2026 VTC Grants Overview: 2026 DMO Marketing Program

Destination Marketing Organization Marketing Program Webinar

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VTC Grant Goals: More Money, More People, More Jobs

Instant Revenue Generation

2024 Economic Impact of Visitors in Virginia

Sources: Tourism Economics & Longwoods International

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Developing & Activating Partnerships

- Itinerary Focused Hub & Spoke
- Length of Stay Potential
- Revenue Potential
- Cross Promotion/Package Potential
- Leverage Potential
- Must be specific brick and mortar places. Exception food trucks.

Collaborative Marketing

- Cross distribution in market
- Cooperative advertising (sharing the cost of larger ads, further reach, new markets)
- Creating package deals (hotel + restaurants + attractions)
- Cross marketing online (restaurant/shopping info included in reservation confirmations)
- Sector rack cards (regional winery rack card)
- Cross links on websites, landing pages, and social media posts

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VTC Grants Spreading the Love Statewide

2026 Allocations and Information

- $700,000 (approximately 45 applications)
- Award Tier : up to $15,000 with 50% cash or in-kind match
- Must be for NEW initiatives, new target markets, new campaign, new marketing categories
- Virginia is for Lovers logo must be on marketing materials as specified in program Terms & Conditions.

2026 DMO Marketing Program

- **Eligibility**: Must be officially recognized VTC Destination Marketing Organization listed on www.vatc.org/dmolist

- NEW! Portal will be password protected. An email with the DMO program password will be sent to all DMOs on Monday, February 9. The password can be requested from Staci Martin, Grants Director, at smartin@virginia.org.

- NEW! DMOs must choose between Marketing Leverage Program or DMO Marketing Program

Reducing the Reductions
More Full Awards; Fewer Reduced Awards

DMOs
Each calendar year must choose between
DMO program (max award $15K with 50% in-kind match) **OR**
MLP program (max award $30K with cash match)

Microbusinesses
Are encouraged to apply for Microbusiness program if a first-time applicant. Must choose between Marketing Leverage Program **OR**
Microbusiness Program

Businesses, Attractions, Main Streets, EDAs
Each calendar year must choose between
Marketing Leverage Program (cash match)
OR
Microbusiness Marketing Leverage Program (in-kind match.)

Special Events & Festivals
Must choose Marketing Leverage Program **OR**
Special Events & Festivals Program
Must be minimum of two days with two-year history.
Focus is on **EXPANSION**.
More things to do, more visitors, more days, more overnights..

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VTC Grants
On Time, Every Time

Lather. Rinse. Reimburse. Report. Repeat.

Grant round prep:
Prior round debrief; development of documents

Application dates:
Driven by staff capacity; scoring capacity, press release

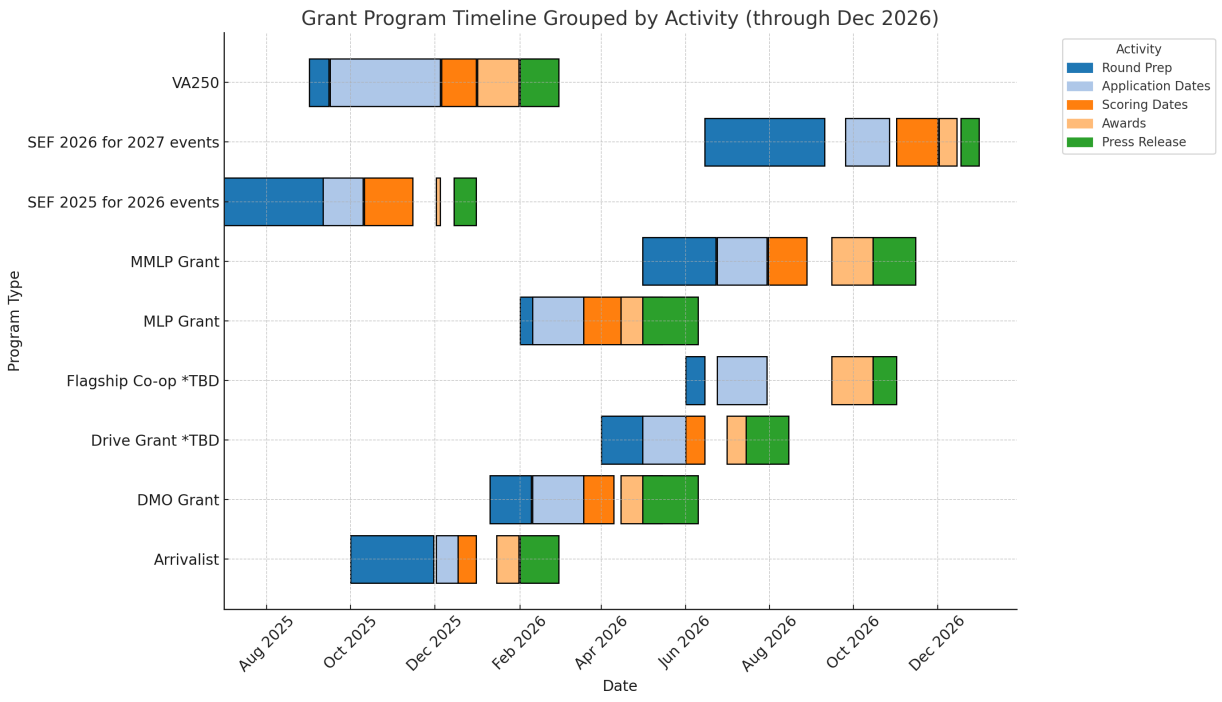
Scoring dates:
6-8 weeks to review with a team of 5.

Awards:
Award conferences, approvals and notifications takes 4 weeks.

Press Release:
Can take 2-4 weeks.

Reimbursement & Reporting:
15-24 months

From 80 proposals a year to over 600 a year!



