



2026 VTC Grants Overview:  
2026 Marketing Leverage  
Program

Marketing Leverage Program Overview



VTC Grant Goals:  
More Money, More People,  
More Jobs

# Instant Revenue Generation

**44.7 MILLION VISITORS**

AN ALL TIME HIGH BY OVER ONE MILLION

COMING FROM FURTHER

**73%**

Out of State Visitors

+3% from 2023

STAYING LONGER

**3.4 NIGHTS**

Up from 3.1 in 2023

SPENDING MORE

**\$35.1 BILLION**

UP 5.4% FROM 2023 - NEARLY \$2 BILLION IN NEW VISITOR SPENDING

ALL BENEFITTING VIRGINIA

State & Local Taxes Paid by Visitors

**\$2.5 BILLION**

+4.2% from 2023

**OVER 5% OF ALL VIRGINIANS**

are employed in visitor-facing industries.

2024 Economic Impact of  
Visitors in Virginia

Sources: Tourism Economics & Longwoods International

VIRGINIA IS FOR LOVERS

# Developing & Activating Partnerships



- Itinerary Focused Hub & Spoke
- Length of Stay Potential
- Revenue Potential
- Cross Promotion/Package Potential
- Leverage Potential
- Must be specific brick and mortar places. Exception food trucks.

# Collaborative Marketing



- Cross distribution in market
- Cooperative advertising (sharing the cost of larger ads, further reach, new markets)
- Creating package deals (hotel + restaurants + attractions)
- Cross marketing online (restaurant/shopping info included in reservation confirmations)
- Sector rack cards (regional winery rack card)
- Cross links on websites, landing pages, and social media posts



VTC Grants  
Spreading the Love  
Statewide

# 2026 ALLOCATIONS & INFORMATION

- \$1,000,000 (approximately 60 awards)
- Award Tier 1: up to \$20,000 @ 1:1 cash match
- Award Tier 2: up to \$30,000 @ 2:1 cash match
- Must be for NEW initiatives, new target markets, new campaign, new marketing categories
- Virginia is for Lovers logo must be on marketing materials as specified in program Terms & Conditions.



# 2026 Marketing Leverage Program Eligibility

- **Eligibility:** Must be tourism-oriented business or organization that is based in Virginia with a visitor experience (i.e. restaurant, lodging, museums, boutique retail, Chamber of Commerce, Main Streets, etc.)
- **Not Eligible:** advertising and marketing businesses, non-tourism-oriented businesses/organizations, e-commerce businesses,
- **NEW!** Events must choose between Marketing Leverage Program and Special Events & Festivals Program. DMOs must choose between DMO Marketing Program and Marketing Leverage Program.
- **New!** Businesses that receive a Marketing Leverage Program award may not apply for the Microbusiness Marketing Leverage Program opening in June.



# Reducing the Reductions More Full Awards; Fewer Reduced Awards

## **DMOs**

Each calendar year must choose between  
DMO program (max award \$15K with 50% in-kind  
match) **OR**  
MLP program (max award \$30K with cash match)

## **Businesses, Attractions, Main Streets, EDAs**

Each calendar year must choose between  
Marketing Leverage Program (cash match)  
**OR**  
Microbusiness Marketing Leverage Program (in-  
kind match.)

## **Microbusinesses**

Are encouraged to apply for Microbusiness program if a  
first-time applicant. Must choose between Marketing  
Leverage Program **OR**  
Microbusiness Program

## **Special Events & Festivals**

Must choose Marketing Leverage Program **OR**  
Special Events & Festivals Program  
Must be minimum of two days with two-year history.  
Focus is on **EXPANSION**.  
**More things to do, more visitors, more days, more  
overnights..**

VIRGINIA  
IS FOR  
LOVERS®

VTC Grants  
On Time, Every Time

# Lather. Rinse. Reimburse. Report. Repeat.

## Grant round prep:

Prior round debrief; development of documents

## Application dates:

Driven by staff capacity; scoring capacity, press release

## Scoring dates:

6-8 weeks to review with a team of 5.

## Awards:

Award conferences, approvals and notifications takes 4 weeks.

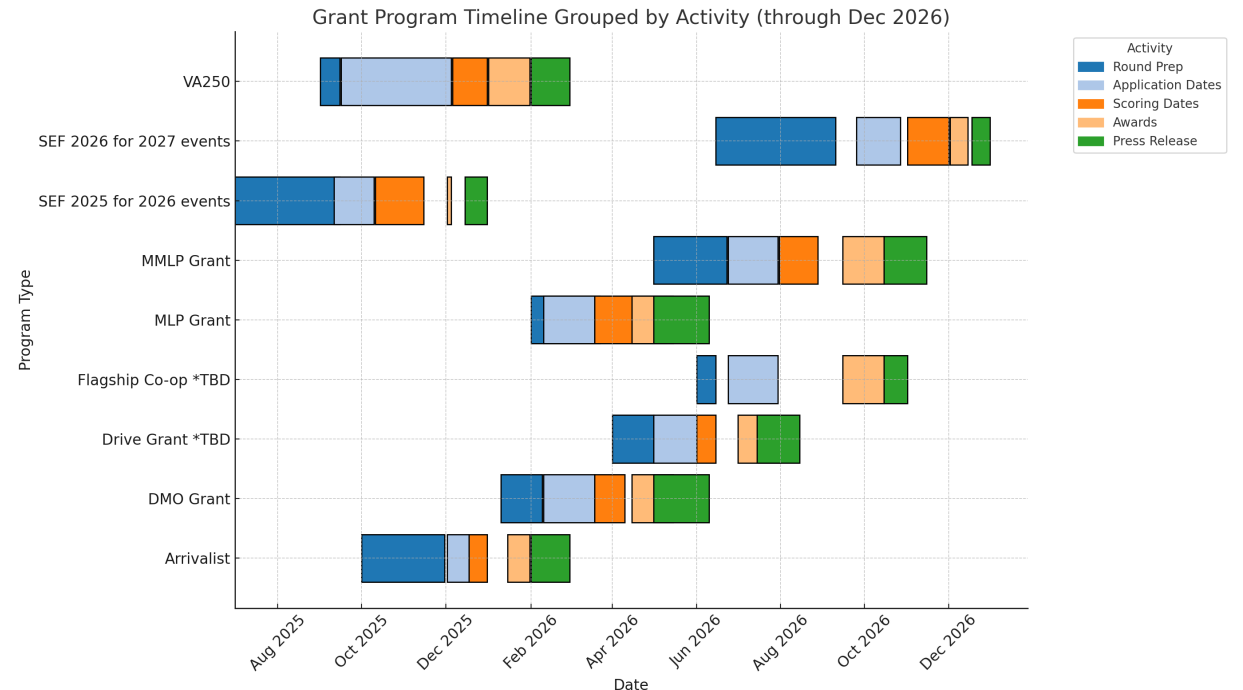
## Press Release:

