

The Virginia Commission for the Arts and the Virginia Tourism Corporation offer a special grant program to defray the direct costs of tourism promotion efforts for Virginia arts organizations working in partnership with local tourism counterparts.

THE OBJECTIVE ENCOMPASSES THE FOLLOWING ACTIONS

- Encouraging and stimulating investment by collaboration between local, regional and statewide entities for cultural marketing initiatives.
- Marketing Virginia as a year-round travel destination for individuals and groups.
- Marketing the arts and cultural attractions of Virginia to international travelers.
- To encourage greater partnership between arts organizations, and local tourism offices.

CULTURAL TOURISM MARKETING GUIDELINES

Eligible partnerships must include a **Virginia non-profit arts organization** (*lead applicant*) and **Destination Marketing Organization** (*local / regional tourism entity*.) If a locality does not have a local or regional Destination Marketing Organization (*local / regional tourism entity*) the local Chamber of Commerce may be the second partner. (A list of Virginia Destination Marketing Organizations can be found at www.vatc.org/consumerservices/dmolist/). Collaboration with additional partners is encouraged but not required, and may include; other arts organizations, Virginia towns, cities, private businesses, museums, and other attractions. **NOTE:** a potential vendor of services for or to the proposed program, either directly or indirectly, is not eligible to be a partner in the application.

Applicants may apply for up to **\$10,000** with a required **1:1** match. The required match is cash only; no in-kind services or costs will be counted as matching funds.

Funding is awarded on a merit scale, based upon comprehensive review and score of the application by the Virginia Commission for the Arts and Virginia Tourism Corporation review committee. The review committee considers such factors as type and scope of the lead applicant, access to additional resources, the community impact and priority of the proposed project, the implementation timetable, and ability to increase and track overnight stays and visitor revenue in the community.

ALL PROGRAMS THAT PRODUCE PRINTED BROCHURES, WEBSITES OR OTHER VISUAL MATERIALS

- Must include both the Virginia Commission for the Arts logo and the Virginia Is for Lovers color logo (b/w logo acceptable on one color printed materials).
- Where practical, the Virginia Commission for the Arts and the Virginia Is for Lovers logos and website addresses should appear in advertisements (print, electronic, broadcast media, etc.).

If awarded a grant the partners must post its arts activities on the Virginia is for Lovers website (www.Virginia.org).

ELIGIBLE ACTIVITIES

Printed Materials – Travel related printed materials including brochures, media kits, group tour publications, meeting planner publications and other printed information materials designed to promote the partnership's area as a travel destination.

Placement of Advertisements – (includes print ads, radio, television, internet, etc.). Ads must promote the applicant's area to visitors and are encouraged to incorporate the Virginia Tourism Corporation Partnership Advertising Opportunities (www.vatc.org/advertising/). If the proposal includes media outlets that are not part of the Virginia Tourism Corporation Partnership Advertising Opportunities, justification must be included on why the proposed media outlet is selected.

Website Development – Development of websites to promote the applicants areas are eligible. Maintenance fees for websites are **NOT** eligible.

Travel and Trade Show Booth Rental/Participation Fees – Fees associated with registration at a travel and trade shows are eligible. Travel expenses, including accommodations and transportation are **NOT** eligible for funding.

Dues and Memberships – Fees that are required to participate in marketing initiatives or travel trade shows are eligible.

Fulfillment Costs – Fees associated with mailing collateral materials as a result of the marketing programs are eligible as well as the use of toll-free numbers associated with the programs.

Tradeshaw Displays – Design and production of display units that will be used in conjunction with travel promotions at travel and tradeshaws are eligible.

INELIGIBLE ACTIVITIES

- Programs that do not contribute to increased visitation and overnight stays to the lead applicant’s area and to Virginia.
- Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, and other administrative costs. (Toll-free numbers associated with the programs will be funded as described above, as will postage fulfillment costs directly associated with the programs).
- Costs of promotional items, such as pens, pencils, etc.
- Event start-up and production costs.
- Maintenance fees for websites.
- Travel expenses, including accommodations and transportation.
- Operating or overhead expenses.
- On-going marketing of the applicant. All marketing must be for new initiatives.

