

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 vtcgrants@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 vtcgrants@virginia.org » [Website](#)

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 vtcgrants@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 vtcgrants@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 vtcgrants@virginia.org » [Website](#)

6 Development Initiative Coming Soon!

Status The Strategic Development Team is traveling across the Commonwealth to host regional meetings focused on sharing the [Virginia Statewide Strategic Tourism Plan 2026-2029](#). These sessions provide an opportunity for stakeholders to learn about the plan’s key priorities, strategic direction, and vision for the future of tourism in Virginia.

Following these meetings, it is anticipated that a Strategic Development Program will be implemented, guided by participant feedback and the finding outlined in the Virginia Statewide Strategic Tourism Plan. This next phase will support communities in aligning local efforts with statewide goals and turning strategy into action.

In the meantime, we invite you to review both the regional and statewide plans and discover how these strategies can be applied within your community to drive sustainable tourism growth and collaboration across Virginia.

Contact Caitlin Johnson ccjohnson@virginia.org » [Website](#)
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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](#)
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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 | (804) 545-5552 » [Website](#)