

**VIRGINIA
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**VTC
Partnership Marketing
Funding Programs
Webinar**

January 25, 2022

Good afternoon. Thank you, Steve. Before we get started, I would like to introduce Angela Wiggins who is VTC's Partnership Marketing Grants Specialist. Many of you know and love Angela—we all do—she manages most of the reimbursements, reports, and records.

Angela and I will be monitoring our program email accounts and our VTC email accounts for any questions in the coming weeks, but we will do our best to get through questions in the chat and continue to address question through FAQ documents on each program's web page. Those webpages will be up and running on Tuesday, February 1.

As a reminder this webinar is being recorded. If you have internet issues, you might try turning off your camera to reduce bandwidth. I do not have waiting room set up so if you lose connection, just use the same link to get back in. I will keep everyone muted until we get to the Q&A at the end of the webinar.

Agenda for Webinar

- Review **program eligibility** for all three programs
- Review **Special Events & Festivals** Program
- Review Recovery **Marketing Leverage** Program
- Review **Destination Marketing Organization** Program
- **Questions** on all three programs
- Chat box will be monitored for questions, and we will answer all **questions after presenting** about all three programs
- A **recording of this webinar** and an **FAQs** document will be posted by February 1, 2022 on vatc.org/grants

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So here is an overview of what to expect in the next hour. My goal is to cover the three funding programs in 35 minutes or so and leave about 20 minutes for questions at the end. We will go over general eligibility, then the Special Events & Festivals program, then the Recovery Marketing Leverage program, and finally the DMO Marketing program.

Because we have limited time, we will ask that everyone stay muted and type your questions in the chat as I go over the programs.

At the end after we go through the questions in the chat, we will open it up for additional questions. There will be a living FAQs document that will be updated through the application window and a recording of this webinar will be put on our website by next Tuesday.

Mark Your Calendar

- All **THREE** programs will **open** on **February 1, 2022** on www.vatc.org
- All **THREE** programs will **close** on **March 8, 2022 at 5 p.m.**
- **Awards** should be made by **April 15, 2022**

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Mark your calendars with these dates. Programs open on February 1 at 8 am and close on March 8 at 5pm. Awards should be made by April 15, 2022.

But don't wait until 4:45pm on March 8 to log into the portal for the first time.

You want to be sure you leave enough time to work through any technology issues and get your application in on time.

You can stop and start your application by saving it. Just be sure to copy your unique url so you can access the application to continue working on it. Some fields in the application are **REQUIRED** and the application will not allow you to submit until you enter that required information. So be sure to follow the application instructions.

Eligibility

- **DMOs** are **eligible** to apply for all **THREE** programs.
- **Most other applicants** may be eligible for **TWO** programs: Special Events & Festivals and Recovery Marketing Leverage Program
- Applicants are **only** permitted **ONE** application **PER PROGRAM**.

Pick your **highest economic impact consecutive multi-day event** that will bring in **overnight visitors** and your **highest impact marketing campaign** that will bring in **overnight visitors**

- **Vendors**, such as advertisers and broadcast companies that would be paid from program funds are **not eligible to be applicants**.

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First, I want to go over who is eligible for which programs. Officially recognized DMOs by Dec 31, 2021 are eligible to put in ONE application for ALL THREE programs.

Other applicants may be eligible for both the Special Events & Festivals and/or Recovery Marketing Leverage. Applicants can be private businesses, organizations, non-profits, DMOs, etc. State and federal agencies are not eligible to apply, but we do encourage you to reach out to them as potential partners.

Reminder, eligible applicants can put in ONE application per program. That means that event management organizations that manage multiple events in a year can only apply for ONE event. I will go over in a moment what types of special events and festivals are eligible for that program.

Also, vendors are not eligible to apply. So, for instance, radio stations, newspapers who you buy advertising or other services from are not eligible. Event organizers can not apply for the program and then pay themselves. Event organizers would need to apply and use the funding to pay other vendors, like newspapers, sound engineers, and equipment rental companies. Please reach out with any questions on eligibility.

Applying

You may apply even if you have a prior grant or sponsorship open with VTC. New applications should be for **new programs**.

Online portal and downloadable word document with Helpful Hints so you can prepare each section offline.

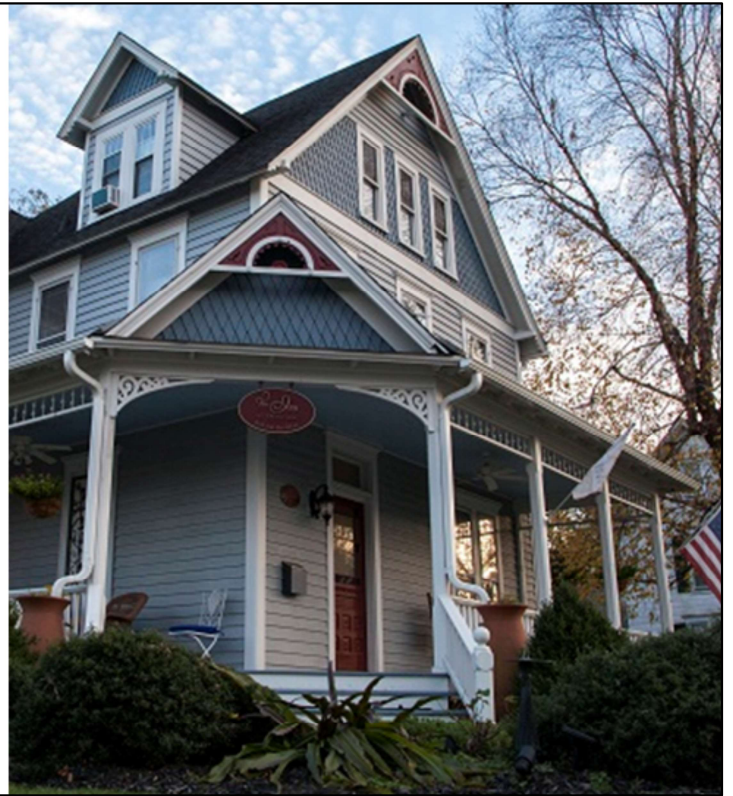
Must have Federal ID # to apply

No extensions to the application **due date**

No review of applications

Each program has its own **email address** for **questions and correspondence**.

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Those that have open VTC programs such as Recovery Marketing Leverage funding or other sponsorships ARE eligible to apply. However, applications should be for new programs. You can't submit the same invoice for two open programs.

Applications will be accepted in our online portal. No snail mail or email. On February 1, there will be a Terms and Conditions document posted you should print and review and a Helpful Hints/application template document that you can use to create your application offline. It is highly recommended that you print this document and work on your application offline. Then copy and paste your responses into the online portal once you have done all your research, created your marketing plans, and contacted your partners.

Because we expect a large volume of application, there will be no extensions and we can not review applications before the due date. New this round is program specific email addresses so we can better manage questions about the programs and future reimbursements. Those emails will be available at the end of the presentation and on all program documents.

Funding

- All three program require at least **50% in-kind eligible match**. Eligible match items **vary** in each program. Cash match is also allowed.
- Over **\$2M to be awarded** in this program cycle
- Some programs require funding be allocated **proportionally** among **Go Virginia regions**

Applications that score very high and meet the award criteria may see their award reduced if there is a substantial number of applications in a region.

- These are **reimbursement** programs.
- All applicable marketing materials and advertising **must include the Virginia is for Lovers logo or link** per the Terms & Conditions.

