



**Virginia Tourism Corporation (VTC)
2021 Summer Recovery Marketing Leverage
Program Terms and Conditions**

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

IMPORTANT! READ THESE GUIDELINES AND MAKE SURE THAT YOU HAVE ADDRESSED **EVERY** ASPECT CONTAINED IN THE GUIDELINES. 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 TIPS** CONTAINED IN THE WORD VERSION OF THIS APPLICATION FOR ADDITIONAL WAYS TO STRENGTHEN YOUR APPLICATION!

- Have you read all instructions, Word version of this application, and helpful tips?**
- Have you completed the CONTACT INFORMATION section including Federal Employer Identification Numbers (FEIN)? The FEIN is used to confirm eligibility.
- Have you indicated the amount of your requested funds and does that amount correspond to your marketing plan budget?
- Have you indicated who is your Destination Marketing Organization?
- Have you THOROUGHLY described your PROGRAM HUB, identified two PARTNERS spokes and four SUPPORTING spokes?
- Have you identified your TOP THREE FEEDER MARKETS? Have you indicated what research you have to validate these as your feeder markets?
- Have you clearly stated what is your IN-KIND MARKETING MATCH, and what is the ESTIMATED VALUE of that marketing match?
- Have you provided a detailed MARKETING PLAN, CALENDAR AND BUDGET AMOUNTS?
- Have you clearly stated your PERFORMANCE MEASURES including baseline measures where you are today, and where you want to be in one year?
- BONUS POINTS** - Does your program incorporate the "VIRGINIA IS FOR LOVERS" campaign opportunities?

Please 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 submitting your application or after the due date!

Applications are due by 5:00 PM on Tuesday, June 22, 2021.

NO EXTENSION OF THIS DEADLINE WILL BE ALLOWED!!!



What is the Virginia Tourism Corporation Recovery Marketing Leverage Program?

The Virginia Tourism Corporation (VTC) announces that applications are now open for the Virginia Tourism Corporation (VTC) Recovery Marketing Leverage Program.

The coronavirus had a devastating impact on the tourism and hospitality industries in Virginia. As the Commonwealth reopens for business, Virginia Tourism is offering these marketing grant funds to spur economic activity and travel across the Commonwealth.

PLEASE NOTE: The application process for the VTC Recovery Marketing Leverage Program differs from past VTC Marketing Leverage Program applications. Below is an overview of the changes:

- Different online application process than in the past.
- One funding level with a maximum award of \$20,000.
- No requirement for a cash match; **however, a dollar-for-dollar in-kind marketing match value is required.**
- Partner Requirement – You will need to identify two other partners who you can work with to leverage your marketing dollars. These partners are not required to enter information on your application, but you must contact those partners to discuss your application.
- State/Federal agencies are not eligible to apply for this funding.
- DMO Requirements: Recognized Virginia Destination Marketing Organizations (DMOs) may apply for this program. If you are not a DMO, you should reach out to your local DMO to let them know you are applying for this funding program. A list of recognized Virginia DMOs is available at <https://www.vatc.org/wp-content/uploads/2021/01/DMOlist.pdf>.
- **Bonus Points if you incorporate a VTC Brand campaign into your marketing plan.**
- **COMPETITION FOR THIS GRANT PROGRAM WILL BE STRONG.** The more complete your application, the better you will score. Please follow ALL directions and answer as completely as possible.
- Fall 2020 awardees of the VTC Recovery Marketing Leverage Program CAN reapply in this funding cycle. However, marketing plans and programs must be for NEW initiatives and not a repeat of the past marketing plan.
- Due to the anticipated number of applications, and to expedite application approval, a draft review of applications will NOT be possible.
- Only online applications will be accepted.
- Do **NOT** send – via email or regular mail – any attachments or supplemental materials. These materials will NOT be reviewed. Only submit the requested and required information via this online application!

- The final application must be submitted via the online application no later than **June 22, 2021 by 5:00 PM**. No other application delivery formats will be accepted. Grading of applications is expected to be completed and award/denial notifications made by July 30, 2021.
- 1. **IMPORTANT: Do not wait until the last minute to submit your application!** Waiting until the last minute does not allow VTC to diagnose any online submission problems and does not allow time to complete your application properly! No extensions on the deadline will be allowed.

The Rules

Applicant and Partners

Applicant and partners may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations (DMO), private businesses, museums, attractions, cultural events, and other tourism-related entities. **The Federal Employer Identification number (FEIN) must be included for the applicant.**

DMOs are *not required* to be a partner; however, all applications must indicate your local DMO. A list of DMOs can be found at <https://www.vatc.org/wp-content/uploads/2021/01/DMOlist.pdf>.

Programs that are regional in scope are encouraged. If you have non-Virginia partners, you **MUST** indicate a minimum of two, **Virginia** partners. In addition, your program must be located in Virginia, and encourage visitation to Virginia. State/federal agencies are not eligible to apply for this funding.

