

VIRGINIA IS FOR LOVERS®

Spring 2026 Destination Marketing and Marketing Leverage Program Grant Awards

Program	Applicant Name	Marketing Initiative Name	Award	Locality	Go Virginia Region
Destination Marketing Program	Bland County Tourism	Continuation of The Big Picture	\$15,000.00	Bland	1
Marketing Leverage Program	Believe in Bristol	Love Bristol: Destination Downtown	\$20,000.00	Bristol	1
Marketing Leverage Program	Birthplace of Country Music, Inc.	Where It All Began-- Celebrating 100 Years of the 1927 Bristol Sessions	\$30,000.00	Bristol	1
Marketing Leverage Program	Bristol Regional Tourism Marketing Corporation (Explore Bristol)	Bristol LIVE!	\$30,000.00	Bristol	1
Marketing Leverage Program	Sessions Hotel Britol, VA	Celebrating 100 Years of The 1927 Bristol Sessions	\$20,000.00	Bristol	1
Marketing Leverage Program	Dickenson County	Gateway to Adventure: Discover Dickenson County's Outdoor Recreation	\$20,000.00	Dickenson	1
Destination Marketing Program	City of Galax Tourism	This is What Summer Sounds Like in Galax	\$15,000.00	Galax	1
Destination Marketing Program	Grayson County	All Roads Lead to Adventure	\$15,000.00	Grayson	1
Destination Marketing Program	Town of Pennington Gap	Pennington Gap	\$15,000.00	Lee	1
Destination Marketing Program	City of Norton	High Knob Explorers	\$11,500.00	Norton	1
Marketing Leverage Program	Town Of Lebanon, Virginia	2026/2027 Russell Theatre Marketing	\$5,000.00	Russell	1
Marketing Leverage Program	Scott County Economic Development Authority	Carter Family Fold Marketing	\$20,000.00	Scott	1
Destination Marketing Program	Scott County Tourism	Stay & Play in Scott County	\$15,000.00	Scott	1

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Destination Marketing Program	Smyth County Tourism Association	A Peak Experience: The Five Over 5000 Hiking Challenge	\$15,000.00	Smyth	1
Marketing Leverage Program	Back of The Dragon	Ride the Dragon-Stay and Explore Tazewell Virginia	\$10,000.00	Tazewell	1
Marketing Leverage Program	Friends of Southwest Virginia	Fish Blue Ridge: Southwest Virginia's Regional Fly Fishing Tourism Initiative	\$20,000.00	Washington	1
Marketing Leverage Program	The Crooked Road	Find Your Song	\$18,750.00	Washington	1
Destination Marketing Program	Town of Damascus	Trail Town USA: Post-Helene Recovery	\$15,000.00	Washington	1
Marketing Leverage Program	Heart of Appalachia Tourism Authority	Best of Virginia's West	\$30,000.00	Wise	1
Marketing Leverage Program	Southwest Regional Recreation Authority	Marketing Asset Curation	\$6,000.00	Wise	1
Destination Marketing Program	St Paul Tomorrow	Festival Series	\$15,000.00	Wise	1
Destination Marketing Program	Town of Big Stone Gap	5th Annual Blue Highway Fest	\$15,000.00	Wise	1
Marketing Leverage Program	The Wohlfahrt Haus Dinner Theatre (Red Stag Inc.)	Dinner. Show. Done.	\$10,000.00	Wythe	1
Destination Marketing Program	Wythe County Tourism	Take a Time Out in Wythe: Trails Tunes and Twigs	\$15,000.00	Wythe	1
Marketing Leverage Program	Wytheville Convention & Visitors Bureau	Mountain Masterpieces: Meeting the Wytheville Makers	\$30,000.00	Wythe	1
Destination Marketing Program	Alleghany Highlands Chamber of Commerce & Tourism	Unforgettable Days & Unforgettable Stays - It's Uniquely Alleghany	\$15,000.00	Alleghany	2
Marketing Leverage Program	James River Association	Marketing Leverage Program	\$20,000.00	Amherst	2