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All three programs require 50% in-kind eligible match. We have three different programs so be sure you carefully review the list of eligible items in each program. Cash match is allowed. For instance, if your whole program costs \$30,000, you would need to list \$10,000 in in-kind match to request \$20,000 of VTC funding. We have over \$2 Million across the three programs to allocate.

While the Recovery Marketing Leverage Program does not have any regional funding requirements, the Special Events and Festival program AND the DMO Marketing Program do require that we allocate funding proportionally across the TEN Go Virginia regions. This is a competitive program. Only the highest scoring applications will get funding.

Also, please note that these are **reimbursement programs**. Only apply for funds for which you can manage reimbursements and cash flow. Sometimes this can be difficult for small businesses and lean non-profit organizations.

Remember, You don't have to apply for the maximum award. You can adjust your request lower to match your program needs and cash flow needs.

Finally, you must include the Virginia is for Lovers logo or link on your marketing materials per the Terms and Conditions. Failure to include that logo or link could mean that the invoice will be disqualified for reimbursement. The application documents include information on how to request these logos in a variety of formats.

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VTC
**Special Events &
Festivals Program**

Ok....so let's start with the Special Events and Festivals program. This is a new program, and these are REIMBURSEABLE SPONSORSHIPS.

You need to be sure that you will meet the deliverables listed in your marketing and production plan in order to get full reimbursement. Changes will need to be requested in writing. Now we understand there may be unforeseen circumstances and we will work through those changes or extensions on a case-by-case basis.

Special Events & Festivals Program

- Must support **tourism related** events with **ROBUST VISITOR EXPERIENCES** that have **HIGH ECONOMIC IMPACT**
- Must have been held at least **TWICE** since 2016.
- Must be **only ONCE** a year
- Must be at least **TWO consecutive** days
- **Marketing & Production** costs are eligible.
- **Reports** and **reimbursement** requests due **within 60 days** of the last day of the event.
- **Events** that bring in robust **overnight visitation** are preferred.

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So what types of events and festival can get funding from this program?

Tourism events, number one. Events must have significant visitor experience and high economic impact. These must be annual events and not event series.

I'll talk about event series in a moment—event series can apply for the Marketing Leverage Program so don't drop off the call. We will get to that program next.

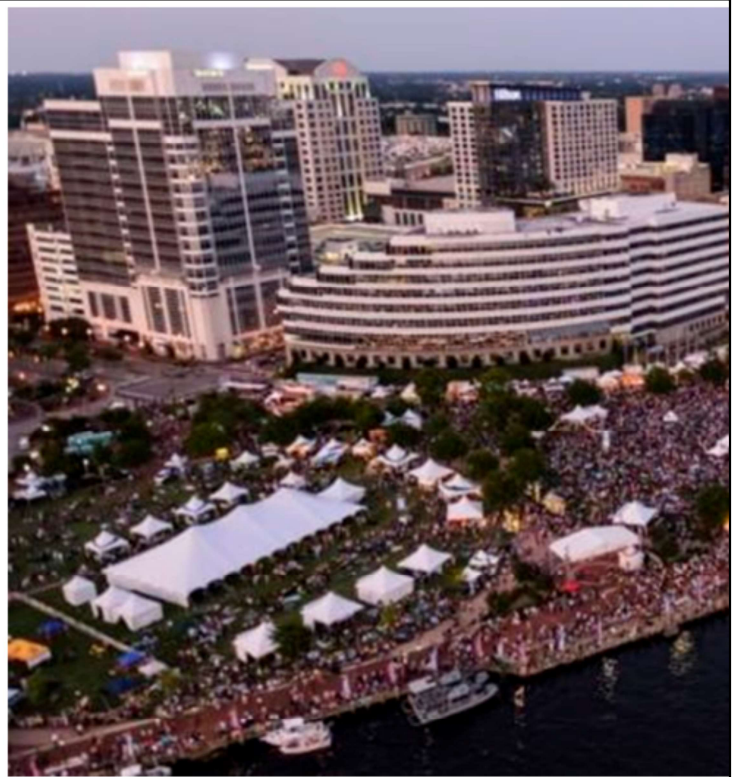
Events must have been held at least **TWICE** since 2016. We understand there were cancellations and limited attendance in 2020 and 2021. This program will allow for certain Marketing and Production expenses, both as in-kind and as part of your marketing and production plan.

Production costs are a new eligible category—read the terms and conditions closely to see what types of Production costs are permitted.. Finally, events that bring in overnight visitation are preferred for this program.

Event Series, Multi-Event Organizers, and Start-up Events

- **Event series** such as First Friday concerts that are one or more consecutive days but held over the course of several months **should apply to the Recovery Marketing Leverage Program.**
- **Event organizers** should select **ONE** of their events with the highest number of consecutive days, highest attendance, and highest economic impact for their Special Event & Festivals application. However, they can also apply for the Recovery Marketing Leverage Program for their other events.
- **New/Start Up events are not eligible** for this program but are eligible for the Recovery Marketing Leverage Program.

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So what about event series? Event series should apply to the Recovery Marketing Leverage Grant. Event series are often one day events like Friday Night Concerts that happen over a summer or season. Those are not eligible for the Special Events & Festivals grant because it requires a two consecutive day minimum and events can only be once per year. But the Recovery Marketing Leverage is a good fit for event series.

Events that may not have robust attendance or ticketing data might also want to apply for the Recovery Marketing Leverage Program this year and then apply for the Special Events and Festivals program once two years of data has been compiled. It is our goal to offer this program annually.

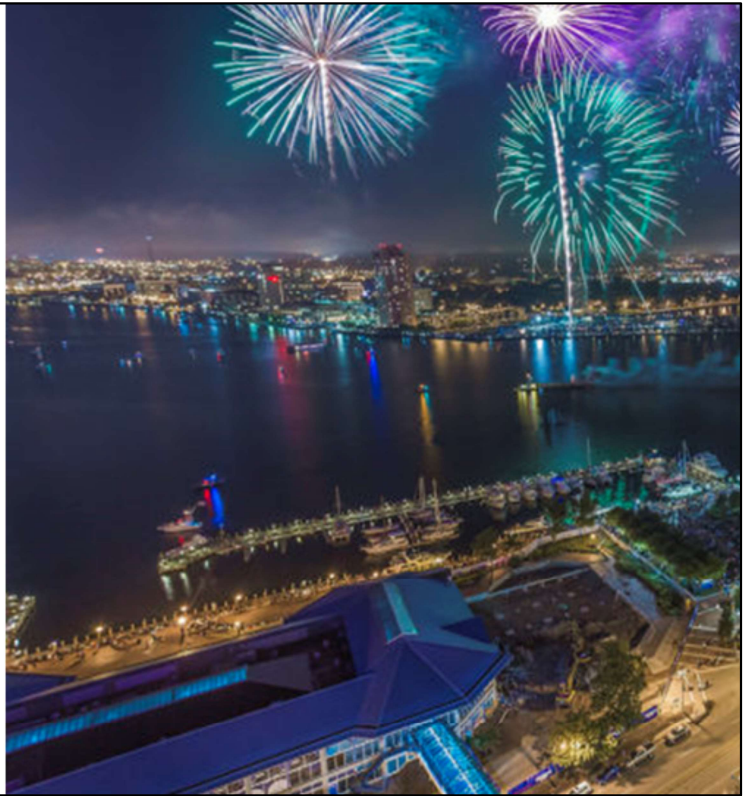
We also need to talk about event organizers who host a series of different events over a calendar year or tourism season. Applicants can only apply for ONE event and we recommend that applicants pick their longest consecutive day event with the highest attendance and high economic impact. However, those applicants can apply to the Marketing Leverage Program for funding to market other events in their seasonal series.

