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/grants

### (VTC) Recovery Marketing Leverage Program

**What's available:** Matching grant program to leverage existing marketing funds
Requires a research-based and measurable marketing plan

**Who is eligible:** Virginia travel industry partners including small businesses, DMOs, private sector attractions, accommodations and events (subject to change).

**When:** **August 30, 2022** (tentative; subject to change)

**How:** Online application portal

**Contact:** Email VTCMLPGrant@virginia.org

### 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:** **January 10, 2023** (tentative; subject to change)

**How:** Online application portal; Requires at least 50% cash or in-kind match.

**Contact:** Email VTCDMOGrant@virginia.org

**Virginia Special Events and Festivals Program**

**Who is eligible:** Virginia based events and festivals for marketing and operations of special events and festivals. Impact of special events and/or festival must show positive and significant impact on tourism

**When:** **January 10, 2023** (tentative; subject to change)

**How:** Online application portal; Requires at least 50% cash or in-kind match.

**Contact:** Email VTCSEFProgram@virginia.org
### 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 DRIVE 2.0 Strategic Plan 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.

**Contact:** Caitlin Johnson  ccjohnson@virginia.org | (804) 545-5529

### Tourism Development Finance Program (TDFP)

**What's available:** Gap financing towards the capital investment of new tourism projects

**Who is eligible:** Economic Development Organizations (are the applicant)

**When:** Year-round; no time limitations

**How:** An EDO identifies and proves a *Deficiency* and need for new, local tourism product based on current, high visitor demand - e.g. current research from a locality's *Tourism Development* and *Marketing Plans*, and a Developer’s formal *Market Study*. Much like *Tax Increment Financing*, gap financing works when both a Municipality and the State divert and contribute future sales tax revenues towards the Developer’s debt with the Lender.

**Contact:** Wirt Confroy  wconfroy@virginia.org | (804) 545-5552

### 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 an administering Non profit administrator to assist in the management of the program and funds.

**Contact:** Wirt Confroy  wconfroy@virginia.org | (804) 545-5552