

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) VA250 Tourism Marketing Program

What's available:	Reimbursable grant program to leverage existing marketing funds Requires a targeted and research-based marketing plan
Marketing Focus:	Destinations, programs, attractions, and events related to America's 250th Commemoration and the quest for freedom
Who is eligible:	Officially recognized VA250 Committees. For information on how to become an officially recognized VA250 Committee, please visit www.VA250.org
Match:	1:1 cash match
Open:	Spring Round Opening March 5, 2024 - Closing April 11, 2024 Fall Round Opening Mid October 2024 - Closing Mid November 2024
Max Award:	\$10,000
How:	Online application portal
Contact:	Email VTCMLPGrant@virginia.org

2 (VTC) Microbusiness Marketing Leverage Program

What's available:	Reimbursable grant program to leverage existing marketing funds Requires a targeted and research-based marketing plan
Marketing Focus:	Small business and shoulder season marketing
Who is eligible:	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.
Additional eligibility:	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.
Match:	1:1 cash or in-kind marketing match
Opens:	Summer 2024
Max Award:	\$5,000 for small businesses \$10,000 for organizations such as Main Streets, DMOs, trails or Chambers which market small tourism-oriented businesses.
How:	Online application portal
Contact:	Email VTCMLPGrant@virginia.org

3 (VTC) Marketing Leverage Program

- What's available:** Reimbursable 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
- Opens:** February 8, 2023 - March 14, 2023 * Applications due by 5 pm c.o.b.
- How:** Online application portal
- Contact:** Email VTCMLPGrant@virginia.org
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4 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
- Opens:** February 8, 2023 - March 14, 2023 * Applications due by 5 pm c.o.b.
- 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
- Opens:** February 8, 2023 - March 14, 2023 * Applications due by 5 pm c.o.b.
- How:** Online application portal; Requires at least 50% cash or in-kind match
- Contact:** Email VTCSEFProgram@virginia.org
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5 Drive Outdoor Grant Program

- What's available:** \$10,000/ \$20,000 up front grants to 10 DMOs
- Who is eligible:** \$10,000 any VA DMO; \$20,000- VA DMOs only
- When:** TBD summer 2024
- How:** DMOs complete online application, requires 50% cash or in-kind match. Program utilizes the DRIVE 2.0 Strategic Plan for product development. Funds can be used towards specific development projects outlined by the program guidelines.
- Contact:** Caitlin Johnson ccjohnson@virginia.org | Jacob Bower jbower@virginia.org

6 Tourism Development Finance Program (TDFP)

What's available:	Quarterly tax rebates contributing to 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 <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.
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552

7 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 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
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552