

Status: Final Submitted**Date Created: December 15, 2019 1:48 PM****Date Modified: December 17, 2019 4:48 PM****Date Submitted: December 17, 2019 4:48 PM****Cover Sheet****Program Name:** 400 Years Forward: Continuing the Legacy of Heritage in Hampton**Lead Partner Name:** Hampton Convention & Visitor Bureau**Summary:**

Hampton, the Commonwealth of Virginia, the Nation and the World commemorated the 1619 First African Landing at Point Comfort, located in present day Hampton, Virginia this past August. Our coordinated marketing initiative will leverage the impact of the 2019 Commemoration and the two-billion media impressions resulting from its publicity to generate new audiences and Hampton overnight visitation, increased attraction attendance and increased knowledge of Hampton as the First Africans' arrival site and the 400-year arc of history that followed. Approximately 6000 people attended 2019 commemorations in Hampton, with the majority of attendees aged 55 and older. Unless their parents or grandparents brought them to Hampton to attend 2019 Commemorations, members of Generation X, Millennials/Generation Y, and youth of today largely remain unaware of Hampton's important heritage role the many opportunities here to learn, explore and be entertained. This partnership will open their eyes to Hampton as the foremost heritage site in America.

Budget of Proposed Program**Tier Two Leverage Program (\$10,001 - \$50,000)**

Leverage Funds Requested:	\$30,000.00
Partners Matching Funds:	\$60,000.00
Total Budget for Program:	\$90,000.00
Anticipated Date of Completion (Month / Year):	December 2021
If your program is an event, what are the dates?	

Contact Forms

Program Name:	400 Years Forward: Continuing the Legacy of Heritage in Hampton
Lead Partner Name:	Hampton Convention & Visitor Bureau
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Website:	VisitHampton.com; HamptonVA2019.com
Federal Employer Identification Number (FEI #):	54-6001336
Lead Partner Financial Commitment:	\$42,500.00
Authorized by Mary Fugere, Director on December 15, 2019 2:35 PM	

Partner 2 (Hampton History Museum)

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Federal Employer Identification Number (FEI #):	54-1775117
Partner Financial Commitment:	\$9,200.00
Authorized by Luci Talbot Cochran, Executive Director on December 17, 2019 4:16 PM	

Partner 3 (Fort Monroe Authority)

Partner Name:	Fort Monroe Authority
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Website:	www.FortMonroe.org
Federal Employer Identification Number (FEI #):	26-0970059
Partner Financial Commitment:	\$7,000.00
Authorized by Phyllis Terrell, Director of Communications on December 17, 2019 2:59 PM	

Partner 4 (Hampton University Museum)

Partner Name:	Hampton University Museum
Partner Contact Name:	Vanessa Thaxton-Ward, Ph.D.
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Phone:	(757) 727-5508
Fax:	(757) 727-5170
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Website:	http://museumhamptonu.edu
Federal Employer Identification Number (FEI #):	54-0505990
Partner Financial Commitment:	\$1,500.00
Authorized by Vanessa Thaxton-Ward, Ph. D., Director on December 17, 2019 2:13 PM	

Marketing Leverage Program Questions

Program Description (15 Points)

1.) Tell us about your program. Why is it needed, and what do you want to accomplish?

Our partnership will establish a new marketing strategy and visitor product that has heritage and history as its foundation, combined with historical interpretation, dining, accommodations, attraction and special event experiences. Hampton was fortunate to receive worldwide exposure and recognition as the result of the 2019 Commemoration. While Hampton Convention & Visitor Bureau and our partners separately have a variety of marketing and educational materials to provide prospective visitors, we are lacking a cohesive, purchasable package, branded strategy and marketing campaign that comprehensively supports the stories interpreted at all sites within the destination. An easily purchasable travel package is needed to reinforce the relevance of Hampton and its history to the heritage traveler. While the message of the 2019 Commemoration reached new audiences that previously weren't aware of the role Hampton played in America's history, it is incumbent that we use this exposure as a launch pad toward new audiences. Our goals include:

1. Generating national brand recognition and destination awareness for Hampton, Virginia through this collaborative partnership shared by the Hampton Convention & Visitor Bureau, Fort Monroe Authority, Hampton University, Hampton History Museum Association, and our many other tourism stakeholders.
2. Increasing the number of Hampton visitors who learn about the city's distinguished history before and during their visits to Hampton. In addition to leisure visitors, we wish to reach individuals and families travelling to Hampton and the surrounding Coastal Virginia region for sporting events, conventions, reunions and festivals.
3. Building anticipation for future commemorative events that celebrate notable Americans that have blazed trails for the benefit of future generations and historical happenings that occurred here or were influenced by Hampton pioneers.
4. Reinforcing the determined notion that historic Fort Monroe must be visited by every American in their lifetime.

