

The **VTC Partnership Marketing Development Team** – part of the VTC Partnership Marketing Division – provides guidance to needed resources, educational opportunities, planning, and technical assistance to municipalities, tourism organizations, and current and potential tourism businesses. The Development Team focuses on growing and promoting new tourism businesses and the development of community-based tourism products throughout the Commonwealth of Virginia, with special emphasis on high-growth potential areas such as Southwest Virginia, Southern Virginia, the Shenandoah Valley, the Eastern Shore, and the Chesapeake Bay. For more information on the VTC Partnership Marketing Division programs, visit [www.VATC.org/PAM](http://www.VATC.org/PAM).

*The mission of the Virginia Tourism Corporation Partnership Marketing Development Team is to maximize the potential of economic development and job creation through tourism within the Commonwealth of Virginia.*

*Our vision is to make sure every Virginia community has realized their potential as a tourism destination.*

### Services of the VTC Partnership Marketing Development Team

#### Business Development

Assistance with entrepreneurial development including business plans, financial planning, regulations, and other business-related issues for both new and existing tourism businesses. VTC is an active partner with other local, state, and federal assistance organizations. VTC Partnership Marketing also hosts the VTC Orientation Program which provides an overview of VTC programs to our industry partners.

#### Tourism Product Development

Assistance with creating and launching tourism product and programs within a community. Planning assistance including resources for inventory, research, and organizational development through Tourism Assessment Plans. Partnership Marketing also assists with implementation of DRIVE Tourism - Virginia's Statewide Tourism Plan. New tourism product is a critical component to grow Virginia's economy and communities.

#### Funding Assistance

Assistance with identifying funding sources, including grants and loans, for tourism-related businesses and programs. Partnership Marketing administers the VTC Marketing Leverage Programs, the Virginia WWI & WWII Tourism Marketing Program, the Virginia Tourism Development Financing Program, & the Virginia Music Festival Sponsorship programs.

#### Industry Liaisons

Facilitation of relationships between Virginia tourism industry partners with the Virginia Tourism Corporation, as well as with existing tourism offices and related tourism organizations. The Partnership Marketing Development Team works to connect industry partners with other local, state and federal agencies and programs helpful to Virginia's tourism industry.

## VTC Partnership Marketing Development 2018 Major Priorities and Projects

VTC Partnership Marketing Division is active in development projects across Virginia. Below is a partial listing of the 2018 Major Projects and Priorities which the VTC Tourism Development Team facilitates or supports - either directly or in partnership - with other agencies and groups.

- Appalachian Spring
- Clinch River Valley Initiative
- Coastal Virginia Beer Trail
- Field of Gold/Bike the Valley – Tour de Farm Program
- Lewis and Clark Eastern Legacy Trail
- Middle Peninsula Artisan Trail Start Up
- Rally SWVA and SOVA
- Salty Southern Route Trail Development
- South Boston and Clarksville Downtown Development
- Southwestern Virginia Brew Trail
- Spearhead Trails
- The COVE project - Mecklenburg's Drive Tourism Five-Year Plan
- Virginia Oyster Trail
- Virginia Rail Heritage Region

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VTC Grant Program Information  
VTC Orientation Information

[www.vatc.org/grants](http://www.vatc.org/grants)  
[www.vatc.org/pam/orientations](http://www.vatc.org/pam/orientations)