



VTC
Marketing
Leverage
Program
Webinar (MLP)

VTC Grants Presentation

MEET THE VTC GRANTS TEAM!



Staci Martin
Partnership Marketing Grants Director



Noah Salaah ad-Deen
Partnership Marketing Grants Manager



Shruthi Manimaran
Partnership Marketing Grants Coordinator

VTC'S DEVELOPMENT & FUNDING PROGRAM TEAM

VTC Partnership Marketing

Destination Development Team

- Becky Nave – Director of Destination Development
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- Sarah Austen Holzgreffe – Destination Development Specialist
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Destination Development Managers

- Michelle Workman 276.722.0238 | mworkman@virginia.org
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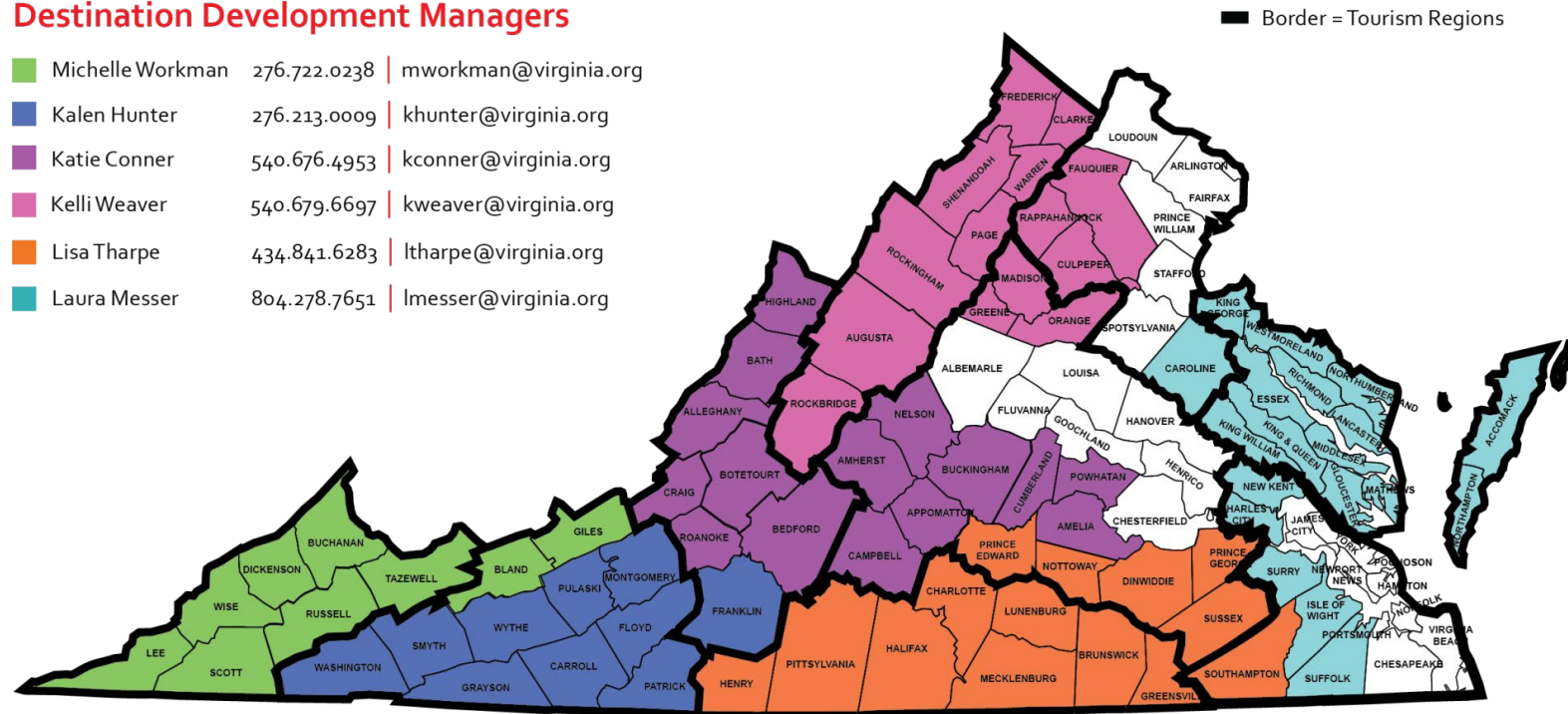
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Virginia Tourism Corporation

Contact VTC's **Destination Development Managers** in your area for strategic planning, marketing leveraging and other community development assistance and resources

