

**VIRGINIA
IS FOR
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**ARPA Sports, Meeting
& Convention
Incentive Programs**

December 16, 2021

INTRODUCTIONS

VTC STAFF

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PLEASE NOTE:

This presentation and Q&A are being recorded.

Please use the chat feature to ask questions.

Questions will be answered after the program overview presentation.

For the best presentation experience:

- Select speaker view on the top right corner of the screen (not gallery).
- Please mute your microphone. If you have a connectivity issue, then hide your video during the presentation.

American Rescue Plan Act (ARPA) Sports Marketing and Meeting & Convention Incentive Programs

- COVID-19 has had a continued and devastating impact on Virginia's competitive sports and meetings event industry. As the Commonwealth prepares to restore tourism economic impact, VTC is offering these funds to be used for event incentives and marketing promotions targeted specifically at attracting new sports tournaments/competitions and meeting & conventions to spur economic activity and travel across the Commonwealth.
- \$1 million has been committed to a Sports Marketing incentive program and \$1 million is committed to a Meetings & Convention incentive program.

Eligible applicants

- Destination Marketing Organizations (DMO/CVBs)
- City or county local government agencies
- Parks & recreation departments
- Sports commissions
- Meeting venues –i.e. convention center, event venue, hotel
- Sports venues i.e. convention center, sports facility, hotel

Qualifying criteria for Sports

- Amateur and professional competitive sporting events or tournaments only.
- New event to the destination/venue, or not held in the destination for at least three years.
- The Event must be contracted on or after December 7, 2021.
- Must be a competitively bid sports tournament or event.
- Must bring athletes from outside the area (100 miles or more).
- Minimum size of the event must be 50+ athletes and coaches.
- Event must be multi-day. Single day events will be considered if they bring a majority of athletes from outside the area (100 miles or more).

Qualifying criteria for Meetings

- Professional meetings, conventions and events only. Meetings/Events not eligible for the program include – (weddings, fraternal (unless national), social events and group tours (except for group tour national convention).
- New event to the destination/venue not held in the destination for at least three years.
- The Meeting/Event must be contracted on or after December 7, 2021.
- Must be a competitively bid meeting, convention or event.
- Must bring attendees from outside the area (100 miles or more).
- Minimum size of the event must be 50+ attendees.
- Meeting/Event must be multi-day. Single day events will be considered if they bring a majority of attendees from outside the area (100 miles or more).

General award guidelines

Based on anticipated number of attendees/staff outlined in contract:

- 50 – 250 people = up to \$5,000
- 251-750 people = up to \$10,000
- 751 – 1250 people = up to \$15,000
- 1251+ people = \$20,000+
- NOTE: Lesser or larger amounts may be awarded.

Important Dates & Details



Important dates

Deadline information:

- Application submissions can begin **April 1, 2022**.
- Application submission must be received no later than **May 31, 2022**.
- VTC and the review committee will review your application after **May 31, 2022** and successful applications will be approved no later than **July 15, 2022**.
- Meeting or Sports Event must be contracted by **December 31, 2022**
- Meeting or Sports Event must be held in Virginia no later than **June 30, 2024**.

Important Details to Note

- Reimbursement will only be given after the event has taken place. Expense receipts MUST be submitted within 60 days after the event.
- Applicants can submit documentation for application approval prior to contracting; however, applicants will not receive funds until after the event and a copy of the contract and proof of payment (s) are submitted.
- Applicants MUST notify us immediately, if event is not confirmed and contracted or contracted event is canceled, rescheduled or downsized.
- Only one application will be approved for an event. DMO and venue can't both apply for the same event.

Important Details to Note continued

- Applicants must be a Virginia based business.
- Each application is for a specific meeting & convention or competitive sporting event. You can submit applications for multiple meetings or events.
- The funds are not guaranteed until the VTC Review Panel approves the application; applicants might have to contract events without the guarantee of receiving incentive funds.
- You can find FAQ's on <https://www.vatc.org/arpa/arpa-sports-meetings-faqs/>

Eligible/Ineligible Expenses



Eligible expenses (Sports & Meetings)

For a more extensive list please visit the website: <https://www.vatc.org/arpa/arpa-meetings/meeting-eligible-expenses/> or <https://www.vatc.org/arpa/arpa-sports/arpa-sports-eligible-expenses/>

- Site, venue, meeting facility rental usage fees
- Fees for Officials for contracted event
- Rental of furniture, fixtures or equipment (i.e. portable toilets, fencing, sport court flooring, stage, chairs, tables, easels, lectern, risers etc.)
- Rights / Sanction / Bid Fees (only for successful bids awarded to the destination)
- Event insurance
- AV rental and/or services for sound system/lighting/streaming, assistance with technology provider costs to host hybrid meetings
- WiFi/Internet fees in meeting room/venue, sports venue and/or hotel guest rooms – complimentary or % discount

Eligible expenses (Sports & Meetings)

- Transportation/Shuttling costs between venue and hotels
- Event-specific signage, printed marketing materials as well as paid advertising/media buys to promote event
- Event production and technical expense
- Discount on F&B and/or complimentary meal (no alcohol)
- Local Permit fees
- Resort fees for guests at host hotels
- Contracted security or traffic services
- Exhibit costs – pipe & drape, table and chairs
- Planner site visit travel/hotel costs after contract signed for purposes of planning the event in destination/venue