2.) Has this program received VTC funding in the past?

No

3.) Tell us about your partners. Who are they and what are their roles in your program beyond being a financial partner?

Lead Partner

Role:

Hampton Convention & Visitor Bureau will coordinate the many resources available through our partners, including brochures, calendars, special events, relationships, tours and tour guides and all marketing collateral to identify opportunities for branding unification. Hampton CVB retains Cubic of Tulsa, OK, as its advertising agency of record. Hampton CVB will employ the talents of this agency, and our many other vendor contracts for the benefit of this initiative. The majority of destination marketing done for Hampton and our stakeholders originates with the Hampton CVB. We will dedicate our resources to meeting this partnership's objectives.

**Partner 2: Hampton History
Museum**

Role:

At the Hampton History Museum, our mission is to build a better future by exploring and preserving our past. Hampton's unique setting at the confluence of the Chesapeake Bay and the James River has positioned it at the forefront of fundamental milestones in our nation's history. The history of Hampton, a small southern city, has the ability to illuminate the arc of American history in a unique way, at once personal and complex, and fundamental in America's early settlement, education, slavery, war, modern technology and innovation. Our vision of the Museum is to be a catalyst for change and a powerful tool in building community. We believe "history is who we are and why we are the way we are..." We are moving the Hampton History Museum from a mid-sized local organization to a nationally-known cultural institution. It is the caliber and reach of the programs we present that will inspire interest on a nation-wide level. A young institution, the museum has focused on re-defining what a museum is and what role it plays in the City of Hampton. We are changing our civic mission and the way we engage the community. We believe the Hampton History Museum plays a crucial role in the idea of "place," especially when this idea of place is so important in the economic revitalization of Hampton. Hampton must become a unique destination and that as a 400 year-old community, Hampton's actions must be rooted in, and celebrate its history. Our collection, exhibitions, lectures, cultural presentations, educational activities, oral histories, and other programs, are part of our overall strategy to share the truth of our past and learn from it to guide our public actions. We believe the history and resulting conversations began at the Museum will reverberate throughout the community as it discusses how to tackle the challenges of today. The Hampton History Museum seeks to deepen the understanding of past choices, present circumstances, and future possibilities. We believe history museums should not be about answers but about the questions our history raises and therefore creates the opportunity to discuss meaning. At the Hampton History Museum, we work daily to be a true partner with teachers and strive to help schools reach the academic goals of their students. By helping children

Partner 3: Fort Monroe Authority

Role:

learn about history we believe we build a better future.

The Fort Monroe Authority, a political subdivision of the Commonwealth of Virginia, is primarily responsible for the care and conservation of hundreds of historic buildings and structures. The FMA is also responsible for the transition of this former Army post to civilian uses through historic preservation, residential and commercial leasing, and public programs. One of the legacy projects for the 2019 Commemoration is the Fort Monroe Visitor and Education Center that is scheduled to open in the spring of 2020. The exhibit galleries will tell the profound stories of Captain John Smith and the early colonists and their encounter with Native Americans, the arrival of the first enslaved Africans, and the culmination of 242 years of slavery as the first contrabands came to Fort Monroe seeking refuge and freedom. The Visitor and Education Center will be operated in partnership with the National Park Service and complements the existing Casemate Museum, which is located just a short walk from the Center. The building is designed to welcome and orient visitors to the vast array of visitor and recreational experiences at Fort Monroe as well as provide interpretive exhibits, research, and archival resources.

**Partner 4: Hampton University Role:
Museum**

The Hampton University Museum is housed on the historic campus of Hampton University in Hampton, Virginia. Hampton University's campus consists of 118 buildings spanning over 300 acres and a student body of 4321; 3,672 undergraduate and 649 graduate and professional students. There are 293 full-time and 63 adjunct faculty members. The university is home to six national historic landmarks. Featuring over 9500 objects the museum's primary mission has remained unchanged over its longstanding history: to provide knowledge and understanding of, and respect for, diverse cultures and traditions. The Hampton University Museum and Archives strives to increase our exposure nationally as a recognized center for teaching, learning and research in areas related to African American, Native American, and African art, culture, and history and education. It also serves as a national resource for teaching and learning about the selected areas of the art, culture, and history of Asian and Pacific peoples. The Hampton University Museum exhibitions, programs and outreach to the community supports the mission of the museum, which also supports the rich history of the City of Hampton serving as a tourist attraction for visitors to the area but also to the parents and friends of the student body and alumni of the University.

