media kits, group tour publications, meeting planner publications and other printed information materials designed to promote the partner’s area as a travel destination.
- Website Development – Development of websites to promote the applicant’s areas are eligible. Maintenance fees for websites are NOT eligible. Websites must include the “VIRGINIA IS FOR LOVERS and/or “VIRGINIA IS FOR LOVERS - WanderLove” logo and must provide a reciprocal link to <http://www.Virginia.org> from their website. Such programs must include a marketing mechanism and plan for promoting the awareness and availability of such websites.
- Digital Marketing – Search engine optimization, banner and website advertising, and other electronic marketing initiatives are eligible expenses.
- Social media marketing initiatives, including Facebook, Twitter, YouTube, Instagram, Pinterest, etc.
- Influencer Marketing – Use of Influencer Marketers. To read and review our Best Practices for Influencer Marketing, please refer to <https://www.vatc.org/marketing/public-relations/prbestpractices/>. NOTE: This is a password protected page. Information on requesting a password is available at the link above.
- Production of B-Roll video footage and high-resolution photography. Any such materials produced should be offered for use by VTC for promotional purposes and should comply with VTC Usage Rights. Please contact VTC prior to production of such materials for complete technical requirements and VTC Usage Rights policies. Information on “Planning Your Photo and Video Needs” can be found at <https://www.vatc.org/wp-content/uploads/2017/04/PlanYourPhotography.pdf>

- Travel and Trade Show Booth Rental/Participation Fees – Fees associated with registration at travel and trade shows are eligible. Travel expenses, including accommodations, and transportation, are NOT eligible for funding.
- Dues and Memberships – Fees that are required to participate in marketing initiatives or travel trade shows are eligible.
- Outdoor advertising through paid billboards.
- Rental of the VTC LOVEWorks, and/or marketing of your local LOVEWorks. Information on renting the VTC LOVEWorks is available at <https://www.vatc.org/loveartworkapplication/>.
- Posters, banners, and signage to assist with relaying information changes due to COVID-19.
- Tradeshow Displays – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshow are eligible.
- Fulfillment Costs – Fees associated with mailing collateral materials as a result of the marketing programs are eligible as well as the cost of toll-free numbers associated with the programs.
- The cost of doing research **DIRECTLY RELATED TO YOUR PROGRAM**. Up to 10% of your programs overall cost may be set aside for research. Research programs funded by the VTC Marketing Leverage Program must share the research results and any reports with the VTC Research Department.
- Participation fees in VTC domestic sales trade show opportunities.
- Participation fees in a sales mission with VTC Domestic Sales to target markets for Tour and Travel, Meetings & Conventions or Sports Marketing.
- Participation in the VTC PMAP. Information on this program is available at <https://www.vatc.org/virginiawelcomecenters/advertising/>.

What the VTC DMO WanderLove Grant Will NOT Fund

The following will **NOT** be funded by the VTC Marketing Leverage Program, nor will qualify as a Partner's match:

- ***Programs that do not contribute to increased visitation to Virginia will not qualify.***
- Programs that focus more on a tangible product's marketing that does not include a STRONG travel marketing component will not qualify.
- Programs that focus exclusively on a RESEARCH project, will not qualify. **SUCH APPLICATIONS MUST INCLUDE EXTENSIVE MARKETING INITIATIVES AND NOT JUST FOCUS ON RESEARCH.** The Research cost must be directly associated with the marketing program. Research costs not directly associated with the program are not eligible expenses.
- Programs that focus exclusively on a BRANDING project will not qualify. **SUCH APPLICATIONS MUST INCLUDE EXTENSIVE MARKETING INITIATIVES AND NOT JUST FOCUS ON BRANDING.** The branding initiative must be directly associated with the marketing program. Branding costs not directly associated with the program are not eligible expenses.
- Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, other administrative costs and overhead costs, are not eligible expenses. (Toll-free numbers associated with the programs will be funded as described above, as will postage fulfillment costs directly associated with the programs).
- Costs of promotional items (such as pens, pencils, t-shirts, hats, general merchandise, stickers, on-site or local banners, etc.) are not eligible expenses.

- Event start-up and production costs.
- FAM/Media Tours costs associated with travel (transportation, lodging, meals, etc.) are not eligible expenses. Development of media kits and/or other collateral marketing materials are allowable expenses.
- The costs of signage and local/onsite banners - including production and installation - are not eligible expenses. ***EXCEPTIONS:*** (1) Costs associated with posters, banners, and signage to assist with relaying information changes due to COVID-19 ***ARE an allowable signage cost.***; and (2) Costs associated with design, fabrication, and installation of Virginia Civil War Trails interpretive markers ***ARE an allowable signage cost.*** Maintenance fees for Virginia Civil War Trails interpretive markers are NOT eligible expenses. Projects that include Virginia Civil War Trails interpretive markers must include a marketing component promoting the presence of the marker. An application for a project that features Virginia Civil War Trails interpretive markers must be endorsed by Drew Gruber, Executive Director, Virginia Civil War Trails (Contact: 804-783-7423 or Virginia Civil War Trails, PO Box 1862, Williamsburg, VA 23187). This endorsement must be indicated in your program description, and proof of endorsement (signed letter) must be included with reimbursement requests for Virginia Civil War Trails markers. ***NOTE: When applying for grant funding for a Civil War Trails Marker, please include in your project description section, a brief draft of the marker text, site location, and mention of endorsement from Virginia Civil War Trails.**
- Customer service and industry training programs are not eligible expenses.
- Ongoing maintenance and hosting fees for websites are not eligible expenses.
- Travel expenses, including accommodations, and transportation, are not eligible expenses.