Can take 2-4 weeks.

## Reimbursement & Reporting:

15-24 months

## From 80 proposals a year to over 600 a year!



**75% of Proposals in Last Four Hours**

**20% of Proposals  
in Final 45 Minutes**

**Please, complete your  
application **early!****



# Flooding the Zone—Forward

## **MLP Lookback Period**

December 1, 2025.

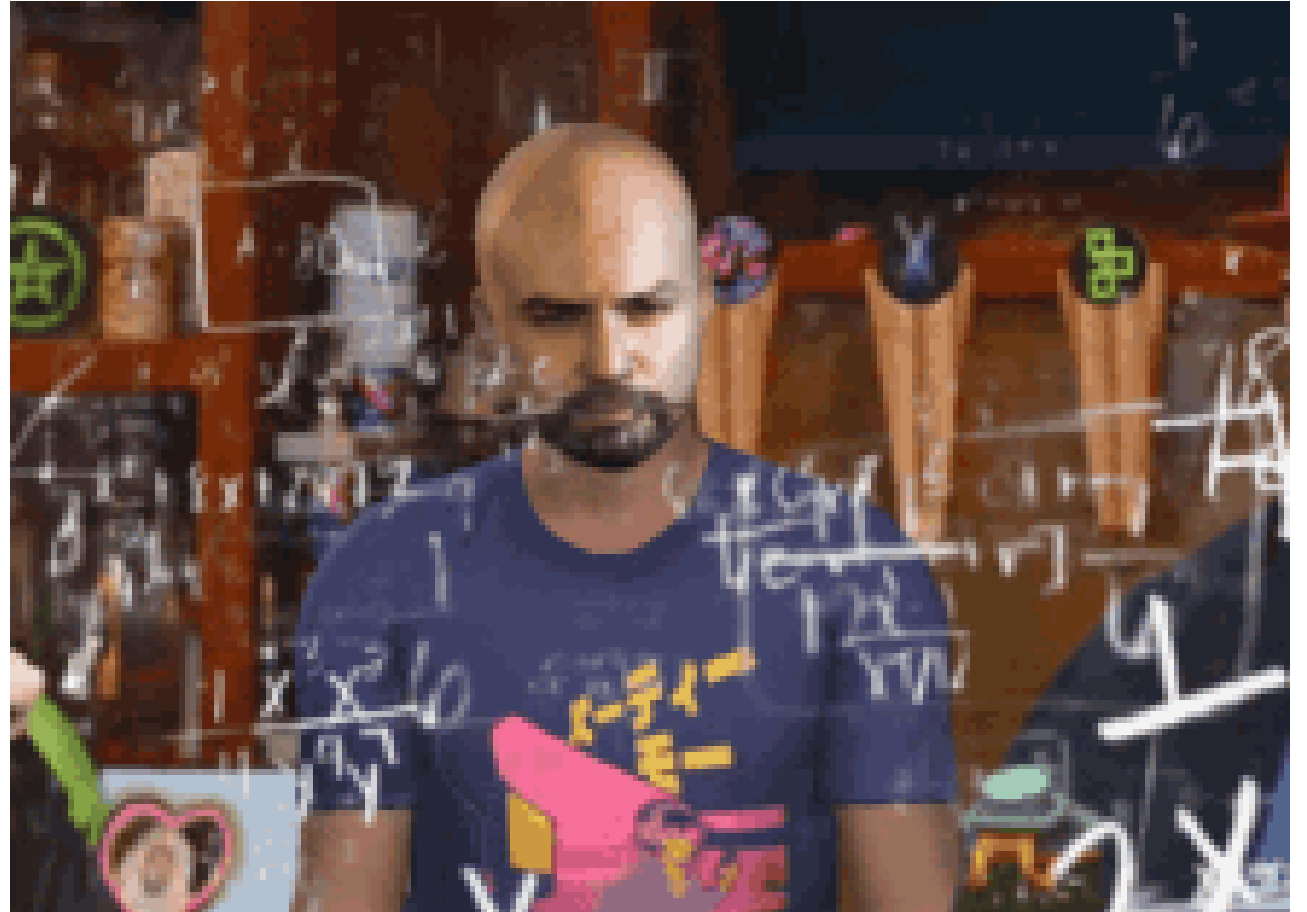
Must have Virginia is for Lovers logo for match and reimbursement if required.

## **MLP Spend Down Period**

Can be shorter if doing shorter campaigns, like a capsule campaign.

No later than October 31, 2027.

Reports due no later than December 31, 2027.





VTC Grant Proposals:  
New! In the Portal

# The Right-Side Bar

## Terms and Conditions

You agree to these when you submit. Read and save to your digital folder.

## Program Instructions

Print and have next to you when applying.

## FAQs

Review before applying.

## Sample Application

Basic sample application to guide you.

## Recorded Webinar

This webinar for you to review as needed.

