**Virginia Tourism Corporation DMO Arrivalist Research Grant Program**

***Please return to both Dan Roberts and Pratiksha Bhattarai at*** ***droberts@virginia.org*** ***and*** ***pbhattarai@virginia.org*** ***by Wednesday, October 30th, 2024.***

***If you are a participant in the program ending October 4, 2024, WE MUST receive your final report before we can grant your application for this cycle.***

**DMO Information:**

**DMO Name: DMO Address:**

**DMO Contact: DMO Email:**

**EIN #: W-9 Attached: Yes/No**

**DMO Locality: DMO Operational Budget:**

1. Why are you applying for this research program? What marketing decisions will you drive or support with this information?
2. List three partners you will share Arrivalist data with. These can be organizations (such as town DMOs), retail businesses, restaurants, lodging partners, and other localities.
3. Please explain how you will share Arrivalist data. Please note that Arrivalist data cannot be shared on a public facing website. Will you share in monthly meetings, newsletters, presentations, one-on-one meetings? Please be as detailed as possible.
4. Explain how you will use Arrivalist data to select your paid media target markets and allocate your marketing budget. Please name specific media outlets wherever possible.
5. Explain how you will use Arrivalist data to drive earned media placements. This could be through press releases, FAM tours, influencers, etc. Please name specific media outlets wherever possible.
6. Explain how you will Arrivalist data to drive traffic to your owned media channels.

I attest that I will provide proof of at least $5,000 in earned or paid media in my grant final report that will be due on Friday, October 3rd, 2025. We recommend that you set up Google Alerts and paste those links into a spreadsheet to track your earned or paid media for this final report.

* *Web-based and print media editorial can be valued at $2,500 per page.*
* *Broadcast media can be valued at $2,500 per coverage.*
* *Web-based and print guide links can be valued at $500 per link.*
* *Social media links, influencer links, post mentions and podcast mentions can be valued at $500 per mention.*
* *Actual value of paid media placed using Arrivalist Research*

I understand that VTC is underwriting my participation in this program. Once my application is approved and I sign up for my Arrivalist access, I should login on a frequent basis to monitor my destination and apply the information into my destination marketing activities. VTC will be tracking login frequency to monitor the performance of this grant.

I understand that this research grant is only available for official Virginia DMOs as of August 31, 2024, with a total operational budget of less than $3M. Official DMOs with budgets greater than $3M should consider VTC’s Co-Op Marketing offering for Arrivalist Trip.

Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_\_

**Arrivalist User Information:**

|  |  |  |
| --- | --- | --- |
| Name | Title | E-Mail Address |
|  |  |  |
|  |  |  |