75% of Proposals in Last Four Hours

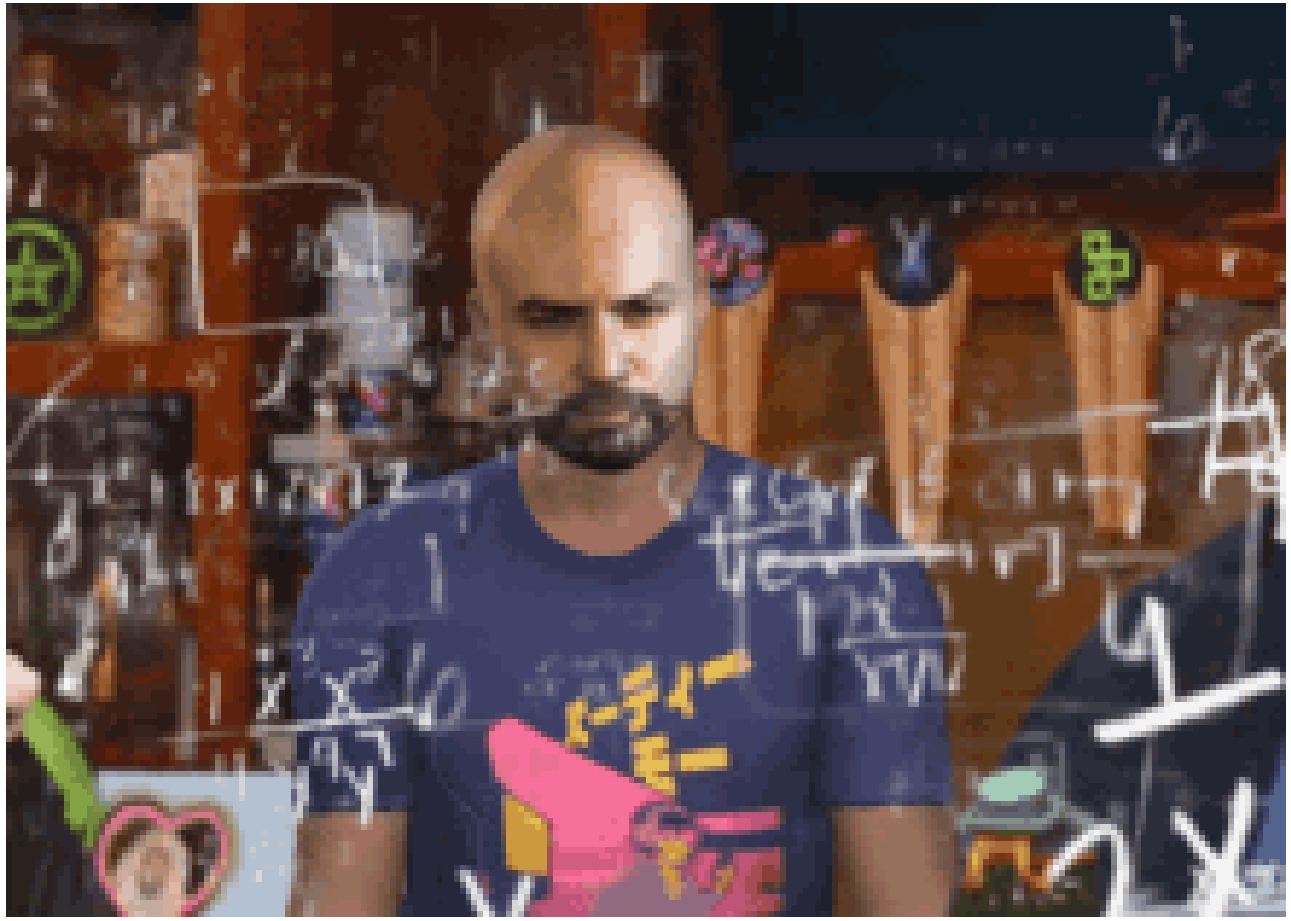
20% of Proposals in Final 45 Minutes

Please, complete your application early!

Flooding the Zone—Forward

DMO Lookback
December 1, 2025.
Must have Virginia is for Lovers logo for match and reimbursement if required.

DMO Spend Down Period
Can be shorter if doing shorter campaigns, like a capsule campaign.
No later than October 31, 2027.
Reports due no later than December 31, 2027.



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VTC Grant Proposals: New! In the Portal

The Right-Side Bar

Terms and Conditions
You agree to these when you submit. Read and save to your digital folder.

Program Instructions
Print and have next to you when applying.

FAQs
Review before applying.

Sample Application
Basic sample application to guide you.

Recorded Webinar
This webinar for you to review as needed.

Webinar Deck
The webinar deck as a pdf for review

Help!

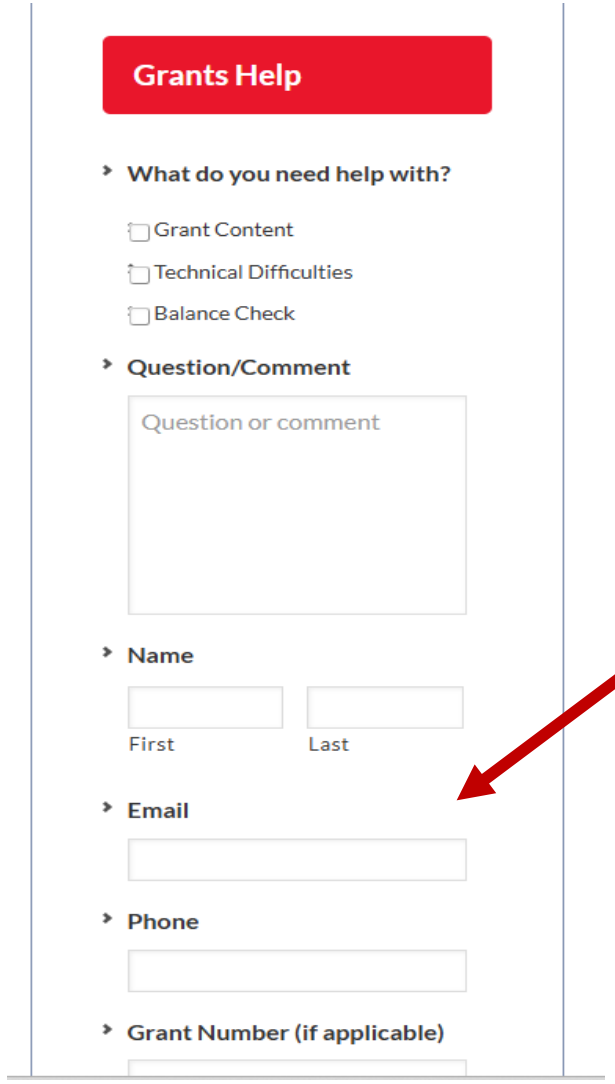
Lifted Security Layers
Changed settings to reduce grey outs and html errors.

Attachments at End of Application
Do not attach until ready to submit.

Set Server Reset Schedule
Server volume was causing grey outs. We have a regular reset schedule with Digital Marketing team.

Contact Us
Use the technical assistance box. Check your pdf right after submission.

Last Minute Volume
Do not procrastinate. Contact us if 4:30 crash.



This is your Grants Team 911 call---the issue gets sent to FOUR people all at once!

Applicant Acknowledgment Section

Reduced # of Checkboxes
These are specific statements about the program you agree to.

Check all the boxes
If any box left unchecked, application will not submit.

.

Applicant Acknowledgment

Before you can continue to the application, please acknowledge the following (Click the checkmark and it will turn blue):

I agree *

☐ I understand this is a reimbursement program and no funds will be granted up front.

I agree *

☐ I understand I need to use the Virginia is for Lovers logo on marketing and advertising materials where required as listed in the program Terms and Conditions and that I need to submit proof of marketing activities and proof of payment to qualify for reimbursement.

I agree *

☐ I understand that this funding is for new initiatives, such as creating and distributing new ads, targeting new markets, running new social media campaigns, and obtaining new marketing content.

I agree *

☐ I understand that this program is for eligible expenses incurred between December 1st, 2025 – October 31st, 2027, and that my reimbursement requests must be submitted no later than December 31st, 2027. I understand that I am permitted two reimbursements during the program period and that an interim and final report are required.

Program Info Section

DMO Information
Reimbursements will go this organization and EIN ONLY. No exceptions—grants can not be transferred.

Town & Locality
These are different. Type in your town; choose from the dropdown box for locality. Locality is county or independent city.