## Webinar Deck

The webinar deck as a pdf for review

## Marketing Leverage Program

- › [Grant and Funding Sources](#)
- › [Virginia Tourism Grants Webinars](#)

# Help!

## Lifted Security Layers

Changed settings to reduce grey outs and html errors.

## Attachments at End of Application

Do not attach until ready to submit.

## Set Server Reset Schedule

Server volume was causing grey outs. We have a regular reset schedule with Digital Marketing team.

## Contact Us

Use the technical assistance box. Check your pdf right after submission.

## Last Minute Volume

Do not procrastinate. Contact us if 4:30 crash.

### Grants Help

› What do you need help with?

- Grant Content
- Technical Difficulties
- Balance Check

› Question/Comment

Question or comment

› Name

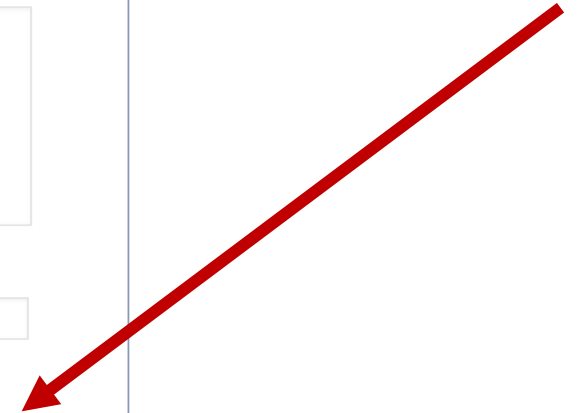
First Last

› Email

› Phone

› Grant Number (if applicable)

This is your **Grants Team 911 call**---the issue gets sent to **FOUR** people all at once!



# Applicant Acknowledgment Section

## VTC Marketing Leverage Program – STAGING PAGE

### Reduced # of Checkboxes

These are specific statements about the program you agree to.

### Check all the boxes

If any box left unchecked, application will not submit.

### Spring 2026 Marketing Leverage Program Application

Please note that text fields are limited to 1000 characters which is approximately 120 words. Please be succinct, but detailed in your responses. NOTE: Should you need to save and continue your application at any time, please click the Save and Continue link at the bottom of the page.

### Applicant Acknowledgment

Before you can continue to the application, please acknowledge the following (Click the checkmark and it will turn blue):

I AGREE.\*

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

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.

# Applicant Info Section

## Applicant Organization Name

Reimbursements will go this organization and EIN **ONLY**. No exceptions—grants can not be transferred.

## Town & Locality

These are different. Type in your town; choose from the dropdown box for locality. Locality is county or independent city.

## Program Information

APPLICANT ORGANIZATION NAME\*

EIN #\*

Only one application permitted per EIN #

APPLICATION ORGANIZATION STREET ADDRESS\*



STREET ADDRESS

ADDRESS LINE 2

CITY

Virginia

STATE

ZIP CODE

TOWN NAME (IF APPLICABLE)

# Applicant Contact Information

APPLICANT ORGANIZATION CONTACT NAME\*



FIRST

LAST

CONTACT EMAIL



CONTACT PHONE NUMBER\*



CONTACT MAILING ADDRESS\*

STREET ADDRESS

ADDRESS LINE 2

Arts & Culture

Culinary

History

Music

Outdoor Recreation

Fall/Winter Holiday

Arts & Culture

STATE / PROVINCE / REGION

# Districts and Regions Section

## Locality

County or Independent City ONLY

## Elected Official Districts

We are tracking these now

## Go Virginia region

We need to for regional allocation reviews

.

### APPLICANT LOCALITY\*

If a town or DMO, please select the county where the town is located.



### GO VIRGINIA REGION #\*

Information can be found at <https://www.dhcd.virginia.gov/gova>.

Please enter a number from 1 to 9.

### VIRGINIA STATE HOUSE OF DELEGATES DISTRICT #\*

Information can be found at <https://whosmy.viriniageneralassembly.gov/>.

### VIRGINIA STATE SENATE DISTRICT #\*

Information can be found at <https://whosmy.viriniageneralassembly.gov/>.

### U.S. HOUSE OF REPRESENTATIVES (CONGRESS) DISTRICT #\*

Information can be found at <https://whosmy.viriniageneralassembly.gov/>.

# Performance Outcomes

PERFORMANCE OUTCOME #1*	PERFORMANCE BASELINE (NOW)*	PERFORMANCE GOAL (END OF YOUR PROGRAM)*
<input type="text" value="# of Room Nights"/>	<input type="text"/>	<input type="text"/>
PERFORMANCE OUTCOME #2*	PERFORMANCE BASELINE (NOW)*	PERFORMANCE GOAL (END OF YOUR PROGRAM)*
<input type="text" value="# of Room Nights"/>	<input type="text"/>	<input type="text"/>

PERFORMANCE OUTCOME #1*	PERFORMANCE BASELINE (NOW)*	PERF YOUI
<input type="text" value="# of Room Nights"/>	<input type="text"/>	<input type="text"/>
PERFORMANCE OUTCOME #2*	PERFORMANCE BASELINE (NOW)*	PERF YOUI
<input type="text" value="# of Room Nights"/> <ul style="list-style-type: none"> <li># of Room Nights</li> <li>Meals Tax Revenue (if a restaurant)</li> <li># of Customers</li> <li># of Tickets Sold</li> <li>Annual Sales</li> <li>Sales Tax Revenue (if retail)</li> <li># of Visitors</li> <li># of Event Attendees</li> <li>Occupancy Tax Revenue (if lodging)</li> <li># of Facebook followers</li> <li># of Instagram followers</li> <li># of Website views</li> </ul>	<input type="text"/>	<input type="text"/>

BUSINESS/ORGANIZAT  
Lodging

### Trackable Outcomes

These must match in your interim and final reports.

### Drop Down Box

Must choose two different ones to track from the drop-down box. Choose only what you and your partners can track.