APPLICATION / REVIEW / PAYMENT PROCEDURE

Applications must include a detailed marketing plan that states specific media placements, timelines, and costs.

Applications must state clear performance measures. A detailed plan to measure the effectiveness of the proposed program must be submitted with the application. The plan must clearly state the expectations, targets, outcomes, and progress of the program and how that information will be measured and reported to the Virginia Commission for the Arts and Virginia Tourism Corporation.

The award ultimately may or may not equal the amount requested and is based on both application evaluation and available funds at the time of award. The Commission will pay 85 percent of the grant amount approved upon review. The final 15 percent will be paid within 30 days of the Commission’s receipt and approval of the final report submitted by the lead applicant, copies of vendor invoices showing actual costs, proof of payment of invoices, proof of product or ad campaign (tear sheets, examples of printed materials, copies of audio or video tapes), and/or screen captures and active web addresses for website related programs.

The final report is due to the Virginia Commission for the Arts at the end of the program and **no later than June 1, 2014**, detailing the results of the program, including return on investment, performance measure outcomes, and any other relevant supporting data.

APPLICATION SUBMISSION

- 1. Provide the original and seven additional copies of your application.** Applications should be typed or computer printed. Applications and supporting materials should not be bound or placed in a notebook. Staple or clip the application in the upper left hand corner. Supporting materials may be included in clear sheet holders or similar dividers.
- 2. FAX and/or e-mail applications will NOT be accepted.** For tracking purposes and date/time delivery recording purposes, it is recommended that applications be sent via UPS, FedEx, DHL, or USPS Registered Mail/Return receipt requested.
- 3. Any changes in the applicant’s program that arise after notification of award must be submitted immediately in writing to the Virginia Commission for the Arts.** Failure to do so may result in default and any funding awarded to date may be refundable to the Virginia Commission for the Arts and the Virginia Tourism Corporation.

.....
NOTE: This is not a postmark date.
.....

Applications are due by 5:00 PM on Monday, July 1, 2013.

Applications are due by 5:00 PM on Monday, July 1, 2013.

Use no more than ten (10) 8.5" by 11" regular white pages typed on one side (excluding supporting documentation). Use a typeface of 12 point or larger. Use binder clips in the upper left hand corner of each copy of the application.

Do not submit applications in spiral binders, plastic sleeves or folders.

Mail application to:

Virginia Commission for the Arts
1001 East Broad Street, Suite 330
Richmond, VA 23219
804.225.3132 (Voice/TDD)
www.arts.virginia.gov

Please Note New Address

DIRECTIONS

Type answers to all of the following sections following the numbered sequence. Identify your answers with both the number and heading of the section; e.g., "2. Lead Applicant Organization Name".

Please respond as briefly and concisely as possible, yet remember that some panelists will know only what you tell them about your project. Be sure to address all questions/information requested in each section.

Please contact the Virginia Commission for the Arts staff with questions: 804.225.3132

1. Type "2013-2014 Cultural Tourism Marketing Program" at the head of the page.
2. **Lead Applicant Organization Name** (must be not-for-profit (501c3) arts organization incorporated in Virginia). Include address, city, state, and zip code.
3. **Telephone, email, URL of lead organization.**
4. **Contact Person.** Name, title, and telephone number, and email address of the person to be contacted for more information about this application.
5. **Federal Employer ID Number.** Federal Employer ID number is assigned to your organization by the federal government as your Federal Employers' Identification Number. (A letter from the Internal Revenue Service with the Federal Employer ID number must be included with the application.)
6. **County/City**
7. **Required 2nd Partner:** Destination Marketing Organization (*local / regional tourism entity*) or Chamber of Commerce. Include address, city, state, and zip code.
8. **2nd Partner Telephone, email, URL.**
9. **List any additional partners and contact information.**
10. **Grant amount requested.** Not to exceed 50% of estimated cash expenses of the project and no more than \$10,000.

ANSWER THE FOLLOWING QUESTIONS, IN THE ORDER GIVEN

11. Program Description

- A. What do you want to accomplish?
- B. What are the goals for your program?
- C. What is the role and financial commitment of each partner?

