

Applicant Acknowledgment

I agree.

✓ I understand that this is a competitive program and a funding award is not guaranteed and I understand that my requested award may be reduced or denied based on available funding.

I agree.

✓ I understand this is a reimbursement program and no funds will be granted up front.

I agree.

✓ I understand that only eligible items are permitted in the in-kind match marketing and production plans and in the reimbursable marketing and production plans and I have reviewed the list of eligible and ineligible items.

I agree.

✓ I understand that no more than 25% of my award can be spent on local marketing (targeting local prospective visitors within 50 miles) and that at least 75% of my award must be spent on targets out-of-region (at least 50 miles away) and out-of-state visitors.

I agree.

✓ I understand certain expense categories have 10% of award limitations and I understand these include promotional items, A/V services, insurance, music licensing fees, and TEMPORARY event-specific banners/signage. I understand that ONLY banners/signage related to my event that will be used on the event site or in a VTC Welcome Centers are eligible.

I agree.

✓ I understand I need to use the Virginia is for Lovers logo on marketing and advertising materials where required as listed in the program Terms and Conditions and that I need to submit proof of marketing activities and proof of payment to qualify for reimbursement.

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✓ I understand that this program is for eligible event production and marketing expenses for events that occur in calendar year 2025: January 1, 2025 to December 31, 2025, events that have been held at least two years since 2017, and are at least two CONSECUTIVE days. Calendar year 2026 events can apply in Summer 2025.

Event Information

Applicant Organization Name

Gen X Festival, Inc.

EIN

2148675309

Event Mailing Address

901 East Cary Street
Suite 900
Richmond, Virginia 23219
United States

Event Name

Gen X Music Festival

Start date of your 2025 special event or festival:

07/14/2025

End date of your 2025 special event or festival:

07/15/2024

Event Prior Year and Attendance #1

8000

Event Prior Year and Attendance #2

9000

How are you tracking attendance?

We use Ticketmaster to track ticket sales. An accurate ticket count is required by the locality's permitting office so they can appropriately stage EMS, police, and traffic control for the event.

Attach proof of attendance. This can be a Ticketmaster report, Eventbrite report, written attestation, or other ticketing report or proof of attendance.

- [Letter-Attachment.docx](#)

Attach proof of general liability insurance (event cancellation insurance is also strongly encouraged).

- [Letter-Attachment1.docx](#)

Locality where event will be held

Richmond-City

Amount of Requested Funds

\$5,000.00

Applicant Contact Information**Applicant Organization Contact Name**

Staci Martin

Contact Email

staciwriter@gmail.com

Contact Phone Number

(757) 567-9745

Event Type

Music

Contact Mailing Address238 Bowman Rd
VIRGINIA BEACH, VA 23462**Is your event listed on Virginia.org? Yes/No**

Yes

Please upload a letter of support from the local or regional DMO. If there is not a DMO that support the event location, please upload a letter of support from the locality.

- [Letter-Attachment2.docx](#)

If yes, what is the event's Virginia.org url?

www.virginia.org/GenXFest

Goals and Partnerships (25 Points)**What do you want to accomplish with your requested funds?**

We plan to increase the number of artisan booths and food trucks at the event with the production portion of VTC funding. We want to grow from 40 artisan booths to 80 on the main day of the festival and from 18 food trucks to 40 food trucks on the main day of the festival. For the marketing portal of VTC funding, we plan to target Charlotte, NC and Hampton Roads, VA to grow our attendance from 9,000 to 10,000 so that we can apply in the next highest grant tier for our 2026 event.

Please describe your event/festival and the visitor experience on each day of the festival. Refer to application instructions for more information.

July 13, 2025 Two stages with the following performers from 10am to 8pm. U2, Bon Jovi, The Cure, The Smiths, Yaz, Sandy Shaw, and Erasure. There will also be 40 artisan booths and 18 food trucks.

July 14, 2024 Three stages with the following performers/activities. Stage 1 will be a spoken word poetry stage MC'd by Martha Quinn. Stage 2 will feature Warrant, Poison, Motley Crue, and Winger. Stage 3 will feature Van Halen, Def Leppard, and Duran Duran. There will be 80 artisan booths and 40 food trucks.