All applicable partners in the application must be listed on <http://www.Virginia.org> and must provide a reciprocal link to <http://www.Virginia.org>. One partner must serve as the lead partner who will administer the program, and to whom the reimbursement payments will be made. The lead applicant can only be the lead partner in one application for this funding. **Potential vendor of services (i.e., printer, web developer, etc.) for, or to, the application program cannot be a partner in the application.** Applicants are encouraged to seek services through a competitive bid process and are encouraged to utilize SWAM (Small Business, Women, or Minority-Owned) vendors, when possible. For more information about SWAM certification, please visit <https://www.sbsd.virginia.gov/certification-division/swam/>.

This program is not intended to be a sustainable funding source for your program. All programs must be for new initiatives. The use of VTC funds must be clearly specified in the application.

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 Recovery Marketing Leverage 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. Actual award may or may not equal amount requested and is based on available funds at the time of

award. Maximum award for this program is \$20,000. 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 day visits, and/ or overnight stays and visitor revenue in the program coverage area.

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

APPLICATION SECTION	POINTS
Partner Hub and Spoke	20 points
Top Three Feeder Markets	15 points
Your In-Kind Marketing Match and Value	20 points
Marketing Plan, Calendar, and Budget	25 points
Performance Measures	20 points
BONUS - VIRGINIA IS FOR LOVERS Campaign Tie -in	5 points
Total Possible Points	105 points

The Funds

There is only one level of funding in the VTC Recovery Marketing Leverage Program. The maximum award for this program is **\$20,000**.

- Funds will be disbursed on a **reimbursement basis** for your qualifying marketing plan items upon receipt from the Lead Applicant by VTC of copies of vendor invoices showing the actual costs, proof of payment of invoices, proof of product or ad campaign (tear sheets, examples of printed and digital materials, copies of audio or video footage, etc.), and/or screen captures and active web addresses for website related programs. Funding payment requests must include the VTC Recovery Marketing Leverage Program Reimbursement Request form provided after award notification.
- **REIMBURSEMENTS: Only ELIGIBLE items covered by the VTC Recovery Marketing Leverage Program (see Pages 5-9) will qualify for reimbursements.**
- **IN-KIND MARKETING MATCH VALUE: You will be required to provide a dollar-for-dollar marketing match but note that match can be in-kind.** In considering your in-kind marketing match items and value, be aware that you can use your existing marketing budget as match. In addition to your PAID MEDIA match components, you may use YOUR OWNED AND/OR EARNED MEDIA VALUE in determining your in-kind marketing match value. **NOTE:** Non-marketing value, such as office space, CANNOT be used as in-kind value match. ONLY in-kind MARKETING values may be used for match.

- VTC allows a six month “lookback” period for your Paid Media match components. Eligible expenditures that have occurred since the January 1, 2021 can be used as part of your match component and are reimbursable upon successful award notification and receipt of required documentation.
- VTC realizes that changes may need to be made to your marketing program. Any changes in the applicant’s program that arise after notification of award must be submitted in writing and approved in writing by VTC.
- All programs should be completed within 18 months of the award notification date.
- The applicant may request up to a 6-month Extension ONCE before the end of the 18-month duration of the application program. No further extensions will be granted.
- VTC must report on the effectiveness of the VTC Recovery Marketing Leverage Program 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 end of the program detailing the results of the program, including return on investment, performance measure results based upon your Performance Measures Plan and other supporting data. The final report is a simple, two-page summary of the results of your Performance Measures, and other outcomes of your program.
- 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.

ELIGIBLE ITEMS: What the VTC Recovery Marketing Leverage Program Will Fund

VTC will implement the WanderLove, Share What You Love and Eat. Drink. Love. campaigns over the next several months. Based on your timing and marketing goals, you may choose which campaign(s) would be most beneficial for you to join our efforts. All Virginia is for Lovers campaigns offer opportunities for our partners to participate by providing a partner toolkit, logo treatments, creative templates, and sample messaging.

Although you are not required to include aspects of the Virginia is for Lovers campaigns in your marketing, by doing so you can receive up to 5 bonus points on your application. Information on the VTC Virginia is for Lovers campaigns is available at <https://www.vatc.org/marketing/advertising/brandinitiatives/>.

You MUST include the Virginia is for Lovers logo in your marketing.

IMPORTANT: FAILURE to incorporate Virginia is for Lovers logo in your marketing may 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 and/or campaign logos. Please visit <https://www.vatc.org/marketing/advertising/vifl-logo-request/> to request the VIRGINIA IS FOR LOVERS logo. Also refer to the VIRGINIA IS FOR LOVERS Creative Resources Guide for more information. The Guide can be found at https://www.vatc.org/wp-content/uploads/2020/03/creative_resources_guide_03262020v3.pdf.