# Hub & Spoke Itinerary Section

## Partners/Spokes

Actual Names of Businesses

## Drop Down Box

Business Category

## Narrative

Explain how you are working together.

.

## Hub & Spoke Itinerary

Please refer to application instructions to understand VTC Hub & Spoke Model.

PARTNER #1: LODGING PARTNER\*

If the applicant is the lodging partner, please put the name of your property.

PARTNER #2\*

BUSINESS/ORGANIZATION CATEGORY\*

SPOKE #3\*

BUSINESS/ORGANIZATION CATEGORY\*

SPOKE #4\*

BUSINESS/ORGANIZATION CATEGORY\*

SPOKE #5\*

BUSINESS/ORGANIZATION CATEGORY\*

SPOKE #6\*

BUSINESS/ORGANIZATION CATEGORY\*

HOW WILL YOU AND YOUR PARTNERS WORK TOGETHER TO ACHIEVE YOUR GOALS? PLEASE LIST EXACTLY WHAT EACH PARTNER AND SPOKE IS DOING TO SUPPORT THIS MARKETING INITIATIVE.\*

# Hub & Spoke Itinerary

Please refer to application instructions to understand VTC Hub & Spoke Model.

## PARTNER #1: LODGING PARTNER\*

If the applicant is the lodging partner, please put the name of your property.

## PARTNER #2\*

## SPOKE #3\*

## SPOKE #4\*

## SPOKE #5\*

## SPOKE #6\*

## BUSINESS/ORGANIZATION CATEGORY\*

Lodging

- Lodging
- Activity
- Attraction
- Restaurant
- Craft Beverage/Wine/Spirits
- Boutique Retail
- Outdoor Recreation**

## BUSINESS/ORGANIZATION CATEGORY\*

Lodging

## BUSINESS/ORGANIZATION CATEGORY\*

Lodging

HOW WILL YOU AND YOUR PARTNERS WORK TOGETHER TO ACHIEVE YOUR GOALS? PLEASE LIST EXACTLY WHAT EACH PARTNER AND SPOKE IS DOING TO SUPPORT THIS MARKETING INITIATIVE.\*

# Target Markets

## Target Markets

You must choose one out of state market and one in-state metro market

### In State

Choose one in state

### Out of State

Choose one out of state

### Marketing Plan

Must reference these target markets and include ad placement in these markets

OUT OF STATE TARGET MARKET\*

Baltimore, MD

- Baltimore, MD
- New York, NY
- Philadelphia, PA
- Cleveland, OH
- Columbus, OH
- Harrisburg, PA
- Nashville, TN
- Pittsburgh, PA
- Atlanta, GA
- Charlotte, NC
- Chicago, IL
- Other

washington D.C.

IN-STATE LARGE METRO TARGET MARKET\*

Washington D.C.

- Washington D.C.
- Hampton Roads
- Richmond
- Roanoke-Salem
- Bristol
- Charlottesville
- Northern Virginia
- Harrisonburg
- Other

0 of 1000 max characters

# Marketing Plans

## One Marketing Plan (Two Parts)

- One listing your match
- One listing what you want to be reimbursed for if you get an award
- Use + to add lines, max 15 lines

## Cash Match Plan

Must be equal to or more than your requested amount

## Reimbursement Plan

Must be equal to or more than your requested amount

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## Marketing Plans (50 Points)

AS A REMINDER, please refer to the terms and conditions and program instructions to correctly complete the following marketing plans.

### CASH MATCH MARKETING PLAN\*

Cash Match Marketing Plan (This is your match. This grant requires a 100% cash match. For Media Type, please select from the following: Social, Digital, Print, Agency, Influencer, Website, Radio, TV or Other Services. DO NOT put Vendor name in your Marketing Plan. Please no commas or dollar signs in your marketing plan amounts and please tab through the fields for totals. Max 15 lines. Use (+) to add lines to your marketing plan.

MEDIA TYPE AND DESCRIPTION	TARGET MARKET AND DEMOGRAPHIC	AD PLACEMENT DATE	AMOUNT/VALUE	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	⊕

### TOTAL CASH MATCH MARKETING PLAN\*

### VTC REIMBURSABLE MARKETING PLAN\*

Reimbursable Marketing Plan (This is what you would like be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.) For Media Type, please select from the following: Social, Digital, Print, Agency, Influencer, Website, Radio, TV or Other Services. Please no commas or dollar signs in your marketing plan amounts and please tab through the fields for totals Max 15 lines.

MEDIA TYPE AND DESCRIPTION	TARGET MARKET/DEMOGRAPHIC	AD PLACEMENT DATE	AMOUNT	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	⊕

### TOTAL REIMBURSABLE MARKETING PLAN\*

# Marketing Plans

## Media Type/Description

No Vendor Names.

Use Print, Social Media, Digital Marketing, Agency Services with a few short details.

## Target Market and Demographic

Be very specific and very detailed. Do not put “Target Markets above.” Tell us which channels marketing to who and where.

## Estimated date of marketing

Month/Year of when you will place these ads.

### CASH MATCH MARKETING PLAN\*

Cash Match Marketing Plan (This is your match. This grant requires a 100% cash match. For Media Type, please select from the following: Social, Digital, Print, Agency, Influencer, Website, Radio, TV or Other Services. DO NOT put Vendor name in your Marketing Plan. Please no commas or dollar signs in your marketing plan amounts and please tab through the fields for totals. Max 15 lines. Use (+) to add lines to your marketing plan.

MEDIA TYPE AND DESCRIPTION	TARGET MARKET AND DEMOGRAPHIC	AD PLACEMENT DATE	AMOUNT/VALUE	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input data-bbox="2237 582 2275 618" type="button" value="+"/>

### VTC REIMBURSABLE MARKETING PLAN\*

Reimbursable Marketing Plan (This is what you would like be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.) For Media Type, please select from the following: Social, Digital, Print, Agency, Influencer, Website, Radio, TV or Other Services. Please no commas or dollar signs in your marketing plan amounts and please tab through the fields for totals Max 15 lines.

