

**VIRGINIA
IS FOR
LOVERS®**

**VTC
PARTNERSHIP
MARKETING
Grant Funding
Programs**

VTC ORIENTATION MARCH 2023

WHY DOES VTC OFFER FUNDING PROGRAMS?

- Creates further reach for **Virginia is for Lovers brand**
- Leverages **public and private partnerships** and dollars
- Allows small business and smaller destinations to **activate VTC services** and marketing opportunities
- Helps **layer Virginia marketing** to target markets and new markets
 - **New content** keeps visitors engaged
- Funding programs will be **critical after ARPA** funds spent down

DMOs & You



LAYERED TOURISM STRATEGIES

Brand USA's core strategies are to increase international visitation, spend, and market share for the United States.

Virginia Tourism's core strategies are to drive more out-of-state visitation and encouraging visitors to stay longer and spend more to increase revenue and jobs in Virginia.

Your core strategies are to drive more visitation to your destination or business.

VTC'S DEVELOPMENT & FUNDING PROGRAM TEAM

VTC Partnership Marketing

Destination Development Team

■ Steve Galyean – Director of Planning & Partnerships
804.545.5517 | sgalyean@virginia.org

Destination Development Specialists

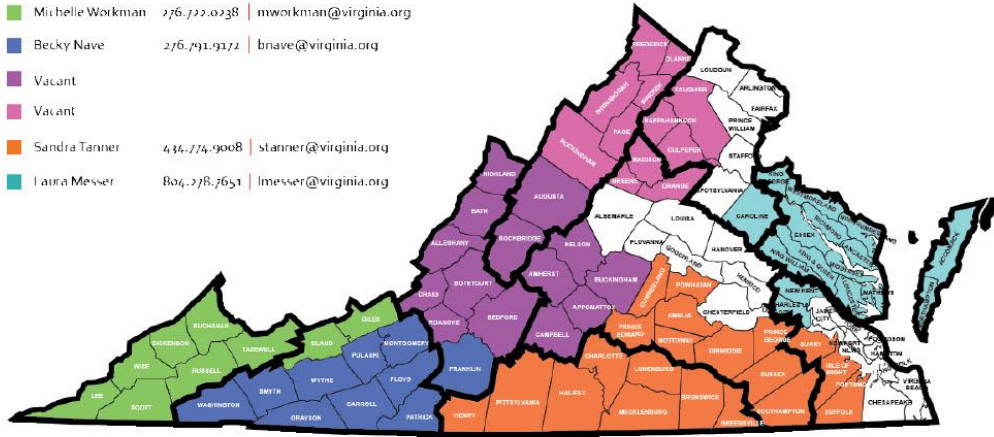
■ Michelle Workman 276.722.0238 | mworkman@virginia.org
 ■ Becky Nave 276.791.9172 | bnave@virginia.org
 ■ Vacant
 ■ Vacant
 ■ Sandra Tanner 434.774.9008 | stanner@virginia.org
 ■ Laura Messer 804.278.7651 | lmesser@virginia.org

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Virginia Tourism Corporation

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

Website VAIC.org/partnershipmarketing/fdspecialists



Funding Program Team

Website VAIC.org/grants

■ Staci Martin 757.390.7330 | smartin@virginia.org
 ■ Angela Wiggins 804.545.5553 | awiggins@virginia.org
 ■ Noah Salaah ad Deen 804.545.5518 | nsaddeen@virginia.org

Focused in rural strategic growth areas

Embedded in their respective regions

Funding programs are open to all regions, even if there is no Destination Development Specialist

Focus on tourism product development, entrepreneurial development, locality tourism action planning, and advocacy

Funding team manages five different grant and funding programs; allocations tracked by Go Virginia region

LAYER YOUR MARKETING USING OUR FUNDING PROGRAMS

- Tourism marketing often a potential visitors **first glance** at a particular destination or product
- Look at **Go USA Connected TV** videos; think about what they are promoting to international visitors.
- 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
- Carry that message into **your marketing** to promote your region and your business.

