

Applicant Information

Business Name

Kay's Kayak Outfitters

EIN # (if a sole proprietorship, SS # is allowed.)

9999999999

Business Mailing Address

900 Kayak Launch Road
#217
Richmond, Virginia 23219
United States

Business/Organization Type

Small Business (Outfitter/Tour Guide)

How many full-time employees do you have?

2

How many part-time employees do you have?

4

Contact Name #1

Kay Kayak

Contact Name #2

Joe Kayak

Contact #1 Email

smartin@virginia.org

Contact #2 Email

smartin@virginia.org

Contact Mailing Address

900 Kayak Launch Road
#217
Richmond, Virginia 23219
United States

Contact Phone Number

(757) 390-7330

How much funding are you requesting from VTC?

\$5,000.00

Virginia.org URL

www.virginia.org/kayskayaks

Twitter

@kayskayaks

Facebook

@kayskayaks

Instagram

@kaykayaks

Website

www.kayskayaks.com

Hashtags

#kayakingisfun

Program Focus (10 Points)**Program Focus**

Outdoor Recreation

Marketing Program Name

Kays Kayaks Fall Adventures

Marketing Start Date (no earlier than July 1, 2023)

07/22/2023

Marketing End Date (no later than May 31, 2024)

05/01/2024

How will this program support small businesses during the tourism shoulder season(September 2023 through May 2024)?

By offering four months of off-season tours, our business will bring in more visitors to the downtown Main Street district. We are partnering with the brewery next door to offering a Birds and Brews package and this marketing program will benefit their business as well. Many of our visitors will also shop at the boutique retail shops and get dinner after the tours at one of the four restaurants downtown.

Marketing Program Description

Kay's Kayaks offers fall-guided adventure tours in the months of September to November and early spring-guided adventure tours in the months of April to May. These tours are offered from Thursday to Tuesday in the off-season and we will be promoting winter and spring wildlife-watching tours, bird migration tours, whale watching and dolphin watching. This program will target remote workers in the DC metro area and the Charlotte NC area.

Target Markets (20 Points)

You must choose one out of state market and one in-state metro market.

Why did you choose this market? What research did you use?

Remote working and four-day work weeks are increasing. VTC research indicates that 7% of outdoor recreation enthusiasts coming to Virginia are from the

Out of State Target Market

Charlotte, NC

Charlotte, NC metro. Our own credit card data and Facebook insights indicate that 12% of our users and followers come from Charlotte, NC. We see a lot of potential in this market.

Why did you choose this market? What research did you use?

Remote work and four-day work weeks are popular with federal employees in DC. VTC's research says that 12% of outdoor recreation enthusiasts come to Virginia from the DC metro area. Our credit card data shows that over 25% of our tours come from this area. We plan to offer a special discounted tour rate to federal employees this fall and spring.

In-State Large Metro Target Market

Washington D.C. Metro Area

Partnerships/Hub & Spoke (25 Points)

If your business or destination is the hub, what other businesses or attractions will folks visit. Who can you partner with on marketing? These are your spokes. EXAMPLE: LURE: Joe's Outfitting Co. Spoke #1: Edgewater B&B; Spoke #2 Backwater Brewery; Spoke #3 Riverside Restaurant; Spoke 4: Shoreline Coffee Shop. Lodging must either be the Lure (if a lodging applicant) or a lodging partner must be one of the spokes. All programs must have a lodging component since this program's goal is to drive overnight visitation in the shoulder season. If there is a lodging deficit in the locality, the lodging partner may be a regional partner such as a state park, B&B, hotel, motel or campground.

Lure

Kay's Kayaks

Spoke #1

Joe's B&B

Spoke #2

Jane's Coffee

Spoke #3

Jerry's Boutique

Spoke #4

Jake's Brewery

Why did you select these as your spokes?

All four of these businesses cross-market with Kay's Kayaks. We are all in our downtown visitor brochure and are in close-proximity to each other. We are doing the Birds & Brews special with Jake's Brewery and are working with Joe's B&B on an 2day/3night overnight adventure package.

Cash or In-Kind Marketing Plan (10 Points)

In-Kind Marketing Plan (This is your match. These are items you have earned or paid for. These are not the items for which VTC would reimburse you. This is section is documentation of your match. This grant requires a 1:1 cash or in-kind match. Be sure to read instructions on eligible items, how to value followers, and how to value earned media like magazine articles, and how to value earned media like editorial articles. You can also list cash match of advertising and marketing you are paying for.)

Select Media Type	Placement Dates (Month/Year of when the ad will run)	Amount
Facebook	August 2023	\$1,000.00

Media Channel, Target Market & Target Demographic Description

We have 10,000 Facebook followers as of August 2023 and value those at 10c each per the grant instructions for \$1,000

Select Media Type	Placement Dates (Month/Year of when the ad will run)	Amount
Instagram	August 2024	\$500.00

Media Channel, Target Market & Target Demographic Description

We value our Instagram followers at 10 cents each and have 500 Instagram followers as of August 2024

Select Media Type	Placement Dates (Month/Year of when the ad will run)	Amount
Blue Ridge Outdoors	September 2024	\$250.00

Media Channel, Target Market & Target Demographic Description

We have a weblisting on Blue Ridge Outdoors that we pay for annually at \$250. This publication specifically targets outdoor enthusiasts.