MEDIA TYPE AND DESCRIPTION	TARGET MARKET/DEMOGRAPHIC	AD PLACEMENT DATE	AMOUNT	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input data-bbox="2237 1089 2275 1125" type="button" value="+"/>

# Bonus Points Section

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

---

### Streamlined Bonus Section

Indicate all the different ways you are activating the Virginia is for Lovers brand. Be creative!

HOW WILL YOU INTEGRATE THE VIRGINIA IS FOR LOVERS BRAND AND VIRGINIA TOURISM CORPORATION SERVICES/OPPORTUNITIES IN YOUR MARKETING AND ADVERTISING MATERIALS? THE OFFERING OF BOOTH SPACE, PRESS PASSES, AND OTHER OPPORTUNITIES FOR VTC CONTENT ACQUISITION IS ENCOURAGED. HOWEVER, ATTENDANCE CANNOT BE GUARANTEED.

0 of 1000 max characters

# Attachments Section

## Letters of Support

Must have lodging letter of support

Must have DMO letter of support

## Additional Attachments

- Website scope of work
- Agency scope of work
- Additional info on initiative
- Additional research

LODGING PARTNER LETTER OF SUPPORT (REQUIRED)\*

No file chosen

Max. file size: 100 MB.

LETTER OF SUPPORT FROM LOCAL OR REGIONAL DMO (REQUIRED)\*

No file chosen

Max. file size: 100 MB.

PLEASE ATTACH ANY ADDITIONAL INFORMATION SUCH AS SCOPE OF WORK FOR WEB DEVELOPMENT, SCOPE OF WORK FOR PHOTOGRAPHY, VIDEOGRAPHY, INFLUENCERS, SUPPLEMENTAL RESEARCH OR ANY ADDITIONAL INFORMATION YOU WOULD LIKE TO SHARE. (OPTIONAL)

Drop files here or

Max. file size: 100 MB.

# Save or Submit

## Save the URL

Before you hit the SAVE button. Use that URL to re-open your application and continue later.

## Submit

Check acceptance of terms and submission confirmation  
Then submit

## PDF Email

If you don't receive a copy of our application via email; reach out

### DEADLINE INFORMATION:

- Applications are due by 5:00 PM on Thursday, March 19, 2026.
- NO extensions to this deadline will be possible.
- Award announcements will be made May 2026.

### 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.) If I do not receive the PDF of my application within 24 hours, I will contact VTC at [VTCMLPGrant@virginia.org](mailto:VTCMLPGrant@virginia.org).

I understand.



# VTC Grant Proposals: Marketing Ideas

# VTC Grants & Capsule Marketing Campaigns

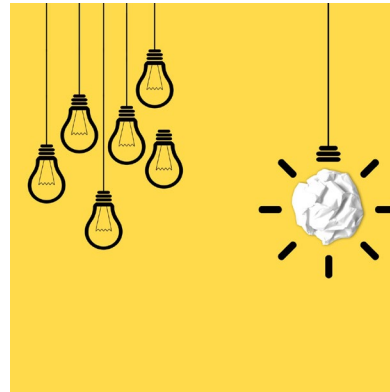
- Boosting tourism with **focused** marketing approaches



## Bite-Sized Campaigns

Capsule marketing breaks complex brand messages into concise, easily digestible campaigns for quick audience engagement.

**Perfect for short seasonal campaigns.**



## Emotional Storytelling

Using emotional storytelling helps create a strong connection with the audience, making campaigns memorable and effective.

**Use universals—food, sleep, play, love, joy.**



## Clear Thematic Focus

Successful capsule marketing centers around clear themes, allowing the message to resonate and attract the target audience.

**Template for your partners.**



# Benefits for DMOs & Tourism Businesses

## **Increase Brand Recall**

The approach enhances brand recall among tourists, making businesses more recognizable and preferred.

Use Virginia is for Lovers and your destination logo. We are stronger together.

## **Target Niche Audiences**

Businesses can effectively target specific niche audiences to tailor offerings and marketing efforts.

Use POIs, Arrivalist, analytics, and insights.

## **Reduce Marketing Costs**

The approach helps reduce expenses associated with marketing, improving overall profitability.

Use existing budget as match; try something new with VTC grant funding.

## **Drive Visitor Engagement**

Creating memorable experiences encourages visitor engagement and boosts repeat visits.

Visitor satisfaction is key. Share the dream then make it a reality.



# Pinball Marketing: Multiply and Make it Stick

Exploring **dynamic** marketing strategies for tourism success

## Nonlinear Consumer Interaction

Consumers engage with multiple marketing touchpoints in an unpredictable, nonlinear manner similar to a pinball's movement.

**Bounce from Instagram to Facebook to X to Tik Tok to Streaming to Influencers.**

## Engagement and Adaptability

Pinball Marketing emphasizes continuous engagement and adaptability to changing consumer behavior and touchpoints.

**Constantly pings the prospective visitor to keep brand top of mind.**

## Multiple Influence Pathways

Multiple marketing pathways simultaneously influence consumer decisions in a complex, dynamic way.

**Multiple pathways to conversion.**

# Funnel Stages: Goals and Objectives

## Awareness Stage Goals

The primary goal is to capture audience attention and increase brand visibility effectively.

Use your general destination marketing budget for awareness.

## Consideration Stage Goals

Focus on educating prospects and building their interest toward the product or service.

Use VTC grant dollars to focus on this stage by featuring specific activities.

## Conversion Stage Goals

Aim to close sales and foster customer loyalty through personalized offers and support.

Close the deal by following up with e-newsletters and follower insider tips.

## Measuring Success

Clear objectives at each stage help in tracking performance and improving marketing strategies.

Remain in compliance with VTC grants by following your performance metrics through the entire grant period to final reporting.