Performance Outcome #1

of Event Attendees

How will you measure your progress towards your goals?

We will track our artisan booth and food truck registrations in the four months leading up to the festival and we will track our ticket sales through TicketMaster to evaluate whether our targeted social media marketing in Charlotte and Hampton Roads is working.

Performance Baseline (now)

9000

Performance Outcome #2

of Room Nights

Performance Goal (May 2025)

1

Performance Baseline (now)

800

Performance Goal (May 2025)

1000

Hub & Spoke Itinerary**Lodging Partner**

Omni Richmond

Partner #2

Capital Ale House

Business/Organizaion Category

Craft Beverage/Wine

Spoke #3

Roller City

Business/Organization Category

Attraction

Spoke #4

Shockoe Records & Vinyl

Business/Organization Category

Boutique Retail

What marketing message will help you and your partners achieve your visitation/visitor spending goals?

Our marketing message is "If you ever drank out of a garden hose, then this music festival is for you!" and "If you were a latchkey kid, then this music festival is for you." and "If you ever built a BMX ramp out of scrap wood and jumped your friends like Evel Knievel, this festival is for you." We are playing on Gen X stereotypes to build on nostalgia for 1980s music to motivate people to travel to our festival, spend more money to meet the artists, and start a vinyl record collection.

How will you and your partners work together to achieve your goals?

Capital Ale House will host a ticketing link to the Gen X festival on their website and put an event post card in every shipment of craft beer and every guest ticket at the brewery. Roller City will host our VIP autograph session and will be promoting their event on site and on their website. Shockroe Records is hosting the artists for a number of jam sessions and will be auctioning off rare vinyl for the Foodbank of Richmond. We will pool funding together to place a full page ad in the Washington Post, Richmond Times, and Virginian-Pilot. We will also host a travel writer three months before the event to try to get earned media editorial

Projected cumulative # of visitors to this event (live more than 50 miles away)

3000

Projected cumulative # of local visitors to this event (live within 50 miles of the event)

2000

Total Projected Attendance at the event.

4000

Research/Data (25 Points)**What research/data did you use to set your goals?**

We looked at our social media insights and analyzed our likes, comments, and shares. On our posts that use Gen X tropes and humor, we have a high number of shares. By creating a marketing campaign using humor and things that Gen X remembers doing as kids, we can increase the number of shares, comments, and conversions to ticket buying. We also used a ChoicePoint research study on Gen X that says that 34% of Gen Xers have incomes over \$75K per year and take multiple trips per year. Then we look at a Washington DC workforce study that said the majority of federal employees in Virginia are in D.C. or Hampton Roads and have an average of 21 vacation days per year.

What research/data did you use to project your attendance?

We reviewed our Ticketmaster reports and believe that a 12% growth trajectory is reasonable by saturating our target markets with social media ads. We used Arrivalist research from our DMO to see how many visitors normally come to Richmond on that July weekend and we used STR reports to check hotel occupancy during that weekend. We believe there is room capacity in the region that weekend and that the Arrivalist data shows that a 18% of visitors in July who visit are with our target demographic.

What research/data did you use to develop your marketing message?

In addition to the ChoicePoint Gen X marketing study, we reviewed a marketing study from the Music Festival Research Board that said that festival goers ages 44-65 are spending over \$1,000 on getaway weekends that include music festivals. We reviewed the pages of

several popular Gen X influences on Tik Tok and found that sarcastic humor coupled with nostalgia resonates with this demographic.

Target Markets

What research/data are you using to choose this target market?

We used Arrivalist data, Zartico data, and Adara data to hone in on this target market. We also used Virginia Tourism's Visitor Profile data for the Music sector that says 18% of music festival goers are in the Gen X age group.

Out of State Target Market

Baltimore, MD

What research/data are you using to choose this target market?

We used a federal employment report that shows nearly 50% of federal employees in the DC area are in the Gen X age cohort and have unused vacation days. We use Arrivalist data from our DMO to understand how many visitors from the DC area make repeat visits to the Richmond area.

In-State Large Metro Target Market

Washington D.C.

What are the demographic characteristics of your target audience?

