



Visit Loudoun increases grant program to stimulate tourism in Loudoun

For more information:

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Leesburg, VA (January 31, 2022)-Visit Loudoun is accepting applications through February 28, 2022 for its FY22 Tourism Marketing Leverage Program, which offers up to \$60,000 in grant funding to tourism related programs, projects and special events.

The Tourism Marketing Leverage Program is a matching funds program that extends the reach of the industry and supports tourism partners who create innovative campaigns that attract visitors to Loudoun. New this year, as part of Visit Loudoun's strategic plan to position Loudoun as a music and arts destination, the organization has added dedicated grant funds specifically for festivals and events that support this initiative.

This is a competitive application process and Visit Loudoun will provide funding to projects and programs that have the greatest return on investment in terms of visitor spending.

Applications, which are due by 4 p.m. on February 28, are reviewed by a volunteer committee in early March and the Visit Loudoun Board of Directors votes on the committee's recommendations to determine funding.

Additional details about the program and the application are available on Visit Loudoun's industry page at <https://www.visitloudoun.org/tourism-industry/programs/visit-loudoun-grant-opportunities/market-leverage-program/>

About Visit Loudoun

Visit Loudoun is the destination management organization for Loudoun, Va., known as DC's Wine Country®, located 25 miles from Washington, DC. This not-for-profit organization develops and implements programs that promote tourism and travel to Loudoun and its towns, to increase visitation and generate visitor spending. The organization showcases Virginia's culinary and heritage assets, including award-winning vineyards, horse country, scenic byways, and towns and villages steeped in history. Visit www.VisitLoudoun.org for more information.