

Virginia Tourism Corporation (VTC) is committed to creating and sharing resources with Virginia's Tourism Industry to *Maximize Tourism Potential*. Following are six key programs to support and expand tourism marketing and product development, with an emphasis on leveraging tourism resources.

For more information, visit [VATC.org/partnershipmarketing](https://vatc.org/partnershipmarketing)

① Marketing Leverage Program

What's available:	Matching grant program to leverage existing marketing funds.
Who is eligible:	Virginia travel industry partners including small businesses, DMOs, private sector attractions, accommodations, and events
When:	Two funding cycles annually; Next application cycle opens early 2022
Two Award Levels:	\$20,000 and \$10,000
How:	Online application portal; Requires cash or in-kind match
Contact:	Staci Martin smartin@virginia.org (757) 390-7330

② Virginia Regional Tourism Marketing Funds

What's available: Tourism Grants funding local and regional marketing, and the marketing and operations of special events and festivals ~ There are two programs:

Virginia DMO Marketing Grants

Who is eligible:	Official Virginia DMOs for marketing expenses that show positive and significant impact on tourism
When:	Early 2022; one funding cycle annually
Maximum Award:	\$20,000
How:	Online application portal; Requires cash or in-kind match

Virginia Special Events and Festivals Program

Who is eligible:	Virginia based events and festivals for marketing and operations of special events and festivals. Must show positive and significant impact on tourism
When:	Early 2022; one funding cycle annually
Two Award Levels:	\$20,000 and \$10,000
How:	Online application portal; Requires cash or in-kind match
Contact:	Staci Martin smartin@virginia.org (757) 390-7330

③ Virginia Tourism Recovery Program (VTRP) | ARPA

What's available:	\$28 million in ARPA funding is available to help overcome the negative impacts of COVID-19 and support visitor spending across the state. Funds are designated for media, promotions, marketing, sales and product development.
Who is eligible:	Virginia counties and county-equivalent independent cities
When:	Beginning January, 2022; over a two year period
How:	A county or city applies to partner and administrator HORNE LLC for funds towards destination marketing. Available funds will be allocated based on the relative share of the locality to total state tax revenue.
Contact:	support@vatourismarpa.com

④ Drive 2.0

What's available:	\$10,000 up front grants to 30 DMOs
Who is eligible:	Virginia DMOs
When:	Three, six month rounds beginning Jan. 2021, July 2021 and January 2022
How:	DMOs apply to be a part of the program utilizing the <i>DRIVE 2.0 Strategic Plan</i> in one of the three rounds. After successful application, the DMO completes a community survey, and a consensus meeting, to identify their best hub and spoke for marketing development and advocacy. The community can use the \$10,000 grant fund towards any project from their hub and spokes created during the program.
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⑤ Tourism Development Finance Program (TDFP)

What's available:	Gap financing towards the capital investment of new tourism product development
Who is eligible:	Economic Development Organizations
When:	Year-round; no time limitations
How:	An EDO proves a deficiency in local tourism product based on visitor demand, through current research from a locality's Community Comprehensive, Tourism Development and Marketing Plans. A developer then proves their project fills the deficiency through pro forma and market study research. If certification is achieved, the state contributes a percentage of quarterly sales and use tax collected from the project.
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552

⑥ Tourism Improvement Districts (TID)

What's available:	A visitor fee collected by tourism businesses for tourism marketing & development
Who is eligible:	A newly formed TID Governing Board comprised of zone participating businesses
When:	Year-round; no time limitations
How:	Local lodging, dining, retail and tourism businesses petition the local government to create a TIDs plan. The plan defines zone geographic and usage parameters, and sources and uses of the funds. A newly formed governing board of participating businesses engages a non-profit administrator to assist in the management of the program and funds.
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552