

**12. TOURISM SPENDING PLAN – PRESENTATION
BY ASHLEY COVINGTON, FRANKLIN
SOUTHAMPTON ECONOMIC DEVELOPMENT,
INC. – REQUEST TO APPROVE**

Ashley Covington with Franklin Southampton Economic Development, Inc. is in attendance to brief you on the proposed Tourism Spending Plan for Southampton County utilizing \$30,000 in American Rescue Plan Act (APRA) funds.

Attachments:

Background Information

Tourism Spending Plan

2021 Economic Impact of Virginia's Tourism Industry

Blue Ridge Media Kit

CoVa Scene Media Kit

MOTION REQUIRED:

A motion is required to approve the Tourism Spending Plan.

Background on Virginia Tourism ARPA Funding

From Virginia Tourism Corporation website: COVID-19 has had a continued and devastating impact on Virginia's tourism and hospitality industry in Virginia. As the Commonwealth prepares to restore tourism economic impact, VTC is offering these funds to spur economic activity and travel across the Commonwealth.

See the language from Chapter 1, 2021 Acts of Assembly below:

f. Tourism

1) \$50,000,000 to the Virginia Tourism Authority (320) to support local domestic marketing organizations, as well as the Authority's marketing and incentive programs.

VTC has retained the services of a professional management company, Horne LLP, as partner in the development and implementation of Tourism's American Rescue Plan Act (ARPA) program. Horne will collect and review all program applications for compliance with VTC's guidelines as well as broader state and federal compliance. The company will also be responsible for collecting and retaining all federally-required documentation to ensure that this program meets all federal regulations and can withstand potential audits.

Tourism generated nearly \$1 billion in Virginia state tax revenues in 2019. VTC determined every locality's ARPA Allocation based on how much each locality contributes to this \$1 billion total. As a result, every locality's share of the total award pool will be similar to the share that the locality contributes to Virginia tourism-generated tax revenue. Southampton County's share was \$30,000.

Please Note:

- Available funds have been allocated across all 133 Virginia counties and independent cities based on the relative share of each locality to total state tax revenue attributable to tourism in 2019.
- 50% of allocated funds will be available upon approval of your plan. The remaining funds will be disbursed upon receipt of adequate documentation of payments for those items.
- There is NO match requirement.
- State/Federal agencies are not eligible to apply for this funding.

Plans must be submitted by December 30, 2022, must obligate funds by December 31, 2023 and must payout completely by December 31, 2024.

Complete program details can be found at <https://www.vatc.org/arpa/>

As the DMO, Mike Johnson appointed Franklin Southampton Economic Development to execute the planning and implementation of the ARPA Plan for Southampton County since we manage

and do the marketing for the Visit Franklin Southampton VA brand. When Brian Thrower was brought on board, this was discussed, and he felt that was how we should move forward as well. We are only doing this planning for Southampton County. As many of you know, the City of Franklin has a Tourism Director now and she will be doing the City of Franklin planning, but we have been in communication with Carson as we would like to use the funds to move the brand as a whole forward. Anything done with this \$30,000 will only include the Visit Southampton VA logo. The plan has been designed so the County will not have to issue any funds to Franklin Southampton Economic Development. We have drafted this plan and we will coordinate all projects but the bills for services will go to Southampton County and they will pay the providers directly. Federal procurement policies are to be followed so FSEDI staff will work with Brian Thrower and Lynette Lowe to make sure all policies are followed and that all reporting is complete in a timely manner.

Southampton County Virginia is home to a little over 17,000 residents and spans 602 square miles with agriculture at its heart. The tourism efforts for Southampton County are handled through Franklin Southampton Economic Development, Inc. (FSEDI). For the last 5 years, the average annual tourism budget for FSEDI to promote both the City of Franklin and Southampton County has been \$13,200. The \$30,000 ARPA fund for Southampton County alone is extremely beneficial to us being able to invest in quality marketing to spread the message of what Southampton County has to offer. The area has seen a few new businesses open that improve the tourism sector in the last few years, but all have struggled as travel came to a halt in 2020. With people still cautious but wanting to explore, we believe we have a unique opportunity to attract people looking for day trips. Within a 90-mile radius, 2.9M people that are 18+ can be reached and easily make a short commute to spend the day in our community. Reaching these people is our main target with the ARPA funds.

The main objective of using the \$30,000 ARPA fund is to better represent the tourism attractions located in Southampton County in order to increase knowledge of activities and ultimately result in the attraction of new visitors to the area. This will be accomplished through multiple marketing channels.