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Marketing Leverage Program	Wolfbane Productions	Arts & Culture - Arts Tourism Initiative	\$10,000.00	Appomattox	2
Marketing Leverage Program	National D-Day Memorial Foundation	Where the Movie Ends, the Memorial Begins	\$10,000.00	Bedford	2
Marketing Leverage Program	Floyd Center for the Arts	Artful Adventures: Experience Floyd Through Art, Craft, and Music	\$9,423.00	Floyd	2
Marketing Leverage Program	Floyd Country Store	"Disconnect & Connect" Enjoy Appalachian Experiences at The Floyd Country Store	\$20,000.00	Floyd	2
Destination Marketing Program	Floyd Tourism	Floyd Crafted	\$15,000.00	Floyd	2
Marketing Leverage Program	Moonlight Manor Bed and Breakfast	Love VA Outdoors	\$6,000.00	Floyd	2
Marketing Leverage Program	Town of Floyd	Small Town Summer Series	\$5,300.00	Floyd	2
Marketing Leverage Program	Smith Mountain Lake Regional Chamber of Commerce	Season Stretcher	\$10,000.00	Franklin	2
Marketing Leverage Program	Giles County	Storytelling & Broadcasting	\$30,000.00	Giles	2
Marketing Leverage Program	Sinkland Farms	Pumpkin Festivals	\$20,000.00	Montgomery	2
Marketing Leverage Program	Pulaski County Tourism	Experience More. Stay Longer. Pulaski County.	\$20,000.00	Pulaski	2
Marketing Leverage Program	Roanoke Valley-Alleghany Regional Commission	2026 Roanoke River Blueway Brochure Update and Weekend Itinerary	\$2,650.00	Roanoke-City	2
Marketing Leverage Program	The Exchange Music Hall/Across-the-Way Productions	The Exchange Music Hall Experience	\$16,000.00	Roanoke-City	2

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Marketing Leverage Program	The Promissory Hotel	Step Off the Train: Discover Walkable Roanoke	\$20,000.00	Roanoke-City	2
Marketing Leverage Program	Downtown Salem, Inc.	Base Camp Downtown Salem!	\$10,000.00	Salem	2
Destination Marketing Program	Salem	Everyone Wins in Salem!	\$15,000.00	Salem	2
Marketing Leverage Program	City of Danville, - Visit SoSi	Welcome to SoSi	\$30,000.00	Danville	3
Marketing Leverage Program	Halifax County Chamber of Commerce	Virginia Cantaloupe Festival	\$3,155.00	Halifax	3
Destination Marketing Program	Halifax County Tourism	Halifax County Authentic Southern Virginia Photography Revitalization	\$8,000.00	Halifax	3
Marketing Leverage Program	Southern Virginia Higher Education Foundation DBA The Prizery	The Prizery: Your Place For Entertainment	\$7,500.00	Halifax	3
Marketing Leverage Program	Dan River Basin Association (DRBA)	Paddling Together: A Regional Campaign for Blueways in Southern Virginia	\$9,250.00	Henry	3
Marketing Leverage Program	Martinsville Speedway	Race to the Chase	\$30,000.00	Henry	3
Marketing Leverage Program	Martinsville-Henry County Historical Society	"8 Museums 1 Community"	\$2,344.50	Henry	3
Marketing Leverage Program	West Piedmont Planning District Commission	Life in SOVA	\$20,000.00	Martinsville	3
Marketing Leverage Program	The Laurel Hotel	Stay, Play, & Unwind: The Laurel Getaway Experience	\$20,000.00	Pittsylvania	3
Destination Marketing Program	Prince Edward County	Traversing Prince Edward County's Great Outdoors	\$15,000.00	Prince Edward	3
Marketing Leverage Program	Millennium Motorsports of Virginia, Inc. dba South Boston Speedway	You Gotta Be Here	\$20,000.00	South Boston	3

