

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)

## 1 (VTC) 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:** **Opens:** January 17, 2023 **Closes:** February 28, 2023

**How:** Online application portal

**Contact:** Email [VTCMLPGrant@virginia.org](mailto:VTCMLPGrant@virginia.org)

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## 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:** **Opens:** January 17, 2023 **Closes:** February 28, 2023

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

**Contact:** Email [VTCDMOGrant@virginia.org](mailto: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:** **Opens:** January 17, 2023 **Closes:** February 28, 2023

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

**Contact:** Email [VTCSEFProgram@virginia.org](mailto:VTCSEFProgram@virginia.org)

## 3 (VTC) VA250 Tourism Marketing Program

<b>What's available:</b>	Reimbursable grant program to leverage existing marketing funds
<b>Marketing Focus:</b>	Events, attractions, museums, and destinations that interpret and reflect on quests for freedom in America
<b>Who is eligible:</b>	Officially certified VA250 community committees
<b>Match:</b>	1:1 cash match
<b>When:</b>	<b>Opens:</b> Mid- 2023
<b>How:</b>	Online application portal
<b>Contact:</b>	Email <a href="mailto:VTCMLPGrant@virginia.org">VTCMLPGrant@virginia.org</a>

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## 4 (VTC) Microbusiness Marketing Leverage Program

<b>What's available:</b>	Reimbursable grant program to leverage existing marketing funds Requires a targeted and research-based marketing plan
<b>Marketing Focus:</b>	Small business and shoulder season marketing
<b>Who is eligible:</b>	Small tourism-related businesses with 20 or fewer full-time equivalent employees including boutique retail, restaurants, food trucks, small attractions, craft breweries, distilleries, wineries, boutique lodging and B&Bs and events focused on shoulder season visitation. DMOs and NGOs, such as PDCs and Main Street organizations, may apply but the application must support microbusinesses and/or shoulder season visitation with a robust marketing plan.
<b>Match:</b>	1:1 cash or in-kind marketing match
<b>When:</b>	<b>Opens:</b> Fall 2023
<b>How:</b>	Online application portal
<b>Contact:</b>	Email <a href="mailto:VTCMLPGrant@virginia.org">VTCMLPGrant@virginia.org</a>

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## 5 Drive Outdoor Grant Program

<b>What's available:</b>	Grant funding for Virginia DMOs only
<b>Who is eligible:</b>	\$10,000 any Virginia DMO; \$20,000 Virginia DMOs that have completed Drive 2.0
<b>When:</b>	<b>Opens:</b> August 22, 2022 <b>Closes:</b> March 3, 2023
<b>How:</b>	DMOs apply to be part of the program that utilizes that DRIVE 2.0 Strategic Plan applied to Outdoor Recreation tourism development. This program includes a VTC-led workshop in partnership with the DMO to identify outdoor recreation development priorities.
<b>Contact:</b>	Caitlin Johnson <a href="mailto:ccjohnson@virginia.org">ccjohnson@virginia.org</a>   (804) 545-5529

## 6 Tourism Development Finance Program (TDFP)

<b>What's available:</b>	Quarterly tax rebates contributing to 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> for new tourism product based on high visitor demand, using current research from a locality's <i>Tourism Development</i> and <i>Marketing Plans</i> , and a Developer's comprehensive <i>Market Study</i> . Much like <i>Tax Increment Financing (TIF)</i> , both a Municipality and State divert and contribute future tax revenues from a new project 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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## 7 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 district and plan. The plan defines the geographic zone and fund uses. The TID Governing Board hires a non-profit to help manage the program
<b>Contact:</b>	Wirt Confroy <a href="mailto:wconfroy@virginia.org">wconfroy@virginia.org</a>   (804) 545-5552