# Adapting Campaigns to Shifting Tourist Interests

VTC grant marketing plans will now allow more flexibility by channel type and no longer ask for vendor name.

## Product Promotion

Campaigns focus on very specific behavior, tourism product, or visitor dates.  
Capsule campaigns hyper targeted with specific goals and measurables.  
Capsule campaigns are great ways to test new content.

## Tourist Preferences

Tourist interests evolve quickly, requiring marketing strategies that can adapt without delay.

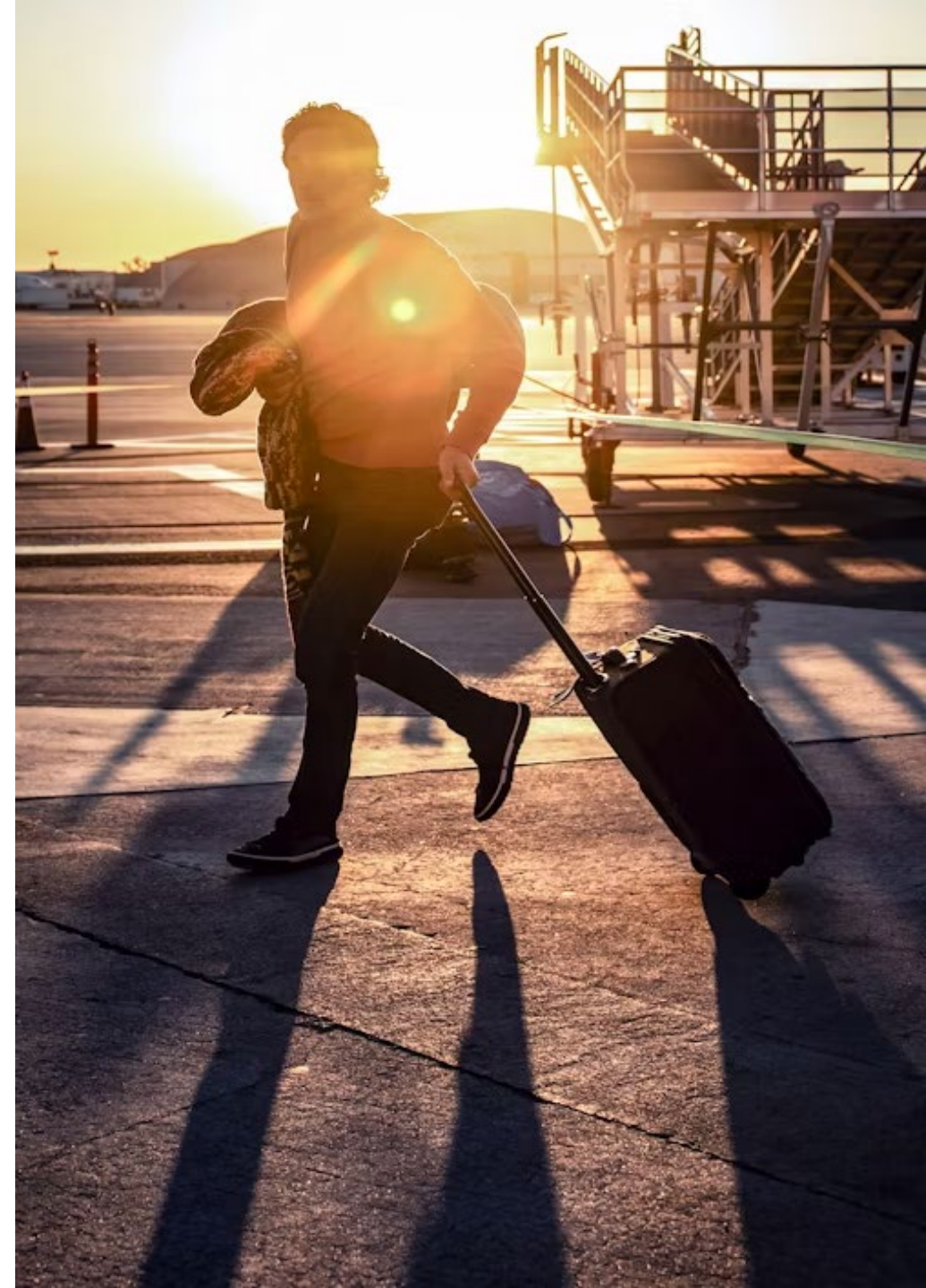
Pinball Marketing enables campaigns to adjust instantly to trends and emerging destinations.

## Four Season Marketing

Campaigns respond in real time to seasonal changes and new tourism trends to remain effective.

Full funnel marketing allows you to focus on a specific stage—awareness, engagement, conversion-- or all three over the course of a grant spending period.

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# Promote Core Experiences

## Signature Experience Focus

Concentrating on a select few experiences creates a clearer and stronger promotional message.

Laser focus and pinpoint unique authentic experiences and products.

## Historic Tours

Historic tours showcase Virginia's rich heritage and attract culture and history enthusiasts.

VA250 Commission is investing \$7M in marketing; piggyback on it. Tell the under told stories.

## Outdoor Activities

Outdoor activities highlight Virginia's natural beauty and offer adventure tourism opportunities.

This is our bread and butter. Use drones and GoPros to get those breathtaking views and first-person adventures.

## Cultural Festivals

Cultural festivals celebrate local traditions and engage visitors in unique experiences.

If you don't have one, create one and use MLP to market it. Then in Year 3, apply for SEF to expand it.

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# VTC Grant Compliance: The Four Rs

Reimbursements, Reports, Revisions, and Reversions

## Reimbursements & Reports

- VTC Reimbursement Request Form
- Completed W-9 with Most-Updated Address
- VTC ACH Direct Deposit Form (optional)
- Invoices for each expense (match & reimbursable)
- Proofs of payment for each expense (match & reimbursable)
- Screenshots/Links of Advertisement Placements  
(match & reimbursable)
- Interim or Final Report



# New Reimbursement Form

## Documentation of Cash Match

Match must be segregated by match and reimbursement. Reimbursement form must closely match what you submitted in your original application or revision form. Have your original application next to you when doing the reimbursement. Need a copy; just email us.

