

FAQ for the FY18 CACVB Non-Profit Festival Marketing Funding Process

1	Who is eligible?	Non-Profit Organizations - 501(c)(3), 501(c)(6), University of Virginia
2	Qualifications?	Must submit a completed application, to include all that is required by CACVB; incomplete application will disqualify applicant
3	Permissible Use of Funds	Only for marketing of festivals/cultural events to attract out-of-area visitors; no exceptions
4	Activity	Festival and/or cultural event
5	Is a Marketing Plan Required?	Absolutely! The more detailed, the better
6	Eligibility Requirements	Organization can only receive funding from one program offered by the CACVB in the same fiscal year
7	Where Must Activity Occur?	City of Charlottesville or Albemarle County; no exceptions
8	Amount of Total Pool to be Awarded	\$40,000; size of award will depend on quality of application, total number of applications received & amount requested
9	Maximum Grant	Applicant <i>may</i> apply for funding up to but not to exceed \$6,000
10	Matching Grant 1:1	Applicant MUST show committable cash from other sources equal to amount requested in application for marketing
11	How Detailed Must the Budget Be?	Budget must show revenues/expenditures with as much detail as possible; this is a competitive process so more detail is best!
12	May Grant Be Leveraged with VTC Grant?	Yes, provided <i>all terms and conditions</i> are met in the CACVB grant application; activity must occur no later than 6.30.18
13	Application Process Opens	July 1, 2016
14	Application Deadline	Monday, 5:00 p.m. August 1, 2016, received by e-mail with hard copies delivered to the CACVB on or before deadline
15	Funding Decision Date	January 2017
16	Funds Availability Date	July 2017
17	When Must Activity Conclude By?	June 30, 2018
18	Will We Be Required to Submit Final Report?	Yes! A post-event final report will be due no later than 30 days after the event has concluded; no exceptions
19	Tell me more about Virginia Green Certified	For festivals & events, go to www.visitcharlottesville.org/viriniagreen
20	What Happens If A Final Report Is Not Submitted?	Eligibility to participate in all future CACVB grants or other funding opportunities may be not be permitted