4.) Tell us how you will adjust your program if you do not receive full requested funding?

If full funding is not received, our partnership will delay implementation of some of our strategies to 2021 and 2022, rather than committing to every tactic, and the budget required by each, in a single fiscal year. Longevity and reaching our goals are key to the program's success. While this is a newly established partnership, the commitment of every partner and a shared vision for the long term are required to ensure that following the immediate fiscal year, our message that visiting Hampton is convenient, educational, entertaining, and even life-changing, does not diminish.

Target Audience and Market Research (25 Points)

1.) Who is your target market or target audience?

1. African American leisure visitors including individuals and families with members in the Gen X, Millennial and Gen Z age ranges.
2. Conferences and meetings centered or tied to African American heritage via name or bylaws.
3. Families and individuals travelling to Hampton and the surrounding Coastal Virginia region for sporting events, reunions and festivals

2.) How will you specifically track your program? What is your Tracking Mechanism?

The partnership will develop a purchasable travel package that includes Accommodations, Attraction admission, specialized meals, craft beverages, tours, and special events. The number of packages sold, the number of admissions, and room nights will be measured.

We will re-purpose the HamptonVA2019.com web site and social media on platforms including Facebook, Twitter, and Instagram. These were utilized for 2019 commemorations. We will tap followers of these 2019 Commemoration forums, utilizing the video and imagery from commemoration events and activities to market the package, new offerings and traditional Hampton events of regional and national appeal. Web analytics will measure web site traffic, visitor origination and spending patterns. This information will further guide the marketing strategy spend.

The number of visitors to Fort Monroe Visitor & Education Center, Hampton University Museum, and Hampton History Museum will be tracked. We will further measure visitation to Aberdeen Gardens Historic Museum, historic churches, Virginia Air & Space Center, and special events such as the Hampton Jazz Festival and the NIKE Girls Basketball Tournament.

Hampton CVB will measure hotel occupancy, average daily rate, revenue per available room, hotel demand, and revenue generated.

Lodging and meals tax will be compared with 2018, 2019 and 2020 to determine partnership return on investment.

Press release distribution impact will be measured by tracking media placements including print, broadcast, and digital media pickup. Circulation, impressions and advertising value will be calculated and tracked.

Brochure inventories and requests will be tracked by Hampton CVB and partners.

The number of multicultural and heritage-purposed conferences will be documented.

3.) What specific local and/or state research supports why you chose this target market or target audience?

Hampton Convention & Visitor Bureau has long marketed Fort Monroe, Casemate Museum, Hampton University and Hampton University Museum, Hampton History Museum, Aberdeen Gardens Historic Museum, Little England Chapel, Tucker Family Cemetery, and the Virginia Air & Space Center to heritage travelers. Tools such as the Family Tree Heritage Sites Guide provide a thorough narrative of the arc of history that exists here, from the first African landing at Point Comfort in 1619, to the contraband decision that changed the focus of the Civil War and led to the 13th Amendment and emancipation, to Hampton University's evolution from an institution for the education of people formerly enslaved to its status as one of the top private universities in the nation. Hampton CVB annually distributes more than 10,000 heritage guides to leisure visitors and family reunion attendees. We have been successful in our efforts to interpret and market heritage sites, with more than 90 heritage markers interpreting Hampton history throughout the city.

During 2019 Commemorations an estimated 6000 people attended and more than 2-billion media impressions resulted from stories featuring the 400th anniversary of the first African landing at Point Comfort. Our partnership recognizes there is great amount of work to be done to feed the momentum built during the 2019 Commemoration in order for growth of Hampton awareness to continue. The age of the majority of event attendees was over 55, and many attendees did not utilize a computer to plan their trip. Consequently, our marketing efforts must be multi dimensional and our media placements must include traditional media and ads that include telephone numbers, with onsite ticketing available, as well as cutting age digital platforms.

Hampton is a very popular location for visiting family and for family reunions. Hampton CVB provides group services to several dozen annually. With Langley Air Force Base and Fort Eustis, Visiting Friends and Relatives (VFR) comprise approximately 35% of all Hampton visitors. There are more than 90 Hampton heritage markers available to the dashboard tourist. Hampton heritage landmarks must be interpreted for the millennial visitor, and their relevancy in the present day must be examined and shared to plant seeds of interest in history, heritage and the unknown.