12. Target Audience And Market Research

- A. Who is the target market and audience?
- B. Why did you choose this market?
- C. What research supports the interest in this market?

13. Marketing Program Plan

- A. What is the message that will cut through the clutter and encourage action?
- B. What resources do you have and need to reach the target market?
- C. What is the marketing plan to reach the target market?
- D. Is the marketing plan detailed, with specific timelines?
- E. Does the program efficiently use resources?

14. Performance Measures

- A. How will you know if you have reached your target audience?
- B. How will you track the follow up to – and effectiveness of – your marketing?
- C. How will you report the effectiveness of your program to the Virginia Commission for the Arts and the Virginia Tourism Corporation?
- D. What is the sustainability plan to continue the program after the requested funding cycle?
- F. What will the organization do if requested funding is not fully awarded?

15. Provide a Detailed Marketing Plan showing specific media placements, placement dates, brochure development, costs associated with program, etc. in the format shown below.

Reproduce this format on a separate page:

Cultural Tourism Marketing Plan			
Specific Item (media outlet, brochure, broadcast, etc.)	Date of Item Placement (cannot take place before August 15, 2013)	Projected Cost	Anticipated Completion Date
TOTALS:			

16. Budget of the Project

A. List the estimated cash expenses and cash income of the project using this format: (Under estimated cash income, list source from which funding has been requested and/or secured. (Do not include in-kind contributions.)

Estimated Cash Expenses of the Project

Estimated Cash Income of the Project

(List the financial contribution of each partner)

Description	Amount	Description	Amount
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
		* GRANT AMOUNT REQUESTED FROM VCA: \$ _____	
* TOTAL CASH EXPENSES:	\$ _____	TOTAL CASH INCOME:	\$ _____

*** PLEASE NOTE:** Total expenses and Total income should be equal, if not, please explain. Total VCA grant request must not exceed 50% of total estimated cash expense of project.

B. Describe the impact of partial funding on this project. What changes would you make?

If the lead applicant (non-profit (501c3 arts organization) has submitted an application to the virginia commission for the arts for general operating support for fiscal year (2013-2014) and funded questions 17 - 22 may be omitted.

17. Organization Purpose. Concise statement of the mission or purpose of your organization.

18. Organizational Structure

A. When was your organization founded?

B. When was it incorporated in Virginia?

C. How many people are currently employed by or volunteering their efforts to your organization? Use the following format for your answer. Include volunteer/paid contracted/fee for service/full or part-time individuals.

	Full-Time	Part-Time	Volunteer
Administrative	_____	_____	_____
Artistic	_____	_____	_____
Technical	_____	_____	_____
Board/Trustees	_____	_____	_____
Other (committees, etc)	_____	_____	_____

D. List principal paid staff positions by title. Indicate full or part-time. Show hours per week for part-time.

E. Describe the Board of Directors/Trustees major functions. How are members chosen? What is the average length of board service? How often does the board meet? What skills and community groups are represented by board members? Do any members of the board of directors perform or exhibit with your organization? If so, how many? Describe any unique features of your organization's structure which help it achieve its mission.

19. Racial/Ethnic Involvement

A. Describe the racial/ethnic demographics of your service area. Describe the effort you make to involve people of color (Asian, Black/African American, Hispanic/Latino, American Indian/Alaskan Native, Native Hawaiian/Pacific Islander or) in your organization as board, staff, volunteers and audience. What steps have you taken to develop specific programs which address the needs and/or interests of multi-cultural people?

B. For the people listed in Section 19A, how many are people of color or special constituencies? (definitions: people of color – American Indian/Alaskan Native, Asian, Black/African American, Native Hawaiian/Pacific Islander or Hispanic/Latino; special constituencies – individuals with mental or physical disabilities or older persons.) Use the following format for your answer:

NOTE: further information is required on the attached National Standard for Arts Information Exchange Race/Ethnicity Data Collection Form.

	People of Color	Special Constituencies
Administrative	_____	_____
Artistic	_____	_____
Technical	_____	_____
Board/Trustee members	_____	_____
Other (committees/etc.)	_____	_____

20. Total income and expenses. Total cash income and expenses for your organization’s most recently completed, current, and next fiscal years.

