

Richmond Region Tourism Foundation Distributes \$25,000 to Local Sports Organizations

RICHMOND, Va. (Feb. 22, 2022) – As sports tourism in the region continues to grow, the Richmond Region Tourism Foundation is granting \$25,000 to 14 local organizations to help expand events and attendance.

The funding, provided through the philanthropic arm of Richmond Region Tourism and raised through the recent RVA Sports Awards and a partnership with the Richmond Association of Realtors, aims to increase the number of potential visitors through new teams, participants or spectators engaging in the events.

The sports tourism grants were distributed to the following organizations:

- Collegiate Running Association
- Diversity Rollers
- Futsal RVA
- Live Red Foundation/East Coast Triathlon
- Metropolitan Junior Baseball League
- Richmond Hawks Lacrosse
- Richmond Kickers
- Richmond Racquetball
- Savage Ultimate/XII Brands
- Special Olympics
- Sportable
- VA Capital Trail Foundation
- Virginia Boat Club
- Virginia Pickleball

“Sports tournaments and events help bring thousands of athletes and spectators to our region every year, directly supporting our local economy,” said Dan Schmitt, Richmond Region Tourism Foundation Board Chair. “We’re proud to invest in these events to help them grow and reach even more potential participants. These grants offer an exciting opportunity for our partners to introduce new visitors to our region.”

The sports tourism grant program supports the Foundation’s mission to advance the impact and benefit of tourism in the region by supporting and investing in local education, diversity and inclusion and sports tourism programs.

“The grant allowed us to significantly increase our marketing efforts while also expanding the participant and spectator experience at the 2021 East Coast Triathlon Festival,” said Michael Harlow, executive director of the Live Red Foundation, a 2021 and 2022 grant recipient.

Sports tournaments are important to the region’s economy: In 2021, sports tourism represented almost 80 percent of all event bookings through Richmond Region Tourism and produced an estimated \$68 million in economic impact across the region.

About Richmond Region Tourism Foundation

The Richmond Region Tourism Foundation is a 501(c)(3) entity organized to advance the impact and benefit of tourism on the Richmond Region by supporting and investing in local education, diversity and inclusion and sports tourism programs.

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