Virginia Tourism Corporation Travel Industry Funding Programs Summary

Program Name:	VTC Recovery Marketing Leverage Program	Virginia DMO Marketing Grant	Virginia Special Events & Festival Program
Purpose:	To leverage Virginia travel industry partners existing marketing budgets and extend partner's marketing reach	To assist Virginia DMOs with marketing their destinations	To assist Virginia special event and festivals with marketing and certain production costs through reimbursable sponsorship.
Who can apply?	Virginia small businesses if tourism-related • Hotels/Lodging including bed & breakfasts • Restaurants • Breweries, Wineries, Distilleries • Attractions • Retail Non-profits with tourism focus DMOs Localities and NGOs	Virginia official DMOs only Must be official Virginia DMO by 12/31/21	Virginia-based events who demonstrate a significant attraction of visitors from more than 50 miles from event destination. Applicants hosting eligible events may include: • Event organizations • Small business if tourism-related • Breweries, Wineries, Distilleries • Non-profits with tourism focus • Attractions • Restaurants • Hotels/Lodging including bed & breakfasts • DMOs • Localities and NGOs
Fund Amounts:	Tier One: $10,000 Max Tier Two: $20,000 Max for attractions with 100,000+ annual visitation	$20,000 Max	Tier One: $10,000 Max for events up to 20,000 annual attendees Tier Two: $20,000 Max for events with 20,000+ annual attendees
Key Requirements	Research-based and measurable Marketing Program that demonstrates significant and positive tourism impact; In-kind match required	Research-based and measurable Marketing Program that demonstrates significant and positive tourism impact; In-kind match required	Research-based and measurable Marketing and Production Program that demonstrates significant and positive tourism impact; In-kind match required
Applications Open	2/1/2022	2/1/2022	2/1/2022
Applications Close	3/8/2022 no later than 5pm	3/8/2022 no later than 5pm	3/8/2022 no later than 5pm
Website:	www.vatc.org/grants	www.vatc.org/grants	www.vatc.org/grants
Contact:	VTCMLPGrant@virginia.org	VTCDMOGrant@virginia.org	VTCSEFProgram@virginia.org

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