Program Information

DMO Name *

EIN # *

Only one application permitted per EIN #"

Application Organization Street Address *

Street Address

Address Line 2

City

Virginia

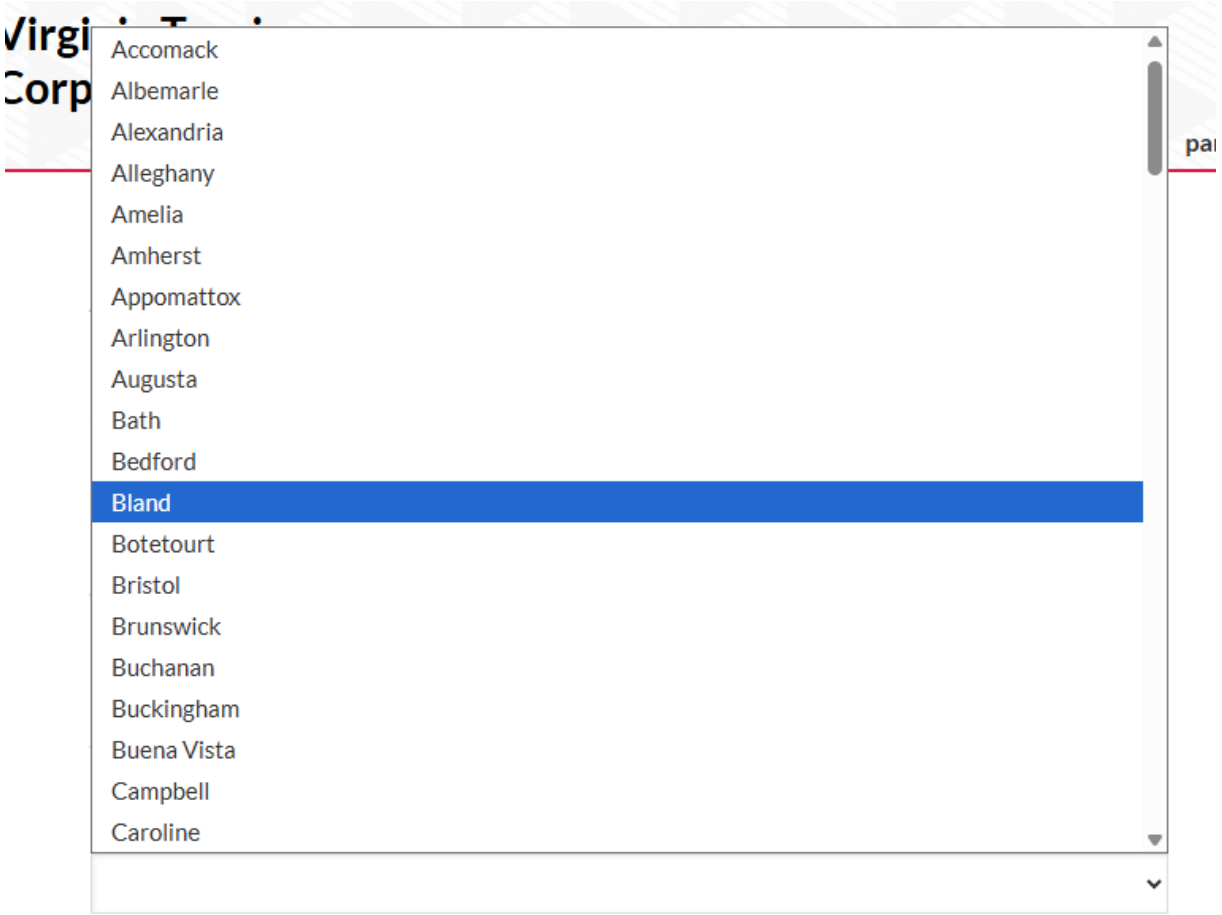
State

ZIP Code

Town Name (if applicable)

Applicant Locality *

Locality=County or Independent City



Districts and Regions Section

Locality
County or Independent City ONLY

Elected Official Districts
We are tracking these now

Go Virginia region
We need to for regional allocation reviews

.

APPLICANT LOCALITY*

If a town or DMO, please select the county where the town is located.

GO VIRGINIA REGION #*

Information can be found at https://www.dhcd.virginia.gov/gova.

Please enter a number from **1** to **9**.

VIRGINIA STATE HOUSE OF DELEGATES DISTRICT #*

Information can be found at https://whosmy.virginiageneralassembly.gov/.

VIRGINIA STATE SENATE DISTRICT #*

Information can be found at https://whosmy.virginiageneralassembly.gov/.

U.S. HOUSE OF REPRESENTATIVES (CONGRESS) DISTRICT #*

Information can be found at https://whosmy.virginiageneralassembly.gov/.

DMO Information

Employees
Not used to score application

Operating Budget
Not used to score application

Interest in TIDS
Not used to score application, but our Director of Business Development may reach out with information about Tourism Investment Districts

Amount of Requested Funds
Amount of funding you are requesting for this proposal

.

How many full-time employees does your DMO have? *

How many part-time employees does your DMO have? *

What is your DMO's annual operating budget? *

Does any of your budget or matching funds come from a Tourism Investment District (TID)? *

- Yes
- No

Amount of Requested Funds *

Maximum award: $15,000. Use whole numbers only. Requested funds must equal to total of reimbursable marketing plan found in step 5 of application.

DMO Information

Contact Name
This is where all grant contact info will be emailed to.

Recommendation:
Set up a VisitXYZGrants@dmodomain.org so that multiple people have access to grant correspondence

.

Applicant Contact Information

Applicant Organization Contact Name *

First

Last

Contact Email

Contact Phone Number *

Contact Mailing Address *

Street Address

Address Line 2

City

State / Province / Region

ZIP / Postal Code

Marketing Focus

Marketing Initiative Focus
Choose best fit

Marketing Initiative Name
Please choose something other than your DMO Name.

Examples:
2026-2026 Outdoor Recreation Campaign

VisitXYZ Trails Campaign

VisitXYZ Wine Marketing 2026-2026

.

Marketing Initiative Focus *

Arts & Culture

Marketing initiative Name *

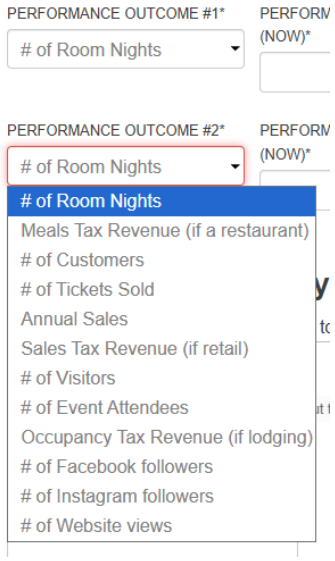
Marketing Program Start Date – No earlier than 12/1/2025 *