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Tourism Economics at the Local Level

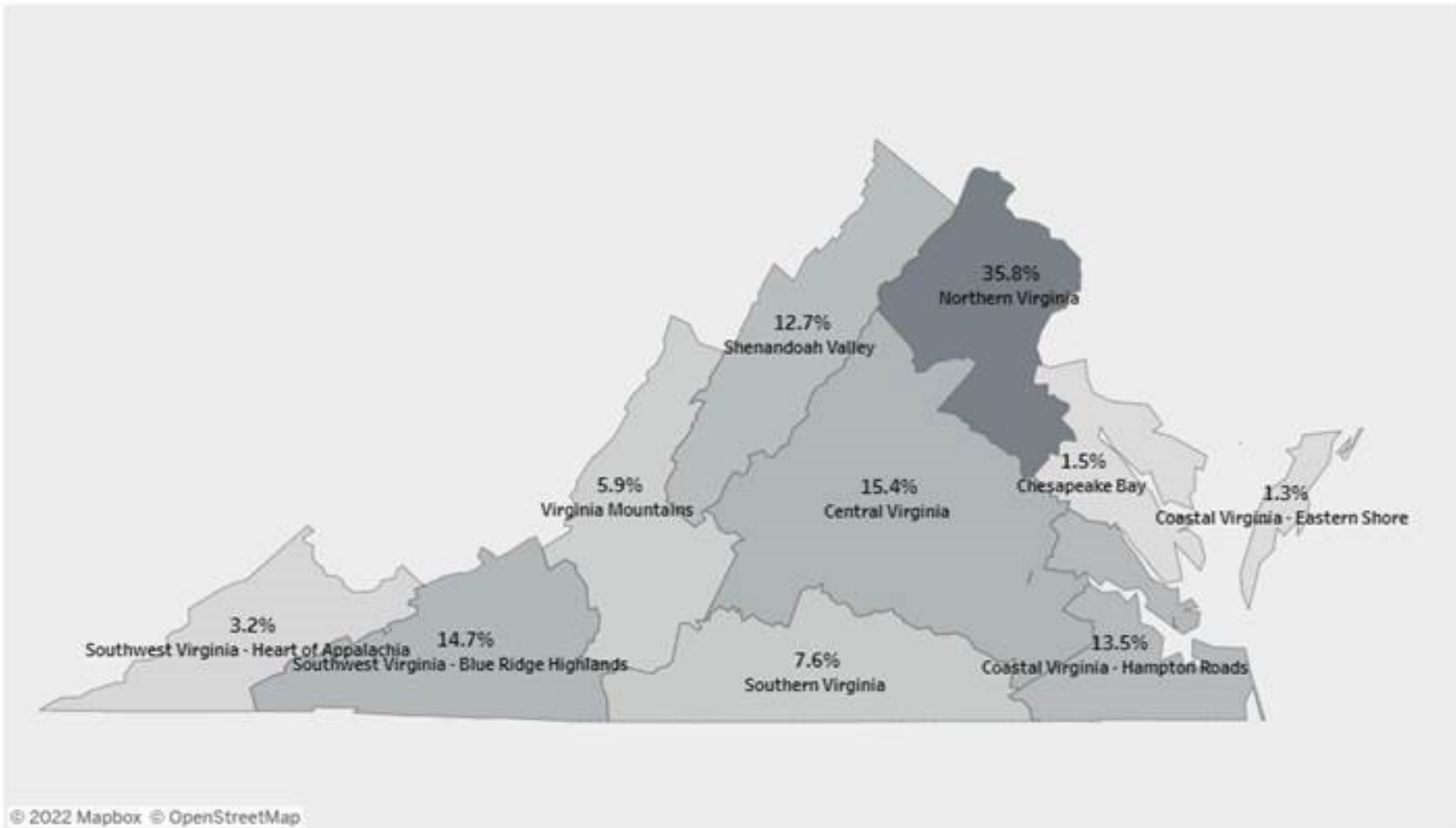
- Tourism revenue supports locality services
- Locally owned businesses keep profits in the local community
- Tourism product helps lead to traditional economic development
 - Our funding programs help leverage your dollars
- As a tourism-oriented business or organization, get a seat at the table and attend planning meetings, DMO meetings, and EDA meetings so you can leverage partnerships in our programs

Tourism Research Helps Justify Your Award

- Research is critical to your funding program applications.
- VTC POI reports, Visitor Profile reports, STR reports, and Economic Impact data should be part of your grant application
- Use your own data, too! (i.e. credit card zip codes, social media insights, mailing lists, etc.)