Ineligible expenses (Sports & Meetings)

- ARPA funds must be used for New events geared at increasing visitation. ARPA funding cannot be used to supplant or replace an organization's existing tourism funding commitment for existing budgets, marketing and/or staffing
- Meeting Planner/Rights Holder entertainment or client events
- Site visits prior to contracting event
- Non-refundable RFP/bid fees when destination/venue is not awarded the event
- Funds to advertise their incentive program
- Renovations or building permanent structures at facility for event
- Expenses from an event that was contracted prior December 7, 2021
- General operating or administrative expenses (travel reimbursement, salaries, maintenance etc)

Ineligible expenses (Sports & Meetings)

- Travel cost to solicit event
- Purchase of permanent equipment
- Monetary or non-monetary awards (plaques, certificates, trophies, etc.)
- Printed programs which solicit advertising
- Purchase or production of items for resale
- Ads or content that appear on a political or unsavory website or publication, determined at the discretion of VTC
- Personal Protective Equipment products
- Purchase of alcohol for meetings, events, sponsorships, etc.

Application

Sports Marketing Incentive Program Application

– FOR REFERENCE ONLY – YOU MUST APPLY ONLINE VIA THE PORTAL

*Indicates required field

Applicant Information:

Entity Name*

Doing Business As (if different)

Tax ID*

Other W-9 Info*

Entity Type (city, county, regional, DMO etc.)*

County

Region

Street Address*

City*

Zip Code*

Primary Contact's First Name*

Primary Contact's Last Name*

Work Phone*

Mobile Phone

Email Address*

Secondary Contact's First Name

Secondary Contact's Last Name

Secondary Contact Phone Number

Secondary Email Address

Attach PDF of current W-9 form*

Total Application Funding Amount: \$

NOTE: Applicants can secure pre-approval before contracting for the event. Applicants MUST submit a copy of the RFP with the application for pre-approval.

Is the tournament or event contracted*? (yes or no) (Signed date must be December 7, 2021 or later.)

Attach a copy of the RFP/Bid document, event contract and receipts for eligible expenses* [file attachment will allow for PDF, Word & Excel](#)

Sporting Event/Tournament Name*:

Organization/Rights Holder Name*:

Type of Event (Youth, Amateur, Collegiate, Professional, etc)*:

Sport(s)*:

Event Dates*:

Location/Venue Name*:

The number of Athletes/Coaches/Staff*:

Estimated Percentage of athletes from outside VA*:

Estimated Number of Spectators*:

Application

Hotels under consideration*:

Estimated Total Number of Room Nights*:

Earned Media (if applicable):

Estimated Direct Economic Impact*:

Event Description/Overview*:

Description how you will use the funds*:

Incentive Funds utilized for (list of all eligible expenses and amounts)*:

Supplemental Funding Relief Is the entity receiving any other federal funds for the event indicated in this plan?

Yes / No

If "Yes" above, then:

a. By checking this box, and signing this application below, the applicant hereby certifies and affirms that none of the requested funds will be used for expenditures that are duplicative of any expenditures that are covered with other relief funds.* Affirmed.

b. Please indicate the amounts of any other relief funding received for Tourism related expenditures*

(Attach a description, as appropriate, indicating how the other funding is being spent)

Other Federal Funds for tourism related expenditures: \$_____ (enter zero if none)

Attach files with any relevant description of other funding as appropriate

Application

Links to view the example applications:

Sports:

<https://www.vatc.org/wp-content/uploads/2021/12/Sports-Marketing-Incentive-Program-Application.pdf>

Meetings:

<https://www.vatc.org/wp-content/uploads/2021/12/Meeting-and-Convention-Incentive-Program-Application.pdf>

Applications must be submitted online via the portal.

Future Webinars

- VTC will offer further educational webinars to share a general overview of the programs and provide an opportunity to ask questions.

Save the Date:

- Jan. 26, 10-11:00am – Meetings & Convention Overview and Q&A – *link can be found on the website*
- Jan. 26, 2-3:00pm – Sports Marketing Overview and Q&A – *link can be found on the website*
- Mar. TBD – How to Use the Portal and Required Documentation

VIRGINIA SPECIAL EVENTS & FESTIVALS PROGRAM

- Marketing
- Some Events Costs
- Match required
- Performance measures
- VTC Templates/Services
- Max \$20K
- Partners Required
- Reimbursement after documentation
- One round annually
- Must be min of two-day event
- Large events with significant economic impact

Applications: Open Feb. 1
Closes Mar. 1 Awarded Apr. 15

Save the date – webinar Jan. 25th



Virginia Special Events & Festivals Program

- In-Kind Match
- Established event – 2+ years history
- Event Organizers can apply (Out of state)
- DMOs, small businesses can apply
- Two Tiers of Funding - \$20K max
- Reimbursable as expenses incurred

ARPA Sports, Meeting & Convention Incentive Programs

- No Match
- New to VA/Competitively Bid On
- Virginia Based Organizations
- No max award
- Events with 50+ people qualify
- Reimbursable after event date

THANK YOU!

ARPA Sports, Meeting & Convention Incentive Program Information can be found here:

<https://www.vatc.org/marketing/groupsmeetingssports/>

QUESTIONS? Please ask via the chat.

Questions after this presentation. Sign up for a January 26th webinar or please use the following email and specify the incentive program you are inquiring about:

support@vatourismarpa.com