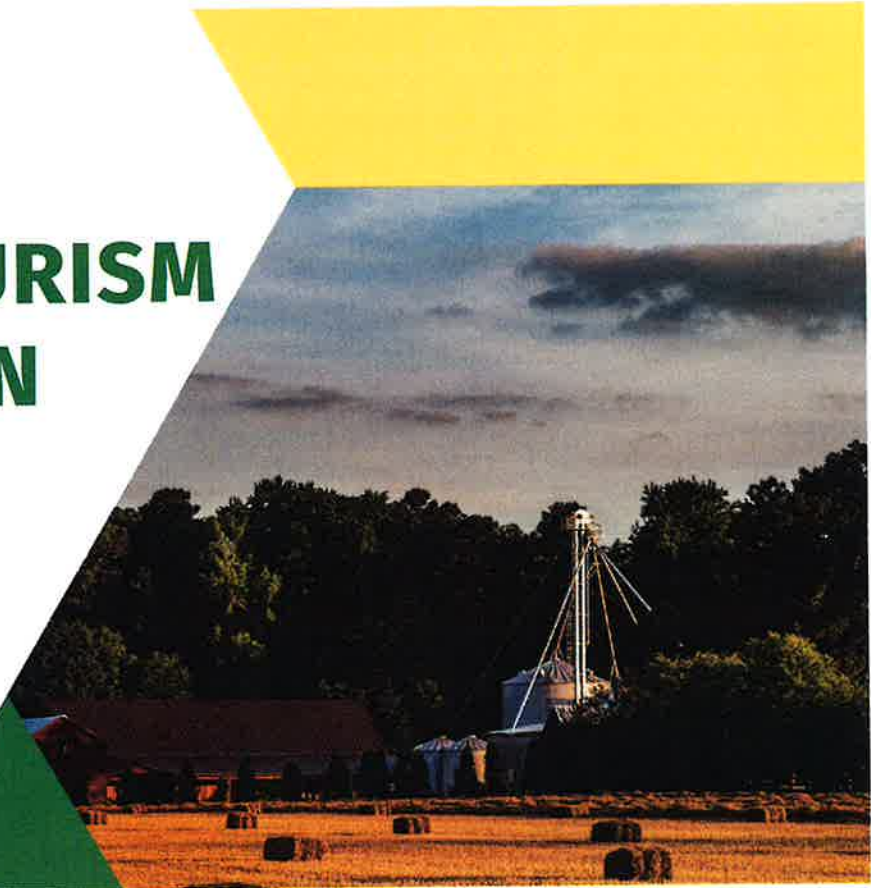




2021 ARPA TOURISM SPENDING PLAN

Presented April 12, 2022



Program Info.

Allocation

Prince George County received \$90,000 based on how much the County contributed to the 2019 Virginia state tourism tax revenues.

Funding Parameters

Funds are being disbursed to the locality to be used for tourism marketing activities.

Timing

Spending plan submissions must be sent to VTC by 12/31/22. Spending and reporting must be complete by 12/31/23.





Overview

1. JLV Communications
2. Highlighted Campaigns
3. Print Media
4. Digital Media
5. Partnerships / Other Mediums
6. Sports Tourism
7. Outside Organization Distributions

JLV Communications - Marketing Partner

JLV will manage ~\$60,000 of our VTC allocated ARPA Funding, running various marketing campaigns highlighting the tourism assets throughout the County.

In addition to the marketing tactics we will discuss, JLV will provide the following services:

- Branding Guide - \$1,000
- Media Relations - \$1,000
- Graphic Design - \$1,600
- Copywriting - \$1,000
- Agency Labor & Administration - \$8,000



Highlighted Campaigns

History Lovers Campaign

Destinations Covered:

- Prince George Regional Heritage Center
- Fort Lee Museums
- Historical Landmarks

Summer Fun Campaign

Destinations Covered:

- Swaders Sports Park
- Splat Brothers Paintball
- TreeTime Adventures
- James River National Wildlife Refuge
- Jordan Point Marina

Wedding Campaign

Destinations Covered:

- Barns of Kanak
- The Stodola
- Scents of Cedar



Print Media

Provided by JLV Communications.