Eligible Items

- Placement of Advertisements – (includes print ads, digital, radio, television, etc.). Ads must promote the applicant’s area to visitors. Applications that more fully integrate the “VIRGINIA IS FOR LOVERS” Industry Advertising Co-Op Program will score higher. If the proposal includes media outlets that are not part of the VTC Advertising Opportunities, justification should be included as to why the proposed media outlet is used. Please visit <https://www.vatc.org/advertising/partneradvertising/> for more information on VTC Partnership Advertising Opportunities.
- Outdoor advertising through paid billboards.
- Creative services including agency fees.
- 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. Such programs **MUST** include a marketing mechanism and plan for promoting the availability of such printed materials.
- Website Development – Development and/or expansion of websites to promote the applicant’s area are eligible. Maintenance fees for websites are NOT eligible. Websites must include the “VIRGINIA IS FOR LOVERS” logo and must provide a reciprocal link to <http://www.Virginia.org> from the partner’s website. Website development programs must include a marketing mechanism and plan for promoting the awareness and availability of such websites. NOTE: Costs associated with programming of your current website to allow datashare with Virginia.org is an eligible expense. More information on VTC Datashare is available at <https://www.vatc.org/marketing/digital-marketing/datashare/>.
- Participation fees for desk-side media appointments with the VTC Communications Department. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Participation in the VTC LOVEworks Program. For more information, please refer to <https://www.vatc.org/LOVEartworkapplication>
- Participation in the Virginia Travel Guide. For more information, please refer to <https://www.vatc.org/marketing/advertising/guideadvertising/>
- International sales missions with VTC & CRUSA, including Canada. For more information, please refer to <https://www.vatc.org/marketing/international/>. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Digital Marketing – Search engine optimization, banner and website advertising, and other electronic marketing initiatives.
- Creation of mobile marketing applications (“Apps”) so long as they are measurable.
- 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 photography and video marketing materials:
 - All photography and video marketing materials created using a VTC MLP grant should include usage rights for VTC in perpetuity. You can secure those rights for Virginia Tourism corporation in one of two ways:
 1. When creating your for-hire contract, include language that allows you to transfer usage rights to partners (like VTC). Not only is it a great way to maximize your marketing dollars, but it is a practice VTC has been implementing for years. It is what allows us to share our photo assets with partners like yourself.
 - For an example of the language we use in our contracts, see section 3 in our [licensing terms & conditions](#). Please feel free to copy and adapt this language for your own contracts.
 2. You can have the copyright owner complete our [photo & video release form](#). This MUST be completed by the copyright owner, not by the licensing entity.
 - For information on planning your photo shoot, please see our [How to Plan a Photo Shoot](#) document. Here, we break down our planning process while giving recommendations and tips on maximizing your budget, staying organized, and considering the details.
 - Note: The cost of purchasing equipment for photographic and video production is NOT an eligible expense.
 - Note: The costs of food and other props during a photo shoot are NOT eligible expenses.
 - High resolution photography and b-roll may be delivered to Sarah Hauser. Please contact her at shauser@virginia.org with assets and any questions.
- Participation fees in VTC domestic sales trade show opportunities. Travel expenses, including accommodations, and transportation, are NOT eligible.
- Participation fees in a sales mission with VTC Domestic Sales to target markets for Tour and Travel, Meetings & Conventions or Sports Marketing. Travel expenses, including accommodations, and transportation, are NOT eligible.
- 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.
- Dues and Memberships – Fees that are required to participate in marketing initiatives or travel trade shows are eligible.
- Tradeshow Displays – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshow are eligible.
- Participation costs in the VTC Virginia Welcome Center Partnership Marketing and Advertising Program (PMAP). More information on PMAP is available at <https://www.welcomeva.com/>.
- 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**. Research may be up to 15% of your overall marketing budget. Research programs funded by the VTC Recovery Marketing Leverage Program must share the research results and any reports with the VTC Research Department.

INELIGIBLE ITEMS: What the VTC Recovery Marketing Leverage Program will NOT Fund

The following will **NOT** be funded by the VTC Recovery Marketing Leverage Program:

- ***Programs that do not contribute to increased visitation to Virginia and Virginia destinations will not qualify.***
- **Administrative and Office expenses** including office space, salary and personnel costs, office supplies, office equipment, normal office postage, other administrative costs, cost of doing business and overhead costs, vehicle costs; are NOT eligible expenses.
- Maintenance fees (such as hosting and ongoing maintenance) for websites are NOT eligible.
- The cost of purchasing computers/computer equipment (such as iPads, Point of Sale devices, etc.) are NOT eligible expenses.
- Costs of promotional items (such as pens, pencils, t-shirts, hats, general merchandise, stickers, on-site or local banners, signs, glassware, etc.) are NOT eligible expenses.
- Event start-up and production costs are NOT eligible expenses.
- Production of items such as books, art, music, etc. are NOT eligible expenses.
- Programs that focus on a tangible product's marketing (such as books, art prints, etc.) are NOT eligible expenses.
- Sponsorship costs not directly related to marketing activities are NOT eligible expenses.
- 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 eligible expenses.
- 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.
- The costs of signage, vehicle wraps, 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 and changes due to COVID-19 **ARE an eligible signage cost.**
- (2) Costs associated with design, fabrication, and installation of Virginia Civil War Trails interpretive markers **ARE an eligible 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

- 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.

DEADLINE INFORMATION

- Applications are due by 5:00 PM on Tuesday, June 22, 2021.
- **NO extensions to this deadline will be possible.**
- Award announcements should be made by July 30, 2021.