



Sports Tournament Grant *Reimbursement* Program

The Sports Tournaments Grant Program was established as one of the Strategic Growth Initiatives of the Tourism Destination Strategy adopted by the Loudoun Board of Supervisors in March 2006. The program is designed to support bids on sports tournaments, including human and animal events that will generate the greatest return on investment in terms of visitor spending in Loudoun. A competitive application process encourages cooperation, ensures that the tournaments can be accommodated, and increases their success.

Eligible Organizations

Parks and recreation departments, and sports organizations that are capable of promoting and holding sports tournaments are eligible for funding.

Criteria

Each application will be evaluated based upon the following criteria:

- The tournament must directly impact the tourism and travel industry of Loudoun through promotion to out-of-area and out-of-state competitors and/or spectators. *Out-of-area is defined as 90 miles outside of the borders of Loudoun County.*
- Higher priority will be given to those events that occur during periods of need (weekends, January-March and July-August).
- Event must take place and funding expended within (18) months of the date of the award notification letter unless other arrangements have been approved.
- Applicants must use Visit Loudoun's housing system unless contracted with an independent housing bureau. If using an independent housing bureau, please provide proof of contract with application.
- Applicants are also encouraged to use Visit Loudoun services, including assistance with additional meeting and hospitality space needs, and on-site visitor information services.
- Applicants must use a tracking mechanism to measure results. A report that includes a list of hotels and number of room nights used during the event must be provided to Visit Loudoun at the conclusion of the event.

Eligible Expenses

Eligible expenses include bid fees, venue rental fees, registration fees, shipping and travel expenses, including accommodations and transportation related to tradeshow attendance, and other necessary recruitment tools. If an organization bids on a tournament prior to the grant award notification, but no earlier than September 1, 2017, they may be reimbursed, but there is no guarantee of a grant



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Funding

A total of up to \$50,000 is available for allocation for events starting after September 1, 2017.

Payment

Following the completion of the event, payment will be made based on actual room night pickup reported. For example: if the award was based on 1,000 room nights booked for an event and only 750 were shown on the pickup report, payment would be 75% of the award amount.

Application Process

1. Applications and supporting materials are due by **4pm on Wednesday, June 7, 2017**. Please email the application and all supporting materials to: Torye Hurst, Visit Loudoun National Sports Sales Manager: Hurst@VisitLoudoun.org

It is the applicant's responsibility to confirm that the application has been received. Visit Loudoun will not be responsible for undelivered applications.

2. At the time of the deadline, the applications are reviewed for completeness. If an application is not complete it is returned and is not considered by the review committee.
3. Complete applications are sent to a volunteer review committee which will make recommendations to the Visit Loudoun Board of Directors for approval.
4. The Visit Loudoun Board of Directors votes on the committee recommendations during their monthly board meeting which is currently scheduled for **Wednesday, June 28, 2017**.
5. Award notification letters will be sent to the applicants informing them of any awarded funds and the amount.
6. ***Funding must be expended within (18) months of the date of the award notification letter. Event must take place within 18 months of the date of the award notification letter unless other arrangements have been approved.***

** No modifications or adjustments to the applications are accepted once the applications are received. This excludes any clarifying information that may be requested during the review process, but includes any changes in program description or funding requests.*



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Questions about the program process?

Greg Harp, Visit Loudoun Director of Finance & Administration, 703-669-2008,
harp@VisitLoudoun.org

Questions about Visit Loudoun services and assistance?

Torye Hurst, National Sports Sales Manager, 703-669-2005, hurst@VisitLoudoun.org