Select Media Type	Placement Dates (Month/Year of when the ad will run)	Amount
Blue Ridge Outdoors	Aug 2023, Sept 2023, Feb 2024, March 2024	\$3,000.00

Media Channel, Target Market & Target Demographic Description

We do four ads in the August, Sept, Feb, and March issues of Blue Ridge Outdoors each year. These are \$750 each and feature our guided tour schedule. Blue Ridge Outdoors targets kayakers ages 18-64

Select Media Type	Placement Dates (Month/Year of when the ad will run)	Amount
Other (Print)	August 2023	\$250.00

Media Channel, Target Market & Target Demographic Description

We are featured in the downtown merchant's business guide. That guide is distributed at welcome centers across the region. We value that listing at \$250.

Grand Total In-Kind Marketing Match

\$5,000.00

Reimbursable Marketing Plan (25 Points)

Select Media Type

Welcome Centers/PMAP

Placement Dates (Month/Year of when the ad will run)

August-Dec 2023; Jan-May 2024

Amount

\$200.00

Media Channel, Target Market & Target Demographic Description

We will place our rack cards at 2 Welcome Centers for 10 months. Our rack cards are designed to appeal to outdoor enthusiasts and family travelers. It features a family kayaking on one side and a single couple kayaking on the other side. These rack cards will be placed at the New Kent Welcome Center and the Fredericksburg Welcome Center.

Select Media Type

Facebook

Placement Dates (Month/Year of when the ad will run)

August-Sept 2023; Feb-April 2024

Amount

\$2,500.00

Media Channel, Target Market & Target Demographic Description

We are going to do Facebook-boosted ads featuring our shoulder season tour schedule. We will target outdoor enthusiasts in DC and Charlotte ages 18-64 who are able to travel on Thursdays to Tuesdays for long weekend off-season adventures. We will also participate in VTC's Facebook rebate program through the Co-ops.

Select Media Type

Blue Ridge Outdoors

Placement Dates (Month/Year of when the ad will run)

March 2024

Amount

\$2,000.00

Media Channel, Target Market & Target Demographic Description

We will use grant money to increase the size of our March 2024 Blue Ridge Outdoors ads by combining it with our \$750 in cash match for that month. These ads will target kayakers ages 25-45 who want to travel long weekends in March and April. We will feature our full two-month calendar in this ad as a tear-off sheet travelers can pin to their vision boards and refrigerators.

Select Media Type

Other (Print)

Placement Dates (Month/Year of when the ad will run)

February 2024

Amount

\$300.00

Media Channel, Target Market & Target Demographic Description

We sponsor a "burning of the socks" event in February each year and the \$200 is our share of the full page print ad in Recreation News. Recreation News targets federal employees ages 22-65 interested in Outdoor Recreation. The publication is distributed across the DC region in federal buildings, train stations, and other locations across the city. While it is too early to kayak in February, the event draws hundreds of people to the brewery next door for this event. Our staff will be at the event distributing brochures and offering sit-in kayak demos.

Grand Total Reimbursable Marketing Plan

\$5,000.00

Performance Measures (10 Points)

Performance Outcome #1

of Tickets Sold

Performance Baseline (Now)

657

Performance Goal (May 2024)

714

Performance Outcome #2

of Room Nights

Performance Baseline (Now)

45

Performance Goal (May 2024)

48

How will these funds help you retain or add any employees at your business or businesses in the community?

Because we are offering a more robust fall and spring shoulder season special we will be able to retain two summer employees through October 2023 and we will hire our summer employees two months earlier so they can work in March and April.

Will receiving these funds allow businesses to stay open more days in the off-season? If the applicant is a small business, how will hours or days open be extended to stay open longer or more often from September 2023 through May 2024?

This will depend on how many people book our off season tours. We had excellent success last year and we thing that with this marketing grant we could continue to grow and remain open later and open earlier each season.

Bonus - VIFL Activation (5 Bonus Points)

How will you integrate the Virginia is for Lovers brand in your marketing and advertising materials? (Refer to grant instructions and Select from Drop Down Box)

VIFL Activation

Virginia is for Lovers logo on rack cards

Activation Details

We will request to use Virginia is for Outdoor Lovers.

VIFL Activation

VTC Staff Content Acquisition Opportunity

Activation Details

We will invite VTC staff to a fall bird watching tour to do some photography and videography.

VIFL Activation

Signed up for PR Leads

Activation Details

We signed up and are eager to see if we can compete for any earned media and editorial through these leads.

VIFL Activation

Virginia is for Lovers merchandise for sale on-site

Activation Details

We are going to off "Outdoor Lovers" great in our gift shop.

Save and Submit

Acceptance of Terms

By clicking this checkbox and submitting this form, you are confirming that all information is final and that you accept the Terms and Conditions of this program. Submitting the form is attestation of your cash or in-kind match.

I have read and agree to the terms and conditions of the Microbusiness Marketing Leverage Program. I understand that failure to meet the requirements in the Terms and Conditions could result in forfeiture of the award and denial of reimbursements.