



Meet and Play in Chesapeake Incentive Program Agreement

I. PURPOSE OF FUNDS

The “Meet and Play in Chesapeake” incentive program is developed to increase tourism industry recovery by incentivizing meeting and event planners AND local sports, meeting, and event facilities as they bid for regional conventions, meetings, events, and tournaments by generating hotel overnight stays and creating a significant economic impact for Chesapeake, Virginia.

Grant funds will equal \$10.00 per verifiable room picked up at a Chesapeake, Virginia, hotel during the approved event dates. The maximum amount that can be awarded per approved application for groups that have event dates in May through December is \$2,500.00.

- Special consideration will be given to groups that have event dates in January, February, March, or April. Grant funds during these months will equal \$15.00 per verifiable room picked up at a Chesapeake, Virginia, hotel for the approved event. The maximum amount that can be awarded for January, February, March, or April per event is \$4,500.00.

II. MISSION AND GOALS

The mission of the Chesapeake Convention & Visitors Bureau (“Chesapeake CVB”) is to attract visitors, tour groups, sporting tournaments/events, and meeting and convention business to the City of Chesapeake. These funds should support events that advance and promote tourism, economic impact, and quality of life in Chesapeake, Virginia.

The grant fund mission is to offset costs that may create obstacles to winning event bids or to bringing events to Chesapeake. Chesapeake CVB reserves the right to approve or deny the use of grants funds by applicants based on the eligible expense requirements below. If an ineligible expense is submitted, the applicant will have the opportunity to resubmit other eligible expenses for review.

III. ELIGIBLE EVENTS

Grant dollars are intended to draw new business into Chesapeake and therefore, only apply to events contracted on or after April 1, 2022, that occur on or after April 1, 2022. Grant dollars do not apply to existing business contracted prior to April 1, 2022, that take place on or after April 1, 2022, or to recurring events. Funds will be awarded for use by organizations or groups booking a specific convention, group tour, event and/or tournament.

To qualify for the incentive rebate, the applicant must be the primary organizer, event host, or event or meeting planner (“Planner”) and the event must:

- use the Chesapeake CVB for securing hotel rooms within the Chesapeake, Virginia, city limits;

- be a new booking contracted on or after April 1, 2022 and held on or after April 1, 2022; and
- be booked for a minimum of 10 rooms per night, for a minimum 1-night stay.

Chesapeake CVB will assist Planners in securing hotel rooms within Chesapeake by sending out leads to hotels that fit the event’s needs. Hotels will then have the opportunity to make a bid to secure the business of the event. Planners will then be able to review all the submitted bids by the hotels to choose the best fit for their event.

Grants are discretionary and based on available funds. Conventions, meetings, or tournaments that have signed contracts prior to April 1, 2022 are not eligible. Planners may apply for this grant once per new event per year for up to 3 years as long as the grant program is funded. Organizations may apply for multiple events in one year, so long as the events are not the same event.

Events must take place within twelve months of grant award to qualify for reimbursement.

Examples of eligible events include, but are not limited to:

- business meetings
- conferences
- conventions
- exhibitions
- trade shows
- consumer shows
- sporting tournaments
- group tour activities

IV. ELIGIBLE EXPENSES

Funds can be used to offset expenses related to hosting events in Chesapeake. Incentive Funds must be used to utilize the services of a Chesapeake business to be considered an eligible expense. Types of eligible expenses include but are not limited to:

- event space or venue rental
- field rental
- food and beverage events (excluding alcohol)
- promotional items such as logo wear, giveaways, awards, trophies, etc.
- audio/visual support
- entertainment
- transportation

V. INELIGIBLE EXPENSES

This incentive does not apply to certain activities, including but not limited to:

- general operating or administrative expenses including staff and officials traveling to solicit events
- purchase of permanent equipment
- printed programs which solicit for advertising
- gratuity, taxes, or service charges
- alcohol

- hotel room costs
- event planner and management fees or costs
- attrition fees
- fees for any venue located outside of Chesapeake City limits
- any item or service purchased outside of Chesapeake City limits or from a non-Chesapeake business

VI. APPLICATION/REVIEW PROCESS

Applications must be submitted at least 60 days before the event has occurred and will be processed on a first-come, first-served basis. An application does not guarantee approval. Decisions will be made within two weeks of application receipt.

Submitted applications will be reviewed to ensure that they meet the criteria on an eligible event. Events will then be approved or denied. Once the event is approved, the applicants will need to submit verification of rooms and expenses to qualify for reimbursement.

Applications can be found on-line at www.VisitChesapeake.com/meetings.

VII. GRANT DISTRIBUTION

Before receiving any incentive monies, applicants will need to submit a finalized hotel room night pick-up report or room night written verification from any utilized Chesapeake lodging property or properties listing the total room pick-up. Additionally, applicants will be required to submit a copy of all eligible invoices and receipts and proof of payment of eligible expenses within 90 days of the end date of the pre-approved meeting or event. If you do not provide verification, your rebate will be forfeited. Rebates will only be issued after the event has occurred and all required documentation has been submitted and verified. Reimbursement will be calculated based on the number of Chesapeake hotel rooms and the total amount of eligible invoices and receipts submitted (up to the maximum award allowed).

Funds will be dispersed by check to the host organization once their final packet has been received and reviewed for eligibility, if approved. Organizations should receive a check within four weeks of approval.

A. Room Night Written Verification

Each lodging property that attendees stay at during the approved event must agree to report the room nights booked for the qualified event. Upon completion of the specified event, the lodging property must provide the total room pick-up report associated with the specified event. If a pickup report is unavailable, you must request other documentation. This documentation will need to:

- originate from the property on business letterhead
- be signed by the property general manager or another officer with the authority to make such a statement on the business's behalf
- provide the titles and functions of the officer signing the report

- include the statement, “I attest that (Event Title) resulted in (identify the number of paid room nights) paid room nights at (include property name) between (include day, month, and year).”
- Include officer signature and date

You will also need to submit a copy of all invoices and receipts for eligible expenses and proof of payment within 90 days of the end date of the pre-approved meeting or event.

Monies will be paid only after the event has occurred and all required documentation has been submitted and verified. Reimbursement will be calculated based on the number of rooms picked up in a Chesapeake hotel and the total amount of eligible invoices and receipts submitted (up to the maximum award allowed).

The Chesapeake CVB makes no promise or guarantee of amount to be awarded. Award is determined after the event has taken place and all documentation has been received.

Approved:

Organization

Event Name

Event Date(s)

Applicant Signature

Date

Michael Barber, Director Parks, Recreation and Tourism

Date

Amount Approved: _____

Approved as to Form: _____
Office of the City Attorney

Date