Event start ups is another question we have been getting. Again, this program can not fund start-up events, but those events can apply to the Marketing Leverage program for marketing funds. Once those start ups establish two prior years of attendance then they are eligible for the Special Events and Festivals program.

The Funds

- **\$10,000** for events with attendance history of under 20,000 attendees.
- **\$20,000** for events with attendance history of over 20,001 attendees.
- **Marketing costs** such as advertising, print media, digital marketing, Travel Guide, VTC Co-ops, Lovework rentals, etc.
- **Production costs** such as music licensing fees, insurance policy fees, stage rentals, comfort station rentals, performer fees, etc.
- **LIABILITY INSURANCE REQUIRED:** An event liability policy listing Virginia Tourism as an interested party is **required for reimbursement**. You can send this in closer to event date.

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So from here on out, I'll be going through each section of the actual program application. The program applications are separated into several sections with points allocated for each section.

So the big question is how much can you apply for? We've split this into two categories based on attendance. \$10,000 for events with 20,000 and under; \$20,000 for events with 20,001 or more. The funds in this Special Events and Festivals program can cover marketing costs AND production costs. This gives event organizers an opportunity consider reaching new markets or expanding their festival footprint or both.

The new thing is that we now need you to add VTC as an interested party to event liability insurance policies. However, we are allowing up to 10% of your award to pay for a liability policy and/or an event cancellation policy. Those forms are NOT due at the time of application.

Let me reiterate that....you do not need to have your insurance forms when you apply for the program. We understand many event organizers do not get their policies and riders until a few weeks before the event. But remember, we **MUST** have that policy on file **BEFORE** your event or you could forfeit the sponsorship reimbursement. There is a place in the application portal to upload these documents if you have them when you are applying otherwise you would email them to the program email address.

Info, Event History, Goals, DMO, and Packages

- **Applicant info, Event Organizer** info if different than applicant.
- **Must** have **Federal ID #** to apply
- **Must** include **special event or festival LOCATION** information. Select county, if in a town.
- **Event Attendance History** data is required. This can be from prior ticket sales, registrations, festival surveys, revenue, etc.
- **Program Goals:** Explain how this funding will expand your marketing, festival footprint, and/or bring in new programming.
- **Package Deals:** List any all-inclusive or event/festival packages you have created with partners.

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The next section is info about your event, who manages the event, goals for the program, and any package deals.

We know that sometimes event management is contracted out so we need to know the name of the Event organizer if different than the applicant.

We also need to know the LOCALITY in which the event is being held. This is key information so we can measure economic impact. If the event is held in a TOWN, you would select the county.

Applicants need to have two year's of attendance data and need to be able to back up those numbers with research, reports, and data. You will also project future attendance for the event or festival later in the application, but we need at least two years of prior data for you to be eligible for this program.

You need to explain how this funding will move the needle for your special event or festival. Are you hitting new target markets? Are you adding a stage and performers? Are you upgrading sound systems to have a bigger audience? Adding vendor market? Let us know how this special event or festival funding will make your festival bigger and better and bring in more overnight visitors.

While this program doesn't require that you identify multiple partners like the Recovery Marketing Leverage Program and the DMO grant We still want to know if you are working with other travel partners on special event and festival packages. Things like event tickets,

hotel, and dining packages, group deals, or VIP packages. Give us the details on how you are working together with other businesses in the community.

Feeder Markets & Research

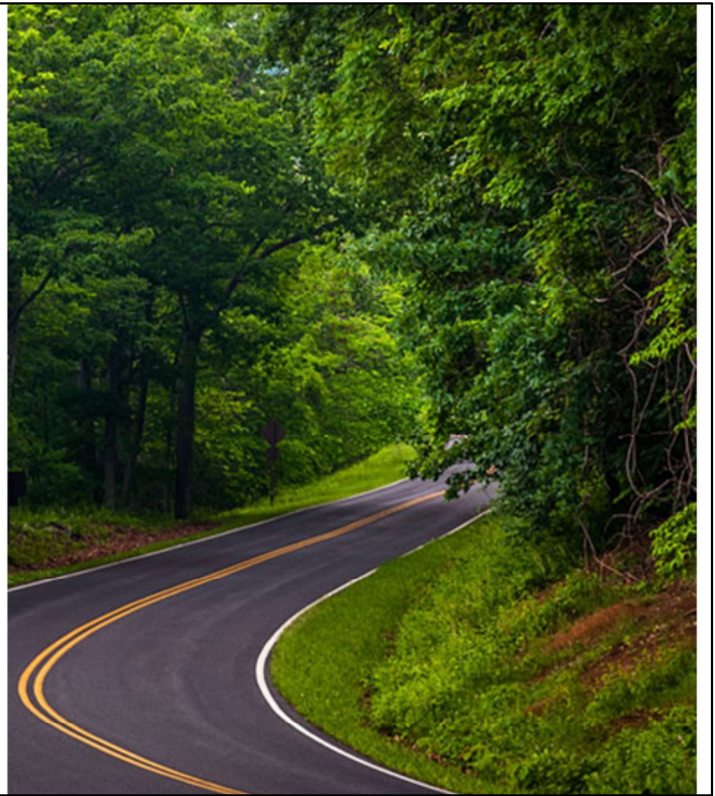
- Applicant will need to list THREE feeder markets for this special event or festival.
- Applicant will need to explain demographics in each feeder market they are targeting or plan to target.
- Justify that these are the best THREE feeder markets and demographics with RESEARCH.

Use prior ticket sales data

Use vatc.org/research visitor profiles, work with DMO on their visitor research, use social analytics, followers, etc

Overnight and out-of-region visitation should factor into your feeder market decisions.

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The Feeder Market section is the next section.

Applicants will need to identify three feeder markets and really describe why that is a feeder market and who the targets are in that feeder market.

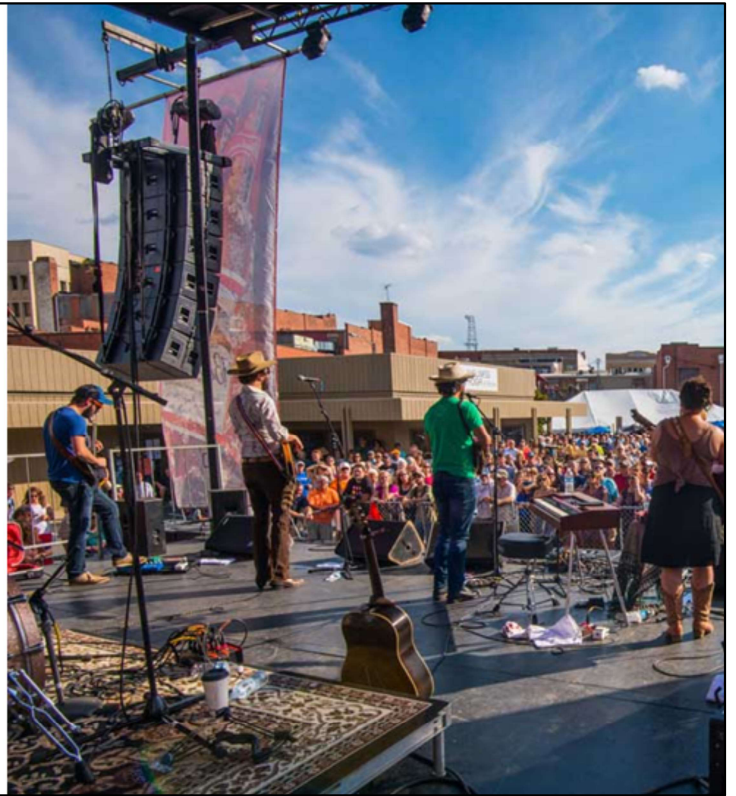
VTC has great visitor profile data on the research section of our website. So you should really go through that research before you start your grant application. Look at our research that can show where visitors are coming from and going to, how much they are spending, and who they are—age? Income? Family size? Etc.

