

Applicant Acknowledgment

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.

I agree.

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

I agree.

- I understand that this program is for eligible expenses incurred between December 1st, 2025 - October 31st, 2027, and that my reimbursement requests must be submitted no later than by December 31, 2027. I understand that I am permitted two reimbursements during the program period and that an interim and final report are required.

Program Information

Applicant Organization Name

Kayak Fun

EIN

54-0908071

Application Organization Street Address

1 Kayak Way
Suite 900
Cape Charles, Virginia 23310
United States

Town Name (if applicable)

Cape Charles

Applicant Locality

Northampton

Go Virginia Region

5

Virginia State House of Delegates District

100

Virginia State Senate District

7

U.S. House of Representatives (Congress) District

#

2

Business/Organization Type

Small Business (Outfitter/Tour Guide)

How many full-time employees do you have?

3

How many part-time employees do you have?

3

Amount of Requested Funds

\$9,000.00

Applicant Contact Information**Applicant Organization Contact Name**

Staci Martin

Contact Email

staciwriter@gmail.com

Contact Phone Number

(757) 390-7330

Marketing Initiative Focus

Outdoor Recreation

Contact Mailing Address

1 Kayak Way
Virginia Beach, VA 23463

Marketing Program Start Date - Not before

12/1/2025

02/14/2026

Marketing initiative Name

2026 Kayak Tour Season

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.)

Yes

Marketing Program End Date - Not after

10/31/2027

11/15/2026

If yes, please provide your Virginia.org listing URL.

www.virginia.org/kayakfun

Goals and Partnerships (25 Points)**How will you measure your progress?**

We will track social media follows and shares daily. We will review our tour bookings weekly and add additional tours as customer demand increases. We will track the number of tour video views on YouTube and the number of our website clicks. We will also track the amount of time unique visitors spend on our website engaging with our videos and blogs.

What do you want to accomplish with your requested funds?

We are starting a 7-day per week tour schedule in April 2026 through October 2026. With these funds we want to book an average of 12 tours per week out of our Kiptopeke State Park and Eastern Shore National Wildlife Refuge launch points. We want to grow our social media reach website videos of our tour videos and bookings of our tours by 15% over the grant period using social media streaming and print media.

Performance Outcome #1

of Website views

Performance Baseline (now)

1567

Performance Goal (End of your program)

1689

Performance Outcome #2

of Facebook followers

Performance Baseline (now)

24056

Performance Goal (End of your program)

26100

Hub & Spoke Itinerary**Partner #1: Lodging Partner**

Hotel Cape C

Partner #2

Brewery Cape C

Business/Organization Category

Craft Beverage/Wine/Spirits

Spoke #3

Kiptopeke State Park

Business/Organization Category

Outdoor Recreation

Spoke #4

Chuck's

Business/Organization Category

Boutique Retail

Spoke #5

The Shanty

Business/Organization Category

Restaurant

Spoke #6

Eastern Shore National Wildlife Refuge

Business/Organization Category

Outdoor Recreation

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.

We will use the campaign "Take Your Socks Off Set Foot on the Shore" with the Virginia is for Shore Lovers logo. This message will resonate with people who live inland who may still be experiencing colder weather in spring and fall. Evoking a message of taking advantage of the first warm days and maximizing the fall tourism season we want to persuade visitors to book multiple trips in the shoulder seasons and not just the main summer season.

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.

These two partners and four spokes will partner with Kayak Fun to promote long weekend and weeklong itineraries featuring overnight stays at Cape C Hotel dinners at Brewery Cape C and The Shanty and kayak tours and hiking tours at Kiptopeke State Park and Eastern Shore National Wildlife Refuge. The partners and spokes will all be featured on the back of the Kayak Fun rack card which will be in multiple Welcome Centers on the Eastern Shore Hampton Roads and Central Virginia. In addition the restaurants will offer a 10% discount to visitors who show their Kayak Fun reservation receipt and Kayak Fun will reciprocate with their guests. Cape C hotel will link to all the partners in their guest reservation emails and place the rack card in each guest room's welcome packet. Both restaurants will also place the rack card in each guest's check folio. Kayak Fun will link to the partners in our reservation emails.