## Maximum Number of Reimbursements

Two; minimum of \$1,000. Only third request if there is a major error/ineligible item.

**This is a reduction from unlimited requests.**

## Reports Must Accompany Reimbursements

Interim reports must be with first reimbursement and must include progress toward performance metrics. Final report must be with final reimbursement. If missing, reimbursement will be held.

**We have not required interim reports before.**

### Virginia Tourism Corporation Grant Program Reimbursement Request

Name of Program:		Application Number:	
Business/Organization Name:			
Contact:			
Address:			
City:	State:	Zip:	
Phone:	Email:		
			Amount of Award:

Expense # Please mark invoice & proof of payment	Match or Reimbursement Expense?	Description of Expense	Vendor Name	Vendor Invoice #	Invoice Date	Invoice Amount	Invoice Amount Paid	Proof of Payment (ex. Check #)	Proof of Placement: Copy attached or USB Drive
Example: Expense #1	Reimbursement	Ex: 1/3 page, 4c ad; Jan 21 Southern Living	Southern Living	12345	3/12/21	\$3,457.56	\$3,457.56	5432	Copy of Advertisement Attached

<b>Total Amount of this Reimbursement Request</b>		\$
<b>Requested VTC Reimbursement (see note below)</b>		\$

*"I attest that all of the above listed expenses are eligible based on the Terms and Conditions of the program, and the invoices & supporting documentation which accompany the listed expenses are accurate to the best of my knowledge."*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Tracking Success and Measuring Impact

## Interim and Final Report Performance Metrics

Specific to campaign and campaign dates. Must report baseline, projected, and actual in final report. These are tracked closely and will become a measure of grant program economic impact.

New choices in MLP. Can be tax revenue, sales, # of customers/attendees, clicks, views, room nights. Must be measurable.

## Interim and Final Report Narrative

Must include minimum of two paragraphs of narrative about successes and lesson learned.

Can include quotes, weather data, PR challenges/crises, overall thoughts on campaign, future goals, and future use of content paid for with grant funding.

## Supplemental Campaign ROI Measurement Data

Encouraged to include additional data including dashboard reports, increases in followers, changes in analytics and insights.

Can include screenshots, agency reports, tax revenue reports, visitor log reports, earned media and share of voice reports, earned editorial links.



# Need to pivot? We got you!

## New Flexibility in Application

Categories, not vendors. Awardees can move funds in same category without revision request.

Reducing revision requests is critical. You were awarded based on original submission.

## Moving Funds Across Categories.

Major changes like moving from social media to a print expenditure will require revision form and approval.













We understand marketing dynamics, but we need to document changes.

## Moving Funds from Out-of-State/Regional to Local

No. Don't do it. Put some local in your marketing plan if needed, but don't change targets after award.

Out-of-state visitation is critical to revenue growth.

## Marketing Channel Categories

 Radio	 TV	 Digital Streaming	 Digital Ads
 Digital Ads	 Banner	 Social Media Ads & Boosts	 Agency Services
 Agency Services	 Print	 Print	 Other

# Marketing Leverage Program Extensions & Deadlines

## Grants

**No Reports**  
**No Reimbursement**



**DO NOT PASS GO,  
DO NOT COLLECT \$20,000**

**One 90-day Extension Only.** Must be requested in writing.

**No report = No reimbursement.**

**No reimbursement by deadline = forfeiture of award.**

# Disqualification & Reversions

## No Signed DMO Letter of Support

Keeping DMOs in the loop is critical.

## No Signed Lodging Letter of Support

Lodging partners can include hotels, campgrounds, and B&Bs.

## Ineligible Items in Match Section

Don't do it. Ineligible items will be removed from match and reduce your potential award. If entire match is ineligible, then application is disqualified.

## Fund Reversions

**Automatic if** program reimbursements and reports are **not completed on time.**



# Compelling and Compliant Programs

- Captivating Campaigns
- Research Driven Applications
- Leverage of 3:1
- Partnership Development
- Increased Visitor Spending
- Integration with VTC Services
- Program Compliance
- Statewide Support per state code



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Forward Focus

# Weaving it All Together

## Crafting the Fabric of Visitor Marketing



### **Connecting Applicants with Research**

Applications lead with research. Use VTC research if you don't subscribe to your own.

**Don't just tell us sources; tell us what the data is telling you.**

### **Connecting Applicants with Co-ops**

Indicate if you are using Co-op opportunities.

**Applicants should be stretching budgets and activating all options.**

### **Connecting Applicants with PMAP/WCs**

**[www.welcomeva.com](http://www.welcomeva.com)**

Indicate if you are activating PMAP and which services at which Welcome Centers.

**We provide follow up lists to WC Managers. They may reach out.**

# Building Scaffolds

## Activating the Full Funding Pipeline

### Creating Interest in TIDs

New question in applications. DMOs may get contacted by Business Development Division.  
TIDs are a way to generate permanent match and additional budget dollars.

### Connecting Applicants with Destination Development Team

Indicate if you have met with your DDM if you have one in the area. Indicate if you have talked to Richmond staff if no DDM in your area.  
We want to be sure we are assisting you with locality specific information and advice.

### Activating the Development Pipeline

In your narrative, tell us if this is a product developed with Drive funding, DHCD funding, VDACS funding, or federal funding.

We want to show connections across agencies.