Hampton is home to Hampton University with a campus of 6,000 students, also Millennials, many hosting one or more family members one to three times a year. We wish to capture the attention of HU students; drawing them off the campus and into our attractions and business districts, so that they become more active in the fabric of our community.

Following August commemorations, Governor Ralph Northam established a state commission for African American History. Grant Partner Dr. Vanessa Thaxton Ward is a member of the commission and Grant Partner Luci Cochran is assisting the program administrator with historical information around which the commission will develop lesson plans. The result of the commission's work will be a transition of the K-12 Standards of Learning Lesson Plans, correcting misconceptions that the first Africans to land on Virginia's shores first did so at Jamestown. Furthermore, students will learn about African Americans whose pioneering efforts and ingenuity helped forge our nation. Misinformation has existed in Virginia textbooks, and textbooks across our country, for multiple generations. Widespread reeducation of Boomers, Gen X, and Millennials is necessary, but the immediate result of the commission's work will be accurate information received by K-12 youth in the classroom. We will use this opportunity to distribute family visitation opportunities.

During the past two years, Hampton hosted conventions of the Association of African American Museums and North American Black Journalists. Members of these organizations were familiar with Hampton University Museum and the University itself, but they were largely unfamiliar with Hampton's significant history beyond the campus. This was further reinforced by attendees of the Making of America Conference when surveyed about their visitor experiences in Hampton. Each of these groups was provided with tours of Hampton that included Fort Monroe, Hampton University Museum, Legacy Park and Emancipation Oak, the Tucker Family Cemetery, Hampton History Museum and the Downtown and Phoebus business districts. Participants repeatedly asserted that they simply were unaware of the depth and breadth of Hampton's African American history, concluding that Hampton needed to do a better job sharing its history and recommended purchasable packages and structured tours to do so.

In June 2017, Hampton CVB placed a digital geofence around the Hampton Coliseum during the Hampton Jazz Festival to identify the attraction cross visitation by attendees. Findings revealed that of 1,222 festival attendees studied, 15% visited Fort Monroe, 18% visited Hampton University and 18% visited the Hampton History Museum. The top five states represented were California, Virginia, North Carolina, Maryland and Pennsylvania. Visitors to Hampton attractions used mobile devices for information, ticket purchases and navigation dramatically more than those who utilized smart pads, desktops, and television as sources of information.

Also in 2017, surveys were sent to individuals identified via geofence, with 172,036 surveys served through messaging. Of these, 326 surveys were completed. Results revealed that among Hampton visitors, the ratio of males to females was fairly equal. A majority of responders were married, nearly all age ranges (16-24, 34-44, 45-54, 55-64, 65 or older) were represented, and 80% of household income was over \$100,000.

Hampton CVB's advertising agency, Cubic, has a relationship with BeLo & Company that enables the agency deep insights into travel patterns and visitors at specific properties. eSite Trailblazer & Alteryx Experian Mosaic Lifestyle Profiles allow us to identify their originating (home) zip code, state, or country and their Experian Mosaic Lifestyle Profile.

This informs many critical factors when it comes to target audiences.

- It identifies who visitors are: their demographics, household income, stage of life, how they consume media, behavioral characteristics and more that allow us to better craft messages as well as identify targeting tactics when placing media.

- It identifies where these visitors are coming from. Helping us to validate primary markets and identify potential secondary markets outside of the state and/or country. Within target markets we can drill down to specific zip codes, and furthermore, identify additional zip codes with high proportions of our target Experian Mosaic Lifestyle Profiles.

This data is utilized to tighten targeting efficiencies within the media plan as well as to build lookalike audiences targeting people most likely to visit Hampton, ensuring the program's media dollars work harder to meet our objectives.

Fort Monroe Authority is studying several available platforms for research but are particularly studying Claritas/PRIZM to determine the

demographic and behavioral makeup of the population within 50 miles of Fort Monroe. From this data we will extract insights that will drive engagement with current and potential regional offerings in an effort to broaden the radius of visitors. Fort Monroe Authority further intends to utilize "Visitors Count!," the American Association of State and Local History visitor research program for mid-size history organizations.

Performance Measures (20 Points)

1.) Please include below as much baseline data and other information as possible. Your Research and Performance Measurement Plan is based upon the duration of your program.