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Marketing Leverage Program	Charles City County	Shifting Gears	\$20,000.00	Charles City	4
Marketing Leverage Program	Experience Chesterfield	Explore More in Chesterfield, VA	\$10,000.00	Chesterfield	4
Marketing Leverage Program	Metro Richmond Zoo	The Wild Encounter Stay & Play Campaign	\$10,000.00	Chesterfield	4
Destination Marketing Program	Dinwiddie County	Just Off the Highway - Discover Dinwiddie	\$15,000.00	Dinwiddie	4
Destination Marketing Program	Goochland County Economic Development & Tourism	Get Hitched In Goochland	\$15,000.00	Goochland	4
Marketing Leverage Program	Ashland Theatre Foundation	Ashland Theatre Live and Cultural Events Destination	\$10,000.00	Hanover	4
Marketing Leverage Program	Hanover County Tourism	Tomato Trail	\$20,000.00	Hanover	4
Destination Marketing Program	Town of Ashland	Center Your Fun	\$15,000.00	Hanover	4
Marketing Leverage Program	East Coast Expositions LLC	East Coast Expo: Antiques, Art & Design	\$10,000.00	Henrico	4
Marketing Leverage Program	Richmond Sports Backers	Growing the 17th Largest Marathon in the Nation	\$28,000.00	Henrico	4
Marketing Leverage Program	Hopewell Downtown Partnership	5&Dime / DISCOVER LIFE ON A NICKEL AND DIME	\$7,500.00	Hopewell	4
Marketing Leverage Program	Petersburg Area Regional Tourism	Stay and Play in the Best PART of VA	\$30,000.00	Petersburg	4
Marketing Leverage Program	Djimon Hounsou Foundation	Run Richmond 16.19	\$30,000.00	Richmond-City	4
Marketing Leverage Program	Immerse Events	ImmerseCon 2026	\$10,000.00	Richmond-City	4
Marketing Leverage Program	Onancock Main Street	A Little Slice of Nowhere Else	\$20,000.00	Accomack	5

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Marketing Leverage Program	Fort Monroe Authority	Freedom Forward-- African Landing Commemoration	\$20,000.00	Hampton	5
Marketing Leverage Program	Social Music, LLC	Virginia Ska Weekend 2026	\$20,000.00	Hampton	5
Destination Marketing Program	Smithfield & Isle of Wight Tourism	Washington DC/Baltimore Getaway	\$15,000.00	Isle Of Wight	5
Marketing Leverage Program	JL Contract	Working Women's Wellness Retreat – Hampton	\$20,000.00	Newport News	5
Destination Marketing Program	Visit Newport News	Fall For Newport News	\$10,000.00	Newport News	5
Marketing Leverage Program	Hampton Roads Pride	"Celebrate The Journey" 2026	\$15,000.00	Norfolk	5
Marketing Leverage Program	Nauticus	Winterfest on the Wisconsin	\$5,000.00	Norfolk	5
Marketing Leverage Program	Norfolk Festevents, Ltd.	Norfolk Festevents 2026 Season of Events	\$20,000.00	Norfolk	5
Marketing Leverage Program	Virginia Arts Festival	Coastal Virginia is Your Spring Destination for the Arts 2026	\$30,000.00	Norfolk	5
Marketing Leverage Program	Virginia Maritime Association	VMA26 International Trade Symposium	\$10,000.00	Norfolk	5
Marketing Leverage Program	VisitNorfolk	How Do You Say Cruise?	\$7,500.00	Norfolk	5
Marketing Leverage Program	Town of Cape Charles	Discover More By The Shore	\$9,650.00	Northampton	5
Marketing Leverage Program	Portsmouth Museums & Tourism	Go Outdoors in Portsmouth	\$30,000.00	Portsmouth	5
Marketing Leverage Program	Coastal Virginia Tourism Alliance	Coastal Virginia: Arts & History Journey.	\$30,000.00	Suffolk	5
Marketing Leverage Program	Aslin VA Beach Beer LLC	Aslin VB Music Program	\$10,000.00	Virginia Beach	5

