



**Policy Statement by the Charlottesville Albemarle
Convention and Visitors Bureau**
Non-Profit Tourism Marketing Funding for Festivals and Cultural Events

Festivals and cultural events (“festivals”) are an important aspect of the community landscape for the City of Charlottesville and Albemarle County, as they add to the quality of life and provide enjoyment for both out-of-area visitors and local residents. The Charlottesville Albemarle Convention and Visitors Bureau also recognizes that festivals can serve as an economic magnet that provides direct commerce for area businesses, especially in overnight accommodations.

The mission of the CACVB is, “to enhance the economic prosperity of City and County by promoting, selling and marketing the City of Charlottesville and County of Albemarle, as a destination, in pursuit of the meetings and tourism markets,” and festivals, through their marketing efforts can help the CACVB meet its mission will be those that are funded through this process.

The CACVB will allocate an approved portion of its marketing budget annually to provide direct marketing, financial support of festivals. No more than fifteen percent (15%) of the total available funds designated to community civic organizations in the CACVB annual budget will be awarded to a single organization in the fiscal year in which application has been made.

The CACVB believes that providing marketing support to existing and first-year festivals aligns with the CACVB Mission when the applicant organization can demonstrate the following:

- Only organizations that submit a completed application by the stated deadline will be considered. Late submissions will not be considered. Incomplete applications will automatically disqualify applicant.
- Eligible recipients will be IRS-approved non-profit 501(c) 3 or (c) 6 organizations or similar entities within the University of Virginia.
- Festival must occur in either the City of Charlottesville or Albemarle County, and take place over a one to ten-day period that spans over two weekends (a maximum of 10 days);
- Festival organizers will receive extra consideration if they hold their event during the prescribed shoulder season (“off-peak,” mid-November through March, and July through mid-August);
- Fundraising and administrative costs are less than 25% of the total overall expenses;

- Provide a marketing plan that clearly shows promotional initiatives to reach to out-of-market population centers that have a high propensity for visitation to the greater Charlottesville area. Community festivals that fail to provide a marketing plan that clearly shows how to attract out-of-area visitors should not apply for this funding;
- Identify agreements with area hotels to secure room blocks that are associated with the festival. Additionally, festival will be required to have a hotel landing page on its website for the purpose of tracking booked hotel rooms for the event. CACVB will work directly with festival to assist in creation of hotel landing page. Festival will incur a nominal charge for the creation of this landing page;
- Acquire data through surveys and questionnaires from festival participants that will provide the CACVB with information that may include visitor's city of origin, number of people in party attending, first time attendee at festival, overnight stay at hotel or with friends and family, satisfaction level of festival, etc. CACVB may include mandatory questions for survey;
- A post-festival/event report, that will include an economic impact statement, will provided to the CACVB—using the event impact calculator within thirty (30) days following the festival;
- The CACVB will not be the primary funding source for festivals, and marketing funding by the CACVB will be determined by the CACVB. Funding by the CACVB will not exceed fifty percent (50%) of the total amount for marketing costs in actual and in-kind valuation-;
- The festival applicants will need to state whether funding has been requested and/or approved by the City of Charlottesville and Albemarle County, and the amount(s) funding is to support the same activity that applicant organization has applied for;
- Funding from the CACVB may not be used for administrative costs, capital and operating costs, salaries, public relations, church or faith-based organizations, political or lobbying activities, travel or entertainment costs;
- Website support is intended for improvement or enhancement to a website that directly markets the specific proposed festival;
- Receipts and invoices may be requested by the CACVB to authenticate costs associated with funds approved for marketing;
- Organizations that receive marketing funds from the CACVB will be required to have all materials, banners, website, etc. prominently display the logo of the CACVB. Additionally, supporting websites will display a clear and prominent banner provided by the CACVB that allows for online visitors to click thru to the CACVB website – www.visitcharlottesville.org for visitor information;
- Organizations may be required to provide a copy of the most recent financial audit of their festival, if such an audit has been performed. If an audit has not been conducted, organizations will need to attest to the financial stability of the festival that is seeking funding by providing a profit and loss statement. Additionally, all applicant organizations will be required to provide a copy of their most recent IRS Form 990;
- The review committee that is selected by the CACVB Executive Director will make specific recommendations for festival marketing funding, with final approval to be made by the CACVB Board of Directors;

- In July of each year the CACVB will make a public announcement of this program that will include information about the application process, including eligibility and submission deadline;
- Applicant organization may only receive funding from the CACVB for marketing purposes through one program per fiscal year. The only exception is when applicant organization is lead partner in the Virginia Tourism Corporation's Marketing Leverage Program.

Policy initially approved by CACVB Board of Directors, January 17, 2012

Policy amended by CACVB Board of Directors, September 24, 2013

Policy amended by CACVB Board of Directors, March 25, 2014