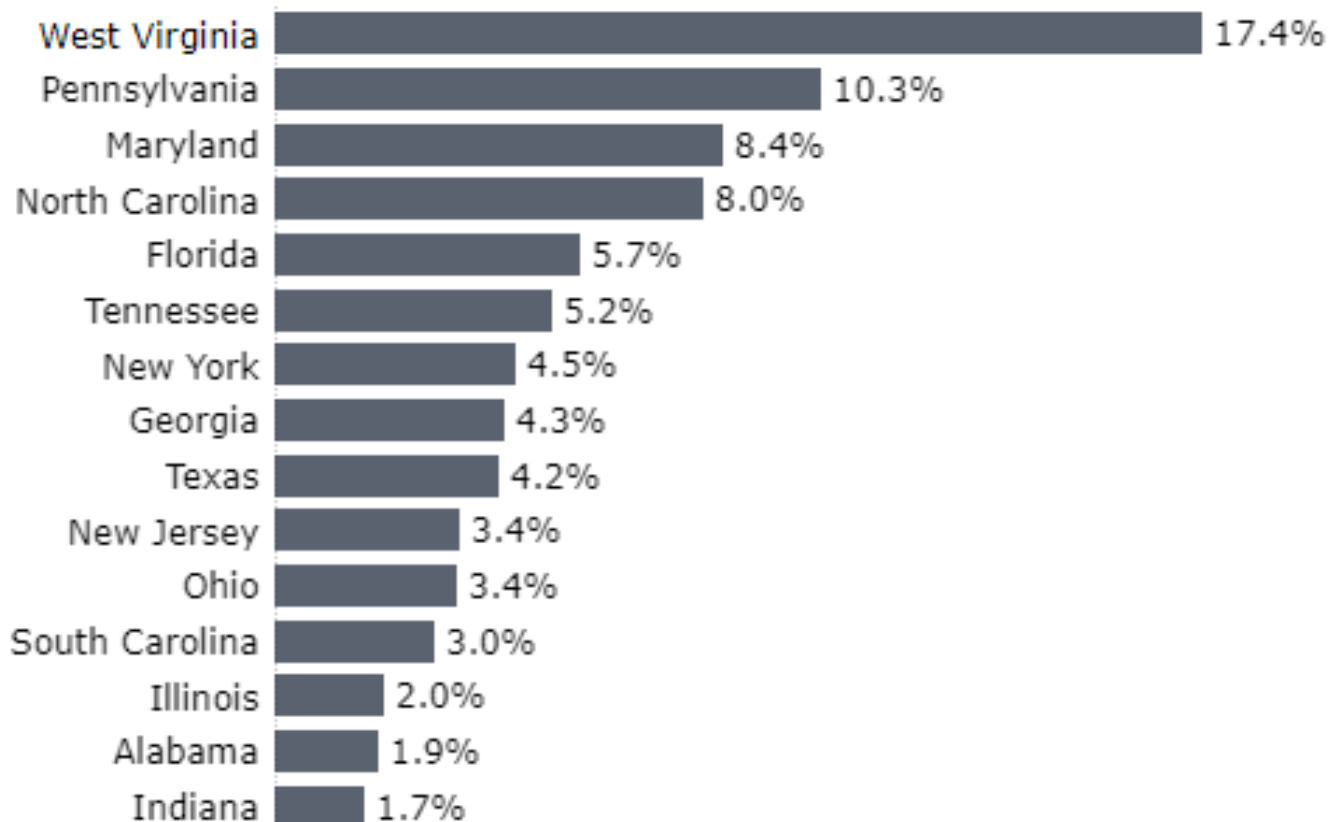
Map view

% share of out of state visitors



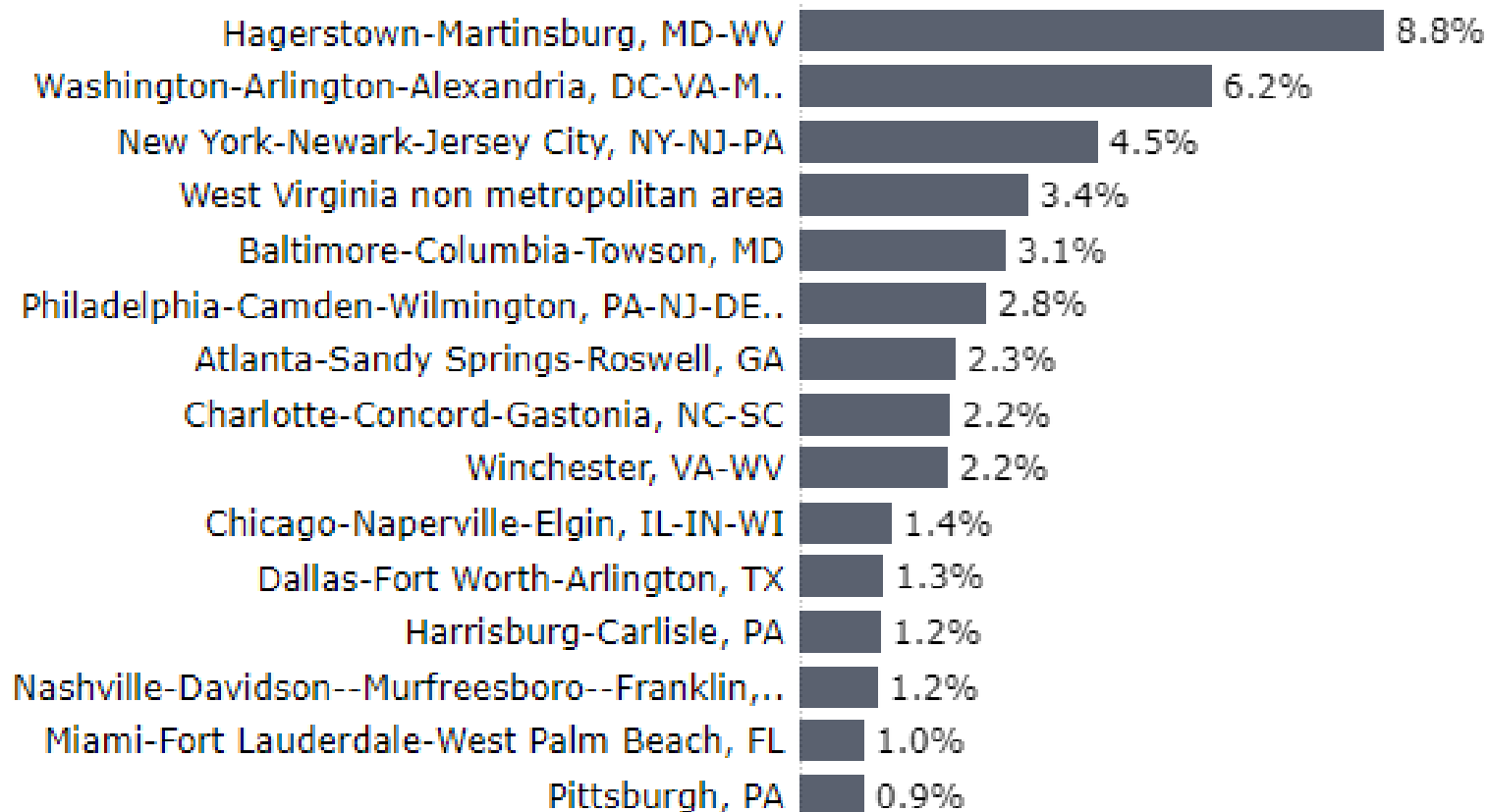
Top-15 Visitor Origin States

% share of total



Top-15 Visitor Origin CBSA

% share of total



America's Time to Shine

- 2022-2024: Run up to **America's 250th** excellent time to get new product and infrastructure in place
- 2024-2025: Run up to **2026 World Cup**; some games to be played along the **I-95 corridor/mid-Atlantic**; fields/fieldhouses/universities will be key resource for team practices
- 2026-2031 America's 250th
- 2026-2032 Artemis and Mars NASA missions
- 2027 **World Expo** Minnesota (tentative)
- 2028 Los Angeles Summer Olympics

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VTC
**Funding and
Sponsorship
Programs**

VTC ORIENTATION MARCH 2023

OVERALL PROGRAM FOCUS:

- **OVERNIGHT TRAVEL**
- **OUT OF STATE VISITORS**
- **ECONOMIC IMPACT**
- **REGIONAL LIMITS BY GO VIRGINIA REGION**
- **NO MORE THAN 20% OF TOTAL FUNDS TO ANY ONE REGION**



