



## Loudoun County, Virginia

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## NEWS RELEASE

Office of the County Administrator, Public Affairs and Communications  
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### **Loudoun Tourism Grant Application for Fiscal Year 2023 is Online**

Loudoun County's annual Tourism Grant competitive process is underway with the posting of the Fiscal Year 2023 (FY 2023) grant application at [loudoun.gov/tourismgrant](http://loudoun.gov/tourismgrant). The grant program is designed to support local tourism initiatives and events that drive tourists to Loudoun County.

Nonprofits, municipalities and businesses located in Loudoun County are invited to apply for funding for projects to attract regional and national visitors to Loudoun County.

Loudoun County's Tourism Grants are designed to support initiatives that bring more visitors to Loudoun County, increase overnight stays in Loudoun hotels, and enhance the overall attractiveness and marketability of Loudoun County as a destination. These may include new or enhanced attractions, events, programs or marketing campaigns.

Funding from the program is to be spent solely on initiatives that increase tourism or qualifying tourism promotions consistent with state code and the Board of Supervisors' Restricted Transient Occupancy Tax funding policy.

For FY 2023, which begins July 1, 2022, the Tourism Grant process will be supplemented by American Rescue Plan Act funds through the Virginia Tourism Corporation. As a result of these funds, awards for this fiscal year will be increased from \$10,000 to \$25,000 for eligible tourism, marketing and hospitality-related expenses.

Any organization interested in submitting a request for funds must complete the grant application online. Applications must be submitted by 4:00 p.m., Tuesday, May 31, 2022. Additional information about the process, as well as a link to the online application form, may be found at [loudoun.gov/tourismgrant](http://loudoun.gov/tourismgrant).

Questions about the process may be directed to Darrell Simpson in the Department of Finance and Budget by [email](mailto:dsimpson@loudoun.gov) or by phone at 571-258-3482.

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