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

Layers of Marketing

Regional DMOs

Local DMOs, Orgs, Events, and tourism-oriented businesses
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

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.
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.)
Top-15 Visitor Origin States

% share of total

- West Virginia: 17.4%
- Pennsylvania: 10.3%
- Maryland: 8.4%
- North Carolina: 8.0%
- Florida: 5.7%
- Tennessee: 5.2%
- New York: 4.5%
- Georgia: 4.3%
- Texas: 4.2%
- New Jersey: 3.4%
- Ohio: 3.4%
- South Carolina: 3.0%
- Illinois: 2.0%
- Alabama: 1.9%
- Indiana: 1.7%
Top-15 Visitor Origin CBSA

<table>
<thead>
<tr>
<th>CBSA</th>
<th>% Share of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hagerstown-Martinsburg, MD-WV</td>
<td>8.8%</td>
</tr>
<tr>
<td>Washington-Arlington-Alexandria, DC-VA-M.</td>
<td>6.2%</td>
</tr>
<tr>
<td>New York-Newark-Jersey City, NY-NJ-PA</td>
<td>4.5%</td>
</tr>
<tr>
<td>West Virginia non metropolitan area</td>
<td>3.4%</td>
</tr>
<tr>
<td>Baltimore-Columbia-Towson, MD</td>
<td>3.1%</td>
</tr>
<tr>
<td>Philadelphia-Camden-Wilmington, PA-NJ-DE.</td>
<td>2.8%</td>
</tr>
<tr>
<td>Atlanta-Sandy Springs-Roswell, GA</td>
<td>2.3%</td>
</tr>
<tr>
<td>Charlotte-Concord-Gastonia, NC-SC</td>
<td>2.2%</td>
</tr>
<tr>
<td>Winchester, VA-WV</td>
<td>2.2%</td>
</tr>
<tr>
<td>Chicago-Naperville-Elgin, IL-IN-WI</td>
<td>1.4%</td>
</tr>
<tr>
<td>Dallas-Fort Worth-Arlington, TX</td>
<td>1.3%</td>
</tr>
<tr>
<td>Harrisburg-Carlisle, PA</td>
<td>1.2%</td>
</tr>
<tr>
<td>Nashville-Davidson--Murfreesboro--Franklin,..</td>
<td>1.2%</td>
</tr>
<tr>
<td>Miami-Fort Lauderdale-West Palm Beach, FL</td>
<td>1.0%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>0.9%</td>
</tr>
</tbody>
</table>
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
VIRGINIA IS FOR LOVERS®

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

VIRGINIA IS FOR LOVERS
Fall 2023
MICRO BUSINESS GRANT

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

VIRGINIA IS FOR LOVERS
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

VIRGINIA IS FOR LOVERS
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

VIRGINIA IS FOR LOVERS®
OPENING EARLY 2024
DMO MARKETING GRANTS

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

VIRGINIA IS FOR LOVERS
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!

VIRGINIA IS FOR LOVERS®
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

VIRGINIA IS FOR LOVERS®
POINTS TO REMEMBER

● **PARTNERSHIPS ARE KEY**

● **LEVERAGING PUBLIC TO PRIVATE DOLLARS IS CRITICAL**

● **USE THE VIRGINIA 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**

VIRGINIA IS FOR LOVERS
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

QUESTIONS?

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GRANTS DIRECTOR
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(757) 390-7330