Remember applications that drive overnight visitation are preferred. Driving overnight visitation is a key component in this section and the marketing section. Your marketing plan later in the application should reflect that you plan to advertise in these feeder markets

In-Kind Marketing & Match Section

- Be as **detailed as possible** in this section. There is a **180 day** lookback period.
- List your **In-Kind Marketing Match** in this section. Example of in-kind marketing expenses could be advertising you've already paid for (paid media), the value of editorial (earned media), the value of social followers (owned media), etc. **If VTC Co-ops or PMAP, please indicate that.**
- Be sure to read **eligible expenses list in the Terms & Conditions** to understand what expenses are eligible for In-Kind Marketing and Production Match

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The IN-KIND MARKETING match section is where you will list your in-kind marketing match.

In this section, we ask that you identify any items that are VTC Co-ops or VTC PMAPS.

If you aren't familiar with our programs, you're probably wondering what a Co-op or PMAP is. VTC Co-ops are advertising cooperative opportunities that VTC identifies and negotiates special pricing for the tourism industry--information about co-ops can be found on vatc.org under our Brand Division in the Industry Marketing Plan. Links to the Co-op pages will be in the program application instructions.

PMAPS are the advertising opportunities associated with Virginia Welcome Centers—things like brochure rack card space, blitzes and welcome center take-overs. Information on those can be found on welcomeva.com

Links to those programs will be in the application documents.

In-Kind Production Match Section

- Be as **detailed as possible** in this section. There is a **180 day** lookback period.
- List your **In-Kind Production Match** in this section. Example of in-kind production expenses could be donated use of stages, comped comfort stations, or the value of borrowed tents and canopies, etc.
- Be sure to read **eligible expenses list in the Terms & Conditions** to understand what expenses are eligible for In-Kind Marketing and Production Match

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The IN-KIND PRODUCTION match section is where you will list your in-kind production match.

Your IN-KIND PRODUCTION match can be things like performer fees and comps, stage rentals, comfort station rentals or comps, tent rentals and comps, sound equipment fees, and sound engineer fees.

Be detailed in this section—tell us size of stages, names of performers, types of equipment rentals.

Be sure to look at the list of eligible Production costs before you start listing your in-kind match. No permanent construction expenses can be counted as match nor can any funds from this program be used to construct anything permanent.

Marketing & Production Plan, Calendar, & Budget

- List your Marketing Plan costs in this section. **If you are using PMAP or Co-ops, please indicate that.**
- Be sure to research the PMAP and Co-op opportunities that fit best with your goals.
- List your Production Plan costs in this section.
- Be sure to read **eligible expenses** list in the **Terms & Conditions** to understand what expenses are eligible for Marketing and Production Plan costs.

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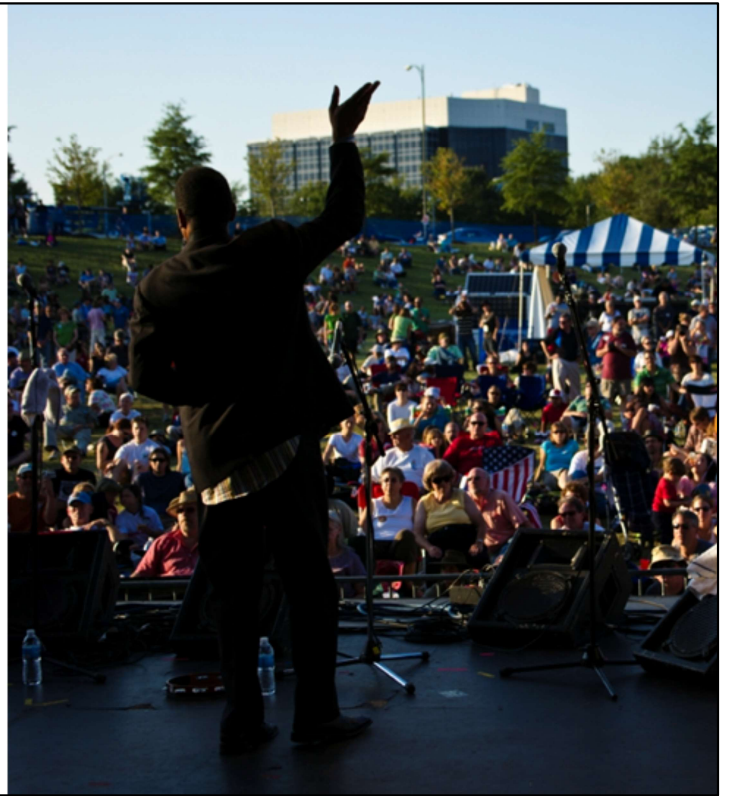
In the Marketing Plan section, you will identify what you plan to use VTC funding for. Be detailed in your marketing and production plan. Give dates of advertising placement, size of stages, names of performers. Give us all the details so we can truly understand your event and how your plan to market and produce the event using these VTC funds.

Be sure you understand what expenses are eligible. For this program we are allowing music licensing fees, some insurance costs, to be eligible in addition to many traditional marketing costs like print advertising, digital advertising, influencer costs, and more. Review the list of eligible expenses in the Terms and Conditions documents before you start creating your marketing plan and production plan for the VTC funds.

Projected Outcomes & Performance Outcomes

- **Project your total attendance** for this special event or festival and back up that projection with **research and data**
- **Project** how many will **stay at least one night IN THE LOCALITY** where the event takes place. Use research like **revenue data, lodging data**, etc to back up these projections.
- **Project** how many will **come from at least 50 miles away from the LOCALITY** where the event takes place.. Use research like **ticket sales zip code data, visitor research**, etc to back up these projections.
- **Project** how many attendees will be “**daytrippers**” and return home each night. Use research like **ticket sales zip code data, vendor data, etc** to back up these projections.

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The Projected Outcomes & Performance Outcomes is the most important section of all.

You must project or estimate your total attendance for this future event or festival. And then break that down into estimates by overnight visitor, day-tripper from at least 50 miles away, and locals.

We need this data for our economic impact evaluation.

You will need to back up these projections and estimates with good data—reach out to your DMO, hotels, restaurants, visitor centers for data that might have to help you make and justify these projections. We know that the market is somewhat unpredictable—it may be challenging to produce estimates because of both pent-up travel demand and visitor trepidation. I am certainly hoping we have a wildly successful year in 2021 and these programs are designed to help that happen.

Do your best on these estimates based on your prior year's data and explain why you either have increased or decreased your projections and estimates for this event.

Projected Outcomes & Performance Outcomes

- **ADD THREE additional METRICS specific to your special event or festival, locality, or region.** Examples include:
 - Type of Event Packages Sold
 - Amount of Vendor Sales,
 - # of Vendor Booths
 - # of Event Sponsors
 - Meals Tax Revenue,
 - Occupancy Tax Revenue
- All the **metrics** in this section will be used in your **final report** to measure the success and economic impact of your program.

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In addition to the Projected attendance categories, we need you to pick three additional metrics by which we can evaluate your application.

You can pick these three yourself, but we do provide some examples here and in the Helpful Hints document. Things like packages sold, # of vendor booths at the event, food truck sales at the event, concession sales, etc.

