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VisitRichmondVA.com

Partner with Richmond Region Tourism to Bring Your Group's Meeting to RVA

Richmond Region Tourism works year-round to attract regional, national and international conventions, meetings and sporting events to the area. In 2019-2020, meetings, conventions and tournaments booked by RRT represented more than \$64 million in economic impact for the region. These events will play an important role in our region's economic rebound after the pandemic.

You can help: Community member connections and referrals are critical to bringing meetings to our region.

Are you a member of a regional or national organization that's looking at destinations to host an upcoming conference or event? RRT can help you "pitch" the region to your organization, as well as helping with all aspects of event planning and coordination – for free.

To support the region's economic rebound and to welcome events back in the future, RRT is launching the Meaningful Meetings program to help incentivize organizations for bringing events to the region.

Meaningful Meetings Grant: University programs

Richmond Region Tourism has developed this University Grant Program to further strengthen the ties between local universities and regional economy. There is an important nexus between the successful regional economic development and the prosperity of the local universities. Knowledge capital, leading industry sectors, subsequently creating new specialized skills, technological and educational advancements are the drivers of Region's economic path into the future.

Through our new Meaningful Meetings program, we will partner with university community members and the academia to actively identify and secure meetings and conventions, essential to the Region's economic development and fostering knowledge exchange and innovation. Bringing these conferences to the Region will also create ancillary economic impact and promotional opportunities for SWAM and diverse-owned businesses. In addition, these meeting and conventions will create long term opportunities for collaboration, best practices and ideas exchange as well as further economic development in the Richmond Region.



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Work with RRT in 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. All for free.
- 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 the University.

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 educational and economic development initiatives that directly support your local community and help recruit the meetings and conventions that you and your colleagues want to attend.
- You'll shine the spotlight on the university's achievements and academic programs
- You'll help promote our community as a welcoming place
- You'll help elevate local businesses and diverse community
- 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