**DMO Program FAQs**

**Q. Who is eligible to apply?**

*A. Only officially recognized Destination Marketing Organizations that were recognized by VTC by December 31, 2024, and recognized by a locally passed resolution. Only DMOs on this list are eligible:* [www.vatc.org/dmolist](http://www.vatc.org/dmolist).

**Q. How much match is required?**

*A. This is a 50% marketing match program. Match can be cash or in-kind. Please read the Terms & Conditions and/or Application Instructions on how to value in-kind marketing expenses related to owned and earned media.*

**Q. What do the grant funds cover?**

*A. The DMO Program is only for* ***eligible marketing*** *expenses. A list of eligible and ineligible marketing expenses can be found in the program Terms and Conditions. Production expenses are not eligible under this program.*

**Q. Do we receive grant funds up-front?**

*A. No. This is a reimbursable grant where you would have to request reimbursement and submit proof of payment and proof of following the required elements as listed in the program Terms and Conditions.*

**Q. How will funding be awarded?**

*A. This is a competitive program so be sure to read all the documents before starting your application. Each application will be scored by a Grants Review Team member with the highest scores receiving funding. In some cases, partial funding may be awarded.*

**Q. How many awards will you make?**

*A. Our funding cap is approximately $850,000. We anticipate being able to fund 40 applications.*

**Q. Is there a look back period for this program?**

*A. Yes. Eligible marketing costs that have occurred since December 1st, 2024, are allowed to be counted as cash or in-kind match in this program. Not all marketing expenses are eligible, so be sure to read the program’s Terms and Conditions for a list of eligible and ineligible marketing expenses.*

**Q. What does it mean that I must spend 75% of my award in an out-of-region market?**

*A. If you are requesting a $5,000 award, you must spend at least $3,750 targeting an out-of-region market. These are localities 50 or more miles away from your business or destination. We also like to see applications that target out of state visitors. You may use digital media, social media, or other advertising and media outlets, such as print newspaper and magazines.*

**Q. If I receive funding for the DMO Program, can I apply for other VTC Grants in the future?**

*A. Yes, but applications must be for new initiatives under those programs’ Terms and Conditions. Additionally, award amounts may be reduced if an applicant receives an award through multiple programs.*

**Q. Can I submit multiple applications under the same FEI # or SS#?**

*A. No. We only permit one application per FEI# or SS#.*

**Q. What is the timeline for the performance measures?**

*A. Performance measures would be for where you are now and where you want to be at the completion of your marketing program no later than October 31st, 2025.*