Make sure your projections and metrics are reasonable and be sure to pick ones that you can measure on your own or with locality or DMO assistance.

You'll revisit all these metrics and estimates in your final report. The goal is that we all learn something from tracking these metrics---maybe you absolutely exceeded your goals and know that you need to expand your event footprint. Maybe you overestimated your goals and need to ramp up your marketing next year. The post-event evaluation and reports are really important for you and for VTC to understand the success of the programs and any adjustments that might need to be made for the next round. We anticipate this being an annual program.

Bonus Section: Co-op, PMAP, or Activation

- Go through your In-Kind List and Marketing & Production Plan items, and list all of those that are **VTC Advertising Co-ops**.
- Go through your In-Kind List and Marketing & Production Plan items and list all of those that are **VTC Welcome Center PMAP programs**.
- **Activating** the Virginia is for Lovers branding **on-site at your event or festival** and/or **before and after** the event or festival can earn bonus points. **BE CREATIVE!**
Examples include:
 - Media appearances/interviews/performances while wearing VIFL apparel
 - Banners/flags placed at event or festival
 - VTC PR/Photography opportunities
 - Tagging VTC in social posts

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The Bonus Section is where you can earn up to FIVE extra points.

Go back through your in-kind and marketing plan and indicate the Co-ops and PMAPS you are using.

Then really think about how you can **ACTIVATE** the Virginia is for Lovers brand in your marketing, social media, and on-site. Be **CREATIVE** in this section. There is information in the documents for each program that explain how to obtain Virginia is for Lovers promotional items like flags, banners, and apparel. New in this program (well all program) is that you can spend up to 10% of your award on these promotional items to use at your event, festival, or destination.

We need your help as one of our partners in getting that statewide brand of Virginia is for Lovers out there to the visitors.

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VTC
Recovery Marketing
Leverage Program

So now we will move on to the VTC Recovery Marketing Leverage Program. We are calling this a Recovery round because we are allowing in-kind match. We normally only allow cash match in this program, but we understand the industry and the economy is still recovering and we wanted to offer one more Recovery round to help move the needle for tourism this year.

Recovery Marketing Leverage Program

- **Recovery round** of the Marketing Leverage Program
- In-Kind Marketing match allowed
- **Only Marketing** costs are eligible. No Production.
- Programs can be **no longer than 18 months**
- Marketing campaigns for events, festivals, destinations, businesses, breweries, wineries, distilleries, restaurants, hotels, etc.
- Requires that you **identify** 2 main **partners** and 4 spoke partners.
- **One extension of six months** is permitted but must be requested in writing.

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So in this program, we only allow for in-kind marketing match and marketing costs. No Production costs are allowed under either category. That said, there are some new eligible costs for insurance and promotional items. Be sure to read over the Terms and Conditions for EACH program because they are different.

For this program, your marketing campaign or program can be a maximum length of 18 months. We do require that you identify partners in this program, but you do not need to upload letters of support. We structured this program a bit differently this round to be more accessible to small businesses like breweries, wineries, retailers, and organizations. We know that many owner operators are working overtime and in our small ways we are trying to reduce the burdens on business to make it easier for you to apply.

This program would also be a good fit for those one night a week concert series or one night a month concert series where you get a mix of overnight visitors, regional visitors, summer residents, and locals. It is also a good fit for event organizers who produce multiple events in a destination or region and want to market those all together.

You don't have to be doing events or music for this program. This program is designed to help attract visitors to your destination and business.

The Funds

- **\$10,000** for most applicants such as small businesses, breweries, wineries, hotels, etc.
- **\$20,000** for large **TICKETED** attractions that are major tourism drivers and get over **100,000 visitors** in a **calendar year** such as museums, botanical gardens, amusement parks, etc.
- **Marketing costs** such as advertising, print media, digital marketing, Travel Guide, VTC Co-ops, Lovework rentals, etc.
- **LIABILITY INSURANCE REQUIRED IN SOME CASES:** If using funds to market an event outside the scope of normal business operations then an event liability policy listing Virginia Tourism as an interested party is **required for reimbursement**. You can send this in closer to event date.

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For this round, most applicants will be eligible for \$10,000. But large **TICKETED** attractions like aquariums, museums, and amusement parks will be eligible for up to \$20,000. As I said before this program is for marketing costs and not production costs. Marketing costs like print advertising, Co-ops and PMAPS, Virginia Travel guide, digital marketing, social media paid boosts are all the kinds of things that you can count as match or in your plan for VTC funding.

Also new in this program is a requirement for a liability insurance certificate with VTC as an interested party IF you are hosting events outside the normal scope of business.

One rule of thumb to go by is that if you need a city, county or town permit for the event, then you need a liability insurance policy. We anticipate there will be specific questions about this and will answer them in the chat and you are welcome to email us with your specific situation for clarification on new policy.

Remember you don't have to have the policy in place when you apply. It just needs to be sent to use before the events occur.

Info, Ticket Sales, Insurance, DMO, and Funds Requested

- **Must** have **Federal ID #** to apply
- Identify **end date** of this marketing campaign (no more than 18 months from April 15, 2022)
- Ticket Sales and Attendance, if applicable
- Insurance, if applicable
- **Funds Requested**
- **DMO** Information
- **No letters of support needed** from partners or DMOs for this round of Recovery Marketing Leverage

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This is an excellent program for small businesses, large attractions or organizations that are involved in tourism marketing.

Those applicants asking for the \$20,000 tier two funds will need to give the # of tickets sold in the prior 12 months.

Applicants that are not DMOs will need to select their DMO from the drop-down list, but there is no requirement to upload letters of support. If you don't have a DMO in your town, but do have a DMO in the county or region, select that DMO from the list. We have nearly 120 DMOs in Virginia now—most region of the Commonwealth have a DMO at the regional level at a minimum.

As I said before we wanted to streamline this application a bit for small businesses because we know that many owner operators are working overtime so again we do not require letters of support from the DMOs or potential marketing partners.

Hub & Spoke

- Applicant will need to use the **Hub & Spoke model** to indicate hub: strongest lure
- Hubs can be hidden gems, your business, an attraction nearby, a state or national park, etc.
- Applicant will need to identify **two main partners** and **four spoke partners** and how you work together to bring visitors into the community
- **Be detailed** in this section. Try to meet with all partners you identify and create a cohesive marketing strategy.
- **Be specific** with business names, activities, places to eat and things to do.

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The Hub & Spoke section of the application is a key component. The Hub and Spoke model is a great way to visualize what a visitor is going to do in your destination.

Essentially you would choose the hub for your campaign—this could be your business, your hotel, a brewery, winery, distillery a big attraction, a natural feature like a river or a lake, or a state or national park. It could be a hidden gem that you want to start marketing.

Then you would build out partners are around that spokes---partners like lodging, restaurants, outfitters, and retailers that would flesh out a full itinerary for a visitor.

You could theme your hub & spoke and marketing plan around a particular idea like outdoor recreation or luxury travel or tasty beverages. But you do need to be specific with partner names and how they would complement the marketing campaign. Don't use generalities in your hub & spoke---be as detailed as possible. Don't put restaurants in general as a partner—name names. Identify who you would partner with and how you work together to get visitors to stay longer and spend more money.

There is a full page in the Helpful Hints document to help you with this section.