Lead Partner

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	962688		1000000	4%
Total Visitor Expenditures	222400000		227000000	2%
Total Tourism Tax Receipts	13200000		14000000	6%
Jobs Created or Sustained	2412		2600	8%
Total Number of Meetings Booked	108		120	11%
Average Occupancy	1		1	0%
Total Number of Unique Website Visitors per Year	203877		208000	2%
Family Tree Heritage sites guides distributed	3232		3700	14%

Partner 2: Hampton History Museum

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	51000		61200	20%
Total Visitor Expenditures	200000		200000	0%
Total Tourism Tax Receipts	0	Not Applicable	0	0%
Jobs Created or Sustained	2		2	0%
Total Number of Meetings Booked	60		60	0%
Average Occupancy	15000		16000	7%
Total Number of Unique Website Visitors per Year	13000		14000	8%

Partner 3: Fort Monroe Authority

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	40000		60000	50%
Total Visitor Expenditures	0	Not Applicable	0	0%
Total Tourism Tax Receipts	0	Not Applicable	0	0%
Jobs Created or Sustained	0	Not Applicable	0	0%
Total Number of Meetings Booked	0	Not Applicable	0	0%
Average Occupancy	0	Not Applicable	0	0%
Total Number of Unique Website Visitors per Year	15000		20000	33%
Visitor Center & Education Center	0		50000	N/A

Partner 4: Hampton University Museum

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	30000		50000	67%
Total Visitor Expenditures	25000		35000	40%

Total Tourism Tax Receipts	0	Not Applicable	0	0%
Jobs Created or Sustained	6		9	50%
Total Number of Meetings Booked	0	Not Applicable	0	0%
Average Occupancy	0	Not Applicable	0	0%
Total Number of Unique Website Visitors per Year	2000		4000	100%

This is proprietary information

Marketing Message and Program (25 Points)

1.) What is your specific marketing message and the call to action?

In the online chatter and media attention recently surrounding the First African landing in English North America, and the ensuing visitor experience, the missing piece of this conversation has been Hampton as a destination.

People are likely not aware they can visit these sites that are significant to the African-American experience. Our mission is to concept a campaign for Hampton that

- 1) helps generate awareness of visiting these Hampton heritage sites
- 2) build on the media spotlight to help reeducate people that Hampton is the site of the First African landing in English North America.

Messaging will leverage the news/social media attention on the 400-year commemoration, while communicating that these are sites to visit, to experience. The Call to Action will be to visit Hampton Heritage Sites by planning a trip with the partnership's package as the centerpiece of the visitor experience. 400 Years Forward: Continuing the Legacy of Heritage in Hampton Messaging will focus on learning through experiences and multigenerational sharing of history, traditions and visitor experiences.

The landing page for this initiative will be the result of a re-purposing of the HamptonVA2019.com web site and social media. We will invite users to interactively learn more about these significant American sites.

2.) Marketing Plan, Budget, and Timeline

Marketing Calendar and Budget Items

Media Outlet	Ad Type, Size and Frequency	Placement Date (Month, Year)	How does this reach your Target Audience/Market?	Total Cost	VTC Funds Amount	Partner Funds Amount
Virginia Travel Guide	Annual, quarter page	January 2021	Consumer sees ad when planning and when they are considering how to spend their time in Hampton	\$4,000.00	\$1,000.00	\$3,000.00
VIFL newsletter	Positions 2, 3 digital advertising	June, August 2020 and February and May 2021	Reaching Virginia prospective visitors through VTC newsletters focused on history and heritage	\$2,400.00	\$800.00	\$1,600.00
ADARA	Digital Banner package mixing leaderboard, skyscraper and half page ads	March 2020- July 2021	Ads served up to consumers that demonstrate interest in heritage through their spending and searching patterns	\$6,000.00	\$2,000.00	\$4,000.00
Social Media	Boosting and digital advertising on social media forums including Facebook and Linked In	March 2020- July 2021	Reaching customers when they are leisurely seeking social and professional third-party opportunities for personal experiences	\$4,000.00	\$1,000.00	\$3,000.00

Virginia Welcome Center brochure placement	Pockets reserved at all VA Welcome Centers for promotional brochures	July 2020 - June 2021	Reach Virginia visitors while they are enroute to destination looking for activities to enjoy	\$4,800.00	\$1,600.00	\$3,200.00
Simpli.fi series	Programmatic ad that reaches consumers based on a mosaic of spending and search patterns as well as geotargeting	July 2020 - June 2021	Reach visitors that have a demonstrated interest in heritage experiences and destinations	\$3,000.00	\$1,000.00	\$2,000.00
Pathfinders Travel	Half page Print ad	Fall 2020, Spring 2021	Publication targets heritage travelers residing in the Mid-Atlantic region	\$6,000.00	\$2,000.00	\$4,000.00
USA Today	African American supplement	Quarter Page print	Print advertising in annual publication targeting heritage travelers	\$10,000.00	\$3,000.00	\$7,000.00