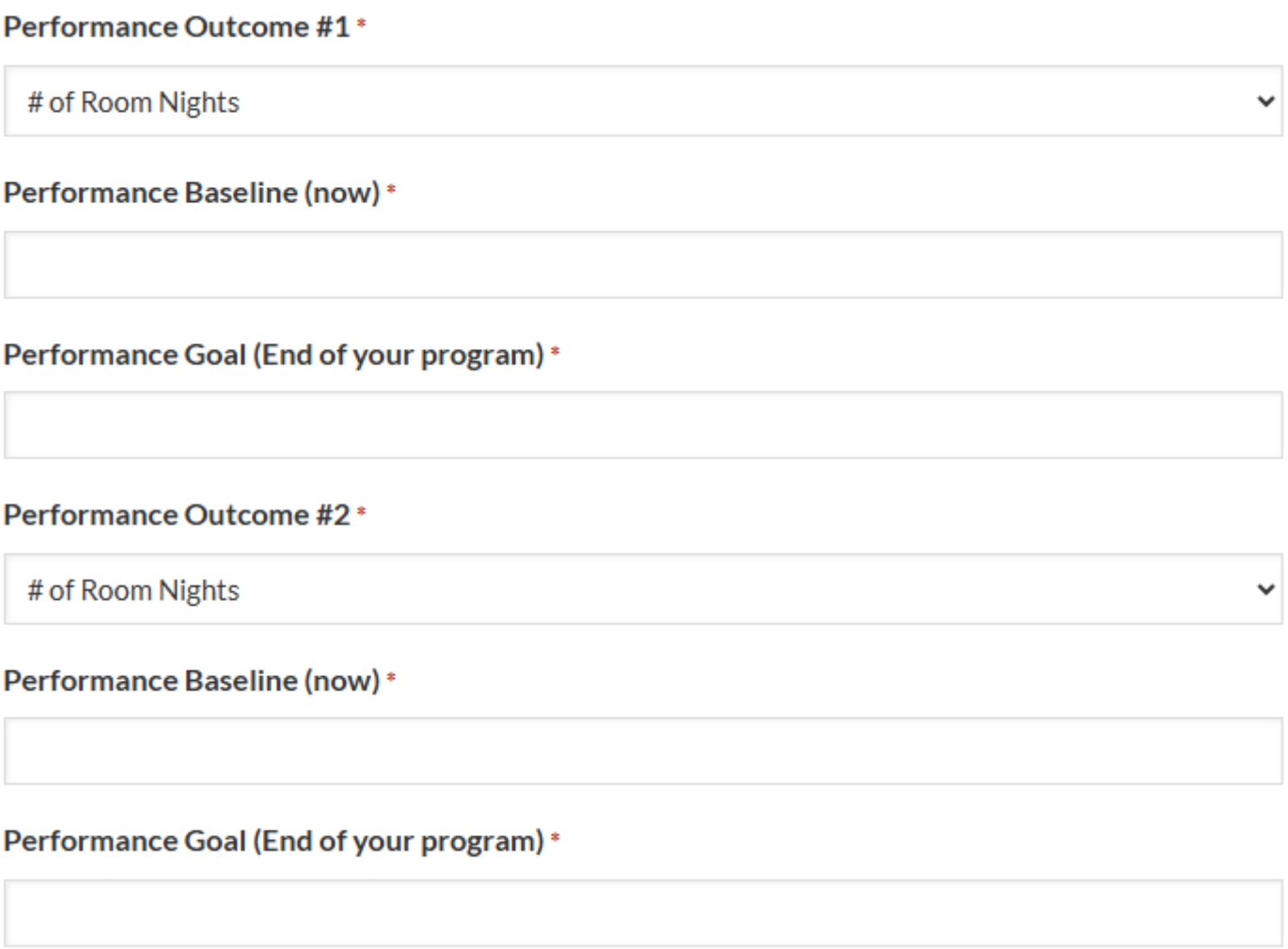
mm/dd/yyyy

Marketing Program End Date – No later than 10/31/2027 *

mm/dd/yyyy

Performance Outcomes





Trackable Outcomes
These must match in your interim and final reports.

Drop Down Box
Must choose two different ones to track from the drop-down box. Choose only what you and your partners can track.

Hub & Spoke Itinerary Section

Partners/Spokes
Actual Names of Businesses
By naming businesses, you are indicating the itinerary potential of your destination. This does not mean these are the only businesses that can be marketed with these funds.

Drop Down Box
Business Category

Narrative
Explain how you are working together.

.

Hub & Spoke Itinerary

Please refer to application instructions to understand VTC Hub & Spoke Model.

PARTNER #1: LODGING PARTNER*

If the applicant is the lodging partner, please put the name of your property.

PARTNER #2*

BUSINESS/ORGANIZATION CATEGORY*
Lodging

SPOKE #3*

BUSINESS/ORGANIZATION CATEGORY*
Lodging

SPOKE #4*

BUSINESS/ORGANIZATION CATEGORY*
Lodging

SPOKE #5*

BUSINESS/ORGANIZATION CATEGORY*
Lodging

SPOKE #6*

BUSINESS/ORGANIZATION CATEGORY*
Lodging

HOW WILL YOU AND YOUR PARTNERS WORK TOGETHER TO ACHIEVE YOUR GOALS? PLEASE LIST EXACTLY WHAT EACH PARTNER AND SPOKE IS DOING TO SUPPORT THIS MARKETING INITIATIVE.*

Hub & Spoke Itinerary

Please refer to application instructions to understand VTC Hub & Spoke Model.

PARTNER #1: LODGING PARTNER*

If the applicant is the lodging partner, please put the name of your property.

PARTNER #2*

BUSINESS/ORGANIZATION CATEGORY*

Lodging

- Lodging
- Activity
- Attraction
- Restaurant
- Craft Beverage/Wine/Spirits
- Boutique Retail
- Outdoor Recreation

SPOKE #3*

SPOKE #4*

SPOKE #5*

BUSINESS/ORGANIZATION CATEGORY*

Lodging

SPOKE #6*

BUSINESS/ORGANIZATION CATEGORY*

Lodging

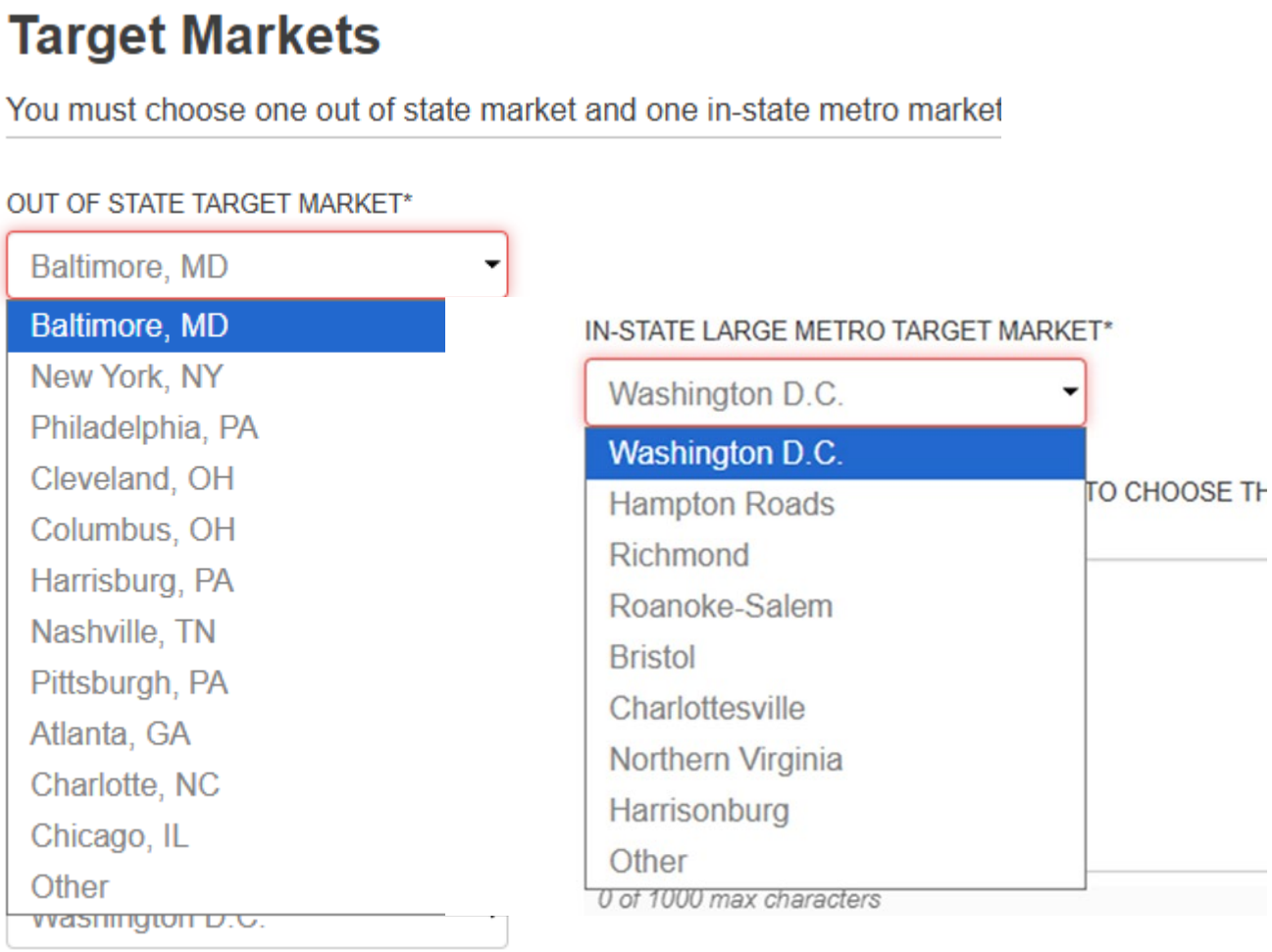
HOW WILL YOU AND YOUR PARTNERS WORK TOGETHER TO ACHIEVE YOUR GOALS? PLEASE LIST EXACTLY WHAT EACH PARTNER AND SPOKE IS DOING TO SUPPORT THIS MARKETING INITIATIVE.*