Feeder Markets & Research

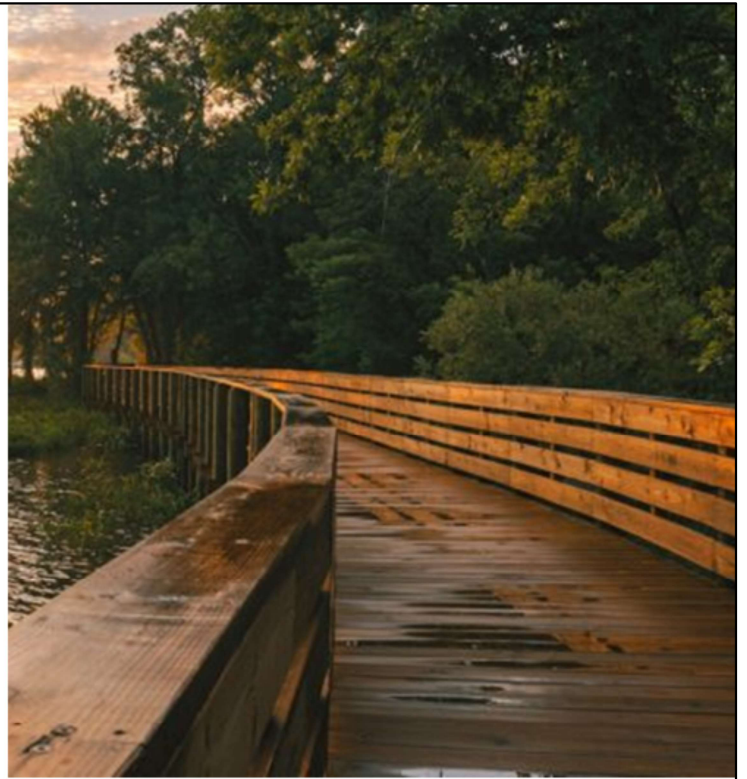
- Applicant will need to list **THREE feeder markets** for this business, attraction, or destination
- Applicant will need to explain demographics in each feeder market they are targeting or plan to target.
- Justify that these are the best **THREE** feeder markets and demographics with **RESEARCH**.

Use prior years' ticket sales data if a ticketed attraction

Use vatc.org/research visitor profiles, work with DMO on their visitor research, use social analytics, followers, etc

Use STR reports, lodging data, zip code data from credit card processors, etc.

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The feeder market section is an opportunity for the applicant to tell us about their target markets.

Where are people coming from that visit your destination or business? Who are they? What do they do when they are in your destination? How much do they spend? VTC has excellent research on visitor profiles on our website. A link to our research page is in the application documents.

Be sure to look over the visitor profiles for your region before starting your application. Be detailed in your descriptions and explanations about your feeder markets. Your feeder markets can be in-state or out-of-state depending on your marketing budget. Perhaps this funding is going to allow to do some out-of-state marketing for the first time—we are seeing quite a bit of visitation from Charlotte and Philadelphia here in the coastal region.

Take out a map and look at target markets that are within a certain driving distance. Think about the type of visitor you would target in that market. Give us all the details and research about why you picked those feeder markets.

In-Kind Marketing Match Section

- Be as **detailed as possible** in this section:
- List your **In-Kind Marketing Match** in this section. Example of in-kind marketing expenses could be advertising you've already paid for (paid media), the value of editorial (earned media), the value of social followers (owned media), etc. **If VTC Co-ops or PMAP, please indicate that.**
- There is a **6-month lookback period** so you can count in-kind **expenses/values** back to **September 2021**
- Be sure to read **eligible expenses list in the Terms & Conditions** to understand what expenses are eligible for In-Kind Marketing Match

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In this section you will list your in-kind marketing match. This can be owned, earned or paid media.

Owned media is things like your social media channels, blogs, and websites that you own and use to promote your business, destination or attraction. We have a calculator that you can use to estimate the value of these owned media assets and your social media reach.

Earned media is editorial. Those are stories and articles that feature your business, destination or attraction. You can estimate the value of those stories based on advertising cost equivalency. If you had a half page story in the Washington Post about your business then calculate the value based on what a half page ad would cost. Setting up Google Alerts is a great way to track which publications are talking about your business and destination.

Paid media is media that you pay for directly. This could be print advertising, brochures, digital boosts, social media advertising etc.

Remember only in-kind items on the eligible items list can be used as in-kind match.

We do allow a six-month lookback period so you can go back and include items you may have already paid for as far back as September 2021.

Marketing, Calendar, & Budget

- This section is listing what you plan to do with the funds from VTC if you are awarded the funding.
- Be sure to include publication type, name, dates, targeted demographics.
- List your Marketing Plan costs in this section. **If you are using PMAP or Co-ops, please indicate that.**
- Be sure to read **eligible expenses** list in **the Terms & Conditions** to understand what expenses are eligible for Marketing Plan costs.

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For this section, you will list the items for which you are requesting funding from this program.

This marketing plan should support what you listed in your feeder markets and in your hub and spoke section. We also allow you to use 10% of your award for your music licensing fees in this program. We know that a lot of restaurants, breweries, and wineries do live music and sometimes cover bands. Legally, you need to pay music licensing fees and we should all be supporting both songwriters and performers through the licensing programs.

Be sure to look at VTC's Industry Co-ops and VTCs PMAP programs to stretch your dollars and to earn points in the bonus section.

Again there is a six month lookback so you may have paid for some marketing or advertising in the last six months, for this program back to September 2021. You could submit those invoices for reimbursement. We know that sometimes the timing of our grant funding does not always match up with advertising discounts or travel seasons which is why we allow this look back period.

Performance Outcomes

- **ADD THREE METRICS** specific to your marketing campaign goals. Examples include:

Meals Tax Revenue
Occupancy Tax Revenue
Sales Tax Revenue
Gift Shop Revenue
of Room Nights
of Visitors

- All the **metrics** in this section will be used in your **final report** to measure the success of your program.

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For the Performance Outcomes section, we changed it up a bit to streamline things for small businesses and are asking you to list THREE metrics that you can measure from your marketing campaign or program.

If you are a small business make sure these metrics are things you can measure or metrics that you can track within your business or get from your DMO or locality.

We have given you a few examples here. Things like meals tax revenue, sales tax revenue, occupancy tax or other things like # of visitors or tables during the campaign.

These are up to you but a MINIMUM of THREE is required. We like you to set REASONABLE goals for each metric. Again, these will be part of your final report and hopefully will help you evaluate your marketing plans and adjust for upcoming funding rounds.

Bonus Section: Co-op, PMAP, or Activation

- Go through your In-Kind List of Marketing items, and list all of those that are **VTC Advertising Co-ops**.
- Go through your In-Kind List of Marketing items and list all of those that are **VTC Welcome Center PMAP programs**.
- **Activate** the Virginia is for Lovers branding **on-site at your business, in your destination, or as part of your event** can earn bonus points. **BE CREATIVE!**
Examples include:
 - Banners/flags placed at business/destination
 - VTC PR/Photography opportunities
 - Tagging VTC in social posts

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This is the same type of bonus section in the Special Events and Festivals grant.

List your Co-ops and PMAP and then get CREATIVE on how you can activate the Virginia is for Lovers brand at your business, attraction, or destination.

Perhaps you are going to hang a Virginia is for Craft Beer Lovers banner in your brewery or have your staff wear Virginia is for Lovers apparel on certain nights. How you activate the brand is entirely up to you and I am looking forward to reading these sections and seeing how creative folks can get. Maybe your music act will tweet a picture of that banner behind the stage...use your social media channels to also ACTIVATE the brand.

There is information in the application documents on how to promotional items.

The bonus section is worth up to 5 points so take your time with it so you can earn full credit for the bonus section.

