



### **Visit Loudoun opens marketing leverage grant program**

For more information:

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Leesburg, VA (January 19, 2024)-Visit Loudoun is accepting applications through February 26, 2024 for its FY24 Tourism Marketing Leverage Program, which offers up to \$25,000 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.

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 26, 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 <https://www.visitloudoun.org/industry/visit-loudoun-grant-opportunities/marketing-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](http://www.VisitLoudoun.org) for more information.