Target Markets

In State
Choose one in state

Out of State
Choose one out of state

Marketing Plan
Must reference these target markets and incluc
ad placement in these markets



Marketing Plans

One Marketing Plan (Two Parts)

- One listing your match
- One listing what you want to be reimbursed for if you get an award
- Use + to add lines, max 15 lines

In-Kind or Cash Match Plan

Must be equal to or more than your requested amount. See program instructions on how to value in-kind marketing.

Reimbursement Plan

Must be equal to or more than your requested amount

In-Kind or Cash Match Marketing Plan *

In-Kind Marketing Plan (This is your match. This grant requires a 50% match. Be sure to read instructions on eligible items, how to value followers, and how to value earned media like magazine articles.) For Media Type, please select from the following: Social, Digital, Print, Agency, Influencer, Website, Radio, TV or Other Services. DO NOT put Vendor name in your Marketing Plan. Please no commas or dollar signs in your marketing plan amounts and please tab through the fields for totals. Max 15 lines. Use (+) to add lines to your in-kind marketing plan. Please Note: you must submit documentation of your In-Kind Match with your reimbursement request.

Media Type and Description	Target Market and Demographic	Earned Media/Ad Placement Date	Amount/Value

Total In-kind Marketing Plan *

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Marketing Plans

Media Type/Description
No Vendor Names.
Use Print, Social Media, Digital Marketing, Agency Services with a few short details.

Target Market and Demographic
Be very specific and very detailed. Do not put “Target Markets above.” Tell us which channels marketing to who and where.

Estimated date of marketing
Month/Year of when you will place these ads,

VTC REIMBURSABLE MARKETING PLAN*

Reimbursable Marketing Plan (This is what you would like be reimbursed by VTC. Be sure to review the eligible expenses list. Ineligible items will not be reimbursed.) For Media Type, please select from the following: Social, Digital, Print, Agency, Influencer, Website, Radio, TV or Other Services. Please no commas or dollar signs in your marketing plan amounts and please tab through the fields for totals Max 15 lines.

MEDIA TYPE AND DESCRIPTION	TARGET MARKET/DEMOGRAPHIC	AD PLACEMENT DATE	AMOUNT

Need to pivot? We got you!

New Flexibility in Application
Categories, not vendors. Awardees can move funds in same category without revision request.
Reducing revision requests is critical. You were awarded based on original submission.

Moving Funds Across Categories.
Major changes like moving from social media to a print expenditure will require revision form and approval.
We understand marketing dynamics, but we need to document changes.

Moving Funds from Out-of-State/Regional to Local
No. Don't do it. Put some local in your marketing plan if needed, but don't change targets after award.
Out-of-state visitation is critical to revenue growth.

Bonus Points Section

Streamlined Bonus Section
Indicate all the different ways you are activating the Virginia is for Lovers brand. Be creative!

BONUS POINTS: VIFL Activation Type (5 Bonus Points)

HOW WILL YOU INTEGRATE THE VIRGINIA IS FOR LOVERS BRAND AND VIRGINIA TOURISM CORPORATION SERVICES/OPPORTUNITIES IN YOUR MARKETING AND ADVERTISING MATERIALS? THE OFFERING OF BOOTH SPACE, PRESS PASSES, AND OTHER OPPORTUNITIES FOR VTC CONTENT ACQUISITION IS ENCOURAGED. HOWEVER, ATTENDANCE CANNOT BE GUARANTEED.

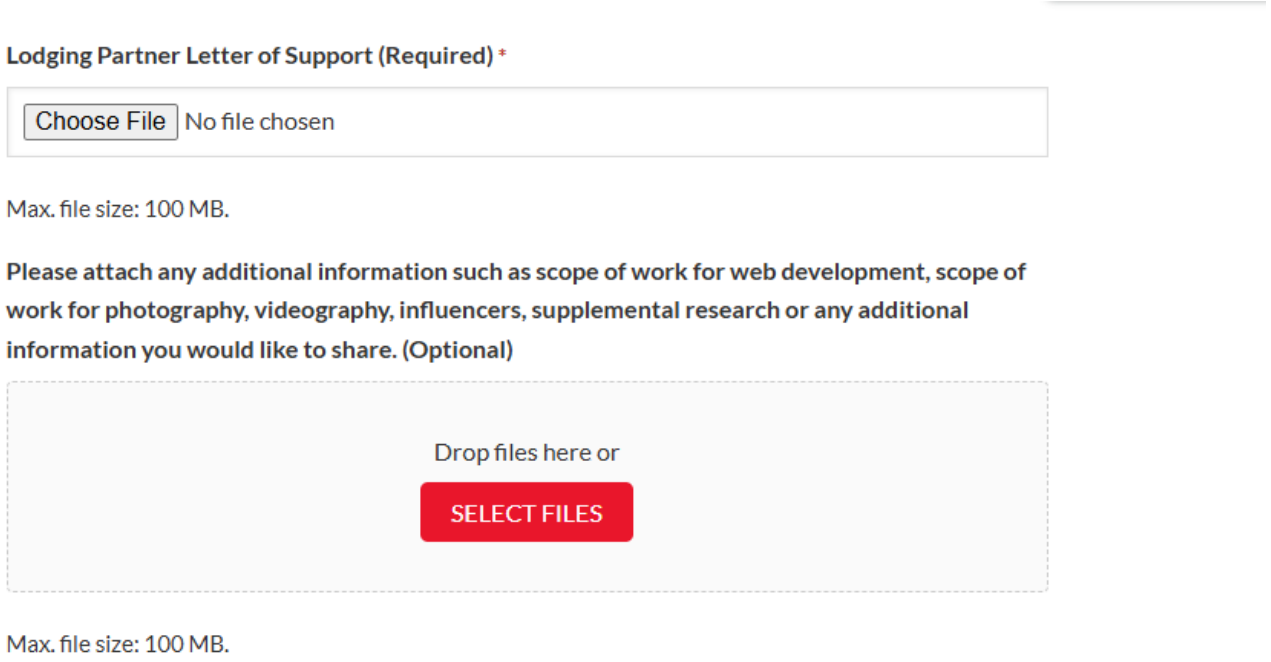
0 of 1000 max characters

Attachments Section

Letters of Support
Must have lodging letter of support

Additional Attachments

- Website scope of work
- Agency scope of work
- Additional info on initiative
- Additional research



Save or Submit

Save the URL
Before you hit the SAVE button. Use that URL to re-open your application and continue later.

