



401 North 3rd Street P: 804.782.2777
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VisitRichmondVA.com

Meaningful Meetings Grant Program

Richmond Region Tourism is committed to playing a key role in the long-term development of the Region as a vibrant and creative destination by supporting Arts and Culture community and showcasing the Richmond Region as an international cultural destination. Culture and Arts are two of the most powerful driving forces in tourism. The benefits of a strong Arts and Culture community ranges from preserving cultural heritage, creation of jobs in various sectors to one of the major factors in business sector - talent attraction and retention.

According to America for the Arts, non-local attendees spend twice as much per person as their local counterparts as a result of attending an Arts event.

Nationally, total event-related spending by Art attendees was an estimated \$102.5 billion (2015 study). This spending supported 2.3 million jobs, provided \$46.6 billion in household income, and generated \$15.7 billion in total government revenue.

Through our new Meaningful Meetings program, we will partner with community members and thought leaders to actively identify and secure Art and Culture centric meetings and conventions in the Region, while creating ancillary economic impact and promotional opportunities for local partners in the Arts and Cultural sector. In addition, these meeting and conventions will continue supporting creative economy, showcase the community's unique personality and, at the same time, provide new ideas exchange and networks for creative businesses.

Help us bring a meeting or convention to the Richmond Region, and we'll award your organization a grant that can be used to support any of your company's goals, initiatives, and continued success in the Richmond Region.

If you belong to a national or regional Arts or Culture-centric organizations, sit on one of their boards, have recently attended a conference, promoting Arts and Culture – or wished you could – we want to hear from you!



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Three Easy Steps:

- Tell us about an event or meeting you want to bring to RVA by contacting sales@visitrichmondva.com or **804-783-7425**. We work with every size event!
- Connect our staff with the event planning team to leverage our safety protocols expertise, hybrid digital prowess and complimentary services, ranging from hotel sourcing and logistics to creating authentic experiences for attendees and on-site program support.
- Recommend the Richmond Region as a host destination

After we are introduced to the referred organization's meeting planning team, we will begin our comprehensive and complimentary process to secure the hotel and group's commitment. Once the event takes place, we will award the grant to your organization.

Grant Levels:

- 50-99 total guestroom block* gets a \$250 grant
 - 100-199 total guestroom block gets a \$500 grant
 - 200-499 total guestroom block gets a \$750 grant
 - 500-1000 total guestroom block gets a \$1,000 grant
- * Guestroom block is determined by past pick-up and rooms contracted with the hotel.

It's a Win-Win!

- This is a wonderful way to actively support Art and Cultural initiatives and our creative local community by recruiting the meetings and conventions that you and your colleagues want to attend.
- You'll help promote our community pride and the Region as a vibrant destination
- Your colleagues can attend an event that is now local and more affordable
- You'll make an economic impact on your community. We can provide the data on the Economic Impact of your event and the ways this event impacted this community in addition to visitor spending

Grant Criteria:

- Richmond Region Tourism must be involved in the process at the very beginning
- This program does not apply to the events already booked
- Incentive payouts are based on actual consumed room nights as reported by local hotels
- Proactively collaborate with Richmond Region to help secure Richmond Region as a host destination
- Funds will be paid to the local organization that initiated the event recruitment