* Contact Becky Nave for white map areas not assigned to a DDM

Website VATC.org/partnershipmarketing/tdmanagers



VTC Grants & Sponsorship Programs

Marketing Leverage Program

(Opens 1x Year – Spring)

DMO Marketing Program

(Opens 1x Year – Spring)

Special Events & Festivals Program

(Opens 1x Year – Summer)

Microbusiness Marketing Leverage Program

(Opens 1x Year – Summer)

VA250 Tourism Marketing Program

(Opens 2x Year – Spring & Fall)

NEXT ROUND OPENING February 11, 2025
CLOSING March 13, 2025

MARKETING LEVERAGE PROGRAM (Specs)

Funding Available: **\$850,000**

Estimated # of Proposals to be Funded: **60**
(Most awarded at full ask, some may receive partial awards)

Reimbursement-Based Awards

Two Funding Tiers:

Up to \$20,000 with 1:1 cash match
(Match \$20K to get \$20K)

Up to \$50,000 with 2:1 cash match
(Match \$100K to get \$50K)

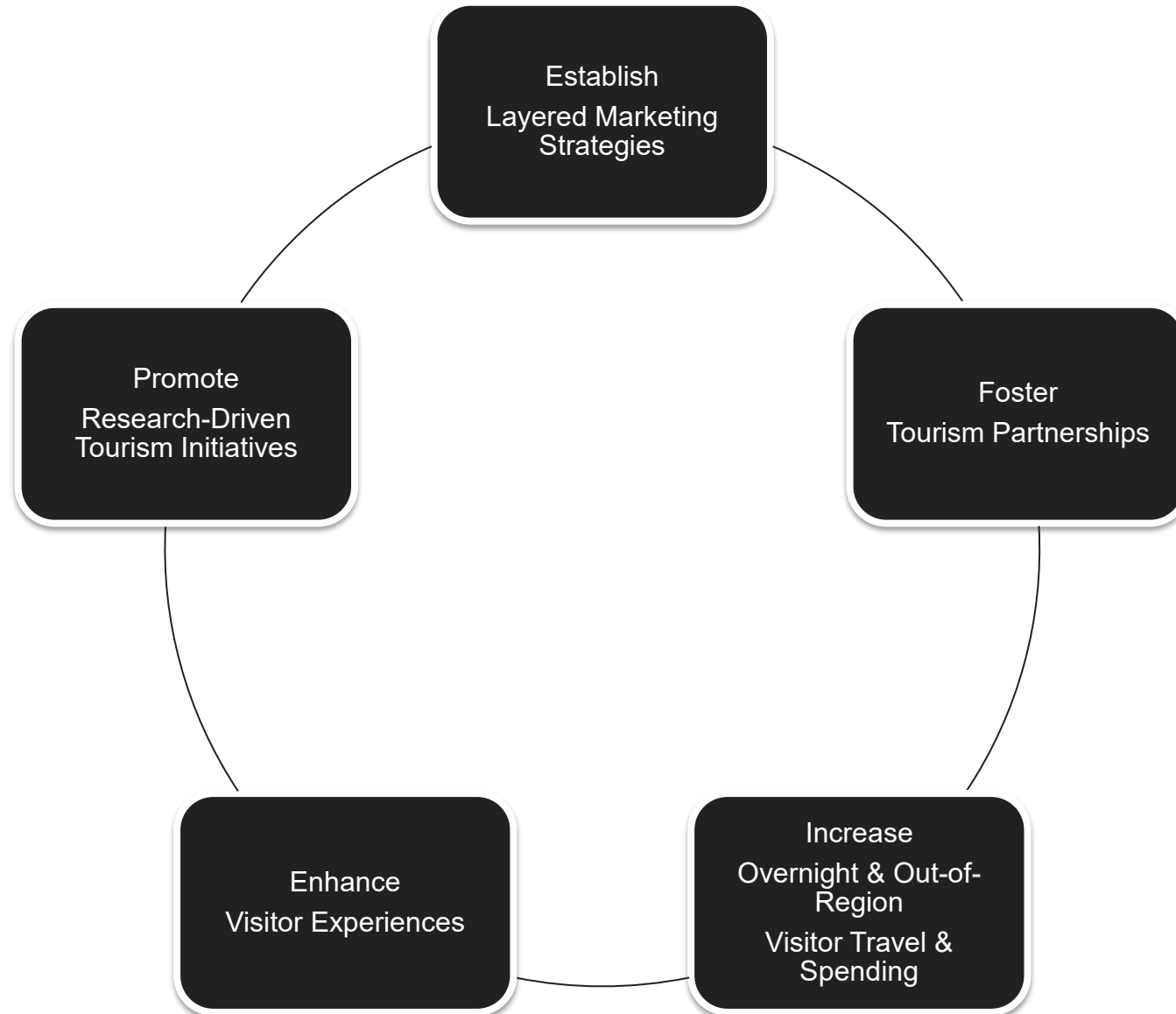
Specific Requirements:

