**MLP Program FAQs**

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

*A. Tourism-oriented businesses, tourism events, organizations (such as VTC-recognized DMOs, Chambers of Commerce, PDCs, Main Streets, Downtown Merchant), and other associations and organizations that promote tourism-oriented small businesses may apply.*

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

*A. This is a 1:1 or 2:1 cash match program, depending on the tier for which the applicant is applying. Match MUST be paid expenses and CANNOT be in-kind earned and owned media. Please read the Terms & Conditions of this program for a list of eligible expenses that can be used as cash match.*

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

*A. The Marketing Leverage Program grant funds are 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 60 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 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. I own three tourism businesses. Can I apply for each of those businesses?**

*A. Yes, if each of those businesses have their own independent FEIN. Our programs are based on Federal Employer Identification # or Social Security # (if a sole proprietorship.) You can only submit one application per FEIN per grant round.*

**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 Marketing Leverage 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. I live in Virginia, but my business is based in Maryland. Can I still apply?**

*A. No. Businesses and organizations must be in Virginia to apply.*

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

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

**Q. Can musicians and performers apply as sole proprietors/small businesses?**

*A. No. This program is designed to drive visitation to venues, destinations, attractions, and brick and mortar businesses. However, venues that are featuring those musicians and performers are encouraged to apply.*

**Q. Are Industrial Development Authorities (IDAs) and Economic Development Authorities (EDAs) eligible for the (VTC) Marketing Leverage Program?**

*A. Yes, IDAs are eligible to apply for the Marketing Leverage Program if your marketing plan is promoting tourism-oriented businesses.*

**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, 2026.*