

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 1:1 match program and that match can be in-kind or cash.

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 plan and the reimbursable marketing plan and I have reviewed the list of eligible and ineligible items.

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.

I agree.

✓ I understand that this funding is for new initiatives, such as creating and marketing new ads, targeting new markets, running new social media campaigns, and obtaining new marketing content.

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

I agree.

✓ I understand that my business or organization must be open and operating with required locality licensing before applying.

I agree.

✓ I understand that this program is for eligible expenses incurred between June 1, 2024 to May 30, 2025, focused on driving fall/winter/spring visitation, and that my reimbursement requests must be submitted no later than by July 31, 2025.

Program Information

Applicant Organization Name

Kay's Kayak Outfitters

EIN #

123456789

Application Organization Street Address

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

Applicant Locality

Richmond-City

Business/Organization Type

Small Business (Outfitter/Tour Guide)

How many full-time employees do you have?

4

How many part-time employees do you have?

2

Amount of Requested Funds

\$5,000.00

Applicant Contact Information**Applicant Organization Contact Name**

Kay Kayak

Contact Email

staciwriter@gmail.com

Contact Phone Number

(757) 567-9745

Marketing Initiative Focus

Outdoor Recreation

Contact Mailing Address

901 East Cary Street
Suite 900
Richmond, VA 23219

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.

- [VTC-Plan-Revision_ReimbursableProduction_TephralCA.docx](#)

Marketing initiative Name

Winter Wildlife Watching

Is your business, event, or destination listed on Virginia.org (This is not required at time of application, but must be completed before requesting reimbursement.)

No

Goals and Partnerships (25 Points)

How will you measure your progress?

We will track the number of tour tickets sold, website clicks, and revenue generated. Our lodging partner is offering a birdwatching package and we will track the number of packages sold.

What do you want to accomplish with your requested funds?

Kay Kayak's normally has a slow off-season period when the kayak must be off the water for safety. However, with VTC grant funding, we plan to offer a variety of winter wildlife watching programs taking place on the shoreline of the James River where there are a significant number of winter migratory bird species. With VTC funding, we will target weekend visitors who are interested in birdwatching by using social media marketing, including targeting Facebook and Instagram users who follow other birdwatching guides and festivals. We want to grow our off-season on-shore programs and revenue.

Performance Outcome #1

of Customers

Performance Baseline (now)

200

Performance Goal (May 2025)

300

Performance Outcome #2

of Room Nights

Performance Baseline (now)

25

Performance Goal (May 2025)

28

Hub & Spoke Itinerary

Lodging Partner

The Crow's Nest

Partner #2

Birdhouse Brewery

Business/Organization Category

Craft Beverage/Wine

Spoke #3

Wild Birds Unlimited

Business/Organization Category

Boutique Retail

Spoke #4

Tree Ropes Course at Riverside

Business/Organization Category

Attraction

What marketing message will help you and your partners achieve your visitation/visitor spending goals? Think about how you will motivate travelers to come to your business, events, or destination.

Because winter wildlife watching, especially bird watching is based on the migratory patterns of certain species, we think a "bucket list" message will motivate visitors to book a trip to see certain species of birds. Our campaign will include a Birding Bucket List with a list of winter species that can be seen from our tours. This "don't miss out" message will resonate with experienced

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

Our lodging partner, Crow's Nest, is offering a package that includes a tour with Kay Kayaks, a coupon for Wild Birds Unlimited, a coupon for the Tree Ropes Course, and a free appetizer at the brewery. We will all promote this package on social media and through Virginia Welcome Centers by creating an off-season rack card with the package information.

birders who represent a high spend potential market.

Research/Data (25 Points)

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

We used our booking data and the Mid Atlantic Ocean Data Portal that shows migratory bird species routes. We also researched the birding community and reviewed a research study by the Ornithology Lab at Cornell that said the economic impact of wildlife watching and birdwatching represents a significant sector in outdoor recreation. We then review other marketing materials from our competitors. Many use the "bucket list" or "life list" to motivate birders to travel.

What research/data did you use to set your goals?

We reviewed our bookings database and noted that we have very few bookings for our land-based tours in November through January. However, this is one of the best times to see winter wildlife because the leaf cover is off the trees. When we analyzed our booking, we noted that we get a large number of people booking our tours from Charlotte, NC so we plan to target our existing visitors and potential visitors in Charlotte. We also reviewed VTC visitor profiles and saw that 15% of outdoor recreation visitors come from North Carolina.

Target Markets

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

We used our existing tour booking data and VTC data that say that Charlotte, NC represents a significant market share for outdoor recreation and travelers have high incomes.

Out of State Target Market

Charlotte, NC

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

Our Richmond location makes our kayak tours and now birding tours attractive to the UVA student and faculty population. This would be a new market for us. However, in reviewing Arrivalist data with our DMO, it indicates that 8% of visitors to the Richmond area are from Charlottesville so we believe this would be a good new market to target.

In-State Large Metro Target Market

Charlottesville

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

We use the Cornell Ornithology Economic Impact study that indicated that birdwatching demographics and beginning to trend younger and that more and more families are engaging in birdwatching tours. VTC Research data indicates that the majority of outdoor recreation enthusiasts in Virginia are between the ages of 22-58 and are motivated to drive over two hours to engage in a unique activity.

What are the demographic characteristics of your target audience?

For our Charlotte, NC marketing campaign, we will be targeting families with a household income of over \$100K between the ages of 28-58 who are more likely to engage in outdoor recreation and especially in birdwatching.

For our Charlottesville, VA marketing campaign we will target college students, student activity organizations such as clubs, fraternities, and sororities, and we will target faculty.

Marketing Plans (50 Points)

In-Kind or Cash Match Marketing Plan

Match Type (Paid, Earned or Owned Media)	Vendor Name, Description, Demographics, Target Market/Hyperlink if owned or earned media	Publish/Placement/Count Date	Amount/Value
Owned	Facebook. www.facebook.com/kayskayaks	26500 followers count as of 07/16/2024	2650
Paid	Blue Ridge Outdoors targeting UVA students in Charlottesville	October 2024	2000
Earned	Washington Post. www.wapo.com/kayskayaksbirds . editorial featuring Kay's Kayaks new fall schedule. quarter page copy	July 2024	500

Total In-kind Marketing Plan

5150.00

VTC Reimbursable Marketing Plan

Media Type (See above)	Vendor Name, Description, Demographics, Target Markets, Link to Owned or Earned media	Publish/Placement Dates	Amount
Paid	UVA Students Newspaper	October 15 2024	2000
Paid	Charlotte Observer targeting high income outdoor recreation enthusiast families	November 15 2024	1500
Paid	Facebook/Meta targeting families interested in birding in Charlottesville and Charlotte at \$500 for per month for three months	November 2024 to January 2025	1500

Total Reimbursable Marketing Plan

5000.00

BONUS POINTS: VIFL Activation Type (5 Bonus Points)

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 start a Virginia is for Outdoor Lovers merchandise program in our storefront.

Dates (If Applicable)

October 2024

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?

Dates (If Applicable)

October 2024-January 2024

We will reserve space on any two shoreline tours for VTC staff to take photographs and videos

VIFL Activation Type

Virginia is for Lovers banner on-site

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.