- **Eligibility:** Open to all Virginia-based tourism businesses, organizations, & events. Must have brick-and-mortar location
- Must have a letter of support from your local/regional Destination Marketing Organization (DMO)
(not required if you are applying as the DMO)
- Must list a lodging partner in Hub & Spoke Itinerary

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WHY DOES VTC OFFER FUNDING PROGRAMS?



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**Breaking Down
The Application**

Your Focused Tourism Program – The Goals, The Marketing Message, & The Why

Goals should be reasonable and achievable with the funds you are requesting. *(Is my campaign achievable with VTC funding? If I don't receive a VTC award, can I complete this campaign?)*

Marketing Messages should be clear, unique, and relatable to the audience you are targeting. *(Will this message resonate with my audience? What did I use to confirm this?)*

The Why – The reason a visitor should come to your business, event, or destination over a similar/competing one. *(What makes mine more attractive?)*

Focused Tourism Program Examples

Spring-Break/Long Weekend Travel Campaign

Music, Culture, & Heritage Visitor Experience

Craft Brewery Trail Creation/Expansion

Youth Sporting Event Expansion

Restaurant Guild Group Marketing Campaign

“Hands-On History” Experience at a Museum

Tourism Partnerships (Hub & Spoke Itinerary Model)



- Collaborative Marketing Campaign Between You and Your Partners. Think about it like a travel itinerary.
- **Requirement** - 2 Main Tourism Partners & 4 Tourism Spokes Listed In Your Application. Total of 6 other tourism businesses working with you.
- **Requirement** – 1 of your partners must be a lodging partner (*Hotel, Bed & Breakfast, Campground, etc..*)
- Examples of Eligible Tourism Partners:
 - Restaurants
 - Boutique Retail
 - Tourism Attractions
 - Breweries & Wineries
 - Museums & Historical Sites
 - Lodging
 - Other Tourism Businesses, Attractions, or Events

Research-Driven Tourism Programs

- VTC is a research-driven authority. Visit www.vatc.org/research
- DATA YOU CAN USE:
 - VTC POI reports
 - Visitor Profile reports
 - Arrivalist data
 - STR reports,
 - Economic Impact reports
 - Credit Card Zip codes
 - Social Media Insights
 - Mailing list Insights
 - Any other tourism research
- All Data Sources Must Be Specifically Referenced In Application



LAYER YOUR MARKETING USING OUR FUNDING PROGRAMS

- Tourism marketing often gives potential visitors **first glance** at a particular destination or product.
- Check out our national tourism marketing agency, **Brand USA**, for insights on visitor and travel trends and for layered marketing strategies.
- Follow **VTC channels** and **Leisure 360 buy ups** for ideas on marketing, content, and design.
- Monitor your **regional partners** and layer in with their initiatives.
- **Requirement** – Any marketing that you submit to VTC to be used as cash match or that you want to be reimbursed **MUST** include the “Virginia is for Lovers Logo and/or Hashtag (#LoveVA) on it.

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A Robust Marketing Mix – The Key To Expanding Your Audience



