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 https://www.vatc.org/partnershipmarketing.

The mission of the VTC Partnership Marketing Division’s Destination Development Management Team is to maximize the potential of economic development and job creation through tourism in 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. |

**Business Development**

| 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. |

**Tourism Product Development**

| 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 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
- Farmville Downtown Development & 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

VTC Partnership Marketing Destination Development and Grants Team Contacts

**Statewide**

**Becky Nave**  
Destination Development Director  
901 E. Cary St., Ste. 900  
Richmond, VA 23219  
CELL (276) 791-9172  
bnav@virginia.org

**Staci Martin**  
Grants Director  
P.O. Box 61826  
Virginia Beach, VA 23462  
CELL (757) 390-7330  
smartin@virginia.org

**SWVA Heart of Appalachia**

**Michelle Workman**  
Senior Destination Development Manager  
P.O. Box 30  
Bluefield, VA 24605  
CELL (276) 722-0238  
mworkman@virginia.org

**SWVA VA’s Blue Ridge**

**Kalen Hunter, MBA**  
Senior Destination Development Manager  
P.O. Box 16394  
Bristol, VA 24209  
CELL (276) 213-0009  
khunter@virginia.org

**Virginia DMO Marketing Grant**

**Katie Conner, MBA**  
Senior Destination Development Manager  
P.O. Box 1113  
Buchanan, VA 24066  
CELL (540) 676-4953  
kconner@virginia.org

**Northern Virginia**

**Sarah Austin Holzgrefe**  
Destination Development Specialist  
901 E. Cary St., Ste. 900  
Richmond, VA 23219  
DESC (804) 545-5554  
sholzgrefe@virginia.org

**Shenandoah Valley**

**Kelli Weaver**  
Destination Development Manager  
901 E. Cary St., Ste. 900  
Richmond, VA 23219  
CELL (540) 679-6697  
kweaver@virginia.org

**Laura Messer**  
Destination Development Manager  
P.O. Box 2635  
Newport News, VA 23609  
CELL (804) 278-761  
lmesser@virginia.org

**SWVA VA Mountains**

**Michelle Workman**  
Senior Destination Development Manager  
P.O. Box 16394  
Bristol, VA 24209  
CELL (276) 213-0009  
mworkman@virginia.org

**Visit Lynchburg Sports Tourism**

**Katie Conner, MBA**  
Senior Destination Development Manager  
P.O. Box 1113  
Buchanan, VA 24066  
CELL (540) 676-4953  
kconner@virginia.org

**VTC Grant Program Information**

vatc.org/grants

**VTC Orientation Information**

vatc.org/partnershipmarketing/orientations