

**VIRGINIA  
IS FOR  
LOVERS®**

VTC

PARTNERSHIP  
MARKETING VA250  
Grant Program

VTC Grants Presentation

# VTC'S DEVELOPMENT & FUNDING PROGRAM TEAM

## VTC Partnership Marketing

Destination Development Team

Becky Nave – Director of Destination Development  
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Sarah Austen Holzgrefe – Destination Development Specialist  
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## Destination Development Managers

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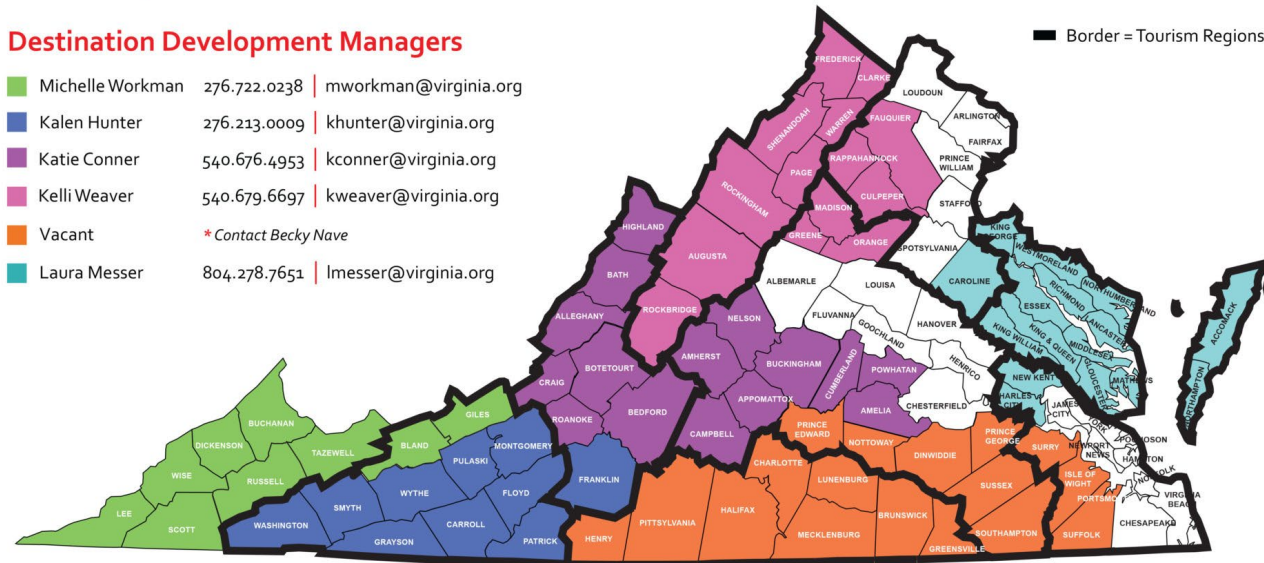
## VIRGINIA IS FOR LOVERS

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](http://VATC.org/partnershipmarketing/tdmanagers)



## Funding Program Team Website [VATC.org/grants](http://VATC.org/grants)

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\* Director

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Focused in rural strategic growth areas

Embedded in their respective regions

Funding programs are open to all regions, even if there is no Destination Development Specialist

Focus on tourism product development, entrepreneurial development, locality tourism action planning, and advocacy

Funding team manages five different grant and funding programs; allocations tracked by Go Virginia region

# WHY DOES VTC OFFER FUNDING PROGRAMS?

- Creates further reach for **Virginia is for Lovers brand**
- Leverages **public and private partnerships** and dollars
- Allows small business and smaller destinations to **activate VTC services** and marketing opportunities
  - Helps **layer Virginia marketing** to target markets and new markets
    - **New content** keeps visitors engaged
  - Funding programs will be **critical after ARPA** funds spent down

# LAYER YOUR MARKETING USING OUR FUNDING PROGRAMS

- Tourism marketing often gives potential visitors **first glance** at a particular destination or product.
- Look at **Go USA Connected TV** videos; think about what they are promoting to international visitors.
- Follow **VTC channels** and **Leisure 360 buy ups** for ideas on marketing, content, and design.
- Monitor your **regional partners** and layer in with their initiatives.
- Carry that message into **your marketing** to promote your region and your business.

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# OVERALL PROGRAM FOCUS:

- **OVERNIGHT TRAVEL, OUT-OF-REGION TRAVEL, OUT OF STATE VISITORS**
- Assist Virginia communities in their efforts to commemorate the 250<sup>th</sup> anniversary, through a tourism lens
- Encouraging and stimulating investment by **combined efforts of local, regional, and statewide entities** for Virginia 250 cultural marketing initiatives
- Marketing Virginia as a **year-round travel destination** for individuals and groups
- Marketing the **historical and cultural attractions of Virginia** to international travelers



# Open VA250 GRANTS

- **AMERICA'S 250TH 2026-2031**
- **MARKETING PROGRAMS & DESTINATIONS**
- **CONNECTING TO ANY PERIOD OF AMERICAN HISTORY & CULTURE**
- **ONLY OFFICIAL VA250 CERTIFIED COMMUNITY COMMITTEES**
- **OPEN 2X PER YEAR THROUGH 2026**
- **ADDITIONAL ROUNDS 2027-2031 TBD**

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# Winter 2024 Grant Round

- Apply through online application portal at [VATC.org/grants](https://VATC.org/grants)
- Application period open from **March 5, 2024 – April 4, 2024)**
- Must include **3 financial partners** in your application and **a support letter from the local DMO**
- Applicants' scoring will be determined by **a variety of factors**. Incomplete and low scoring applications will not be funded.
- Applicants may apply for up to **\$10,000 with a 1:1 cash match required, to be distributed on a reimbursement bases**
- **Eligible expense include interpretive markers, marketing of events related to 250, print materials, placement of advertisements, website development, and more**

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# Tourism Research Helps Justify Your Award

- **Research is critical to your funding program applications.**
- **VTC POI reports, Visitor Profile reports, Arrivalist data, STR reports, and Economic Impact data should be part of your grant application**
- **Use your own data, too! (i.e. credit card zip codes, social media insights, mailing lists, etc.)**



LET'S WORK TOGETHER!

REACH OUT TO THE DESTINATION DEVELOPMENT TEAM

REACH OUT TO THE GRANTS TEAM

FUNDING PROGRAMS OVERVIEW: [VATC.ORG/GRANTS](http://VATC.ORG/GRANTS)

QUESTIONS?

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