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Marketing Leverage Program	Military Aviation Museum	The icons of American aviation take flight once again, honoring the stories of heroes and the strength of the United States of America!	\$7,500.00	Virginia Beach	5
Marketing Leverage Program	ViBe Creative District nonprofit	Fall 2026 Travel highlighting New York Times article	\$20,000.00	Virginia Beach	5
Marketing Leverage Program	Virginia Beach Neptune Festival	VB 2026-2027 Events	\$25,000.00	Virginia Beach	5
Marketing Leverage Program	Virginia Museum of Contemporary Art	Made in VA 2026 Regional Marketing Campaign	\$13,350.00	Virginia Beach	5
Marketing Leverage Program	Bed & Breakfast Association of Virginia	Love VA	\$4,750.00	York	5
Marketing Leverage Program	York County	Yorktown Makes History: A Visit to the Past in the Present	\$26,120.00	York	5
Destination Marketing Program	Essex County Economic Development Authority (EDA)	Explore Essex	\$15,000.00	Essex	6
Marketing Leverage Program	Historic Downtown Tappahannock	Discover More using the HDT Digital Kiosk	\$10,000.00	Essex	6
Marketing Leverage Program	Virginia Black Chamber of Commerce	6th Annual Virginia Black Expo - Richmond Experience	\$20,000.00	Fredericksburg	6
Destination Marketing Program	Gloucester County	Tides, Traditions & Taste	\$15,000.00	Gloucester	6
Marketing Leverage Program	Fresh Tulips USA, LLC dba Bloomia	Bloomia Tulip Festival	\$5,650.00	King George	6
Destination Marketing Program	Middlesex County Economic Development Authority	Explore Middlesex	\$15,000.00	Middlesex	6
Destination Marketing Program	Northern Neck Tourism Commission	Spend your summer where the Revolution started	\$15,000.00	Richmond-County	6

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Marketing Leverage Program	Dominion Raceway & Entertainment	Thrill in the Heart of Virginia: 2026 Racing & Concert Series	\$20,000.00	Spotsylvania	6
Marketing Leverage Program	Out of the Woodwork Productions (aka the Virginia Renaissance Faire)	Virginia Renaissance Faire's 100 Acres of Magic	\$20,000.00	Spotsylvania	6
Marketing Leverage Program	Colonial Beach Chamber of Commerce	Colonial Beach Virginia: 75 Years of River Festival Tradition, 250 Years of American Freedom	\$10,000.00	Westmoreland	6
Destination Marketing Program	Westmoreland County	Westmoreland Heritage Campaign	\$15,000.00	Westmoreland	6
Marketing Leverage Program	Aslin Beer Company	Alexandria Live Music Strategy	\$10,000.00	Alexandria	7
Marketing Leverage Program	Visit Alexandria	Unlock More Stories	\$30,000.00	Alexandria	7
Destination Marketing Program	Fairfax County Convention and Visitor Corporation	Start Here	\$15,000.00	Fairfax	7
Marketing Leverage Program	Paradise Springs Winery LLC	Visitation through Discovery of the Two Petits (Petit Manseng and Petit Verdot)	\$10,000.00	Fairfax	7
Marketing Leverage Program	Fairfax City Economic Development Department	Visit Fairfax City WebsiteDevelopment	\$15,000.00	Fairfax City	7
Marketing Leverage Program	Vineyard Voyages	Virginia Vines Weekend Escape	\$20,000.00	Falls Church	7
Marketing Leverage Program	StageCoach Theatre Company LLC	Encore and Explore Loudoun	\$6,000.00	Loudoun	7
Marketing Leverage Program	Down Home Comfort Cafe	Virginia is for Soul Food Lovers: Culinary Tourism at its Best	\$8,000.00	Prince William	7
Marketing Leverage Program	Augusta County, VA	Shenandoah Beerwerks Trail - Craft Your Perfect Getaway	\$15,000.00	Augusta	8
Marketing Leverage Program	Clarke County	Experience Clarke County Itineraries	\$20,000.00	Clarke	8