OPEN May 2023

VA250 GRANTS

- AMERICA'S 250TH 2026-2031
- MARKETING PROGRAMS & DESTINATIONS
- CONNECTING TO ANY PERIOD OF AMERICAN HISTORY & CULTURE
- ONLY OFFICIAL VA250 CERTIFIED COMMUNITY COMMITTEES
- OPEN 2X PER YEAR THROUGH 2026
- ADDITIONAL ROUNDS 2027-2031 TBD

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Fall 2023 MICRO BUSINESS GRANT

- \$5,000 TO \$10,000 MAX AWARD
- OFF-SEASON TRAVEL
- AWARDS MIDOctober
- GATEWAY PROGRAM FOR NEW APPLICANTS WITH FEWER THAN 20 FTE
- ALSO OPEN TO ORGANIZATIONS LIKE DMOS, CHAMBERS, DOWNTOWN BIZ ASSOCIATIONS, ETC.

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OPENING EARLY 2024 MARKETING LEVERAGE PROGRAM GRANT

- **PARTNERSHIP** FOCUS
- MAX AWARD \$20,000
- HUB & SPOKE (ITINERARIES)
- BACK TO CASH MATCH
- OPEN TO ORGANIZATIONS,
DMOS, SMALL **TOURISM**
ORIENTED BUSINESSES

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OPENING EARLY 2024 SPECIAL EVENTS & FESTIVALS PROGRAM

- LODGING/CULINARY/ARTISAN PARTNERSHIPS ARE KEY
- EXPAND FOOTPRINT EXPERIENCE
- MORE DAYS/MORE STAYS
- MUST BE ESTABLISHED FESTIVAL/EVENT WITH MINIMUM TWO YEARS OF HISTORY STARTING IN 2017
- IN-KIND MATCH ALLOWED

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OPENING EARLY 2024 DMO MARKETING GRANTS

- PARTNERSHIP FOCUSED
- TARGETED DESTINATION MARKETING
- CREATIVE & LAYERED CAMPAIGNS
- MUST BE OFFICIAL DMO TO APPLY
- IN-KIND MATCH ALLOWED

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GRANT CALENDAR

2023

- VA250 (MAY & OCT 2023)
- MICRO BUSINESS GRANT (FALL 2023)

2024

- MARKETING LEVERAGE (EARLY 2024)
 - SPECIAL EVENTS & FESTIVALS (EARLY 2024)
 - DMO MARKETING GRANT (EARLY 2024)
 - VA 250 (SPRING & FALL 2024)
 - DRIVE PROGRAM (TBD)
 - MICRO BUSINESS GRANT (TBD/FALL 2024)
-
- Lather. Rinse. Repeat.
 - Make a Phased Plan!

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Finding Match

- Tourism Investment District
- Locality contribution to DMO
- Your existing marketing budget (add that VIFL logo)
- Partnerships to create a pool of funds
- 501c organization with funding mechanism

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POINTS TO REMEMBER

- **PARTNERSHIPS ARE KEY**
- **LEVERAGING PUBLIC TO PRIVATE DOLLARS IS CRITICAL**
- **USE THE VIRIGNIA IS FOR LOVERS LOGO ON YOUR MARKETING & ADS**
 - **ALL ARE REIMBURSEMENT PROGRAMS**
 - **ELIGIBILITY VARIES BY PROGRAM TYPE**
 - **ECONOMIC IMPACT & RESEARCH ARE IMPORTANT FACTORS**
 - **REGIONAL LIMITS BY GO VIRGINIA REGION FOR SOME PROGRAMS**
- **READ INSTRUCTIONS, Ts & Cs, AND LIST OF ELIGIBLE EXPENSES BEFORE APPLYING**

THREE THINGS TO DO

GET YOUR **VIRGINIA.ORG** LISTINGS UPDATED

START **TRACKING** VISITORS/ZIP
CODES/INSIGHTS

CREATE A **MARKETING BUDGET AND PLAN**

LET'S WORK TOGETHER!

REACH OUT TO THE DESTINATION DEVELOPMENT TEAM

REACH OUT TO THE GRANTS TEAM

FUNDING PROGRAMS OVERVIEW: [VATC.ORG/GRANTS](https://vatc.org/grants)

QUESTIONS?

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