A. Include your organization’s most recently completed Profit / Loss Statement or Audit. The Commission does not accept 990 Forms or IRS Tax Forms.

21. Previous year’s activities. List major arts activities or services by your organization in the previous year, the number of each type of activity, and total attendance at each type of activity.

22. Compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. Section 504 of the Rehabilitation Act of 1973 is the federal law prohibiting discrimination against persons with physical or mental disabilities in federally assisted programs.

A. Are your organization’s physical facilities and real estate owned, rented, donated, or shared? Briefly describe the facilities your organization uses most often for administration and/or its programs.

B. Who is the accessibility coordinator for your organization? Does your staff receive training in working with persons with disabilities?

C. Answer the following questions. Do not skip any of these questions. If some are not applicable to your organization, write "N/A" and explain why.

- Does your organization have an advisory committee to oversee compliance with Section 504 of the Rehabilitation Act?
- Is there ramp access or elevators for wheelchairs?
- Is there a wheelchair area for viewing performances?
- Are there restroom facilities with grab bars and door widths to accommodate wheelchair users?
- Will your public performances or programs provide:
 - Interpreters for persons who are deaf?
 - Telecommunications device for the deaf to reserve tickets or obtain information?
 - Hearing amplification (FM, infrared, etc.) for persons with hearing impairments?
 - Audio description of performances or presentations for persons who are blind or have low vision?

D. Describe any plans your organization has to improve its future accessibility to individuals with mental or physical disabilities or older persons.

CERTIFICATION OF ASSURANCES AND GRANT CONDITIONS 2013-2014 FOR CULTURAL / ARTS TOURISM MARKETING PROGRAM OF THE VIRGINIA COMMISSION FOR THE ARTS & VIRGINIA TOURISM CORPORATION

Virginia Commission for the Arts grantees are required to be non-profit Virginia organizations and exempt from federal income tax under Section 501(a), which includes the 501(c)3 designation of the Internal Revenue code, or are units of government, educational institutions, or local chapters of tax exempt national organizations.

No part of any Commission grant shall be used for any activity intended or designed to influence a member of Congress or the General Assembly to favor or oppose any legislation.

Each Commission grantee will:

- provide accurate, current and complete financial records of each grant.
- maintain accounting records which are supported by source documentation.
- maintain effective control over and accountability for all funds, property, and other assets ensuring that assets are used solely for authorized purposes.
- maintain procedures ensuring timely disbursement of funds.
- provide the Commission, or its authorized representatives, access to the grant-related financial records.

The grantee will expend any and all grant funds only for purposes described in the application form and attachments. The grantee must request permission in writing to make substantial changes in budget, schedule, program, personnel. The requested changes must be approved in advance by the Commission. NOTE: If any project receiving grant support from the Commission has actual income in excess of expenses, the grantee must use these funds for other arts activities and the Commission must approve the organization's use of any of these excess funds up to the amount of the grant.

Each Commission grantee will comply with these federal statutes and regulations:

- Title VI, Section 601, of the Civil Rights Act of 1964, which provides that no person, on the ground of race, color or national origin, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
- Title IX, Section 1681, of the Education Amendments of 1972, which provides that, with certain exceptions, no person, on the basis of sex or age, shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance.
- With Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination against persons with physical or mental disabilities in federally assisted programs. Compliance with this Act includes the following: notifying employees and beneficiaries of the organization that it does not discriminate on the basis of handicap and operation of programs and activities which, when viewed in their entirety, are accessible to persons with disabilities. Compliance also includes maintenance of an evaluation plan developed with the assistance of persons with disabilities or organizations representing disabled persons which contains: policies and practices for making programs and activities accessible; plans for making any structural modifications to facilities necessary for accessibility; a list of the persons with disabilities and/or organizations consulted; and the name and signature of the person responsible for the organization's compliance efforts ("ADA Coordinator").