Submit
Check acceptance of terms and submission confirmation
Then submit

PDF Email
If you don't receive a copy of our application via email; reach out

DEADLINE INFORMATION:

- Applications are due by 5:00 PM on Thursday, March 19, 2026.
- NO extensions to this deadline will be possible.
- Award announcements will be made May 2026.

ACCEPTANCE OF TERMS*

I understand that by submitting this application that I am agreeing to the full program Terms and Conditions.

✓ I have read and agree to the terms and conditions.

SUBMISSION CONFIRMATION*

I understand that my application is not fully submitted until I see the final submission screen and receive a .pdf of my application in my inbox (usually within 30 minutes.) If I do not receive the PDF of my application within 24 hours, I will contact VTC at VTCMLPGrant@virginia.org.

✓ I understand.

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VTC Grant Proposals: Marketing Ideas

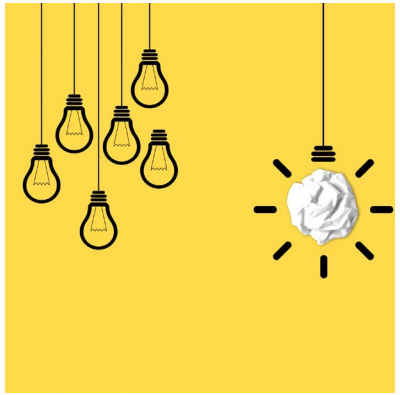
VTC Grants & Capsule Marketing Campaigns

- Boosting tourism with focused marketing approaches

Bite-Sized Campaigns

Capsule marketing breaks complex brand messages into concise, easily digestible campaigns for quick audience engagement.

Perfect for short seasonal campaigns.



Emotional Storytelling

Using emotional storytelling helps create a strong connection with the audience, making campaigns memorable and effective.

Use universals—food, sleep, play, love, joy.

Clear Thematic Focus

Successful capsule marketing centers around clear themes, allowing the message to resonate and attract the target audience.

Template for your partners.

Benefits for DMOs & Tourism Businesses

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Increase Brand Recall

The approach enhances brand recall among tourists, making businesses more recognizable and preferred.

Use Virginia is for Lovers and your destination logo. We are stronger together.

Target Niche Audiences

Businesses can effectively target specific niche audiences to tailor offerings and marketing efforts.

Use POIs, Arrivalist, analytics, and insights.

Reduce Marketing Costs

The approach helps reduce expenses associated with marketing, improving overall profitability.

Use existing budget as match; try something new with VTC grant funding.

Drive Visitor Engagement

Creating memorable experiences encourages visitor engagement and boosts repeat visits.

Visitor satisfaction is key. Share the dream then make it a reality.

Pinball Marketing: Multiply and Make it Stick

Exploring **dynamic** marketing strategies for tourism success

Nonlinear Consumer Interaction

Consumers engage with multiple marketing touchpoints in an unpredictable, nonlinear manner similar to a pinball's movement.

Bounce from Instagram to Facebook to X to Tik Tok to Streaming to Influencers.

Engagement and Adaptability

Pinball Marketing emphasizes continuous engagement and adaptability to changing consumer behavior and touchpoints.

Constantly pings the prospective visitor to keep brand top of mind.

Multiple Influence Pathways

Multiple marketing pathways simultaneously influence consumer decisions in a complex, dynamic way.

Multiple pathways to conversion.

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Funnel Stages: Goals and Objectives

Awareness Stage Goals

The primary goal is to capture audience attention and increase brand visibility effectively.

Use your general destination marketing budget for awareness.

Consideration Stage Goals

Focus on educating prospects and building their interest toward the product or service.

Use VTC grant dollars to focus on this stage by featuring specific activities.

***Conversion* Stage Goals**

Aim to close sales and foster customer loyalty through personalized offers and support.

Close the deal by following up with e-newsletters and follower insider tips.

Measuring Success

Clear objectives at each stage help in tracking performance and improving marketing strategies.

Remain in compliance with VTC grants by following your performance metrics through the entire grant period to final reporting.

Adapting Campaigns to Shifting Tourist Interests

VTC grant marketing plans will now allow more flexibility by channel type and no longer ask for vendor name.

Product Promotion

Campaigns focus on very specific behavior, tourism product, or visitor dates.
Capsule campaigns hyper targeted with specific goals and measurables.
Capsule campaigns are great ways to test new content.

Tourist Preferences

Tourist interests evolve quickly, requiring marketing strategies that can adapt without delay.

Pinball Marketing enables campaigns to adjust instantly to trends and emerging destinations.

Four Season Marketing

Campaigns respond in real time to seasonal changes and new tourism trends to remain effective.

Full funnel marketing allows you to focus on a specific stage—awareness, engagement, conversion-- or all three over the course of a grant spending period.

