

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](https://vatc.org/grants)

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## 1 (VTC) Recovery Marketing Leverage Program

<b>What's available:</b>	Matching grant program to leverage existing marketing funds Requires a research-based and measurable marketing plan
<b>Who is eligible:</b>	Virginia travel industry partners including small businesses, DMOs, private sector attractions, accommodations and events (subject to change).
<b>When:</b>	<b>August 30, 2022</b> (tentative; subject to change)
<b>How:</b>	Online application portal
<b>Contact:</b>	Email <a href="mailto:VTCMLPGrant@virginia.org">VTCMLPGrant@virginia.org</a>

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## 2 Virginia Regional Tourism Marketing Funds

<b>What's available:</b>	Tourism Grants funding local and regional marketing, and the marketing and operations of special events and festivals ~ There are two programs:
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### Virginia DMO Marketing Grants

<b>Who is eligible:</b>	Official Virginia DMOs for marketing expenses that show positive and significant impact on tourism
<b>When:</b>	<b>January 10, 2023</b> (tentative; subject to change)
<b>How:</b>	Online application portal; Requires at least 50% cash or in-kind match.
<b>Contact:</b>	Email <a href="mailto:VTCDMOGrant@virginia.org">VTCDMOGrant@virginia.org</a>

### Virginia Special Events and Festivals Program

<b>Who is eligible:</b>	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
<b>When:</b>	<b>January 10, 2023</b> (tentative; subject to change)
<b>How:</b>	Online application portal; Requires at least 50% cash or in-kind match.
<b>Contact:</b>	Email <a href="mailto:VTCSEFProgram@virginia.org">VTCSEFProgram@virginia.org</a>

## 3 Drive 2.0

<b>What's available:</b>	\$10,000 up front grants to 30 DMOs
<b>Who is eligible:</b>	Virginia DMOs
<b>When:</b>	Three, six month rounds beginning Jan. 2021, July 2021 and January 2022
<b>How:</b>	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.
<b>Contact:</b>	Caitlin Johnson <a href="mailto:ccjohnson@virginia.org">ccjohnson@virginia.org</a>   (804) 545-5529

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## 4 Tourism Development Finance Program (TDFP)

<b>What's available:</b>	Gap financing towards the capital investment of new tourism projects
<b>Who is eligible:</b>	Economic Development Organizations (are the applicant)
<b>When:</b>	<b>Year-round; no time limitations</b>
<b>How:</b>	An EDO identifies and proves a <i>Deficiency</i> and need for new, local tourism product based on current, high visitor demand - e.g. current research from a locality's <i>Tourism Development and Marketing Plans</i> , and a Developer's formal <i>Market Study</i> . Much like <i>Tax Increment Financing</i> , 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.
<b>Contact:</b>	Wirt Confroy <a href="mailto:wconfroy@virginia.org">wconfroy@virginia.org</a>   (804) 545-5552

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## 5 Tourism Improvement Districts (TID)

<b>What's available:</b>	A visitor fee collected by tourism businesses for tourism marketing & development
<b>Who is eligible:</b>	A newly formed TID Governing Board comprised of zone participating businesses
<b>When:</b>	<b>Year-round; no time limitations</b>
<b>How:</b>	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.
<b>Contact:</b>	Wirt Confroy <a href="mailto:wconfroy@virginia.org">wconfroy@virginia.org</a>   (804) 545-5552