Our target demographic is the Gen X cohort ages 45-65. They have incomes of over \$75K and travel with friends and family. Most are empty nesters and have ample vacation time being mid-career. They have federal and state holidays off and accrue vacation time regularly. They are federal, state, and union employees with generous benefits packages that allow for flexible schedules and multiple vacations throughout the year.

Select your target audience:

Friends

What research/data did you use to identify the demographic characteristics?

In addition to the ChoicePoint Gen X cohort study, we reviewed federal labor statistics related to federal employees in Washington DC, Baltimore area, and Hampton Roads. We found that this age group often does not use all of its vacation days and decide to target a specific summer weekend for them to add a vacation. We use VTC's Music visitor profile data to help us understand that this group usually travels for a minimum of three days and spends \$944 per trip.

Marketing & Production Plans (50 Points)

In-Kind or Cash Match Marketing Plan

Match Type (Paid, Earned or Owned Media)	Target Market and Demographics	Description	Publish, Placement and Count Date	Amount/ Value
Owned	Gen X ages 44-64	www.genxfestival.com	100000 clicks	1000
EARNED	Music Nostalgia Magazine	1/4 page editorial on the 2025 festival	July 2024	500
Paid	Washington Post targeting ages 44-64 in DC/BWI area	1/4 page ad	March 2025	2,000
Owned	Meta/Facebook/Nationwide	FB/Insta Followers	July 2024 50,000 likes	500

Total In-Kind or Cash Match Marketing Plan

2000.00

In-Kind or Cash Match Production Plan

Vendor Name	Equipment/Service	Date	Amount/Value
Rental	Stage rentals	07/12/2025	3000
Rental	Popup tent rentals	07/12/2025	1000
Rental	PortaJohns (18)	07/12/2025	18000

Total In-kind Production Plan

22000.00

VTC Reimbursable Marketing Plan

Media Type (See above)	Target Market and Demographics	Description	Publish and Placement Dates	Amount
Trip Advisor	Hampton Roads Gen X ages 44-64	banner ads with ticketing link to festival	12 month July 2024 to June 2024	2400
Other Digital	Flag Ship News banner ads targeting Gen X military retirees	banner ads	12 month July 24 to June 24	2400

Total Reimbursable Marketing Plan

4800.00

VTC Reimbursable Production Plan

Vendor (If known)	Equipment/Service	Dates	Amount
bob's tents	tents for artisan booths	07-12-2025	2500
ASCAP	music royalty fees	07-12-2025	1000
Sound Inc	sound engineering 4 stages	07-12-2025	1700

Total Reimbursable Production Plan

5200.00

Grand Total Reimbursable Marketing + Production

10000

BONUS POINTS: VIFL Activation Type (5 Bonus Points)**VIFL Activation Type**

Virginia is for Lovers banner on-site

Beyond the required usage of the Virginia is for Lovers logo, how will you integrate the Virginia is for Lovers brand in your marketing and advertising materials?

Virginia is for Lovers Banner will be on all four stages throughout the festival

Dates (If Applicable)

07/12/2024-07/14/2025

VIFL Activation Type

VTC Photography/Videography opportunity

Beyond the required usage of the Virginia is for Lovers logo, how will you integrate the Virginia is for Lovers brand in your marketing and advertising materials?

VTC will be given backstage pass to take photographs and video of the event; event organizer will manage photo release paperwork for VTC

Dates (If Applicable)

July 2025

VIFL Activation Type

Virginia is for Lovers merchandise for sale on-site

Beyond the required usage of the Virginia is for Lovers logo, how will you integrate the Virginia is for Lovers brand in your marketing and advertising materials?

We will sign up for a wholesale account and sell Virginia is for Music Lovers merchandise at the event

Dates (If Applicable)

July 2025

VIFL Activation Type

Virginia is for Lovers banner on-site

VIFL Activation Type

Virginia is for Lovers banner on-site

Save and Submit**Acceptance of Terms**

I understand that by submitting this application that I am agreeing to the full program Terms and Conditions.

✓ I have read and agree to the terms and conditions.

Submission Confirmation

I understand that my application is not fully submitted until I see the final submission screen and receive a .pdf of my application in my inbox (usually within 30 minutes.) I will contact VTC at VTCSEFProgram@virginia.org within 24 hours if I do not receive the pdf of my application in my email inbox.

✓ I understand.