



Special Events Grant: July 1, 2025 to June 30, 2026

Fueling Innovation and Growth for New Events in the Richmond Region

Information:

Richmond Region Tourism is pleased to offer the Special Events Grant, funded by the Tourism Improvement District. This grant is a unique funding opportunity open to any entity/organization planning a new event in the Richmond Region. The goal of this grant is to increase potential visitors from outside the Richmond Region. This grant program has a finite amount of dollars that can be awarded to deserving organizations. It will be a competitive process and your descriptive answers will be vitally important to the committee during the review and scoring process.

Qualifications:

- Must be a new event, an event within its first three years of existence, a newly created ancillary event that is designed to enhance an existing event, or an event that has not been held within the destination for at least the past three years.
- Must attract at least 10% of its attendees from outside a 50-mile radius of the Richmond Region, with the attendees staying for at least one night.
- Organizations that are already receiving grant or incentive funding from Richmond Region Tourism and Richmond Region Tourism Foundation are also eligible for this grant, provided they are not seeking funding for the same event already being supported.
- Applicants can request up to \$5,000, which will be reimbursed pre-event for expenses directly related for the event.
- If receiving a grant award, in order to receive reimbursement, you will be required to provide your organization's W-9, and event specific receipts and invoices for applicable expenses as detailed below.
- For fiscal year 25-26, this grant program has a finite amount of dollars that can be awarded to deserving organizations and eligible events. It will be a competitive process and your descriptive answers will be vitally important to the committee during the review and scoring process.

The Application Process

- Completed applications are reviewed on a rolling basis, and awards will be granted until the fund allotment for FY 25-26 is expended.
- As the grant applications are received, they will be reviewed, scored, and decisioned according to the below application scoring criteria.
- The organization applying for the grant will be notified of the decision, no later than 30 business days following application.

Application Scoring Criteria

Factors	Maximum Score
Hotel room nights, overnight visitors, and/or economic impact of event	25 points
Future plans to increase the number of visitors, attract more teams, add new events etc., and how you will use these funds to aid in your promotion.	20 points
How will your event attract media attention and drive awareness to attract future outside events to the Region?	25 points
Community Engagement & Partnerships: Measures how the event connects with local residents, volunteers, schools, and cultural groups, as well as how it leverages partnerships with hotels, attractions, local businesses, and regional organizations.	15 points
Do you plan to operate this event for multiple years moving forward?	15 points
TOTAL:	100 possible points

Eligible Expenses

If your event is approved for a grant award, receipts and invoices will be requested at reimbursement, that you wish your grant award to pay for.

- Facility meeting room rental fees
- Rental of furniture, fixtures or equipment (i.e. stage, chairs, tables, easels, lectern, risers, etc.)
- Contracted security or traffic services
- Event-specific signage, printed marketing materials, advertising and media promotion
- Event production and technical expense
- Local permit fees
- Event insurance
- Transportation, shuttle, parking costs between venue and hotels
- Discount on food and beverage, excluding alcohol
- Charges for room set-up/changes
- Box storage and shipping

Application Terms

- If awarded, the grant will be applied to help increase the number of visitors to the Richmond Region.
- If awarded, the organization agrees to provide Richmond Region Tourism accurate details within the application for the applicable event. This application will help to estimate the number of hotel room nights and assess potential subsequent economic impact related to your event.
- If awarded, the organization agrees to work with Richmond Region Tourism on promoting hotel information to attendees.
- If awarded, the organization agrees to include Richmond Region Tourism, and/or VisitRichmondVA branding/logo in their event collateral and promotion, both in printed materials, and event promotion and marketing online.