



Legislation Text

File #: 21-0056, Version: 1

Resolution to Amend the Fiscal Year 2021 Council Approved Budget to Accept and Appropriate the WanderLOVE Hub & Spoke: Hampton Travel Inspired grant awarded by the Virginia Tourism Corporation to Hampton Convention & Visitor Bureau

PURPOSE/BACKGROUND:

Hampton Convention & Visitor Bureau ("CVB") has been awarded a WanderLOVE Hub & Spoke Grant for its program that encourages Inspired visitation, exploration, dining and shopping during the present pandemic where travel is cautiously limited to exploring close-to-home surroundings. Highlighting Hampton experiences like Fort Monroe, Miss Hampton Harbor Cruise, Virginia Air, Space & Science Center, Air Power Park, Emancipation Oak, Hampton History Museum, and Hampton shopping and dining, Hampton CVB will target its marketing efforts on the surrounding Coastal Virginia region, Richmond, and the DC/Northern Virginia.

Discussion:

This grant award will help support all Hampton tourism stakeholders' efforts to draw visitors during this critical time. Hampton's campaign will align with a statewide WanderLOVE marketing initiative led by Virginia Tourism Corporation and personalized for each destination by the participating convention and visitor bureaus throughout Virginia. Hampton CVB will provide a 1:1 in-kind match for this grant. The in-kind match will involve press releases, advertising, video updates and social media. The CVB adheres to the City's Human Resources employment policies and performance evaluation process.

Impact:

The City has been awarded \$10,000 in Marketing Leverage Grant funds. The required CVB in-kind match of \$10,000 brings the total grant program to \$20,000. Grant funds will be used to develop marketing materials, place advertisements, boost social media, and to generate video content.

Recommendation:

Approve.

WHEREAS, the City of Hampton Convention & Visitor Bureau has been awarded the WanderLOVE Hub & Spoke Grant in the amount of \$10,000 from the Virginia Tourism Corporation;

WHEREAS, the WanderLOVE Hub & Spoke Grant requires an in-kind match of \$10,000;

WHEREAS, the combined funds of the WanderLOVE Hub & Spoke Grant and the grant match, which total \$20,000, will be used to support all Hampton tourism stakeholders' efforts to draw visitors for its program that encourages Inspired visitation, exploration, dining and shopping during the present pandemic; and

WHEREAS, the grant award is for the period of August 11, 2020 to June 30, 2021.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Hampton, Virginia hereby amends its Fiscal Year 2021 Council Approved Budget to accept and appropriate the WanderLOVE Hub & Spoke Grant in the amount of \$10,000, and any supplemental funding, from the Virginia Tourism Corporation to the Grant Fund for the purpose of creating a travel inspired campaign that captures the most exciting, scenic and quirky parts of Hampton.

BE IT FURTHER RESOLVED that the City Council authorizes the City Manager, or her designee, to take any and all actions necessary to implement the grant award.