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VTC
**Destination Marketing
Organization (DMO)
Marketing Program**

Finally, we will quickly go over the DMO Marketing program. If you are not a DMO, please be patient for just a few minutes while we go over this program. It is a bit like the Recovery Marketing Leverage Program so we can go through it quickly.

By staying on the webinar, you can see how all these programs work together and you could partner with your DMO on this program.

This will just a few minutes and then we will get to the questions in the chat.

DMO Marketing Program

- **New program** open only to DMOs officially recognized by VTC as of 12/31/2021.
- In-Kind Marketing match allowed
- **Only Marketing** costs are eligible. No Production.
- Programs can be **no longer than 18 months**
- Marketing campaigns for events, festivals, destinations, businesses, breweries, wineries, distilleries, restaurants, hotels, etc.
- Requires that you **identify** 2 main **partners** and 4 spoke partners. **Letters of support** are required.

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Only officially recognized DMOs are eligible for this program. DMOs must have been recognized by VTC by December 31, 2021.

If you were not an officially recognized DMO by December 31, 2021 then you are not eligible for this round.

This program is like the Marketing Leverage Program but has some additional requirements and sections.

The Funds

- **\$20,000 maximum award**
- **Marketing costs** such as advertising, print media, digital marketing, Virginia Travel Guide, VTC Co-ops, Lovework rentals, etc.
- **LIABILITY INSURANCE REQUIRED IN SOME CASES:** If using funds to market outside the scope of normal DMO business requires an event liability policy listing Virginia Tourism as an interested party is **required for reimbursement**. You can send this in closer to event date.

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There is one award tier of \$20,000 and again we require that liability insurance policy if the DMO is doing events outside their normal scope of business. Again that rule of thumb—if you need a permit from your locality, you probably need an insurance policy. The grant does allow for up to 10% of the award to pay for liability insurance and event cancellation insurance policies.

Info, Insurance, DMO, and Funds Requested

- **Must** have **Federal ID #** to apply
- Identify **end date** of this marketing campaign (no more than 18 months from April 15, 2022)
- Insurance, if applicable

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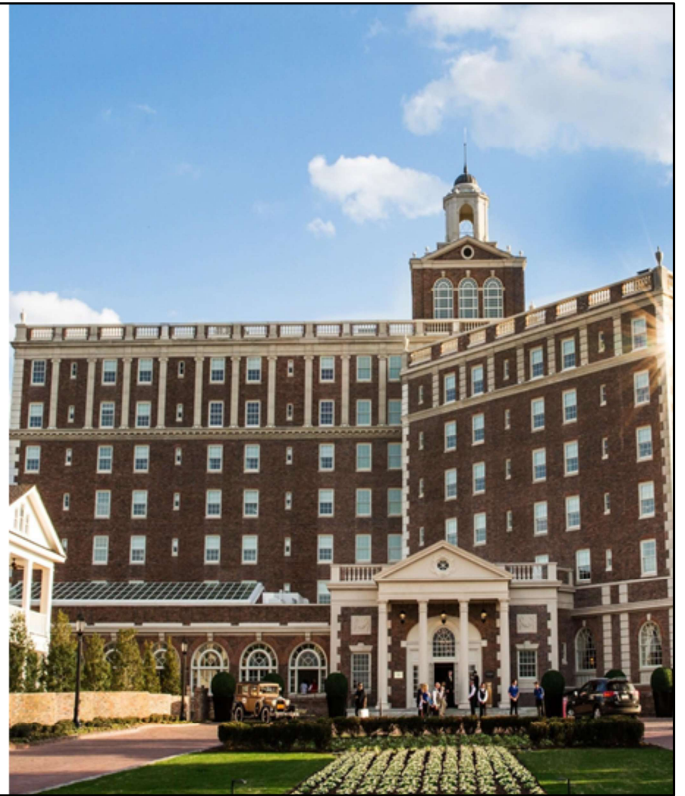
Again, the DMO marketing programs can be no longer than 18 months. The goal with this program is to truly drive overnight visitation.

We encourage DMOS to really think about how these funds will enhance their current marketing budgets and programs and bring in more visitors to spend more and stay longer.

Marketing Goals & Competition

- Creative **name** for marketing program
- Explain the **goals** of the marketing program
- **Explain How this funding enhances** your existing budget.
- DMOs will need to explain how their marketing program drives **additional overnight visitation**
- List other destinations that are your **competition**. Use research and data to justify choices.
- Explain how this marketing program will make your destination **more competitive**

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In this section, we want you to get into details about the goals of your marketing program. Are you going for luxury travelers, outdoor recreation travelers, family vacationers? We want you to explain how these funds would enhance your existing budget and how these funds will drive overnight visitation to your destination.

Really think through some specific ways you can activate this funding. What makes your destination unique and what will make visitors come to your destination?

New in the DMO application is that we also ask you to identify your main in-state and out-of-state competition.

It is a good idea to research the competition and see what types of visitors they are targeting. Use research and data to justify your competition choices and then tell us how this program will make your destination more competitive.

Hub & Spoke

- Applicant will need to use the **Hub & Spoke model** to indicate hub: strongest lure
- Hubs can be hidden gems at the destination, a business, an attraction nearby, a state or national park etc.
- Applicant will need to identify **two main partners** and **four spoke partners** and how you work together to bring visitors into the community
- **Be detailed** in this section. **DMOs must get letters of support** from the two main partners.
- Try to meet with all partners you identify and create a cohesive marketing strategy.
- **Be specific** with business names, activities, places to eat and things to do.

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We do have the Hub & Spoke model in this application like we do in the Recovery Marketing Leverage Program.

However, we do require letters of support from the TWO main partners in the DMO application.

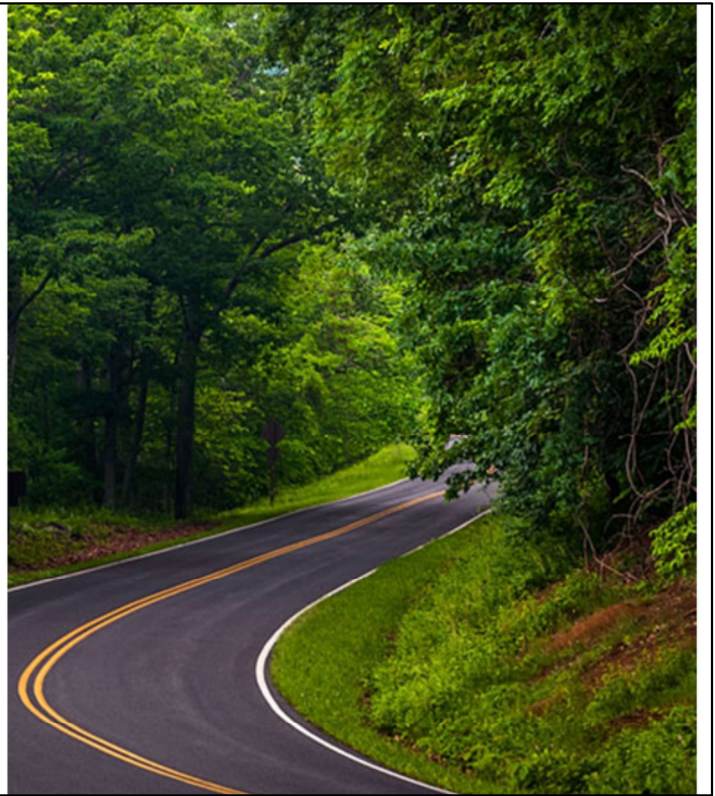
We want to see strong partnerships with the DMO emerge out of this program. If you are a small business on this call, reach out to your DMO and let them know you are willing to partner and help support new marketing campaigns and bringing in more visitors.

