



## **ARPA Meeting & Convention Incentive Program**

**January 26, 2022**

# INTRODUCTIONS

## **VTC STAFF**

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## **PLEASE NOTE:**

**This presentation and Q&A are being recorded.**

**Please use the chat feature to ask questions.**

**Questions will be answered after the program overview presentation.**

**For the best presentation experience:**

- Select speaker view on the top right corner of the screen (not gallery).
- Please mute your microphone. If you have a connectivity issue, then hide your video during the presentation.

## American Rescue Plan Act (ARPA) Meeting & Convention Incentive Program

- COVID-19 has had a continued and devastating impact on Virginia's competitive sports and meetings event industry. As the Commonwealth prepares to restore tourism economic impact, VTC is offering these funds to be used for event incentives and marketing promotions targeted specifically at attracting new meetings & conventions to spur economic activity and travel across the Commonwealth.
- \$1 million has been committed to a Meetings & Convention Incentive Program.

# Eligible applicants

- Destination Marketing Organizations (DMO/CVBs)
- City or county local government agencies
- Meeting venues –i.e. convention center, event venue, hotel

# Qualifying criteria for Meetings

- Professional meetings, conventions and events only. Meetings/Events not eligible for the program include – (weddings, fraternal (unless national), social events and group tours (except for group tour national convention).
- New event to the destination/venue not held in the destination for at least three years.
- The Meeting/Event must be contracted on or after December 7, 2021.
- Must be a competitively bid meeting, convention or event.
- Must bring attendees from outside the area (100 miles or more).
- Minimum size of the event must be 50+ attendees.
- Meeting/Event must be multi-day. Single day events will be considered if they bring a majority of attendees from outside the area (100 miles or more).

# General award guidelines

**Based on anticipated number of attendees/staff outlined in contract:**

- 50 – 250 people = up to \$5,000
- 251-750 people = up to \$10,000
- 751 – 1250 people = up to \$15,000
- 1251+ people = \$20,000+
- NOTE: Lesser or larger amounts may be awarded.

# Important Dates & Details





# Important dates

## Deadline information:

- Application submissions can begin **April 1, 2022**.
- Application submission must be received no later than **May 31, 2022**.
- VTC and the review committee will review your application after **May 31, 2022** and successful applications will be approved no later than **July 15, 2022**.
- Meeting must be contracted by **December 31, 2022**
- Meeting must be held in Virginia no later than **June 30, 2024**.

## Important Details to Note

- Reimbursement will only be given after the event has taken place. Expense receipts **MUST** be submitted within 60 days after the event.
- Applicants can submit documentation for application approval prior to contracting; however, applicants will not receive funds until after the event and a copy of the contract and proof of payment (s) are submitted.
- Applicants **MUST** notify us immediately, if event is not confirmed and contracted or contracted meeting/event is canceled, rescheduled or downsized.
- Only one application will be approved for a meeting. DMO and venue can't both apply for the same event.

## Important Details to Note continued

- Applicants must be a Virginia based business.
- Each application is for a specific meeting & convention. You can submit applications for multiple meetings or events.
- The funds are not guaranteed until the VTC Review Panel approves the application; applicants might have to contract events without the guarantee of receiving incentive funds.
- You can find FAQ's on <https://www.vatc.org/arpa/arpa-sports-meetings-faqs/>

# Eligible/Ineligible Expenses



# Eligible expenses (Meetings)

For a more extensive list please visit the website: <https://www.vatc.org/arpa/arpa-meetings/meeting-eligible-expenses/> or <https://www.vatc.org/arpa/arpa-sports/arpa-sports-eligible-expenses/>

- Facility meeting room rental fees
- Rental of furniture, fixtures or equipment (i.e. portable toilets, stage, chairs, tables, easels, lectern, risers etc.)
- Event-specific signage
- Event insurance
- AV rental and/or services for sound system/lighting/streaming, assistance with technology provider costs to host hybrid meetings
- WiFi/Internet fees in meeting room/venue and/or hotel guest rooms – complimentary or % discount

# Eligible expenses (Meetings)

- Transportation/Shuttling costs between venue and hotels
- Event-specific paid advertising/media buys to promote event
- Event production and technical expense
- Discount on F&B and/or complimentary meal (no alcohol)
- Local Permit fees
- Resort fees for guests at host hotels
- Contracted security or traffic services
- Exhibit costs – pipe & drape, table and chairs
- Meeting Planner site visit travel/hotel costs after contract signed for purposes of planning the meeting in destination/venue

# Ineligible expenses (Meetings)

- ARPA funds must be used for New events geared at increasing visitation. ARPA funding cannot be used to supplant or replace an organization's existing tourism funding commitment for existing budgets, marketing and/or staffing
- Meeting Planner entertainment or client events
- Site visits prior to contracting event
- Non-refundable RFP/bid fees when destination/venue is not awarded the event
- Funds to advertise their incentive program
- Renovations or building permanent structures at facility for event
- Expenses from an event that was contracted prior to December 7, 2021
- General operating or administrative expenses (travel reimbursement, salaries, maintenance etc)

# Ineligible expenses (Meetings)

- Travel cost to solicit event
- Purchase of permanent equipment
- Monetary or non-monetary awards (plaques, certificates, trophies, etc.)
- Printed programs which solicit advertising
- Purchase or production of items for resale
- Ads or content that appear on a political or unsavory website or publication, determined at the discretion of VTC
- Personal Protective Equipment products
- Purchase of alcohol for meetings, events, sponsorships, etc.