Research/Data (25 Points)

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

We reviewed Cape C Hotel's booking data with them and noticed a trend of last-minute reservations in early Spring and late Fall based on weather forecasts. Our marketing message of "Take Your Socks Off Set Foot on the Shore" will resonate with people wanting to embrace early spring outdoor activities and get in one more beach vacation before fall starts. We plan to create a sense of urgency to motivate travelers to book last minute trips by closely tracking weather forecasts and flooding social media 72-96 hours in advance of promising weekends. We also reviewed Arrivalist data for check-ins and dwell time from Charlotte NC visitors and found that they tend to spend 2-4 hours in these outdoor locations making them prime candidates to take one of our 3-hour kayak tours.

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

We reviewed our social media insights and web analytics and realized that while we receive approximately 25% of our engagement from North Carolina we only receive 2% of those bookings from the Charlotte NC region. We also reviewed Arrivalist data with our DMO and saw that Charlotte is in the Top 10 origin markets for the Eastern Shore in the summer months. Since we want to drive repeat visitation in the off-season the data is showing us that Charlotte would be a good target market.

Target Markets

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

We are using Arrivalist data origin market and dwell time data to target Charlotte NC. We are also using VTC's outdoor recreation traveler profile data that shows outdoor recreation visitors tend to spend 2-4 days exploring destinations which tells us that long weekend trip targeting in Charlotte NC will be a good combination. We also reviewed U.S. Census income data and Charlotte NC's average household income is over \$110K per family which leads us to believe that these families are more likely to engage in shoulder season travel in addition to summer vacations.

Out of State Target Market

Charlotte, NC

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

We reviewed Longwoods research about visitors to Virginia Beach and found that 42% of the visitors engage in active outdoor recreation during their vacation in Virginia Beach. We believe we can attract visitors to Cape Charles while they are on their vacation in Virginia Beach and get them to take a day trip kayak tour with us as part of their Hampton Roads vacation plans. We also reviewed our web analytics which tells us 25% of visitors to our website are in the Hampton Roads area and we believe we can motivate Hampton Roads residents to book kayak trips with us.

In-State Large Metro Target Market

Hampton Roads

Looking at vatc.org/research, tell us what research you used to identify your target

Select Your Target Audience

audience.

Family

We are targeting the family audience due to the high number of tandem kayaks and Stand-Up Paddleboards that we have available for family tours. We reviewed the 2018 Outdoor Recreation Participation study by the Outdoor Foundation which showed 13% of outdoor recreation enthusiasts are in the Mid Atlantic region and the study also shows that families engaging with outdoor recreation activities have children 6 years or older. We also reviewed the Skift 2020 Destination Storytelling research that recommends telling local stories and our videos feature local paddlers who grew up connected to nature which will appeal to family travelers looking to create unique inspirational experiences for their children.

Marketing Plans (50 Points)**Cash Match Marketing Plan**

Media Type and Description	Target Market and Demographic	Ad Placement Date	Amount/Value
Social Media	Charlotte, NC. Families. Household Income \$110K+	April -October 2026	4800
Print Media & Design of Rack Card	Charlotte, NC and Hampton Roads. Families	Welcome Centers April - October 2026	2200
Digital Streaming Media	Charlotte, NC and Hampton Roads	September - October 2026	2000

Total Cash Match Marketing Plan

9000.00

VTC Reimbursable Marketing Plan

Media Type and Description	Target Market/Demographic	Ad Placement Date	Amount
Social Media	Hampton Roads Families	April - September 2026	6000
Print Media	Charlotte, NC. Families Household incomes over \$110K	April-May 2026	3000

Total Reimbursable Marketing Plan

9000.00

BONUS POINTS: VIFL Activation Type (5 Bonus Points)

How will you integrate the Virginia is for Lovers brand and Virginia Tourism Corporation services/opportunities in your marketing and advertising

Lodging Partner Letter of Support (Required)

- [Letter-of-Support-Sample.docx](#)

materials? The offering of booth space, press passes, and other opportunities for VTC content acquisition is encouraged. However, attendance cannot be guaranteed.

We will have our staff wear co-branded Virginia is for Outdoor Lovers T-shirts during the tours. We will also sign up for VTC PR Leads so we can try to earn editorial for our business and for Virginia.

Letter of Support from local or regional DMO (Required)

- [Letter-of-Support-Sample1.docx](#)

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

- I understand.