

The seal of Orange County, Virginia, is a circular emblem with a scalloped border. It features a central figure of a red lion rampant holding a green ribbon. The text "ORANGE COUNTY VIRGINIA" is inscribed around the top inner edge, and "1734" is at the bottom. The seal is rendered in a light, semi-transparent style.

# Orange County Tourism Cooperative Marketing Grant Program



THINK ORANGE VA  
ORANGE COUNTY VA ECONOMIC DEVELOPMENT

## **Background:**

Through collaboration and enhanced messaging, Orange County Tourism's Department goals are to promote a sought-after quality of life for residents and a memorable destination for visitors. Partnerships with the tourism industry are an important component of the Department. Related small businesses and other community organizations are crucial to the success of the department and our destination. Successful collaborations with businesses and community organizations consistently result in increased visitor spending and contribute to the overall economic health of Orange County.

# Orange County Tourism Cooperative Marketing Program

A matching 1:1 reimbursement grant that leverages Orange County Economic Development dollars with matching funds provided by the applicant requesting the cooperative funding for their proposed marketing project.

- First come first serve
- Max up to \$5,000.00-No minimum required.
- Remain open until all funds are disbursed each fiscal budget year.

Upon approval, the Orange County Economic Development Authority (EDA) will reimburse any funds used by the applying business up to \$5,000 for the marketing campaign.

## Funding

- There is \$ 28,828.00 in the **Orange County Tourism Cooperative Marketing Program as of 9/9/2021.**
- No Minimum for request, maximum award of \$5,000. All funding requests within this range will be reviewed.
- Funding to the applicants will be processed through the EDA.

## Eligible Expenses:

1. Digital marketing – search engine optimization, banner and website advertising, and other electronic marketing initiatives are eligible expenses.
2. Social media marketing initiatives, including Facebook, Twitter, YouTube, Instagram, Pinterest, etc.
3. Production of photography and video footage. Any such materials produced will be permitted for use by the Orange County Tourism Department and Tourism Advisory Committee (TAC).
4. Outdoor advertising, such as sidewalk displays, building signage, window displays, banners, etc. and installation costs are eligible, however they must comply and be approved by the respective jurisdiction in which they will be placed.
5. Special event costs associated with event branding and promotion related to tourism/visitor attraction.
6. Non-traditional forms of promotion – such as murals, unique art installations, performances that increase visitation and awareness. Promotional art must be tied to your business/organization and the products or services you are promoting. Exterior murals and installations are subject to Orange County Tourism Department approval and must comply with local permits and regulations.
7. Placement of advertisements (includes print ads, digital, social media boosts, cooperative advertisements, radio, television, etc.). Ads must promote the applicant’s business/organization and Orange County to patrons and visitors.
8. Printed materials – brochures, rack cards, promotional and sales materials, window displays, and banners.
9. Creation of mobile marketing applications so long as they are measurable. This includes mobile applications and other related programs.

## Non-eligible Expenses

1. Administrative expenses including office space, salary and personnel costs, office supplies, office equipment, normal office postage, other administrative costs and overhead costs, are not eligible expenses.
2. Ongoing maintenance and hosting fees for websites are not eligible expenses.
3. Costs for tangible goods and products for resale or use are not eligible expenses.
4. Special event costs associated with personnel or operating costs are not eligible expenses. Alcoholic beverage purchase(s) are a non-eligible expense.
5. Costs of applicant businesses promotional items (such as business pens, pencils, t-shirts, hats, general merchandise, stickers, etc.) are not eligible expenses.

## Application Process

1. Download and complete the full application at <https://www.thinkorangeva.com/why-orange/incentives>
2. Completed application which includes the program budget and program scope must be submitted via email to [visitorangecounty@gmail.com](mailto:visitorangecounty@gmail.com), or via mail to Tourism Department, PO Box 111 Orange, VA.
3. Applicants will receive an email confirming receipt of the application.
4. Application review will take place at the next scheduled TAC meeting and approval is at the discretion of the Tourism Advisory Committee.
5. Applicants will be notified of the TAC's decision regarding their program application within one week of the TAC's meeting. The TAC typically meets once every other month, starting in January. Review and consideration of applications is expected to take roughly two weeks, but can take up to 60 days, depending on when the application is received.
6. All programs should be completed within 12 months of the program application approval date.

## Terms and Conditions

1. All promotions must include the Orange County Tourism logo and must be approved by the Orange County Tourism Department prior to the launch of the promotion/campaign/advertisement.
2. Intended to assist businesses (non-franchise) and organizations located, operating a business, or hosting an event in Orange County, Virginia with marketing and promotion. Businesses and Nonprofits that qualify to submit a project, program, or event must be in the following market segments:
  - a. Art, cultural, music, entertainment or locally made/crafted
  - b. Historic
  - c. Wildlife or natural environment
  - d. Sporting Events and or Activities
  - e. Craft brewery or winery
  - f. Farm or food
  - g. Outdoor Recreation

- h. Accommodations
  - i. Non-religious based organizations and nonprofits
- 3. Only recognized businesses and organizations in listed segments are eligible to apply. Applicants need to be properly licensed and up to date on all local taxes.
- 4. Funds must be used for marketing purposes only. Operational expenses are not allowed.
- 5. Completed applications and W9 forms can be submitted by emailing [visitorangecounty@gmail.com](mailto:visitorangecounty@gmail.com), or mailing to Orange County Tourism, P.O. Box 111, Orange, VA 22960.
- 6. This is a first-come first-serve grant program. The program will remain open until all funds are disbursed, or by May 31 of that fiscal year, whichever occurs first.
- 7. All marketing efforts must link to the Orange County Tourism Department, use the Orange County Tourism Department logo, and/or tag the Orange County Tourism Department's social media accounts on Facebook @visitOrangeCountyVirginia or Instagram @visitorangecountyvirginia, when and where appropriate.
- 8. Marketing campaigns that started prior to an approved program application are not eligible for reimbursement.
- 9. All grant recipients will be given 1099-G tax form from the Orange County Economic Development Authority for their grant reimbursement award if it is more than \$600.00.

### **Reimbursement Process**

1. Applicants will be required to submit proper documentation of their project expenses (ie. receipts, proof of payment, etc.) upon completion of their program. Professional service expenses are eligible for reimbursement, with proper expense documentation.
2. Any changes in the applicant's program that arise after notification of program application approval must be submitted in writing and approved in writing by the Orange Tourism Department and the EDA. Failure to do so may result in disqualification of reimbursement from the Orange County Tourism Cooperative Marketing Program.
3. The Orange County Department of Tourism must report on the effectiveness of the Orange County Matching Funds program to the Tourism Advisory Committee and Board of Supervisors. We must show a return on investment of the program. To that end, you will be required to provide a brief final report on the effectiveness and outcomes of your programs with your project expenses.
4. Reimbursement to the applicants will be processed through the EDA, within two weeks of receipt of final report and project expenses.
5. All programs should be completed within 12 months of the program application approval date.