The first major project would be to hire a photographer/videographer to complete a two-day shoot in Southampton County. Ideally, this will include stills, drone, and video footage. One shoot will be in the Spring of 2023 and the second to be in the Fall of 2023. The deliverables will be at least 100 images and raw footage from filming, along with at least 2 edited videos for marketing. The goal with this project is to give FSEDI high quality content that will then be used within marketing materials and campaigns. We wish to put specific focus on the Nottoway River during these shoots. We feel this is a significant, underutilized tourism asset in the area and this content creation would help us have a strong portfolio for spreading that word. We propose that this project will cost \$20,000 or less.

Once this content is created, it will be used to advertise utilizing 3 specific avenues, with the first being the Virginia is for Lovers e-newsletter. This newsletter has over 250,000 subscribers. We plan to run an ad 3 times in the Outdoor feature/section. With two ads in the premium position for \$1,200 and one ad in the secondary position for \$600. The goal of this avenue is to reach people interested in outdoor activities such as kayaking and fishing. The Nottoway River is home to a wide variety of fish and great for an active day catching limits or a leisurely day floating and enjoying the scenery. The timing for these ads would be after the Spring of 2023 photoshoot. We will avoid winter season for advertising since the focus here will be outdoors, so ideally Summer 2023 (depending on submission deadlines), Fall 2023, and again in Spring of 2024.

The second avenue is advertising with Blue Ridge Outdoors. This is a publication that tends to advertise outside of our normal target reach but we feel it is a great resource for people looking to spend time on the Nottoway River. Because of its outdoor focus, we feel it would be an excellent use of funds to explore a new market. We would like to commit to two 'Digital Branding Flights' with them for a cost of \$2,590 total. We would also like to run one ½ page print ad at the cost of \$2,400. The timing of these two would be fall of 2023 and one in Spring of 2024.

A third placement will occur if the final budget allows for it. We have provided an estimate on costs for a photographer and will obtain the three quotes as required before moving forward. We are referencing quoted prices from 2022 for advertising and realize they may be subject to change. If budget allows, we wish to advertise with VistaGraphics in Coastal Virginia Magazine. We would like to utilize their Cova Scene weekly newsletter that reaches 50,000 subscribers. They have ad features that range from \$80-\$475. Another option would be to consider a custom newsletter through VistaGraphics to target people with interest that correlate to our targets. The cost for custom emails can be \$1,240 and higher depending on parameters set. For exact purposes of this plan, we would propose to run a custom email that cost \$2,010. This email would target persons aged 25-54, who live in Hampton Roads and on the Peninsula, have active lifestyles, and have an interest in family vacations, family events, and kayak/canoe/fishing activities. This email would run in Summer or Fall of 2023 (would depend on submission dates) and would include links to upcoming events happening in Southampton County such as Franklin-Southampton County Fair, Heritage Day, and Cheroenhaka (Nottoway) Indian "Corn Harvest" Powwow, Harvest Faire, and Boykins Pumpkin Fest (along with others).

This descriptive marketing plan of our intended use of the \$30,000 ARPA funds will significantly help us to continue to establish the Southampton County area as a destination while also promoting the specific outdoor attraction to a broader audience. We feel that these action steps will have a positive effect on people knowing where the community is and what it has to offer in terms of a destination. We want to be known as a destination that will give you a break from the traffic, and terrific activities to fill your day from dining, museums, shopping, and events to our wonderful Nottoway River.

VIRGINIA IS FOR LOVERS[®]

2021 ECONOMIC IMPACT OF VIRGINIA'S TOURISM INDUSTRY



Source: 2021 Economic Impact of Visitors in Virginia, Tourism Economics.

- ♥ In 2021, overnight visitation to Virginia increased by 31% to 38.5 million visitors, up from 29.5 million in 2020.
- ♥ Virginia's tourism industry generated \$25.2 billion in visitor spending across all communities in 2021, a 44% increase from 2020.
- ♥ Visitor spending recovered to 87% of 2019 levels in 2021. Travelers spent \$69 million per day in Virginia in 2021, up from \$48 million in 2020.
- ♥ In 2021, the tourism industry in Virginia directly supported 185,000 jobs, an increase of 15,000 jobs relative to 2020, but still down about 55,000 jobs relative to 2019.
- ♥ Virginia's tourism industry directly supported \$7.1 billion in labor income, an increase of 17% from \$6.1 billion in 2020.
- ♥ Virginia visitors directly drove \$1.8 billion in state and local tax revenue in 2021, an increase of 28% from \$1.4 billion in 2020.
- ♥ Tourism spending saved each Virginia Household about \$776 in additional state & local tax collections in 2021.
- ♥ In 2021, Virginia's visitor economy activity added \$20.6 billion to the commonwealth's total GDP, an increase of 22% from 2020.

