

WanderLove Grant FAQ's

- **Where can I find the application?**
 - The application can be filled out and submitted online. You can find it here: <https://www.vatc.org/wanderlove-grant/>
- **I missed the Zoom Webinar! What should I do?**
 - No problem! We recorded it and you can re-watch it here: <https://www.vatc.org/wanderlove-grant/wanderlove-grant-program-webinar/>
- **What are the requirements for this grant?**
 - VTC is offering a grant of \$10,000 that can be used on anything related to the WANDERLOVE campaign, but we ask that you do meet specific requirements, which can be found here: <https://www.vatc.org/wp-content/uploads/2020/06/WanderLove-Grant-Partner-Requirements.pdf>
- **Can I use this grant to create a LOVEwork?**
 - Yes! The LOVEworks are a key component of the WanderLove campaign. We will be promoting LOVEworks around Virginia and we will support partners who wish to build any new LOVEs. You may use the WanderLove grant to apply for our LOVEwork Reimbursement Program.
- **Is the VTC LOVEwork Reimbursement program open?**
 - The LOVEwork Reimbursement program was placed on hold for the past several months during the Covid-19 pandemic but we have opened it back up. If you want to create a LOVEwork, please visit [this page](#) to learn more.
 - When you fill out your LOVEwork Application, please let us know this is for the WanderLove grant program.
- **For the Hub and Spoke template, should the “spokes” be specific destinations or general themes?**
 - Try not to overthink this part! Keep it simple and think about what you would tell a friend to do if they visited your destination. What are the fun sites and experiences you would tell your friend to do for the weekend? The hub is your destination and the spokes are all the fun things there are to do.
 - This Hub and Spoke template should help you plan a unique itinerary and road trip. You can be specific by highlighting a certain business or venue, or you may keep it more general and fill in the details later.
 - As you are planning your itinerary, we encourage you to think about the five key content components of the WanderLove campaign - scenic drives,

hidden gems, LOVEworks, outdoor experiences and small towns - and try to include one or more where possible.

- **Can I create more than one Hub and Spoke itinerary?**
 - Yes, you can create more than one Hub and Spoke itinerary; you just need to submit one with the application. If you want to submit more than one, please provide those details in the “WanderLove Tie-In” section on the Application.
- **Should we plan the itineraries to be day-trips or overnight trips?**
 - We know that travelers have a wide range of comfort levels with travel right now. Our answer is to provide options! We ultimately want to encourage overnight travel but it would be good to plan your itineraries so they are flexible and scalable. Travelers will decide if they make it a day trip or an overnight getaway.
- **Can you explain more about the In-Kind match? Does it need to be 1:1 equivalent and how should I estimate the value?**
 - We understand that budgets are tight, which is why we are not requiring any cash match, or documentation of your match. Instead, show us how you'll help spread the word about WanderLove.

As a DMO, you have your own platform, from your website to your social channels and other ways that you reach your audiences. What resources do you have that you can use to help share the campaign? This can include your owned, earned and paid efforts.

Estimating value can be as simple as including your social followers, website traffic or the estimated dollar value. If you have existing paid media/marketing, you can simply list that and indicate the value for the items.

- **Can we use the grant for the PMAP program?**
 - Yes! You can find out more information about the PMAP program and Welcome Center opportunities here:
<https://www.vatc.org/virginiawelcomecenters/advertising/>
- **What happens if there is a surge in COVID-19 cases this fall and I'm not able to promote my destination?**
 - We understand the need to be flexible during these times. If the current situation changes and we experience another surge in COVID-19 cases, we will provide guidance on next steps for marketing, messaging and use of your grant.

- **What if I'm not awarded a grant or I choose to not apply for one, may I still participate in the WanderLove campaign?**
 - Yes! You can still participate in the WanderLove program without a grant. Please [visit this page](#) to learn more.