

Virginia Tourism Corporation (VTC) is committed to creating and sharing resources with Virginia's Tourism Industry to **Maximize Your Tourism Potential**. Following are (8) key programs to support and expand tourism marketing and product development, with an emphasis on leveraging tourism resources. For more information, visit www.VATC.org/grants

1 (VTC) Marketing Leverage Program (MLP)

- 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
NOTE: DMOs must choose the DMO Marketing Program OR the Marketing Leverage Program. A letter of support from local or regional DMO is required. A lodging partner letter of support is required. A list of official DMOs can be found at vatc.org/dmolist
- When?** **Opens:** February 10, 2026 — **Closes:** March 19, 2026
- 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 \$35,000
- Contact** For information and questions email VTCMLPGrant@virginia.org » [Website](http://vatc.org/dmolist)

2 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
NOTE: DMOs must choose the DMO Marketing Program OR the Marketing Leverage Program
- When?** **Opens:** February 10, 2026 — **Closes:** March 19, 2026
- How?** Online application portal
- Award Tiers?** Up to \$15,000 with minimum 50% cash or in-kind match
- Contact** For information and questions email VTCDMOGrant@virginia.org » [Website](http://vatc.org/dmolist)

3 (VTC) MMLP Grant Program * DMOs please see below for the DMO MMLP Co-Op 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 VA
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	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. If the Chamber, Main Street or organization is an officially designated DMO appearing on this list vatc.org/dmolist then they may only apply in the VTC Vacation Starts with VA DMO MMLP program
When?	Opens: June 23, 2026 — Closes: July 30, 2026
Max Award?	Award: \$5,000
Match	1:1 cash or in-kind
How?	Online application portal
Contact	For information and questions email VTCMLPGrant@virginia.org » Website NOTE to DMO Partners: As VTC MMLP grant funding above is limited and has become more competitive, we created the DMO MMLP Flagship Co-Op Program to allow for more DMOs to activate VTC's flagship campaign and engage in early off-season marketing to drive visitation

4 (DMO) MMLP Flagship Co-Op 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 VA using Co-ops and Toolkits
Marketing focus	Must include hub & spoke with three small tourism-oriented businesses.
Who is eligible?	VTC Officially recognized DMOs appearing on this list: vatc.org/dmolist
When?	TBD * Note the shorter application window
Award Tiers	TBD
Match	1:1 cash or in-kind
How?	Online application portal
Contact	For information and questions email VTCMLPGrant@virginia.org » Website

5 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 2022 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

NOTE: Impact of special events and/or festival must show positive and significant impact on tourism and marketing plan must be designed to drive visitation to Virginia. Only 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: 500-4,999 attendees; up to \$5,000 award with minimum 50% cash or in-kind match

Tier One: 5,000-19,999 attendees; up to \$10,000 award with minimum 50% cash or in-kind match

Tier One: 20,000+ attendees; up to \$20,000 award with minimum 50% cash or in-kind match

When? **Opens:** September 22, 2026 — **Closes:** October 29, 2026

How? Online application portal

Contact For information and questions email VTCSEFProgram@virginia.org » [Website](#)

6 DRIVE Tourism

What's available? \$10,000 - \$20,000

Who is eligible? Virginia DMO's only

When? Next round opening **Summer 2026**

How? DMOs complete an online application and hold a VTC-led community workshop. The goal of the program is to create community-based strategies to increase locality competitiveness as a travel destination. Funds can be used towards program specific projects outlined in the program's grant funding guidelines

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7 Tourism Development Finance Program (TDFP)

What's available?	\$10,000 - \$20,000
Who is eligible?	Economic Development Organizations (are the applicant)
When?	Next round opening Summer 2026
How?	An EDO identifies and proves a Deficiency for new tourism product based on high visitor demand, using current research from a locality's Tourism Development and Marketing Plans, and a Developer's comprehensive Market Study. Much like Tax Increment Financing (TIF), both a Municipality and State divert and contribute
Contact	Wirt Confroy wconfroy@virginia.org (804) 545-5552 » Website

8 Tourism Improvement Districts (TID)

What's available?	Quarterly tax rebates contributing to the capital investment of new tourism projects
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 TID's district and plan. The plan defines the geographic zone and fund. 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 » Website