PRICES STARTING AT \$895

BLUE RIDGE
outdoors
go outside and play.

VIRGINIA
IS FOR
OUTDOOR
LOVERS

PROMOTE OUTDOOR ADVENTURE TRAVEL

FY23 Approved Co-Ops + Turnkey Bundles
Print | Custom Content | Digital | Social | Video

LET BLUE RIDGE OUTDOORS BRING YOUR VIRGINIA ADVENTURE TRAVEL STORY TO LIFE

Blue Ridge Outdoors is a FY23 approved
“VIRGINIA IS FOR LOVERS” Industry Advertising
Co-Op. Virginia tourism partners* have the
opportunity to choose up to 4 issues (print) and 4
months (digital) at the discounted co-op rates!

What *Blue Ridge Outdoors* Can Do For You:

- **Customized marketing plan** implementing the VTC WanderLove, Share What You Love, and Eat. Drink. Love. campaigns—or your new initiatives!
- **Discounts of over 50%** as part of the VTC Co-Op program, and extra bonus points for working with an approved media outlet.
- **Creative services** from professional designers at *Blue Ridge Outdoors*, and our sister agency Mountain High Media.
- **Leads** from 2 Virginia Adventure Giveaways. Partners who run in September 2022 and May 2023 will receive leads from a print and digital giveaway featuring a Virginia destination.

VTC PRINT ADVERTISING RATES

2-Page Spread

(or Full Page Ad + Full Page Advertorial in Guides)

COST: \$7,000 (Value \$14,400)

Full Page Ad

(or 1/2 Page Ad + 1/2 Page Advertorial in Guides)

COST: \$4,000 (Value \$8,000)

1/2 Page Ad

(1/4 Page Ad + 1/4 Page Advertorial in Guides)

COST: \$2,400 (Value \$4,800)

1/4 Page Ad OR Advertorial

COST: \$1,450 (Value \$2,900)

(1/4 Page Advertorial only available in
Adventure Guides.)

2 VTC Flights at 25% Off!

Digital Content Flight

COST: \$895

(Value \$1,195) 25% Off

Sponsored Post
Homepage (1 week)
Boosted Facebook Share of
Sponsored Post
1x E-Newsletter Story Share of
Sponsored Post

Digital Branding Flight

COST: \$1,295

(Value \$1,795) 27% Off

Standard Banner ROS Ad
For One Month (728x90,
300x250 or 300x600)
1x E-Newsletter Branding Ad
2x Instagram Stories Sets (3
Tiles Per Set)

BLUE RIDGE outdoors

go outside and play.

FY23* Editorial Plan + Specs

July

The Road Trips Issue
+ Beyond the Blue Ridge
+ Road Trip Adventure Guide

August

The Adventure Pets Issue
+ Parks
+ The Parks of the Southeast Adventure Guide
+ Outdoor Happenings Fall Race & Event Guide

September

The Biking Issue
+ Colorful Getaways
+ Bike the Southeast Adventure Guide
+ Stay and Play Fall/Winter Lodging Planner

October

The Hiking Issue
+ Fall Fishing
+ Hike the Southeast Adventure Guide

November

Top Adventure Towns Issue
+ Craft Beverages
+ The Go Outside and Play Guide 24- and 48-Hour
Adventure Itineraries
+ Gear Up Holiday Gift Guide
+ Outdoor Happenings Winter Race & Event Guide

December

The Winter Adventure Issue
+ Gear for the New Year
+ Winter in Southeast Adventure Guide
+ Snowbound Ski Resort Guide
+ Stay and Play Winter/Spring Lodging Planner

2023*

February

The Best of the Blue Ridge + Running
& Racing
+ The Trails of the Southeast Adventure Guide
+ Outdoor Happenings Spring Race & Event Guide

March

The Spring Fishing Issue
+ Campers & RVs
+ Fish the Southeast Adventure Guide
+ Stay and Play Spring/ Summer Lodging Planner

April

The Outdoor Family Issue
+ Spring Backpacking
+ The Go Outside and Play Guide 24- and 48-Hour
Adventure Itineraries

May

The Summer Music Issue + Camping
+ Camp the Southeast Adventure Guide
+ Outdoor Happenings Summer Race & Event Guide

June

The Paddling Issue
+ Lake Weekend Getaways
+ Paddle the Southeast Adventure Guide
+ Stay and Play Summer/ Fall Lodging Planner