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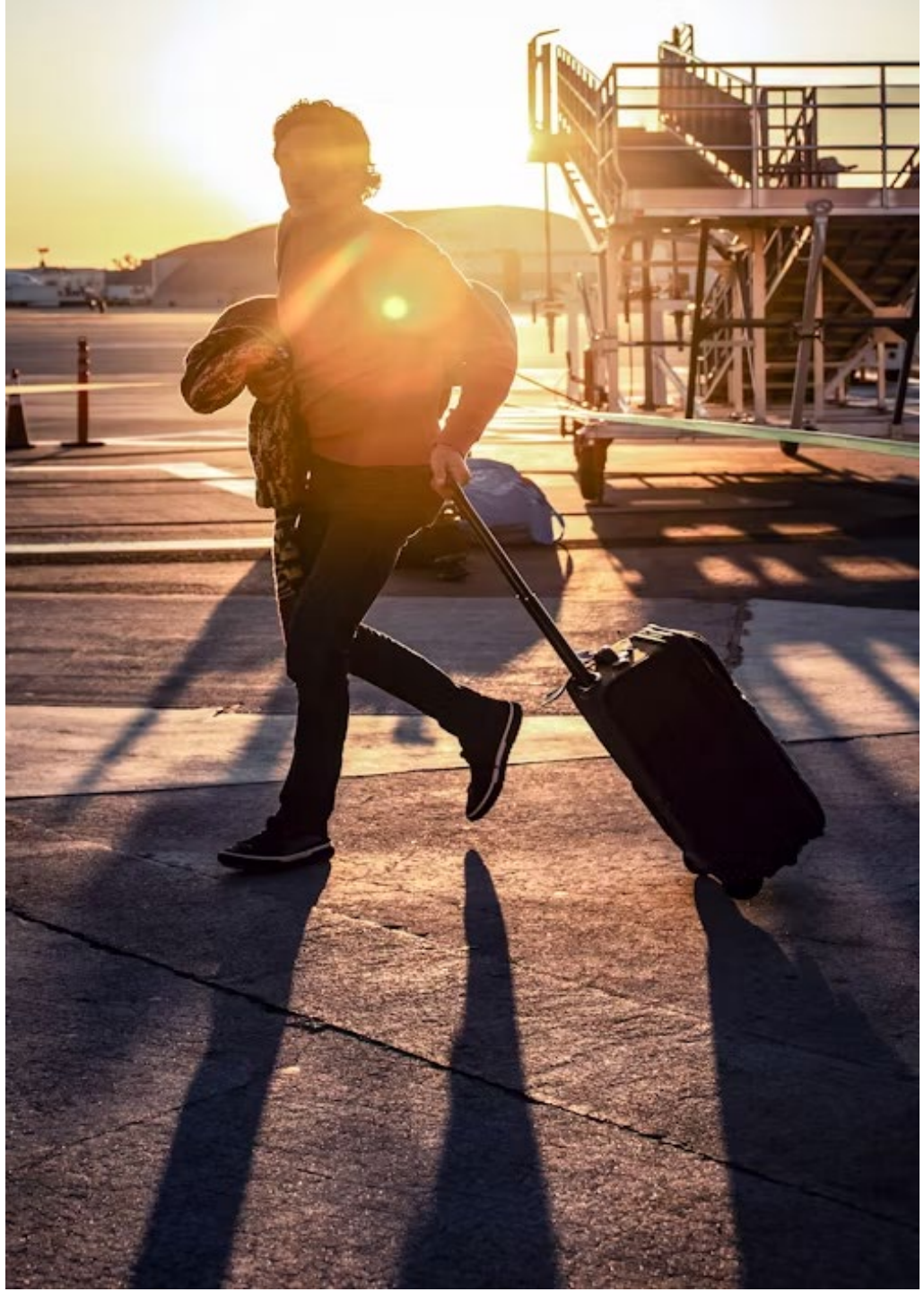

Promote Core Experiences

Signature Experience Focus

Concentrating on a select few experiences creates a clearer and stronger promotional message.

Laser focus and pinpoint unique authentic experiences and products.

Historic Tours

Historic tours showcase Virginia's rich heritage and attract culture and history enthusiasts.

VA250 Commission is investing $7M in marketing; piggyback on it. Tell the under told stories.

Outdoor Activities

Outdoor activities highlight Virginia's natural beauty and offer adventure tourism opportunities.

This is our bread and butter. Use drones and GoPros to get those breathtaking views and first-person adventures.

Cultural Festivals

Cultural festivals celebrate local traditions and engage visitors in unique experiences.

If you don't have one, create one and use DMO or MLP grant to market it. Then in Year 3, apply for SEF to expand it.

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VTC Grant Compliance: The Four Rs

Reimbursements, Reports, Revisions, and Reversions

Reimbursements & Reports

- VTC Reimbursement Request Form
- Completed W-9 with Most-Updated Address
- VTC ACH Direct Deposit Form (optional)
- Invoices for each expense (match & reimbursable)
- Proofs of payment for each expense (match & reimbursable)
- Screenshots/Links of Advertisement Placements (match & reimbursable)
- Interim or Final Report

New Reimbursement Form

Documentation of In-Kind or Cash Match
Match must be segregated by match and reimbursement. Reimbursement form must closely match what you submitted in your original application or revision form. Have your original application next to you when doing the reimbursement. Need a copy; just email us.

Maximum Number of Reimbursements
Two; minimum of $1,000. Only third request if there is a major error/ineligible item.
This is a reduction from unlimited requests.

Reports Must Accompany Reimbursements
Interim reports must be with first reimbursement and must include progress toward performance metrics. Final report must be with final reimbursement. If missing, reimbursement will be held.
We have not required interim reports before.

Virginia Tourism Corporation Grant Program Reimbursement Request Form
DMO Marketing Program

Grant Type:	**Application Number:**	**Phone:**	**Email:**
Business/Organization Name:	**Award Amount:**		**Reminder: This is a 50% cash or in-kind match program.**
Address:	**City:**		**State/Zip:**
Circle One: **Interim Report attached or Final Report attached**	**Circle Yes or No** **W-9 Attached**		**Circle Yes or No** **ACH Direct Deposit Form Attached**

In-Kind Match Values Allowed:

Print editorial: $250/quarter page. Publication date must be within program dates.

Print editorial: $1,000/full page. Publication date must be within program dates.

Online editorial: $500/quarter page. $2,000 per full page. Must still be online.

Social media followers: 10 cents each. (Screenshot of follower/insights must be during program allowable dates.

Owned website clicks: 10 cents each (Screenshot must be during program allowable dates)

Print listing: $100/each. Publication date must be within program dates.

Online listing: $200/each. Must still be online.

Social Media Likes/Shares per Post: 10 cents each (Screenshot showing likes/shares must be during program allowable dates.

Expense # Mark all items associated with expense with the #	Description of Expense	Vendor Name	Vendor Invoice # or url	Invoice, Placement or Count Date	Invoice Amount for Reimbursement	Invoice or Value Amount for Match	Proof of Invoice & Proof of Payment	Proof of Placement
Example: Expense #1	*1/3 page, Jan 21 Southern Living*	*Southern Living*	*Invoice SL-318780*	*3/12/26*	*$3,457.56*	*N/A*	*Invoice & Bank Statement*	*Copy of ad attached*
Example: Expense #2	*2,450 Social Media Follower Count*	*Facebook*	*www.facebook.com/mycompany*	*2/10/2026*	*N/A*	*$245.00*	*N/A*	*Screenshot of Facebook insights page*
Example Expense #3	*Earned Editorial Beach Magazine*	*Beach Magazine*	*www.beachmagazine.com/topten*	*2/10/2026*	*N/A*	*$500.00*	*N/A*	*Printed copy of online story*

Tracking Success and Measuring Impact

Interim and Final Report Performance Metrics

Specific to campaign and campaign dates. Must report baseline, projected, and actual in final report. These are tracked closely and will become a measure of grant program economic impact.

New choices in MLP. Can be tax revenue, sales, # of customers/attendees, clicks, views, room nights. Must be measurable.

Interim and Final Report Narrative

Must include minimum of two paragraphs of narrative about successes and lesson learned.

Can include quotes, weather data, PR challenges/crises, overall thoughts on campaign, future goals, and future use of content paid for with grant funding.

Supplemental Campaign ROI Measurement Data

Encouraged to include additional data including dashboard reports, increases in followers, changes in analytics and insights.

Can include screenshots, agency reports, tax revenue reports, visitor log reports, earned media and share of voice reports, earned editorial links.

Marketing Leverage Program
Extensions & Deadlines

One 90-day Extension Only. Must be requested in writing.

No report = No reimbursement.

No reimbursement by deadline = forfeiture of award.

Disqualification & Reversions

No Signed Lodging Letter of Support
Lodging partners can include hotels, campgrounds, and B&Bs.