# Application

## Meeting & Convention Incentive Program Application

– FOR REFERENCE ONLY – YOU MUST APPLY ONLINE VIA THE PORTAL

\*Indicates required field

### Applicant Information:

Entity Name\*

Doing Business As (if different)

Tax ID\*

Other W-9 Info\*

Entity Type (city, county, regional, DMO etc.)\*

County

Region

Street Address\*

City\*

Zip Code\*

Primary Contact's First Name\*

Primary Contact's Last Name\*

Work Phone\*

Mobile Phone

Email Address\*

Secondary Contact's First Name

Secondary Contact's Last Name

Secondary Contact Phone Number

Secondary Email Address

Attach PDF of current W-9 form\*

Total Application Funding Amount: \$[ ]

**NOTE:** Applicants can secure pre-approval before contracting for the event. Applicants MUST submit a copy of the RFP with the application for pre-approval.

Is the meeting or event contracted\*? (yes or no) (Signed date must be December 7, 2021 or later.)

Attach a copy of the RFP(request for proposal), event contract and receipts for eligible expenses\* [file attachment will allow for PDF, Word & Excel]

Meeting/Convention/Event Name\*:

Meeting Organization Name\*:

Type of Event (Association, Corporate, Government, etc)\*:

Event Dates\*:

Location/Venue Name\*:

The number of Attendees/Staff\*:

Estimated Percentage of attendees from outside VA\*:

Hotels under consideration\*:

Estimated Total Number of Room Nights\*:

Earned Media (if applicable):

# Application

Estimated Direct Economic Impact\*:

Meeting/Event Description/Overview\*:

Description how you will use the funds\*:

Incentive Funds utilized for (list of all eligible expenses and amounts\*):

**Supplemental Funding Relief** Is the entity receiving any other federal funds for the projects indicated in this plan?

Yes / No

If "Yes" above, then:

- a. By checking this box, and signing this application below, the applicant hereby certifies and affirms that none of the requested funds will be used for expenditures that are duplicative of any expenditures that are covered with other relief funds.\* ☐ Affirmed.
- b. Please indicate the amounts of any other relief funding received for Tourism related expenditures\*

(Attach a description, as appropriate, indicating how the other funding is being spent)

Other Federal Funds for tourism related expenditures: \$\_\_\_\_\_ (enter zero if none)

Attach files with any relevant description of other funding as appropriate

# Application

**Links to view the example application:**

Meetings:

<https://www.vatc.org/wp-content/uploads/2021/12/Meeting-and-Convention-Incentive-Program-Application.pdf>

**Applications must be submitted online via the portal.**

# Future Webinar

VTC/Horne will offer an educational  
***How to Use the Portal and What Documentation Is Required***  
webinar to walk you through using the application portal and outline the  
required documentation in March 2022.

**The date will be announced in the VTC monthly e-newsletter *The Travel Post*  
and will be added to the Group Tour, Meetings & Sports Marketing  
webpage on VATC.org :**

<https://www.vatc.org/marketing/groupsmeetingssports/>

## VIRGINIA SPECIAL EVENTS & FESTIVALS PROGRAM

- Marketing
- Some Events Costs
- Match required
- Performance measures
- VTC Templates/Services
- Max \$20K
- Partners Required
- Reimbursement after documentation
- One round annually
- Must be min of two-day event
- Large events with significant economic impact

### **Applications:**

Closes Mar. 1

Open Feb. 1

Awarded Apr. 15

*How to webinar Jan. 25<sup>th</sup> – view recording*



## Virginia Special Events & Festivals Program

- In-Kind Match
- Established event – 2+ years history
- Event Organizers can apply (Out of state)
- DMOs, small businesses can apply
- Two Tiers of Funding - \$20K max
- Reimbursable as expenses incurred

## ARPA Meeting & Convention Incentive Program

- No Match
- New to VA/Competitively Bid On
- Virginia Based Organizations
- No max award
- Events with 50+ people qualify
- Reimbursable after event date

# THANK YOU!

**ARPA Meeting & Convention Incentive Program Information can be found here:**

<https://www.vatc.org/arpa/arpa-meetings/>

**QUESTIONS? Please unmute yourself to ask questions, or feel free to ask via chat.**

**If you have questions after the webinar, please use the following email and specify the incentive program you are inquiring about:**

**[support@vatourismarpa.com](mailto:support@vatourismarpa.com)**