



CACVB APPROVED POLICY FOR THE TOURISM MARKETING SPONSORSHIP GRANT PROGRAM

Festivals, cultural and special events, the arts, and unique tourism initiatives (collectively referred to as, “events”) have proven to generate out-of-area interest that can be converted to day or overnight visitation to the greater Charlottesville area. Each of these can serve as an economic magnet that provides direct, positive economic impact for local businesses, especially hospitality and tourism related services.

The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) also recognizes that two seemingly similar but different programs under its administration currently provide marketing funding to support events. Therefore, to eliminate confusion on the part of prospective applicants, the CACVB will promote and administer one (1) program beginning in fiscal year 2018 (July 1, 2017 – June 30, 2018), merging the two existing marketing funding programs under this one, single program that will be referred to as the “Tourism Marketing Sponsorship Grant Program.”

Regional events held outside the greater Charlottesville area and within the geographic area defined by the Central Virginia Partnership for Economic Development (Counties of Nelson, Greene, Fluvanna, Louisa, Culpeper, Madison, Orange) are eligible to apply and be considered provided they have demonstrated previous, substantial benefit to the hospitality and tourism related services located in Charlottesville and Albemarle County.

Annually, the CACVB Board of Directors will allocate in its budget monies that will be made available through an application process to be used for marketing support of events. A three (3) tiered funding structure will be used in the review and funding of approved applicants.

- **Tier One** is for first time applicants or small scale, community focused events that have occurred but have never applied for funding through this process operating on a small budget with little or no established history. Maximum award for First Tier funding is \$2,000.

- **Tier Two** is for events with 2 or more years and when the applicant has either received prior funding from the CACVB for the event or the applicant can sufficiently demonstrate through various data that key requirements have been met. The maximum award per approved applicant is \$8,500.
- **Tier Three** applicants may apply for Signature Event standing after ten (10) consecutive years of the event. Funding for Signature Events is determined by the CACVB Board of Directors annually. Signature Events approved by the CACVB will receive funding once re-authorization has been established by the CACVB Executive Director. The process for Signature Events has already been established by policy set forth by the CACVB Board of Directors and, therefore, is not part of this process. However, applicant organizations that are non-profit and wish to be considered for consideration to become a Signature Event will go through an application process established by the CACVB.

The CACVB will not be the primary funding source for events, with the CACVB to fund 50% or less of the total amount of marketing costs in actual dollars. In-kind accrued value may be substituted for actual dollars when the "trade" equals a tangible dollar-cost equivalent exchange for services between the event and a third-party (i.e. event tickets to a printer for advertising, sponsorship placement on promotional materials for the event, etc.).

Application for funding will include all normal and customary requirements to satisfy a complete review and, if approved, the applicant will agree to the stated terms and conditions set forth.

Applicants approved for funding may not use these monies for administrative costs, capital and operating costs, salaries, political or lobbying activities, travel or entertainment costs (alcohol is a prohibited expense). Costs for website support if it is intended for improvement or enhancement to a website that directly markets the specific event, is allowed.

Applicants may apply for more than one event provided there is a 30-day separation between events.

The application process for the Tourism Marketing Sponsorship Grant Program will begin in the spring of each year and announced by the CACVB. Awards will be announced in July of the same year. The CACVB Executive Director will lead a review committee and make a final determination of events approved for funding and the amounts, and will convey this information to CACVB Board of Directors. Monies allocated must be spent no later than June 30 of the following year.

Approved by the CACVB Board of Directors, March 28, 2017