# VTC Partnership Marketing

Destination Development Team

■ Becky Nave – Director of Destination Development  
276.791.9172 | [bnav@virginia.org](mailto:bnav@virginia.org)

■ Sarah Austen Holzgrefe – Destination Development Specialist  
804.545.5554 | [sholzgrefe@virginia.org](mailto:sholzgrefe@virginia.org)

## Destination Development Managers

■ Michelle Workman 276.722.0238 | [mworkman@virginia.org](mailto:mworkman@virginia.org)

■ Kalen Hunter 276.213.0009 | [khunter@virginia.org](mailto:khunter@virginia.org)

■ Katie Conner 540.676.4953 | [kconner@virginia.org](mailto:kconner@virginia.org)

■ Kelli Weaver 540.679.6697 | [kweaver@virginia.org](mailto:kweaver@virginia.org)

■ Jennifer Kohms 804.807.1911 | [jkohms@virginia.org](mailto:jkohms@virginia.org)

■ Laura Messer 804.278.7651 | [lmesser@virginia.org](mailto:lmesser@virginia.org)

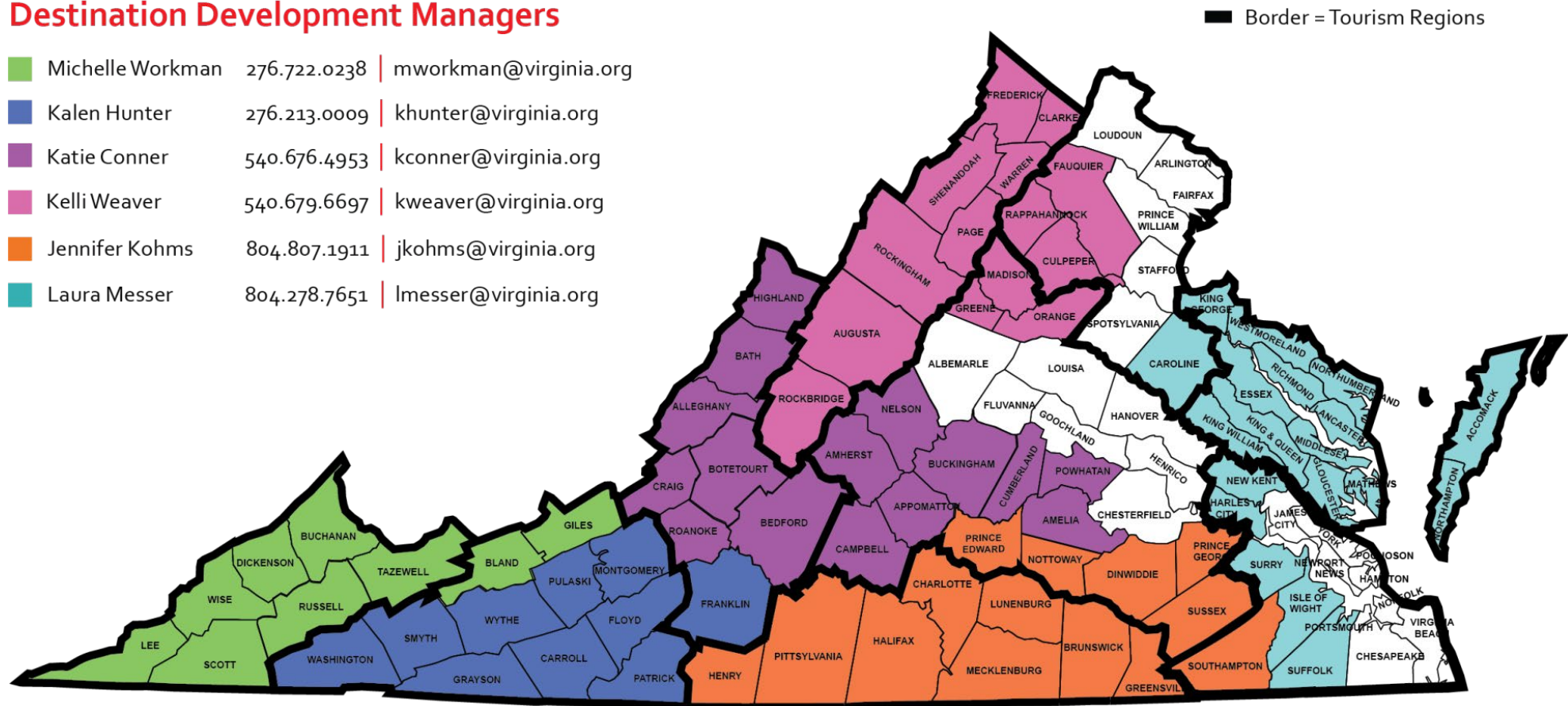
# VIRGINIA IS FOR LOVERS

## Virginia Tourism Corporation

Contact VTC's **Destination Development Managers** in your area for strategic planning, marketing leveraging and other community development assistance and resources

\* Contact Becky Nave for white map areas not assigned to a DDM

Website [VATC.org/partnershipmarketing/tdmanagers](http://VATC.org/partnershipmarketing/tdmanagers)



# What Do I Do Now?

## Updated Ts & Cs, Forms, Templates

- End of January 2026.
- Will be located on right sidebar

## Destination Development Meetings

- Reach out to your Destination Development Manager
- Set up meeting to discuss marketing and VTC programs

## One-on-One /Community Live webinar

- We can Teams, Zoom & Google Meet
- Get on the calendar now

## Review VTC Research:

- [www.vatc.org/research](http://www.vatc.org/research)
- Note what the data is telling you

## Identify Partners/Spokes

- Set up a partner meeting
- Discuss cooperative marketing and package deals

## Set up a partner meeting

- Cooperative/shared cost marketing
- Creation of packages/itineraries

## Request Letter of Support

- Identify a lodging partner and request a letter of support
- Identify your DMO and request a letter of support

[Webinar Sign Up](#)

## Create Digital VTC Grant Folder

- Save all your letters, research, forms and application once submitted

MEET THE  
VTC  
GRANTS  
TEAM!



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Thank You!  
Questions?

Remember to bookmark:  
[www.vatc.org/grants](http://www.vatc.org/grants)