Explain How You Will Enhance The Visitor Experience

VTC Grant Application is divided into three main parts

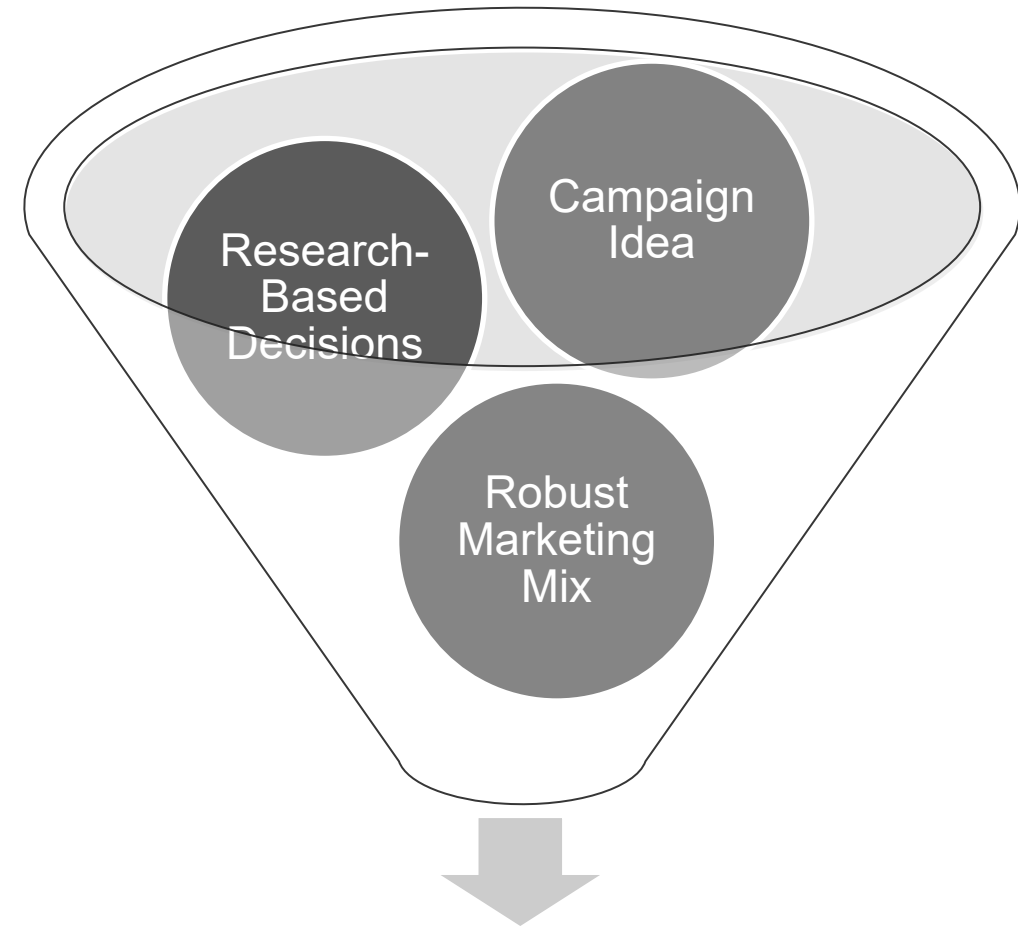
- Goals & Partnerships (Campaign Idea)
- Research & Data
- Marketing Plans (Robust Marketing Mix)

Complete Your Application with as much detail as possible. Explain your initiative clearly and concisely.

- All sections of the application should call back to one another – must have synergy

Put Your Self in the Shoes of your Targeted Audience. Will your marketing reach you? Does your data and marketing message resonate with you?

What you include in the grant application is what will determine your award score. You Receive What You Put In.



Focused Tourism Program
“Capsule Campaign”



Increasing Overnight & Out-of-State Visitation – The Economic Impact

This is our pathway to reach **\$100M/day** in visitor spending in the Commonwealth of Virginia. Currently, we are at **\$91M/day**.

Each tourism business, hotel, event, and unique initiative helps us reach our collective goal: **More Travelers, Spending More, & Staying Longer**

