



## Special Events Grant: Fueling Innovation and Growth for New Events in the Richmond Region

### Information about this grant:

Richmond Region Tourism is pleased to launch the inaugural Special Events Grant, funded by the Tourism Improvement District. This grant is a unique funding opportunity open to any entity/organization planning a new special event in the Richmond Region. The goal is to increase potential visitors from outside the Richmond Region with this grant. This Grant Program has a finite amount of dollars that can be awarded to deserving organizations. It will be a competitive process and your descriptive answers will be vitally important to the committee during the review and scoring process.

### Qualifications:

- Must be a new event, an event within its first three years of existence, a newly created ancillary event that is designed to enhance an existing event, or an event that has not been held within the destination for at least the past three years.
- Must attract at least 10% of its attendees from outside a 50-mile radius of the Richmond Region, with the attendees staying for at least one night.
- Organizations that are already receiving grant or incentive funding from Richmond Region Tourism and Richmond Region Tourism Foundation are also eligible for this grant, provided they are not seeking funding for the same event already being supported.
- Applicants can request up to \$5,000, which will be reimbursed post-event for expenses directly related to the event.

### The Application Process

- Completed applications are reviewed on a rolling basis, and awards will be granted until the fund allotment is expended.
- As the grant applications are received, they will be reviewed, scored, and decided on.
- The organization applying for the grant will be notified of the decision, no later than 15 business days following application.

### Application Scoring Criteria

All applications will be reviewed and decided on by a Richmond Region Tourism Committee; each application will be weighed and reviewed according to the following criteria.

Factor	Maximum Possible Score
Hotel room nights, overnight visitors, and/or economic impact of event	40
Future plans to increase the number of visitors, attract more teams, add new events etc., and how you will use these funds to aid in your promotion.	20
How will your event attract media attention and drive awareness to attract future outside events to the Region?	20
Does the event showcase the Region as a multicultural hub?	10

## Eligible Expenses

This list represents the most common types of expenses, but the below is not an exhaustive, all-inclusive list. Even if an item may be found below, it does not guarantee reimbursement.

- Facility meeting room rental fees
- Rental of furniture, fixtures or equipment (i.e. stage, chairs, tables, easels, lectern, risers etc.)
- Contracted security or traffic services
- Event-specific signage, marketing materials, advertising, and media to promote event
- Event production and technical expense
- Local Permit fees
- Event insurance
- Transportation/Shuttling/Parking costs between venue and hotels
- Assistance with technology provider costs to host hybrid meetings
- Discount on F&B, excluding alcohol
- Charges for room set-up changes
- Box storage and shipping

## Application Terms

- If awarded, the grant will be applied to help increase the number of visitors to the Richmond Region.
- If awarded, the organization agrees to provide Richmond Region Tourism accurate details within the application for the applicable event.
  - This application will help to estimate the number of hotel room nights and assess potential subsequent economic impact related to your event.
  - There will additionally be a Post-Event Review, this will help to ascertain the full economic impact stemming from the event. If awarded, be prepared to document how you used the cash grant to promote your event, within the 30 days after the completion of the event.
- If awarded, the organization agrees to work with Richmond Region Tourism on promoting hotel information to attendees.
- If awarded, the organization agrees to include Richmond Region Tourism, and/or VisitRichmondVA branding/logo in their event collateral and promotion, both in printed materials, and event promotion and marketing online.