

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 designed to drive tourism against the backdrop of America's 250th commemoration
Marketing Focus:	Destinations, programs, attractions, museums and events related to America's 250th Commemoration and the quest for freedom
Who is eligible:	Officially recognized VA250 Committees, historic sites and museums. For information on how to become an officially recognized VA250 Committee, please visit www.va250.org
Match:	If in a federally recognized Economic Development District required minimum match is 1:1 in-kind match; if not in a federally-recognized Economic Development District required minimum match is 1:1 cash match
Open:	Spring 2025
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 designed to drive tourism to Virginia
Marketing Focus:	Small business and shoulder season (September to May) marketing
Who is eligible:	Small tourism-related business 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, Chambers of Commerce, 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
Opens:	Mid-June 2025
Max Award:	\$5,000 for small businesses \$10,000 for eligible organizational applicants with minimum 1:1 cash or in-kind marketing match
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 designed to drive tourism to Virginia

Who is eligible: Virginia travel industry partners including small businesses, DMOs, private sector attractions, accommodations, museums, lodging and events

Opens: February 11, 2025 — **Closes:** March 13, 2025

How: Online application portal

Award Tiers: **Tier One:** 1:1 minimum cash match for award of up to \$20,000
Tier Two: 2:1 minimum cash match for award of up to \$50,000

Contact: Email VTCMLPGrant@virginia.org

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 economic impact on tourism and must include marketing plans designed to drive visitation to Virginia

Opens: February 11, 2025 — **Closes:** March 13, 2025

How: Online application portal

Award Tier: Up to \$20,000 with minimum 50% cash or in-kind match

Contact: Email VTCDMOGrant@virginia.org

Virginia Special Events and Festivals Program

Who is eligible: Virginia based special events and festivals for marketing and production of special events and festivals; special events and festivals must have at least two years of prior attendance since 2017 and must have a minimum attendance of 500 attendees. Special events and festivals with less than 500 attendees should apply for the Marketing Leverage Program

Important Notes:

- * **This round will be for calendar year 2026 events (Events occurring between Jan 1st, 2026, and December 31, 2026).**
- * **Special events and/or festival must show** positive and significant impact on tourism and marketing plan must be designed to drive visitation to Virginia. 50% of award may be spent on event production costs. Applications with plans to use production funding to expand festival capacity; add a stage, enhance visitor experience, add artisan markets, concessions, food trucks, or other revenue generating activities will score higher

Award tiers: **Tier One:** 1,000-4,999 attendees; up to \$5,000 award with minimum 50% cash or in-kind match
Tier Two: 5,000-19,999 attendees; up to \$10,000 award with minimum 50% cash or in-kind match
Tier Three: 20,000+ attendees; up to \$20,000 award with minimum 50% cash or in-kind match

Opens: Summer 2025

How: Online application portal

Contact: Email VTCSEFProgram@virginia.org

5 Drive Tourism+ Workshop

What's available:	\$10,000 up front grants to 10 DMOs
Who is eligible:	Virginia DMO's only
When:	Next round opening March 2025
How:	Next round applications open January 2025. Workshops held March - September 2025 DMOs complete online application hold a VTC-led community workshop and requires 50% cash or in-kind match. Program utilizes competitive strategies and hub-and-spoke method for promotion and product development. Funds can be used towards marketing and/or enhancing tourism products outlined by the program guidelines. More information is available on VATC.org/drivetourism
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 and 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
Example:	Learn from VA's first TID in action > Richmond Region Tourism TID
Contact:	Wirt Confroy wconfroy@virginia.org (804) 545-5552