If you are a regional DMO then make sure you are talking with your county and town and city DMOs about your program and how you can all work together.

Feeder Markets & Research

- Applicant will need to list **THREE feeder markets** for this business, attraction, or destination
- Use research and data to **validate** those choices
- Applicant will need to explain **demographics** in each feeder market they are targeting or plan to target.

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We also ask about feeder markets in this program. Be detailed in your explanation about these markets and who you will target. If you plan to target a new feeder market, be sure to explain the reasons why you chose that market and the demographics you are targeting in that market.

In-Kind Marketing Match Section

- Be as **detailed as possible** in this section:
- List your **In-Kind Marketing Match** in this section. Example of in-kind marketing expenses could be advertising you've already paid for (paid media), the value of editorial (earned media), the value of social followers (owned media), etc. **If VTC Co-ops or PMAP, please indicate that.**
- There is a **6-month lookback period** so you can count in-kind **expenses/values** back to **September 2021**
- Be sure to read **eligible expenses list in the Terms & Conditions** to understand what expenses are eligible for In-Kind Marketing Match

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We only allow IN-KIND marketing match in this program and marketing match items must be listed on the eligible items list in the Terms and Conditions.

Be sure to justify any values for Owned and Earned media using the calculator in the application, comparable advertising rates, or other research that you find to assign a value to your owned media.

Marketing, Calendar, & Budget

- This section is listing what you plan to do with the funds from VTC if you are awarded the funding.
- List your Marketing Plan costs in this section. **If you are using PMAP or Co-ops, please indicate that.**
- Be sure to read **eligible expenses** list in **the Terms & Conditions** to understand what expenses are eligible for Marketing Plan costs.

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This is your marketing plan.

Digital marketing, print advertising like the Virginia Travel Guide, and even bringing in social media influencers are doing FAM tours are eligible marketing expenses. We really want these funds to move the needle and bring in those overnight visitors.

Make sure you are detailed with publication type, influencer names, dates, demographics of target market, ad sizes, projected impressions, etc.

This should be a detailed executable marketing plan.

Be sure to review the list of eligible expenses some things have changed, and some things have been added. There are some new eligible expenses related to conventions and meetings since that is a sector that we know needs some curating to bring back to 2019 levels.

Projected Outcomes/ Performance Outcomes

- **Project** Occupancy Tax Revenue, Meals Tax Revenue (if applicable), and Room Nights from this marketing campaign.
- **ADD THREE METRICS** specific to your marketing campaign goals. Examples include:
 - Sales Tax Revenue
 - Gift Shop Revenue
 - Visitor Center Visitors
 - # of Visitors
- All the **metrics** in this section will be used in your **final report** to measure the success of your program.

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The Projected Outcomes section of the DMO program is more robust than the Recovery MLP or the Special Events program. You will have a total of **SIX** metrics.

Three must be the following: Occupancy Tax Revenue projected from this campaign; Meals Tax Revenue projected from this campaign (if you locality has a meals tax), and the # of Room Nights projected from this campaign.

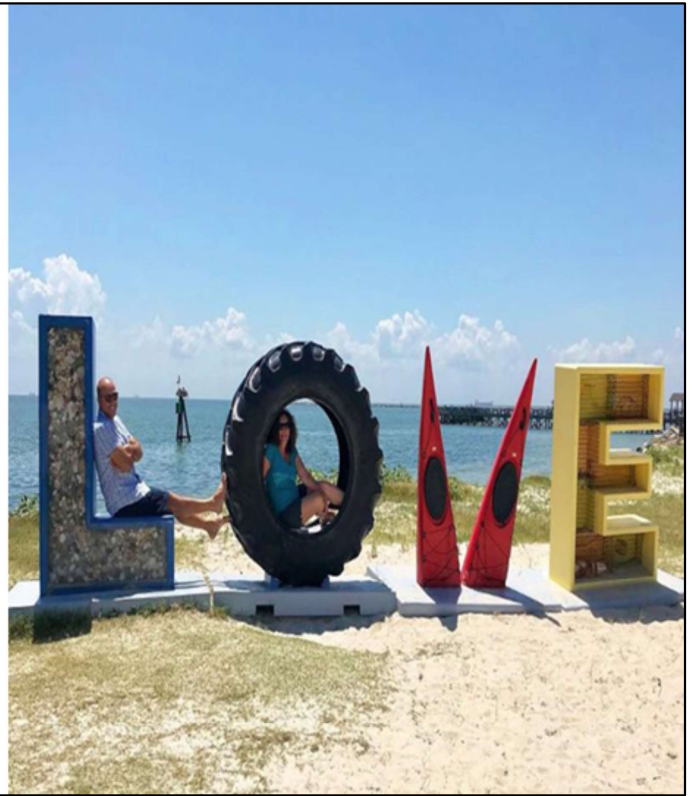
We understand that these projections can be challenging, but we ask that you do your best to make reasonable projections AND back up those projections with data and research that you used to make them. Be detailed when you explain how you produced those projections.

Then you will add THREE additional metrics of your choice and project campaign goals for those items as well. Again, be sure to explain the data/research you used to set those goals.

Bonus Section: Co-op, PMAP, or Activation

- Go through your In-Kind List of Marketing items, and list all of those that are **VTC Advertising Co-ops**.
- Go through your In-Kind List of Marketing items and list all of those that are **VTC Welcome Center PMAP programs**.
- **Activate** the Virginia is for Lovers branding **on-site at your business, in your destination, or as part of your event** can earn bonus points. **BE CREATIVE!**
Examples include:
 - Banners/flags placed at business/destination
 - VTC PR/Photography opportunities
 - Tagging VTC in social posts

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Then the DMO grant also has a bonus section. Be Creative on how you will activate the Virginia is for Lovers brand as part of this campaign and in your destination or at your visitor center.

Mark Your Calendar

- All **THREE** programs will **open** on **February 1, 2022** on www.vatc.org
- All **THREE** programs will **close** on **March 8, 2022 at 5 p.m.**
- **Awards** should be made by **April 15, 2022**

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I want to reiterate these dates one more time before we get to questions.

Because of the volume of applications we expect, we can not give any extensions. Plan your next two weeks to give yourself time to research competition, feeder markets, demographics, and marketing costs before you start your application.

A copy of the webinar recording will be posted by Tuesday. Additional documents related to applications will also be posted on Tuesday so you can download the application and work on it offline as you do your research and data.

**SPECIAL EVENTS & FESTIVALS PROGRAM
EMAIL: VTCSEFPROGRAM@VIRGINIA.ORG**

**RECOVERY MARKETING LEVERAGE PROGRAM
EMAIL: VTCMLPGRANT@VIRGINIA.ORG**

**DMO MARKETING PROGRAM
EMAIL: VTCDMOGRANT@VIRGINIA.ORG**



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These are our new program specific email address. Please try to funnel your questions to these email addresses so that Steve, Angela, and I can reduce duplicate emails and responses. If you need to email one of us unrelated to these programs, please use our normal email address. But we would like all program emails to go through each specific program email address.

All of these email addresses are in the program documents and will be on our website.

QUESTIONS?



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So I am going to stop share and Steve, Angela, and I will do our best to answer questions that have been posted in the chat. We may not have an answer today as we work through some final policy decisions, but we make sure all of these questions end up on our living FAQs document, so you'll want to check that document often since we will update it with questions we get from partners throughout the application window.