

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](http://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](http://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](mailto:VTCMLPGrant@virginia.org) » [Website](#)

## 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](mailto:VTCDMOGrant@virginia.org) » [Website](#)

### 3 (VTC) MMLP Grant Program \* DMOs please see below for the DMO MMLP Co-Op program

<b>What's available?</b>	Reimbursable grant program to leverage existing marketing funds. Requires a targeted and research-based marketing plan designed to drive tourism to VA
<b>Marketing focus</b>	Small business and shoulder season (September to May) marketing
<b>Who is eligible?</b>	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
<b>Additional eligibility</b>	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 <a href="http://vatc.org/dmolist">vatc.org/dmolist</a> then they may only apply in the VTC Vacation Starts with VA DMO MMLP program
<b>When?</b>	<b>Opens:</b> June 23, 2026 — <b>Closes:</b> July 30, 2026
<b>Max Award?</b>	Award: \$5,000
<b>Match</b>	1:1 cash or in-kind
<b>How?</b>	Online application portal
<b>Contact</b>	For information and questions email <a href="mailto:VTCMLPGrant@virginia.org">VTCMLPGrant@virginia.org</a> » <a href="#">Website</a> <b>NOTE to DMO Partners:</b> 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

<b>What's available?</b>	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
<b>Marketing focus</b>	Must include hub & spoke with three small tourism-oriented businesses.
<b>Who is eligible?</b>	VTC Officially recognized DMOs appearing on this list: <a href="http://vatc.org/dmolist">vatc.org/dmolist</a>
<b>When?</b>	TBD * Note the shorter application window
<b>Award Tiers</b>	TBD
<b>Match</b>	1:1 cash or in-kind
<b>How?</b>	Online application portal
<b>Contact</b>	For information and questions email <a href="mailto:VTCMLPGrant@virginia.org">VTCMLPGrant@virginia.org</a> » <a href="#">Website</a>

**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](mailto: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

**Contact** Caitlin Johnson [ccjohnson@virginia.org](mailto:ccjohnson@virginia.org) » [Website](#)  
 Jacob Bower [jbower@virginia.org](mailto:jbower@virginia.org)  
 Sarah Austen Holzgreffe [sholzgreffe@virginia.org](mailto:sholzgreffe@virginia.org)

## 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](mailto:wconfroy@virginia.org) | (804) 545-5552 » [Website](#)
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## 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 TIDs 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](mailto:wconfroy@virginia.org) | (804) 545-5552 » [Website](#)