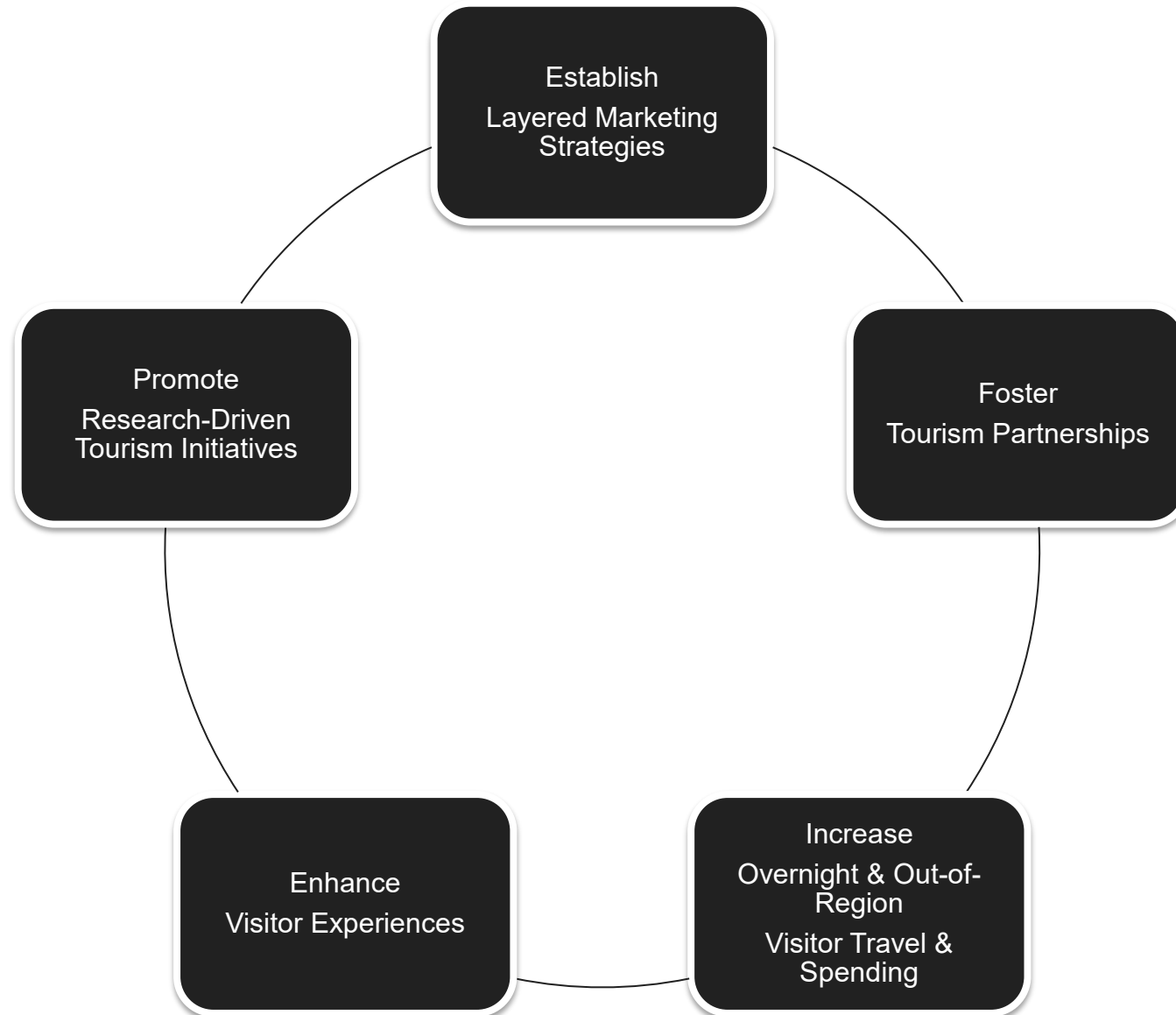
YOUR Initiatives Contribute to the Tourism Ecosystem. What you bring to your community matters.

Economic Impact & You

- Use The Available Visitor Data on your location
- Think “New, Unique, Bigger, Better” – Expansionary Marketing
- Build & Maintain Partnerships in your community
- Remember – Visitors Will Reach You Once You Reach Them

Requirement – VTC Awardees must submit a final report at the end of their initiative highlighting their performance metrics