*2023 Edit Calendar subject to change

Print Ad Specs

2-PAGE SPREAD

20" x 11" (Trim)
18.4" x 10.2"
(Safe Area)

20.5" x 11.5" (Bleed)

FULL PAGE

10" x 11" (Trim)
9.2" x 10.2"
(Safe Area)

10.5" x 11.5" (Bleed)

1/2 PAGE Horizontal

1/2 PAGE Vertical

1/4 PAGE

9.2 x 4.975

4.5375 x 10.2

4.5375 x 4.975

Digital Flight Specs

SPONSORED CONTENT

- up to 700 words of advertorial
- up to 9 photos
- optional video (in Youtube or Vimeo format)
- logo with click through link
- live on the homepage for 1 week and available on the site for at least a year

INSTAGRAM STORY

- 3 photos (1080 x 1920)
- logo(s)
- text (up to 30 words per tile)
- hashtags + links
- Can submit to BRO team to assemble or send camera-ready

E-NEWSLETTER ADS

Enewsletter Block
600 x 350

STANDARD DIGITAL ADS

Wide Skyscraper:
300 x 600

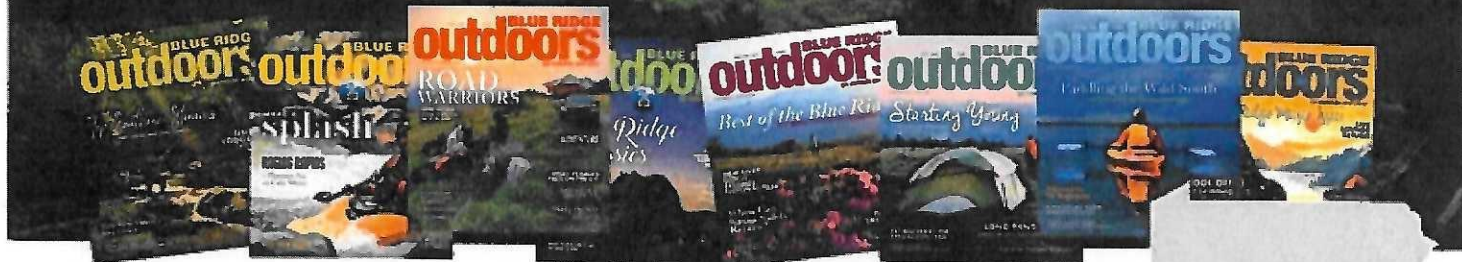
Medium
Rectangle:
300 x 250

Leaderboard: 728 x 90
+ 320 x 50 (mobile version)

BLUE RIDGE outdoors

go outside and play.

FY23 Turnkey VTC Bundles



VTC Branding Bundle Examples:

(ads/ advertorials/ or combo in choice of issues)

(4) 2-Page Spreads - **\$28,000**

(4) Full Pages - **\$16,000**

(4) 1/2 Pages - **\$9,600**

(4) 1/4 Pages - **\$5,800**

(4) Digital Branding Flights - **\$5,180**

(4) Digital Content Flights - **\$3,580**

VTC Example Advertorial Bundle Examples:

Adventure Guides to the Southeast: Biking, Hiking, Winter Adventures, Trails, Fishing, Camping, Paddling, and Parks

(4) Full Page Guide Advertorials + (4) Digital Content Flights (4) Instagram Story Sets
\$20,380

(4) 1/2 Page Guide Advertorials + (4) Digital Content Flights + (4) Instagram Story Sets
\$13,980

(4) Digital Content Flights + (4) Instagram Story Sets
\$10,580

Adventure Itineraries: Go Outside and Play (Spring/ Fall), and Destination Adventure Road Trip Guide

(3) Full Page Itinerary Advertorials + (3) Digital Content Flights + (3) Instagram Story Sets
\$15,585

(3) 1/2 Page Advertorials + (3) Digital Content Flights + (3) Instagram Story Sets
\$10,785



85,000 total circulation — the largest outdoor lifestyle magazine in the country!

Our site is the go-to platform for the engaged outdoor enthusiast and adventure traveler. Updated daily with fresh, original, and timely content spanning the region, it serves as the ultimate resource for those seeking to immerse themselves in inspirational and informative content and beautiful imagery.



BLUE RIDGE outdoors

go outside and play.