Ineligible Items in Match Section
Don't do it. Ineligible items will be removed from match and reduce your potential award. If entire match is ineligible, then application is disqualified.

Fund Reversions
Automatic if program reimbursements and reports are not completed on time.

Compelling and Compliant Programs

- Captivating Campaigns
- Research Driven Applications
- Leverage of 3:1
- Partnership Development
- Increased Visitor Spending
- Integration with VTC Services
- Program Compliance
- Statewide Support per state code

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VTC Grants Forward Focus

Weaving it All Together
Crafting the Fabric of Visitor Marketing

Connecting Applicants with Research
Applications lead with research. Use VTC research if you don't subscribe to your own.
Don't just tell us sources; tell us what the data is telling you.

Connecting Applicants with Co-ops
Indicate if you are using Co-op opportunities.
Applicants should be stretching budgets and activating all options.

Connecting Applicants with PMAP/WCs
www.welcomeva.com
Indicate if you are activating PMAP and which services at which Welcome Centers.
We provide follow up lists to WC Managers. They may reach out.

Building Scaffolds
Activating the Full Funding Pipeline

Creating Interest in TIDs
New question in applications. DMOs may get contacted by Business Development Division.
TIDs are a way to generate permanent match and additional budget dollars.

Connecting Applicants with Destination Development Team
Indicate if you have met with your DDM if you have one in the area. Indicate if you have talked to Richmond staff if no DDM in your area.
We want to be sure we are assisting you with locality specific information and advice.

Activating the Development Pipeline
In your narrative, tell us if this is a product developed with Drive funding, DHCD funding, VDACS funding, or federal funding.
We want to show connections across agencies.

VIRGINIA IS FOR LOVERS

VTC Partnership Marketing

Destination Development Team

- Becky Nave – Director of Destination Development
  276.791.9172 | bnave@virginia.org
- Sarah Austen Holzgrefe – Destination Development Specialist
  804.545.5554 | sholzgrefe@virginia.org

Destination Development Managers

- Michelle Workman 276.722.0238 | mworkman@virginia.org
- Kalen Hunter 276.213.0009 | khunter@virginia.org
- Katie Conner 540.676.4953 | kconner@virginia.org
- Kelli Weaver 540.679.6697 | kweaver@virginia.org
- Jennifer Kohms 804.807.1911 | jkohms@virginia.org
- Laura Messer 804.278.7651 | lmesser@virginia.org

VIRGINIA IS FOR LOVERS

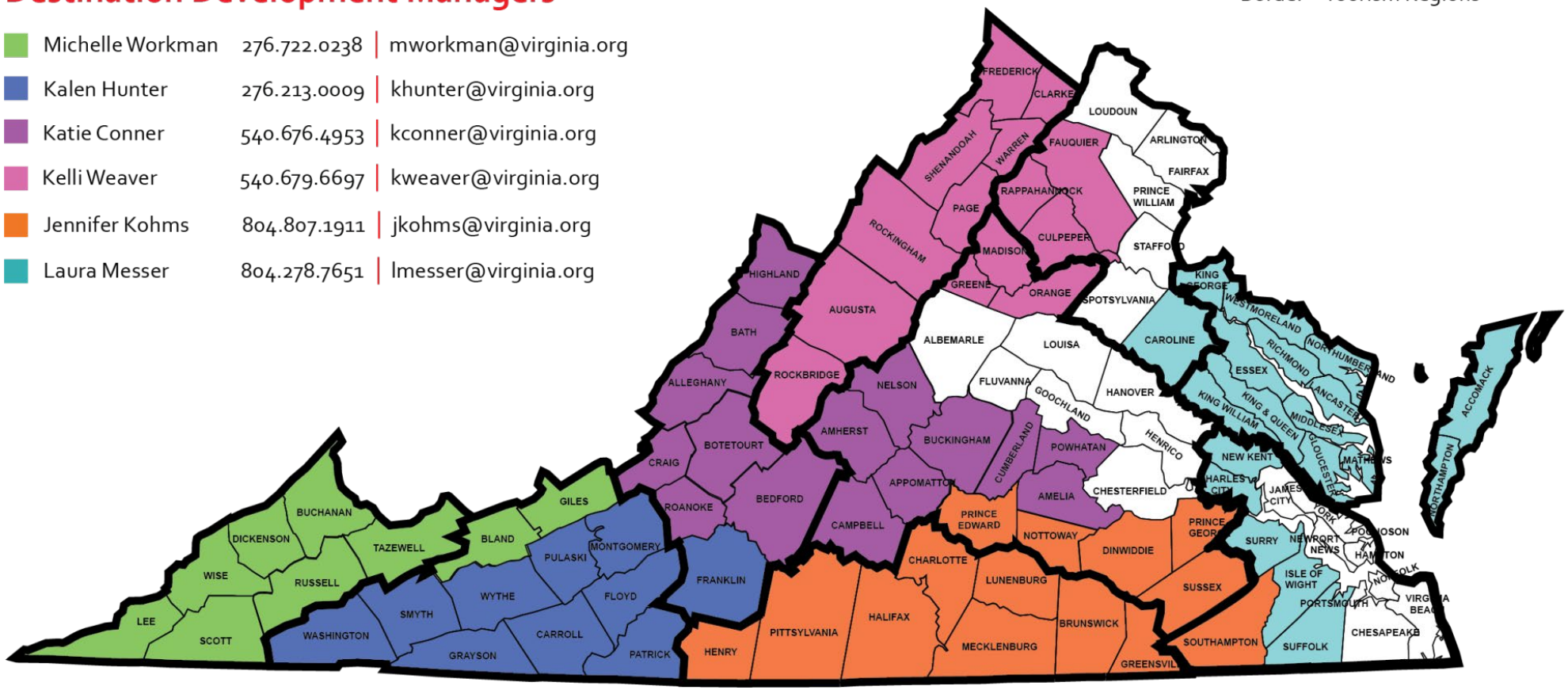
Virginia Tourism Corporation

Contact VTC's ***Destination Development Managers*** in your area for strategic planning, marketing leveraging and other community development assistance and resources

* *Contact Becky Nave for white map areas not assigned to a DDM*

Website VATC.org/partnershipmarketing/tdmanagers

Border = Tourism Regions



What Do I Do Now?

Updated Ts & Cs, Forms, Templates
- End of January 2026.
- Will be located on right sidebar

Destination Development Meetings
- Reach out to your Destination Development Manager
- Set up meeting to discuss marketing and VTC programs

One-on-One /Community Live webinar
- We can Teams, Zoom & Google Meet
- Get on the calendar now

Review VTC Research:
- www.vatc.org/research
- Note what the data is telling you

Identify Partners/Spokes
- Set up a partner meeting
- Discuss cooperative marketing and package deals

Set up a partner meeting
- Cooperative/shared cost marketing
- Creation of packages/itineraries

Request Letter of Support
- Identify a lodging partner and request a letter of support
- Identify your DMO and request a letter of support

Webinar Sign Up

Create Digital VTC Grant Folder
- Save all your letters, research, forms and application once submitted

MEET THE VTC GRANTS TEAM!

Staci Martin
Partnership Marketing Grants Director
smartin@virginia.org

Shruthi Manimaran
Partnership Marketing Grants Coordinator
smanimaran@virginia.org

VIRGINIA IS FOR LOVERS®

Thank You!
Questions?

Remember to bookmark:
www.vatc.org/grants