Tourism & Economic Recovery Marketing Grants

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Webinar Agenda

- Key Dates
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- Funding Availability
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- Eligible Projects
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- Ineligible Projects
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Key Dates

Application Release: September 16, 2021
Application Deadline: November 3, 2021 at 11:30pm
Award Notifications: December 2021
Estimated Project Start: January 2022
Project Duration: All projects, including reporting, must be completed by March 1, 2023
Program Overview

- One time $600,000 of available funding appropriated by the Vermont Legislature.
- These grants are for the implementation of regional tourism marketing campaigns and initiatives that increase consumer spending, support local businesses, and advance community recovery efforts.
- Projects must be distributed equitably to reach a broad audience, including underrepresented communities and new and diverse communities of visitors.
- Projects are encouraged to be lasting and transformative to the region.
Funding Availability

- Grant awards will be between $10,000 - $30,000
- No match requirements
- Up to 10% of grant request may be used for administrative costs which may include staff time
- All expenses must be incurred during specified grant agreement timeline
Eligible Applicants

- Eligible applicants include chambers of commerce, regional development corporations, young professionals' networks, downtown organizations, municipal economic development/community development departments and committees, business organizations, or other similar groups.
- Projects must benefit more than one business, organization, or individual to be eligible for funding.
- Applications must include between 1 and 4 letters of commitment from collaborating partners.
Eligible Projects

- Grant funding may be used in the development of materials designed to support tourism-related projects through advertising, promotion, publicity, new or expanded seasonal/annual events such as regional festivals or a themed event series, online resources, or collateral specifically designed to provide regional information to visitors.
- Increase consumer spending from visitors, support local businesses, and advance community recovery efforts
- Establish regional partnerships to increase visitation
- Reach a broad audience, including historically underrepresented communities and new and diverse visitors.
Evaluation Criteria

- Proposals that demonstrate regional partnerships and collaboration further strengthening the region as a destination for visitors.
- Projects that result in assets and/or collateral that lives on beyond the life of the project.
- Projects that exemplify the diversity of the region.
- Projects that have a regional impact and support state designated communities.
- Projects that bring new and diverse visitors to the region.
Ineligible Projects

- Projects that target residents
- General economic development and workforce development projects.
- Existing programmatic support without expansion or connection to impacts of the COVID-19 public health emergency.
- Projects that do not have a clear tie to the impacts of the COVID-19 public health emergency.
Expected Outcomes & Reporting

- Upon completion of grant a report must be submitted which summarizes the outcomes of the project including measurable results, tasks completed, deliverables, documentation of expenses, and the amount of funds leveraged from other participating entities.
- Project must result in achievements that can measure the following required metrics:
  - Number of participating businesses
  - Number of people outside of your region who will be reached by this campaign
  - Estimated consumer spending generated by this campaign
On June 14, 2021, Governor Scott removed all State COVID-19 restrictions and the State of Emergency expired on June 15, 2021. For more information, current considerations, and operational recommendations, please visit Vermont.gov/Vermont-Forward.

TOURISM AND ECONOMIC RECOVERY MARKETING GRANTS

About the Program
The Tourism and Economic Recovery Marketing Grants are the implementation of a $600,000 appropriation by the Vermont Legislature to provide grants to organizations to support their efforts and activities related to regional tourism marketing to aid recovery from COVID-19. These grants are intended to enable local,
HOW TO APPLY

1. Download and review the Financial Cover Sheet and Project Profile Previews. These downloads have been provided as a preview of the questions only. Applications must be submitted online and will not be accepted via email.

2. Attend or view the Information Session Webinar scheduled for October 7th, 2021 at 1pm.

3. Complete and Submit the Financial Cover Sheet. Application must be completed in one session. We recommend drafting all responses in a separate document and loading them into the application once you are complete.

4. Complete and Submit the Project Profile. Application must be completed in one session. We recommend drafting all responses in a separate document and loading them into the application once you are complete.

This application automatically closes on November 3rd, 2021 at 11:30pm. Late applications will not be accepted.

Support
If you have questions, please email RegionalMarketing@vermont.gov.
Frequently Asked Questions

- Where can I get help with grant writing?
- Is my project eligible?
- How do I measure the required metrics?
- What are eligible costs?
- How do you define a region?
- How many projects will be awarded within a region?
Thank You!

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