

## 2016-17 CACVB Tourism Sponsorship Grant Program FAQ

1	Who is eligible?	For profit and non-profit entities
2	Qualifications?	Must submit a completed application, to include <b>all</b> that is required by CACVB; incomplete application could disqualify
3	Permissible Use of Funds	Only the activity that is proposed and approved by the CACVB for grant funding, <b>no exceptions</b>
4	Activity	Any tourism initiative that has the ability to attract out-of-area visitation
5	Is a Marketing Plan Required?	<b>Yes</b> , the CACVB wants to see how you will use these funds to market & promote the proposed initiative!
6	Eligibility Requirements	Organization can only receive funding from one program in the same fiscal year
7	Where Must Activity Occur?	City of Charlottesville or Albemarle County; <b>no exceptions</b>
8	Amount of Total Pool to be Awarded	\$30,000; size of grant 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 <b>not to exceed</b> \$7,500
10	Matching Grant 1:1	Applicant <b>MUST</b> show committable cash match equal to amount requested in application from other sources
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 <b>must</b> occur no later than 6.30.17
13	Application Process Opens	May 2, 2016
14	Application Deadline	<b>5:00 p.m., May 25, 2016</b> - no exceptions; submssion must be received by email to burkhart@charlottesville.org
15	Funding Decision Date	June/July 2016
16	Funds Availability Date	July 2016
17	When Must Activity Conclude By?	June 30, 2017
18	How Can I Get Virginia Green Certified?	Visit our site for more information, <a href="http://www.visitcharlottesville.org/virginiagreen">www.visitcharlottesville.org/virginiagreen</a>
18	Will We Be Required to Submit Final Report?	<b>Yes!</b> A post-event final report will be due no later than 30 days after the event has concluded