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Marketing Leverage Program	Clarke County Historical Association	Art at the Mill	\$7,215.00	Clarke	8
Marketing Leverage Program	L'Auberge Provencale	Sip, Stay, & Explore!	\$20,000.00	Clarke	8
Destination Marketing Program	Harrisonburg Tourism and Visitor Services	Harrisonburg, Fido-Friendly by Nature	\$15,000.00	Rockingham	8
Marketing Leverage Program	Shenandoah Caverns	2026 Shenandoah Caverns Destination	\$20,000.00	Shenandoah	8
Marketing Leverage Program	Shenandoah County	Dreamer's Welcome Persona Video Series	\$30,000.00	Shenandoah	8
Marketing Leverage Program	Shenandoah Valley Music Festival	SVMF Whirlwind Weekend	\$10,668.00	Shenandoah	8
Marketing Leverage Program	Shenvalee Golf Resort	Shenvalee's Centennial Celebration	\$13,100.00	Shenandoah	8
Destination Marketing Program	Town of Strasburg	Discover Strasburg: Easy to Love. Hard to Leave.	\$15,000.00	Shenandoah	8
Marketing Leverage Program	Wolf Gap Vineyard	Love at First Sip	\$10,000.00	Shenandoah	8
Destination Marketing Program	Visit Staunton, VA	For the Love of	\$15,000.00	Staunton	8
Destination Marketing Program	Discover Front Royal	All Roads lead to Front Royal: - Your Shenandoah Basecamp	\$7,500.00	Warren	8
Destination Marketing Program	Visit Waynesboro	New to You. Worth the Trip.	\$15,000.00	Waynesboro	8
Marketing Leverage Program	Museum of the Shenandoah Valley	Women Blazing Trails: A Shenandoah Valley Adventure	\$16,600.00	Winchester	8
Marketing Leverage Program	Root to Table, Ltd	Field to Fork Summer Culinary Series	\$20,000.00	Winchester	8

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Marketing Leverage Program	Shenandoah Summer Music Theatre	Winchester/Frederick County Cultural Passport: See the Show, Discover the Destination	\$10,000.00	Winchester	8
Marketing Leverage Program	Charlottesville Albemarle Convention and Visitors Bureau	Leveraging Hoo Enthusiasm: Connecting UVA Alumni To VisitCharlottesville.org	\$30,000.00	Albemarle	9
Marketing Leverage Program	Charlottesville Ale Trail	Hop Outside	\$17,540.00	Albemarle	9
Marketing Leverage Program	Eastwood Farm and Winery LLC	Expanding Eastwood's Reach	\$20,000.00	Albemarle	9
Marketing Leverage Program	Foxfield Racing LLC	Foxfield Fall Races for Families	\$14,000.00	Albemarle	9
Marketing Leverage Program	Monticello Wine Trail / Jeffersonian Wine Grape Growers Society	Monticello Wine Week	\$10,000.00	Albemarle	9
Marketing Leverage Program	IX Arts Foundation	May 2026: Charlottesville Arts Month	\$2,500.00	Charlottesville	9
Marketing Leverage Program	Culpeper Tourism and Town Economic Development	Ride Culpeper: Two Wheels, One Adventure	\$30,000.00	Culpeper	9
Marketing Leverage Program	Upperville Colt & Horse Show	The Oldest Horse Show in the U.S. Returns	\$3,998.50	Fauquier	9
Marketing Leverage Program	Virginia Gold Cup Association	Hats, Horses and History	\$6,149.25	Fauquier	9
Marketing Leverage Program	Meander Estate LLC	Experience Meander	\$30,000.00	Madison	9
Marketing Leverage Program	Love Ridge Mountain Lodging	"Revolutionary Rest"-- Glamping like its 1776	\$20,000.00	Nelson	9
Destination Marketing Program	Nelson County	Check into Nelson - A Collaborative Overnight Itinerary Campaign	\$15,000.00	Nelson	9

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Marketing Leverage Program	Veritas Vineyards and Winery	Escape to Virginia Wine Country: A Romantic Getaway in the Heart of the Blue Ridge Mountains	\$20,000.00	Nelson	9
Marketing Leverage Program	Town of Gordonsville	Celebrating Gordonsville's History	\$3,240.00	Orange	9
Destination Marketing Program	Rappahannock County	2026 Unplug, Explore, and Recharge Campaign	\$15,000.00	Rappahannock	9