Other Program Related Budget Items

Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date (Month, Year)	How does this reach your Target Audience/Market?	Total Cost	VTC Funds Amount	Partner Funds Amount
Connect Diversity	March, 2020	Meetings with meeting planners who have heritage as a core aspect of their organization	\$3,200.00	\$1,000.00	\$2,200.00
Family Tree Heritage	February 2020	Heritage guide sharing the history of Hampton and its heritage sites, including partnership promotional material	\$10,000.00	\$3,000.00	\$7,000.00
400 Years Forward brochure, posters	April 2020	Materials that support Package campaign	\$1,500.00	\$500.00	\$1,000.00
Web site and social media rebranding	April 2020	Partnership package and messaging presenting online web site and social media, including followers that had engaged with 2019 Commemoration	\$3,000.00	\$1,000.00	\$2,000.00
Give Me Liberty and Contraband Exhibit banners	January 2020	Banners are used to share Hampton's heritage and messaging with museum, library and student audiences	\$5,000.00	\$1,000.00	\$4,000.00

Promotional materials for exhibits	January 2020 - July 2021	Postcards, website landing pages, print ads, radio promotions specific to exhibits at Fort Monroe , Hampton University and Hampton History Museum reach regional, state and national audiences interested in heritage as well as broader interests	\$13,100.00	\$4,100.00	\$9,000.00
Video featuring Hampton heritage product	3:00 video with :08 and :15 segments	The addition of the Fort Monroe visitor center will offer a centerpiece for the Hampton heritage traveler. We will use video segments for programmatic and digital advertising and the complete production on You Tube and the partnership web site	\$14,000.00	\$7,000.00	\$7,000.00

Total Budgeted Amount	\$90,000.00	\$30,000.00	\$60,000.00
Total Funds Requested for Program	\$90,000.00	\$30,000.00	\$60,000.00

How does your program incorporate and support VTC's "50 Years of Love?" (5 Points)

1.) Please click the applicable ways your program incorporates VTC's "50 Years of Love." Add any additional tie-ins in the OTHER section.

- * All partners will include the "50 Years of Love" logo in their marketing during 2019.
- * Partners will develop a "50 Years of Love" activation in their community.
- * Partners will develop a "50 Years of Love" itinerary and post on <https://www.virginia.org/>.
- * Partners will include "50 Years of Love" in social media posts.
- * Partners will produce "50 Years of Love" commemorative items at Partner's expense since promotional items are not allowable expenses through the VTC Marketing Leverage Program.

Other:

- * Hampton will engage the Hampton Coliseum celebrating their 50th anniversary in 2020 to extend this message

Virginia Is For Lovers Campaign (10 Points)

1.) Click below all applicable areas that your program utilizes the Virginia is for Lovers/VTC programs: (click multiples)

- * Placement of advertising in the Virginia Travel Guide
- * Participation in VTC consumer cooperative media buys listed at <https://www.vatc.org/marketing/advertising/partneradvertising/>
- * Participation in VTC Digital Advertising on <https://www.virginia.org/>
- * Participation in the VTC Consumer eNewsletter Advertising
- * Production and/or sharing of B-Roll video footage and high resolution photography. Please visit <https://www.vatc.org/wp-content/uploads/2017/04/PlanYourPhotography.pdf> for more information.
- * Placement of brochures in the Virginia Welcome Centers

No Cost Opportunities

The following VTC partnership opportunities do not have a fee for participation. If you participate in any of these, you do not have to show these in your program Marketing Plan, BUT you should indicate that you do participate in the appropriate opportunities.

- * All partners are listed on Virginia.org
- * Provide information and support to VTC Digital Marketing Department, including submission of getaways, itineraries, etc.
- * Participation in VTC Datashare program
- * Participation in a Virginia Welcome Center Demonstration or Exhibit
- * Provide information and support to VTC Public Relations Department including information on "What's New"

Other:

- * As a policy, Hampton CVB aligns with and supports the VTC co-op marketing program
- * Hampton annual contracts demos and welcome center blitzes. While not in this marketing plan, we will include them in our initiative.