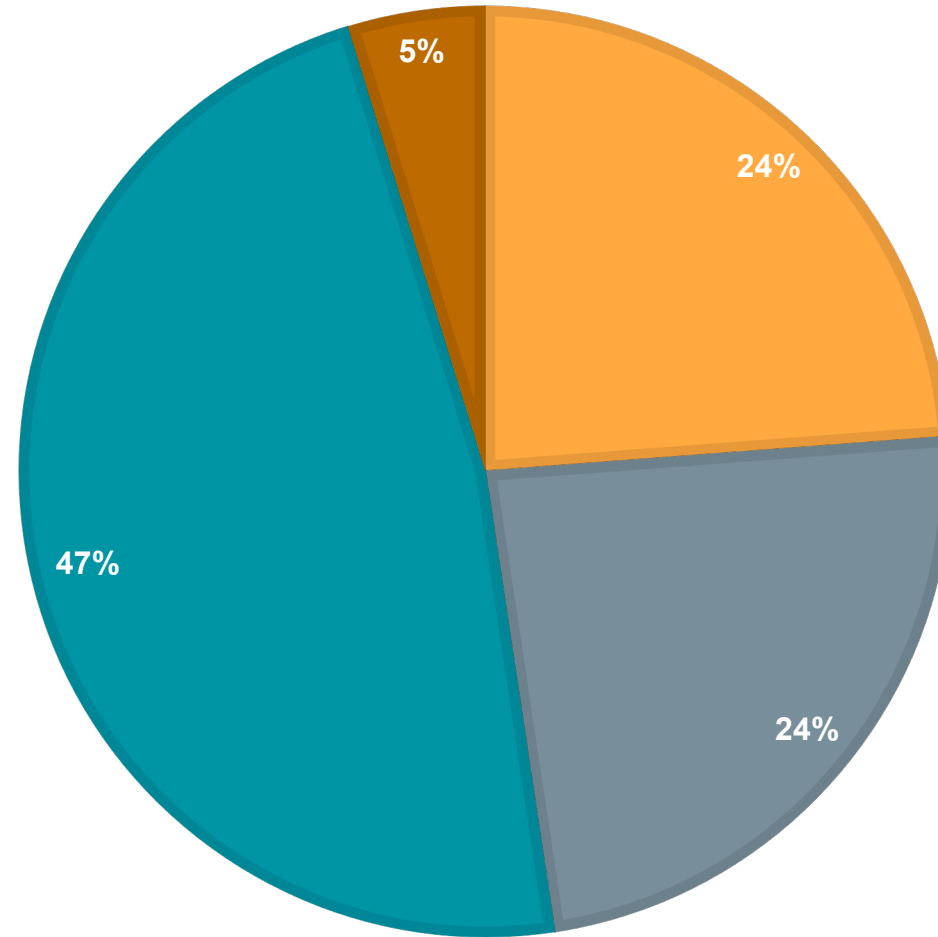
The Application & The Broader Message - It's All Connected



Application Score Breakdown

WEIGHT BASED ON SECTION

■ Goals & Partnerships ■ Research/Data ■ Marketing Plans ■ Bonus Section



Goals & Partnerships: 25 Points

Research & Data: 25 Points

Marketing Plans: 50 Points

Bonus Section: 5 Points

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How To Prepare

What Do I Need To Have Before Starting The Application?

- Focused Tourism Program – Your Proposal
- Letter of Support from your Local or Regional DMO
- List of Tourism Partners that will support your initiative (One of them needs to be a lodging partner)
- Tourism Research that you will include in your application
- Robust marketing mix



VTC Marketing Leverage Program

What is the Virginia Tourism Corporation Marketing Leverage Program?

The Virginia Tourism Corporation is offering these grant funds to spur economic activity and overnight travel across the Commonwealth. This program is designed to create public private partnerships and leverage matching marketing dollars to promote Virginia as a vibrant destination with robust visitor experiences. All funded programs must use the Virginia is for Lovers logo on advertising and marketing materials. Further information on this requirement can be found in the program Terms and Conditions.

For a full overview of VTC's available funding programs, please visit www.vatc.org/grants.

The next round of the VTC Marketing Leverage Program application will open February 11, 2025 – Closes: March 13, 2025

Marketing Leverage Program

- › [Marketing Leverage Grant Application Template and Instructions](#)
- › [Marketing Leverage Grant Terms and Conditions](#)
- › [Virginia Tourism Grants Webinar Recording](#)
- › [Marketing Leverage Grant FAQs](#)
- › [VTC Grants Reimbursement Form](#)
- › [VTC Grants Reimbursement Instructions](#)
- › [VTC ACH Vendor Payment Agreement](#)
- › [VTC Blank W-9](#)

What VTC Resources Are Available To Assist?

- Program Terms & Conditions
- Application Instructions & Word Template
- Program FAQs
- VTC Grant Webinars
- Reach out to the VTC Grants team directly for specific questions

Other Helpful Resources:

- Sign Up For VTC Orientation
- Browse our website (www.vatc.org) for tourism research, reports, branding ideas, or ways in which you can collaborate with VTC
- Reach Out to the Destination Development Manager in your region on how to enhance your tourism partnerships, improve your marketing, or request research reports

Remember

Don't stress

- We're always here to help and answer any questions!

Don't rush

- Start preparing early and work step-by-step!

Don't worry

- If you miss the application deadline, there are other grants opening throughout the year, every year!

LET'S WORK TOGETHER!

**REACH OUT TO THE GRANTS TEAM
FUNDING PROGRAMS OVERVIEW: [VATC.ORG/GRANTS](https://vatc.org/grants)
QUESTIONS?**

**MARKETING LEVERAGE PROGRAM, VA250 PROGRAM, MICROBUSINESS PROGRAM
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