



## Loudoun County, Virginia

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## NEWS RELEASE

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For Immediate Release  
July 20, 2023

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### Board of Supervisors Approves Loudoun Tourism Grants for Fiscal Year 2024

The Loudoun County Board of Supervisors has approved the awarding of the county's annual Restricted Transient Occupancy Tax (RTOT) Tourism Grants for Fiscal Year 2024 (FY 2024). RTOT grants are designed to support local tourism events and initiatives that drive visitors to Loudoun County.

The county is awarding 14 grants totaling \$180,832 for FY 2024. The recipients, the amount of funding and details about the related events and initiatives are as follows:

- **BENEFIT**, \$25,000: BENEFIT hosts the annual Crossroads Music Festival, drawing visitors from Virginia, Maryland, Washington DC and elsewhere to experience more than 30 performers at 11 venues in downtown Leesburg.
- **“BURG” Family Reunion Club**, \$4,000: This organization stages an annual Juneteenth celebration in Leesburg, which attracts visitors and promotes local Black-owned businesses.
- **Chhandayan**, \$6,500: Chhandayan is planning to host the 2023 Diwali Festival Celebration in October. The festival will feature performances, seminars and workshops by several famous musicians and dancers with their teams.
- **impACT Tours and Travel**, \$12,500: The organization plans to create a comprehensive advertising strategy to help increase tourism for quarterly wine tours throughout the county.
- **Loudoun Ballet Performing Arts Company**, \$2,000: The dance company plans to create and perform inclusive productions that appeal to all ages.
- **Loudoun County Bed & Breakfast Guild**, \$25,000: The organization plans to produce a high-quality map that will serve as a guide to bed-and-breakfasts and short-term rentals that are part of the Guild while also promoting the county as a premier destination for travelers.
- **Loudoun Museum**, \$5,000: The organization plans to expand outreach and advertising about tours of the county to bring new visitors to Loudoun.
- **Purcellville VA Tag Sale**, \$15,145: The organization plans to use the grant to advertise the upcoming 20th anniversary of the Purcellville VA Tag Sale in October 2023.

- **Sweet Jazz Festival, LLC.** \$22,500: The Sweet Jazz Festival attracts visitors from beyond the Washington metropolitan area, including Philadelphia, Baltimore, Richmond and Norfolk.
- **Town of Lovettsville,** \$25,000: The annual Lovettsville Oktoberfest celebration features food vendors, free children's activities, bands, craft vendors, local and regional beers and wines, traditional German dancing, races and more. It regularly draws over 12,000 attendees.
- **Town of Purcellville,** \$18,935: The Purcellville Music and Arts Festival celebrates local community, culture and the arts. Out-of-town visitors join local residents every year to enjoy this annual event which includes live performances from four stages, an art show, food and drink, free family-friendly activities, nonprofit organizations and local vendors.
- **Virginia Piedmont Heritage Area Association,** \$5,000: The organization will hold its annual Civil War Conference in October 2023, an annual event that features respected historians and authors who are typically considered experts in their fields of study.
- **Waterford Foundation,** \$3,252: The foundation plans to broaden its digital marketing efforts to bring more students to the Waterford Craft School for one-and-two-day classes.
- **Wegmeyer Farms,** \$11,000: The Lincoln Strawberry Festival is expected to draw visitors from all over the region while raising money for local nonprofits and scholarships for local students.

Loudoun County's RTOT Tourism Grant Program supports events that bring more visitors to the 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. Nonprofits, municipalities and businesses located in the county are eligible to apply.

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.

Additional information about the process may be found at [loudoun.gov/tourismgrant](https://loudoun.gov/tourismgrant).

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