Special Custom Content Advertorial Opportunities



July 2022
Destination Adventure:
Road Trip Itineraries



August 2022
Parks of the Southeast



September 2022
Bike the Southeast



October 2022
Hike the Southeast



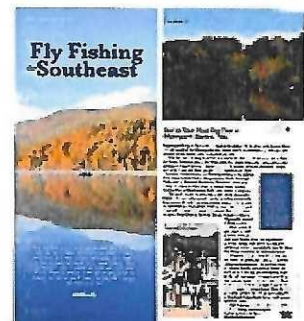
November 2022
The Go Outside and Play Guide:
Adventure Itineraries



December 2022
Winter in the Southeast



February 2023
Trails of the Southeast



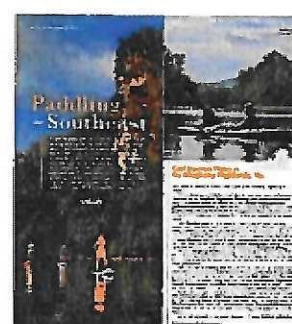
March 2023
Fish the Southeast



April 2023
The Go Outside and Play Guide:
Adventure Itineraries



May 2023
Camp the Southeast

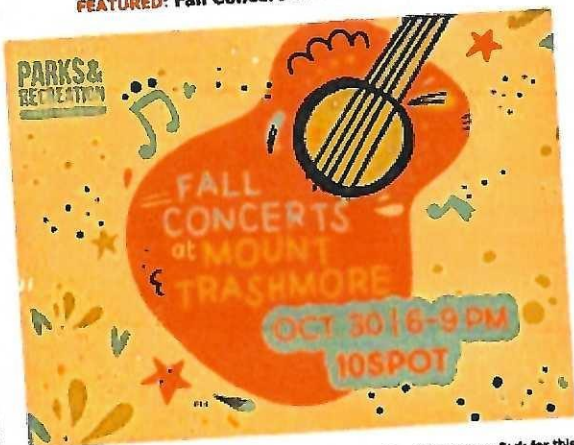


June 2023
Paddle the Southeast

LEAH WOODY | LEAH@BLUERIDGEOUTDOORS.COM | (434) 825-2055
KATIE HARTWELL | KATIE@BLUERIDGEOUTDOORS.COM | (434) 825-5023

Current Issue | Events | CoVa Deals | Store | Advertise

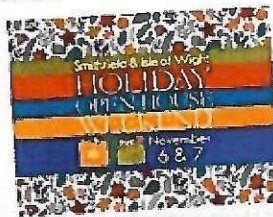
FEATURED: Fall Concert at Mount Trashmore



LIVE MUSIC! FOOD TRUCKS! GOOD TIMES! Join us at Mount Trashmore Park for this free Fall concert featuring live music from 10Spot! Food trucks will be present and alcohol is available for purchase to benefit the Word of Honor Fund.

Learn More

FEATURED



Holiday Open House Weekend in Smithfield & Isle of Wight County

Kick off your holiday season in charming Smithfield & Isle of Wight County at the annual Holiday Open House on Saturday and Sunday, November 6 and 7. Enjoy sales and specials at the merchants plus a cheery welcome at the restaurants.

Learn More



FEATURED EVENT

Nov. 12-14: The Godacious Bazaar

Kick off the holidays and do your Christmas shopping, where there is something for everyone! 320 quality vendors, artists, crafters, local businesses, and wonderful Virginia wineries all waiting for you!

Learn More



LOCAL EVENT

Nov. 6: WILLIAMSBURG Farmers Market

Shop from over 40 vendors offering a variety of local products, including fresh seasonal produce, honey, baked goods, cheese, handmade soaps, cut flowers and much more.

Learn More



CoVaScene

Published every Thursday

the Coastal Virginia Magazine

CoVa Scene newsletter is sent out weekly to subscribers. Every edition will showcase the area's most anticipated upcoming events.

Short, sweet and easy to read

with a highly loyal following of Coastal Virginia Magazine readers, CoVa Scene reaches the perfect audience to promote your event, getaway or business.

Advertising Opportunities:

- A Main Feature** (one sold per newsletter): \$475 *
Includes living as the top spot with claimed email subject, 40-50 words of copy and one image (800 x 540) in the newsletter with a link to a dedicated event listing.
- B Featured Event:** \$260 *
Includes 40 words of copy and one image (384 x 275) in the newsletter with a link to a dedicated event listing.
- C Block Event:** \$130 *
Includes 25-30 words of copy and one image (260 x 147) with a link to a dedicated event listing.
- D Banner:** \$80 *
Banner size is 296 x 144 and links directly to your website.

All Items Above: *

Produced based upon client supplied copy, image and client provided link.

Customized Email to subscribers: \$1,240

Custom email promoting your events, services and/or special announcements. Produced to your approval.

For more info contact:

call: 757-422-8979 ext.257

email: sales@vgnet.com

www.CoastalVirginiaMag.com