

Charlottesville

ALBEMARLE COUNTY, VIRGINIA

Charlottesville Albemarle Convention & Visitors Bureau Non-Profit Tourism Marketing Program For FY20

***Applicant Organization is required to answer each question.
Incomplete applications will automatically disqualify applicant organization for consideration.***

1. Applicant Organization:
2. Name of Festival:
3. Date of Festival:
4. Is the applicant a 501(c)(3) 501(c)(6) University of Virginia
5. Taxpayer Identification #
6. Is your organization domiciled in either Charlottesville or Albemarle County? Yes No
7. Will this festival occur in either Charlottesville or Albemarle County? Yes No
8. What is the amount of funding this festival is requesting in FY '20?
9. What year did this festival begin?
10. If the event has not occurred in this calendar year, write, "pending".
_____2019 _____2018 _____2017 _____2016 _____2015
11. What percentage of your gate admission was paying attendees? _____%
12. Within your marketing plan, does this festival plan to market out-of-state visitors? Yes No
13. If yes, list out-of-area markets in which festival advertising and/or marketing efforts will be seen:
 - a.
 - b.
 - c.
14. Does this festival have an approved budget that details revenue and expenditure line items?
Yes No
15. What is the actual cash allocation for marketing this festival in FY '20? \$
16. Did this festival receive funding from the CACVB though the same process from July 1, 2018 - June 30, 2019?
 - a. If Yes, state the amount \$

17. If you answered Yes in the previous question, did your organization provide festival information to the CACVB to create an economic impact statement? Yes No
18. If No, why? Please provide the answer on supplemental sheet.
19. Of the amount being requested for FY '20, what estimated percentage of the festival's total revenue for FY18 would be derived through this funding, if approved? %
20. Will this festival secure additional funding (i.e., direct fundraising, special events/receptions, grants, sponsorships, etc.) for FY '20 Yes No
- a. If yes, please provide details on supplemental sheet to include, for example, name of sponsor, amount donated/committed, dates of fundraising, type of grant secured/applied for, etc.
- b. If No, please explain on supplemental sheet why your festival is not attempting to secure additional non-in-kind funding.
21. Festival agrees to include in the post-event report detailed on a supplemental sheet of all in-kind donations, estimated value, and service(s) provided. Failure to do so may jeopardize future funding offered by the CACVB
- Yes No
22. Has this festival undergone a financial audit in the last year? Yes No
23. If the answer is Yes to question 23, please provide the CACVB with a copy of this audit for the festival.
24. Provide a copy of the most recent IRS Form 990? (not short form)
25. Festival agrees to provide a CACVB approved hotel booking landing page on your website and accept direct billing of \$250 for page creation. Yes No
26. Will this festival create packaged offerings with lodging for potential attendees? Yes No
- If, Yes, what possible partners have been identified so far?
- a.
- b.
- c.
- d.
27. Will this festival conduct a participant/attendee survey? Yes No
28. If, Yes, when will this survey be administered? During Festival After
- Please include a copy of your most recent survey as the CACVB has several specific questions we would like you to include.
29. How will surveys be administered? Online Intercept On site (such as theater)
30. The CACVB must demonstrate annually a Return on Investment of 7:1 for funding that it receives from the City of Charlottesville and Albemarle County. If your festival occurred last year, what was the ROI? : , based upon the CACVB's event impact calculator. If you do not know, how will this festival clearly demonstrate its Return on Investment for funds received through this program? Please explain (use supplemental sheet)

31. Is the total of your fundraising and administrative costs less than 25% of your festival's total overall expenses?
Yes No
32. If approved, will the amount provided through this program be less than 50% of the total amount for marketing costs (hard-dollars, not in-kind)? Yes No
33. What impact(s) will a decision to not fund this festival have as this festival plans for FY18? Please explain (use supplemental sheet)
34. Describe on a supplemental sheet the methods and tools for measuring success; target goals for increased overnight or daytrip visits, increased audience/circulation, number of tickets sold, overnight rooms booked/occupied, coupons redeemed and any other quantifiable measures for this festival.
35. On a supplemental sheet, please describe your plans to sustain this festival in future years.

"This application is submitted with the understanding that additional information may be requested by the Charlottesville Albemarle Convention and Visitors Bureau to determine whether funding for marketing initiatives will be approved. I understand that the CACVB will award up to but not to exceed fifteen percent (15%) of the total \$40,000 designated funds, being \$6,000 per applicant. If monies received are not expended in the manner described in this application and other supporting documentation received, festival will, upon request by the CACVB, fully reimburse the CACVB for the amount received. Failure to do so when requested will result in legal action."

Signature

Date

Print name

Mailing Address

E-mail address

Phone

Website

APPLICATION DEADLINE - 5:00 P.M., Friday, May 17th, 2019. ELECTRONIC APPLICATIONS MUST BE SENT VIA EMAIL TO: koleary@albemarle.org PRINTED APPLICATION MUST BE DELIVERED IN PERSON IN A SEALED ENVELOPE ADDRESSED TO KATHY OLEARY AND WILL BE ACCEPTED AT THE ADMINISTRATION OFFICE OF THE CACVB, 610 EAST MAIN STREET, ONLY. PLEASE DO NOT MAIL APPLICATIONS. ALL APPLICATIONS WILL BE TIME STAMPED UPON RECEIPT. FAILURE TO ADHERE TO TIMELY SUBMISSION WILL DISQUALIFY APPLICANT.

IMPORTANT: IF YOU HAVE ANY QUESTIONS ABOUT THE APPLICATION PROCESS, please contact Kathy Oleary, CACVB Finance Administrator – koleary@charlottesville.org, or Will Dozier, CACVB Marketing Project Coordinator - wdozier@albemarle.org. No phone calls please.

All questions on this application must be answered and, where asked, supplemental information must be provided. Failure to complete these items will disqualify your organization in this process.