Feature Article #1 - A Day in PG (\$700)

Measurement: # of visitors to Landing Page



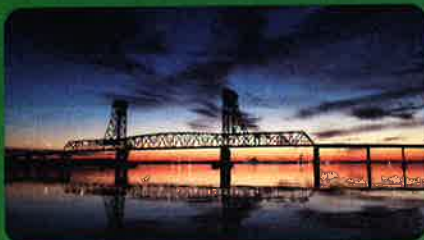
Feature Article #2 - Czech Festival (\$700)

Measurement: # of visitors to Landing Page & ticket sales



Print Media

Measurement: # of visitors to Landing Page



Google AdWords

Measurement: # of visitors to Landing Page



Facebook Ads

Measurement: # of visitors to Landing Page





Partnership / Other Materials

Secure partnerships with influencers, TV Channels and other partners to increase the visibility of Prince George County tourism efforts.

The Richmond Experience - \$3,000

Social media influencer, serving as visitor's one-stop shop for what to eat, drink, see and do in the Richmond, Virginia area.

Partnership will include:

- Sponsored e-newsletters
- Instagram posts & giveaways
- Blog posts

Destinations Covered:

- TreeTime Adventures
- Czech Slovak Folklife Festival
- 5 & Dime Trail
- Wedding Venues
- Fort Lee Museums

Sports Tourism - \$14,700

Focus on Sports Tourism to increase the amount of tournaments being hosted in the County.



Update and Place Sports Tourism Collateral - \$5,000



Attend a Sports Tourism Trade Show - \$6,000



New JEJ Moore Sign - \$2,000

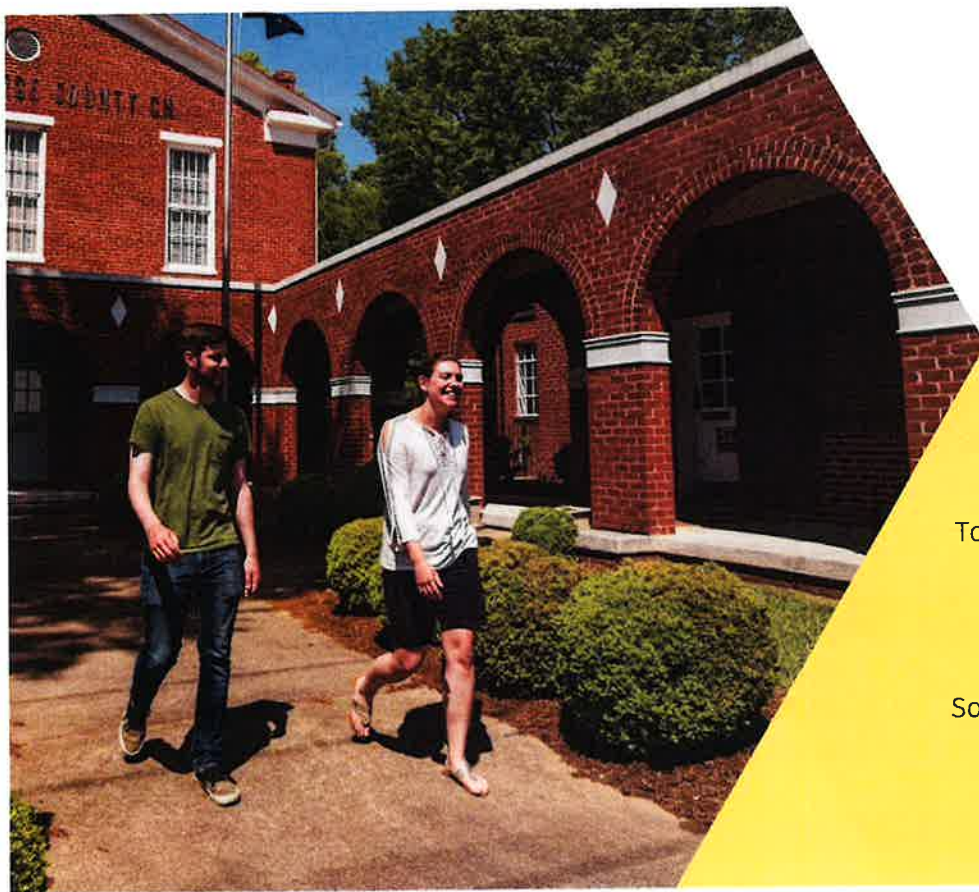


Sports ETA Membership - \$2,000



Sign holders for Sports Fields - \$500





Miscellaneous

Distributions to other organizations and other marketing tactics that will be managed by County staff.

Distribution to Prince George Regional Heritage Center - \$10,000

To help finalize their new James River exhibit, to increase visitation to the museum.

Canva Pro - \$360

Software to create on-the-go digital promotions.

Spending Breakdown

- Marketing Campaigns (JLV Communications) - \$60,000
- Sports Tourism - \$14,800
- Outside Organization - \$10,000
- Miscellaneous - \$500
- Leftover - \$4,520

