

VIRGINIA IS FOR LOVERS[®]

Recovery Marketing Leverage Program Grants

Locality	Lead Partner	Program Name	Award Amount
Abingdon	Abingdon CVB	VTC Recovery MLP Summer 2021: Eat. Drink. Love in Abingdon – “Work Up Your Appetite”	\$10,000.00
Abingdon	Barter Theatre	Reconnect With Abingdon	\$10,000.00
Abingdon	Virginia Creeper Trail Club	Virginia Creeper Trail Marketing Program	\$10,000.00
Abingdon	Martha Washington Inn	Martha Washington Inn Marketing Program	\$10,000.00
Abingdon	Abingdon Main Street Alliance	First Fridays	\$10,000.00
Ashburn	StageCoach Theatre Company LLC	Fall 2021 and Winter/Spring 2022 Theatre Productions	\$10,000.00
Bristol	Discover Bristol	Bristol's Got It All	\$10,000.00
Charles City	Shirley Plantation Foundation	Living History from a New Perspective	\$9,763.00
Charlottesville	Charlottesville CVB	Birthplace of American Wine	\$10,000.00
Charlottesville	Dairy Market	Charlottesville's Bite-Sized Adventures: A Foodie Bucket List	\$20,000.00
Charlottesville	Front Porch Cville	Rivanna Roots: A Riverfront Concert Series 2022	\$19,980.00
Chincoteague	Chincoteague Chamber of Commerce	2022 Chincoteague Island Visitor Guide & Mobile Interactive Technologies	\$10,000.00
Covington	Alleghany Highlands Chamber of Commerce & Tourism	Marketing the Jackson River Scenic Trail	\$10,000.00
Culpeper	Culpeper Tourism and Economic Development	Road Trip Influencer Campaign	\$20,000.00
Fairfax	Visit Fairfax	Explore A Place Where Few Tread: Experience Military History in Northern Virginia	\$5,250.00
Floyd	SustainFloyd	The Floyd Farm Trail	\$20,000.00
Floyd	Floyd Country Store	Bringing the Best of Floyd, VA to IBMA (Phase 1)	\$10,000.00
Front Royal	Discover Front Royal (Town of Front Royal)	Destination Front Royal – Road to Recovery	\$20,000.00

Gate City	Scott County	Eat. Drink. Love. Experience Small Town America at its Best	\$20,000.00
Gate City	Town of Gate City	Gate City Marketing Program	\$10,000.00
Hampton	Hampton Convention & Visitors Bureau	Hampton Marketing Program	\$10,000.00
Hampton	Hampton History Museum Association	Coastal Virginia's Civil War Trails	\$8,500.00
Harrisonburg	Virginia Quilt Museum	VQM Marketing 2021-22	\$3,750.00
Harrisonburg	City of Harrisonburg Tourism and Visitor Services	EAT.DRINK.LOVE...in Harrisonburg, Virginia	\$20,000.00
Independence	Grayson County Tourism	Grayson County Marketing Program	\$10,000.00
Jamestown	Jamestown Rediscovery Foundation	Explore Jamestown: America's Birthplace	\$10,000.00
Kilmarnock	Town of Kilmarnock, VA	Wander the 8 Great Small Towns of the River Realm	\$10,000.00
Leesburg	Visit Loudoun	Loudoun Food & Drink Guide	\$10,000.00
Leesburg	Arc of Loudoun	Shocktober	\$20,000.00
Louisa	Louisa County Chamber of Commerce	Fermentation Farm Trail	\$20,000.00
Marion	Smyth County Tourism Association	Unforgettable Family Fun in Smyth County, VA	\$19,986.00
Martinsville	VisitMartinsville	Rekindle Travel - Reconsider Martinsville - Henry County	\$10,000.00
Melfa	Eastern Shore of Virginia Tourism Commission	A Day on the Water on Virginia's Natural Coast	\$20,000.00
Moneta	Ozzy Moose LLC	Mariners Landing for FOOD LOVERS	\$10,000.00
Moneta	Smith Mountain Lake Regional Chamber of Commerce	SML Wine Festival	\$10,000.00
Monterey	Highland County Chamber of Commerce	Reconnect with What You Love in Highland County	\$20,000.00
Mount Solon	Meadowlark Ridge	Explore Your Love for Virginia's Mountains	\$2,008.00
Norfolk	Virginia Arts Festival	Williamsburg Live	\$10,000.00
Norfolk	Norfolk Festevents, Ltd.	Bringing Nashville to Norfolk!	\$10,000.00
Onancock	Onancock Main Street (OMS)	Experience Onancock 2.0 Expansion	\$10,000.00
Pennington Gap	Old Virginia Hand Hewn Log Homes, Inc. /Axe Handle	Axe Handle Distilling	\$20,000.00

Pennington Gap	Town of Pennington Gap	Pennington Gap Marketing Program	\$17,000.00
Petersburg	Petersburg Area Regional Tourism	Share What You Love in the Best PART of Virginia	\$20,000.00
Richmond	Virginia Museum of History & Culture	Partners in History: A partnership between the Virginia Museum of History and Culture and the Black History Museum and Cultural Center	\$10,000.00
Richmond	Ardent Craft Ales	Drink Scott's Addition (submitted on behalf of the Scott's Addition Beverage District)	\$10,000.00
Richmond	Association for the Preservation of Virginia Antiquities DBA Preservation Virginia	A Beacon of Hope in Virginia Beach: A Promotional Campaign for Cape Henry Lighthouse	\$19,400.00
Smithfield	Smithfield Isle of Wight CVB	Every Small Business is a Family Business: Shop Small, Shop Smithfield	\$10,000.00
St. Paul	Town of St. Paul Virginia	Your Play-cation Destination - St. Paul, Virginia	\$20,000.00
Staunton	Blackburn Inn and Conference Center	Sip, Stay, and Explore: Hiking Trails and Virginia Wines	\$10,000.00
Staunton	Heifetz International Music Institute	Heifetz International Marketing Program	\$2,182.50
Stratford	Stratford Hall	Wander the LOVE of the Northern Neck	\$20,000.00
Surry	Surry County, Virginia	Hiking into History - LOVE the Outdoors in Surry County, Virginia	\$20,000.00
Tappahannock	Town of Tappahannock	Town of Tappahannock Marketing Program	\$19,760.00
Vienna	Wolf Trap Foundation for the Performing Arts	Return to Wolf Trap	\$20,000.00
Warm Springs	Bath County	Culinary Magic - Awesome Bath County Foodie Experiences	\$10,000.00
Warsaw	Northern Neck Planning District Commission	Northern Neck Marketing Program	\$20,000.00
Waynesboro	Waynesboro Economic Development and Tourism	EXPERIENCE Waynesboro	\$10,000.00
Waynesboro	Wayne Theatre Alliance	Outdoor Musical "Joseph and the Amazing Technicolor	\$10,000.00

		Dreamcoat" VTC Recovery Marketing Leverage Program	
Williamsburg	Colonial Williamsburg Foundation	Travel through History: A Virginia Road Trip (vahistoryroadtrip.com)	\$20,000.00
Woodstock	Shenandoah County Tourism	Find Your Way Back to Deliciousness, Unforgettable Moments, Relaxation, and That Feeling!	\$20,000.00
Wytheville	Wytheville CVB	Feel Right at Home in Wytheville...There's Only One	\$20,000.00
Wytheville	Wythe County Board of Supervisors	Getting Outdoors in Wythe County	\$10,000.00
Yorktown	York County	York County Tourism Development - Visit Yorktown	\$20,000.00
Yorktown	York County Office of Economic Development	Holidays on THE EDGE	\$3,500.00