

VRMA Advocacy Fund Grant Program Guidelines

1. Financial assistance is available to provide support to state, local and regional VRMA- affiliated coalitions or organizations to help address a legislative, regulatory or ballot issue that has national significance or is a common industry problem whose resolution could be precedent-setting and might not succeed without financial support from VRMA. Priority will be given to projects that match funds or are able to fund independent research to protect and promote the industry.
2. Maximum VRMA Advocacy Fund financial assistance for any single application during the regular application process shall not exceed \$20,000 unless a motion is passed by the Government Affairs Council to increase the amount awarded.
3. To apply for VRMA Advocacy Funds, at least one of the following membership requirements must be met:
 - Coalition must be an Associate VRMA member in good standing; or
 - Have VRMA representation on the coalition's Board or steering committee; or
 - Over a majority of the coalition's membership must also be VRMA members.
4. The coalition's position on the issue cannot conflict with any VRMA policies.
5. Requests for assistance must be made by the appropriate state, local or regional affiliated coalition and must be submitted in writing, accompanied by suitable documentation in support of the request. Applicants should address the following topics in their application:
 - a. The affiliated coalition's mission, goals and objectives;
 - b. Documentation confirming membership criteria are met;
 - c. A summary of the landscape of the state including media coverage of the industry, percentage of housing stock, the breakdown of vacation rentals vs hotels, the breakdown of individual manager vs management companies, the current permit or licensing structure regulated at local or state level, and the demographics (urban, coastal, destination) of the market in question;
 - d. A summary of the issue's history, current status, and any licensing or ordinance changes in the last two years;
 - e. An explanation of the issue's national significance or how it could set a precedent for the vacation rental industry;
 - f. A detailed outline of the affiliated coalition's action plan for addressing the issue and how VRMA's funds will be allocated;
 - g. An explanation of the affiliated coalition's resources already committed, and why additional support from VRMA is necessary for success;
 - h. A detailed description of how the project will promote the professional management of vacation rentals; and
 - i. The amount of money the affiliated coalition is requesting from VRMA's Advocacy Fund.

6. Applications are to be reviewed by the VRMA Grant Review Team and Government Affairs Council. The VRMA Board of Directors will give final approval of all Advocacy Fund projects.
7. The VRMA-affiliated coalition receiving financial assistance under these guidelines shall, until the issue is finalized, provide VRMA's Government Affairs Council with a minimum of two (2) updates per calendar year on how the funds are being utilized, any other VRMA resources that are being used, and how their efforts can be used by other affiliated coalitions facing similar issues.
8. The VRMA-affiliated coalition receiving funds shall provide VRMA with the opportunity to be recognized as a Partner in the proposed project. The coalition is required to provide VRMA with copies of any collateral materials developed as part of their overall campaign so they can be made available to other affiliated coalitions facing similar issues/situations. Examples of these materials include: opinion polls, research data, reports, marketing or campaign materials, legislation, etc. The materials will be property of VRMA.
9. Applications from individuals will not be accepted.
10. Allocated funds are available to the affiliated coalition for a period of one calendar year commencing on the date on which the funds are approved. If there are funds remaining after one calendar year, they will be automatically relinquished back to VRMA Advocacy Fund.
11. If the recipient organization ceases operations before the awarded project is completed, VRMA reserves the right to either discontinue funding or, at its discretion, assume responsibility for and complete the project.
12. Grant funds will be disbursed directly to vendors, research firms, and/or entities included in the approved application, upon receipt of invoices and expense statements. Activities and expenses not included in the original, approved application are not eligible for reimbursement. Awarded funds are non-transferable.
13. Monies from the VRMA Advocacy Fund shall not be used to fund campaigns by individual political candidates.
14. Monies awarded to a Political Action Committee shall follow the necessary state ethics laws and documentation of necessary reporting shall be provided by the applicant to the VRMA Advocacy Fund.
15. Monies from the VRMA Advocacy Fund will not be used to fund litigation and lawsuits.
16. The applying affiliated coalition is solely responsible for any and all reporting requirements, which may apply as a result of receiving monies from the VRMA Advocacy Fund for taxation and political/lobbying purposes.

17. Applicants can only use VRMA Advocacy Fund grants for specific, budgeted items outlined in their application. Requests should also have a professional, accurate estimate or price from a vendor or company.

Projects eligible for Advocacy Fund grant awards:

- Studies
- Reports
- Polling
- Research data
- Amicus briefs
- Draft/model legislation
- Public relations (PR) campaign and materials including mailers, text, advertising, media production, etc.
- Consultants tasked with a specific function such as developing PR campaign materials
- Seed funding for a lobbyist for a specific and actionable legislative or regulatory threat. Applicants will need to show additional funding sources to support the lobbyist beyond the scope of the grant.

Funds may not be used for the following expenses:

- Staff salaries
- General operating expenses
- Other overhead costs by the organization
- Litigation or lawsuits
- Membership drives
- Campaigns by individual political candidates
- Projects for which VRMA has already awarded funds for in the previous year (subject to discretion by the VRMA Government Affairs Council)

For any questions, please contact Alex McIntyre, VRMA Government Affairs Manager, at amcintyre@vrma.org.