

The **VTC Partnership Marketing Destination 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 Destination Development Specialists focus 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 across Virginia. For more information on the VTC Partnership Marketing Destination Development Division programs, visit [www.VATC.org/PAM](http://www.VATC.org/PAM).

*The mission of the VTC Partnership Marketing Destination Development Specialist 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.*

### *VTC Partnership Marketing Destination Development Team Services*

#### **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 2.0 - Virginia's Statewide Tourism Plan. New tourism product is a critical component to grow Virginia's communities.

#### **Funding Assistance**

Assistance with identifying funding sources, including grants and loans, for tourism-related businesses and programs. This includes making connections to local, state, and federal funding programs. Partnership Marketing administers the VTC Marketing Leverage Programs, the Virginia DMO Marketing Grant, the Virginia Special Events and Festival Program, and the Virginia Tourism Development Financing Program.

#### **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 Destination Development Specialist Team Priorities and Projects

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

- Appomattox River Region Access Project
- Blue Ridge Plateau
- Brunswick Stew Trail
- Chesapeake Bay National Recreation Area Initiative
- Chincoteague Historic Firehouse Revitalization
- Clinch River Valley Initiative
- Coastal Virginia Downtowns/Main Street Initiatives
- Coastal Virginia Ecotourism Alliance
- Eastern Shore Rails to Trails
- Field of Gold/Bike the Valley – Tour de Farm Program
- Hometowns of Mount Rogers
- Onancock School Revitalization
- Salty Southern Route
- Shenandoah Spirits Trail
- Shenandoah Valley Tourism Partnership
- Southern Virginia Racing Partnership
- Southern Virginia Wild Blueway
- Southwest Virginia Outdoors
- Spearhead Trails
- Tazewell/Buchanan Trails Initiative
- Tobacco Heritage Trail
- Town of Farmville Downtown Development and Riverwalk Project
- Town of South Boston Downtown Development
- Virginia Oyster Trail Revitalization
- Virginia's Lewis and Clark Legacy Trail
- Virginia's Space Loop/Virginia is for Space Lovers
- Virginia DMO Marketing Grant
- Virginia Special Events and Festival Program
- Visit Lynchburg Sports Tourism
- VTC Marketing Leverage Programs
- VTC Orientation Programs

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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)