

# Tourism Grant Program

## PROGRAM

The Blacksburg & Christiansburg Tourism Development Council Grant Program has been developed to enhance tourism-oriented attractions/events by leveraging community funds with Blacksburg & Christiansburg Tourism Development Council monies to assist in attracting visitors to our area.

## ELIGIBLE ACTIVITIES

Tourism grants are available to any organization in Montgomery County actively marketing their attraction/event to attract out-of-town visitors. Qualifying projects must meet the following criteria:

- ◆ Projects must be designed to stimulate economic growth, overnight stays in Blacksburg, Christiansburg and Montgomery County lodging properties, and/or future tourism development activities that attract out-of-town visitors.
- ◆ Each applicant *must* have the ability to track the impact and effectiveness of their project.
- ◆ New activities will be given higher priority

## EXTENT OF PARTICIPATION BY THE BLACKSBURG & CHRISTIANSBURG TOURISM DEVELOPMENT COUNCIL

The Tourism Grant Program is not designed to cover the entire cost of a project. The grant may fund up to 50% of an approved project. Nor is it designed to be the determining factor on whether an event/project is held or done. The applicant(s) must secure at least 50% of the project expenditures from other sources. A proposed budget for the project, including planned expenses and revenue must accompany each application. Minimum request is \$250.00; maximum request is \$2,000.00.

## APPLICATION PROCEDURES

Once the application is complete, forward an original and two (2) copies to the:

Blacksburg & Christiansburg Visitors Center  
103 Professional Park Drive  
Blacksburg, VA 24060

The application must be completed in full. Incomplete forms or other deviations from the application format may result in omission from the evaluation process. If more space is needed, please attach additional pages or documents to the application.

All applications will be evaluated and awarded by the Tourism Development Council. This council consists of representatives from the Town of Blacksburg, Town of Christiansburg, Montgomery County, Three (3) Lodging Industry Representatives, One (1) At-Large Tourism Representative and the Tourism Director of the Blacksburg & Christiansburg Visitor Center.

Instructions

## Tourism Grant Program

The application must bear the signature of the project/event director and any other pertinent person involved with the project. At least two signatures are required. In the event one person is no longer associated with or responsible for the grant activities during the course of the grant life, the other signing party assumes the responsibility for compliance with the grant guidelines and procedures.

Grants will be given prior to a planned event, as long as all requirements are met.

### **PROJECT DEVELOPMENT**

The organization responsible for management of the project will be responsible for ensuring that the cost of the project is competitive. Locally developed projects will be given priority. Applicants cannot transfer funds from one specific grant project/event to a different project or event. Any deviation from the grant application must be submitted in writing to the Tourism Development Council and approved. The Blacksburg & Christiansburg Tourism Development Council must be notified in writing as soon as possible if the applicant does not plan to use their funds which have been awarded. The recipient of the grant is responsible for any and all liability issues evolving from the activities of this project. Proof of liability insurance coverage may be requested and a rider provision may be requested prior to fund disbursement.

### **MATCHING FUNDS**

The submitting organization is required to provide funds matching the Tourism Development Council's contribution (at a minimum) to the project or event.

### **PROJECT COMPLETION**

Projects/events must be completed within a twelve (12) month period following the submission of the application and all reimbursement requests (if necessary) shall be submitted to the Blacksburg & Christiansburg Tourism Development Council within 30 days of the completion of the project. Within 30 days of project completion, all grant awardees must provide a written summary of the event including:

- ◆ The Number of Out of Town Participants
- ◆ Total Number of Local Lodging Rooms Booked (this number equals the number of those staying times the number of nights they stayed)
- ◆ An Overall Economic Impact Report of the Project/Event (Best estimate if receipts are unavailable).
- ◆ If applicable, a Sample of the Finished Project (i.e. brochure, flyer, advertisement, etc...).



**Blacksburg &  
Christiansburg**  
VISITORS CENTER

# Tourism Grant Application

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Daytime Phone \_\_\_\_\_

Website \_\_\_\_\_

email \_\_\_\_\_

Project/Event Name \_\_\_\_\_

Year Project/Event Established \_\_\_\_\_

Project/Event Director \_\_\_\_\_

Project/Event Start Date \_\_\_\_\_

Project/Event end date \_\_\_\_\_

*(all activities must occur within 12 months of the grant submission)*

Grant Funds Requested \$ \_\_\_\_\_ *(250.00 MIN - \$2,000.00 MAX)*

Describe in detail what the funds will be used for:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Return completed application to  
Blacksburg/Christiansburg Visitors Center  
103 Professional Park Drive  
Blacksburg, VA 24060

Signature \_\_\_\_\_ Date \_\_\_\_\_

***Project/Event Director***

Signature \_\_\_\_\_ Date \_\_\_\_\_

***Sponsoring Organization Officer***

Application

# Tourism Grant Application

Local Economic Impact

*The Blacksburg/Christiansburg Tourism Development Council's Grant Program is funded by a part of a 1% Occupancy Tax (part of the tax collected at local lodging from visitors to the area). The mission of the Tourism Development Council is to promote Blacksburg, Christiansburg, Montgomery County and the area's resources and assets to meeting planners, group tour operators, travel writers and prospective tourists to bring convention & travel business into our area.*

Please describe the potential for economic impact to

- Your organization
- Local tourism-related business, including lodging
- The community in general

Will your project/event influence visitors from outside Montgomery County to visit our community?

\_\_\_\_ Yes      \_\_\_\_ No

If yes, what is your estimate of number of visitors from outside Montgomery County? \_\_\_\_\_

Number of visitors outside a 150 mile radius of Montgomery County?  
\_\_\_\_\_

What is the estimated number of hotel rooms that will be used for this Project/Event? This number is equal to the number of participants staying overnight by the number of nights they stay.

\_\_\_\_ 10-25      \_\_\_\_ 26-50      \_\_\_\_ 51-100  
 \_\_\_\_ 101-150      \_\_\_\_ 151-250      \_\_\_\_ 250+

What methods do you plan to use to track the overall economic impact to our community?

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