Each grantee will submit a Final Report to the Commission within thirty (30) days of the end of the grant period and before June 1, 2014 (A Final Report form is sent by the Commission with each grant award letter. It is the responsibility of the grantee to hold this form for completion until the end of the grant period). This report will contain a comparison of actual with budgeted amounts (as submitted on the application) for each grant prepared from the grantee's accounting records, and for General Operating Support grantees the Commission will separately require a financial statement (final or year-to-date) of all income and expenses of the grantee organization for the fiscal year in which the grant funds were received.

Acknowledgment of the Commission and the Virginia Tourism Corporation must be made in all published material (printed programs, news releases, web news, email alerts, advertisements, flyers, etc.) and announcements regarding the particular activity or activities supported. Suggested language is "(organization or activity) is partially supported by funding from the Virginia Commission for the Arts and the Virginia Tourism Corporation."

This form must be signed by an individual duly authorized by the governing body of the organization to act on its behalf and submitted with every grant application made to the Commission. The signature of the individual indicates the organization's compliance with the grant conditions listed above. A duly authorized individual must also sign the final report form.

The undersigned certifies to the best of his/her knowledge that:

- the information in this application and its attachments is true and correct;
- the filing of this application has been duly authorized by the governing body of the applicant organization;
- the applicant organization agrees to comply with all grant conditions cited above.

The undersigned further certifies that he or she has the legal authority to obligate the applicant organization.

Typed Name of Authorizing Official of Lead Applicant _____ Title _____

Signature of Authorizing Official of Lead Applicant _____ Date _____

2nd Partner Applicant Organization Name _____

Typed Name of Authorizing Official of 2nd Partner Applicant _____ Title _____

Signature of Authorizing Official of 2nd Partner Applicant _____ Date _____

Applicant/Organization Name: _____ FORM BCKFDR\8891 (Updated 12/20/01)

NATIONAL STANDARD FOR ARTS INFORMATION EXCHANGE RACIAL/ETHNICITY DATA COLLECTION FORM

Individual Applicants:

Individuals should circle **any combination** of the characteristics listed below that apply:

- A: Asian**
- B: Black/African American**
- H: Hispanic/Latino**
- N: American Indian/Alaskan Native**
- P: Native Hawaiian/Pacific Islander**
- W: White**

Organizational/Institutional Applicants

(e.g. school, arts group):

Using the characteristics listed below, circle the predominant group of which the staff or board or membership (not audience) is composed. Organizations should choose the **one** code that best represents 50 percent or more of its staff or board or membership. If none of these conditions apply to the organization, classify the organization "99."

- A: 50% or more Asian**
- B: 50% or more Black/African American**
- H: 50% or more Hispanic/Latino**
- N: 50% or more American Indian/Alaskan Native**
- P: 50% or more Native Hawaiian/Pacific Islander**
- W: 50% or more White**
- 99: No single group** listed above represents 50% or more of staff or board or membership

For Both Individual & Organizational Applicants:

Using the characteristics listed below, indicate if the majority of the grant activities are intended to involve or act as a clear expression or representation of the cultural traditions of one particular group, or deliver services to a designated population listed below, choose that group's code from the list. If the project or activity does not emphasize the culture or traditions of one group, please circle "99." If you seek or receive general operating support or support for administrative or artistic expenses for many projects and activities and cannot select one group, please circle "99."

- A: Asian individuals**
- B: Black/African American individuals**
- H: Hispanic/Latino individuals**
- N: American Indian/Alaskan Native individuals**
- P: Native Hawaiian/Pacific Islander individuals**
- W: White individuals**
- 99: No single group**

NOTE: Generally, an activity can be considered "a clear expression or representation of the cultural traditions of one particular group" if it is:

(1) A project in which the intent is to communicate the culture or traditions of a particular race. For example, performances by an African dance company would be coded as "Black/African American."

and/or

(2) Projects which are usually understood to be reflective of the culture or traditions of a particular race. For example, Kabuki theatre is performed in many localities, and by many Asian and non-Asian groups. All of these performances would be coded as "Asian" because regardless of who produces the work, the type of theatre itself is widely understood to be an expression of Japanese culture.

This information will be used as part of a data collection project which documents state arts agency grant-making activities nationwide. This information will be used to determine national trends in grant-making and will not be considered during the grant-making process.