

Loudoun County, Virginia

www.loudoun.gov

NEWS RELEASE

Office of the County Administrator, Public Affairs and Communications 1 Harrison Street SE, P.O. Box 7000, Leesburg, VA 20177-7000 703-777-0113 • Fax 703-771-5841

For Immediate Release Media Contact: Glen Barbour, Public Affairs and Communications Officer September 13, 2023 703-771-5086, Glen.Barbour@loudoun.gov

Applications for Loudoun's ARPA Tourism Grant Program Now Available

Loudoun County is now accepting applications for the American Rescue Plan Act (ARPA) Tourism Grant Program.

The grant funding is available to organizations that are responsible for organizing and hosting festivals, events and other activities that draw visitors and overnight stays to Loudoun. The program is designed to assist local organizations in their tourism planning, marketing and execution. The maximum award is \$50,000.

Loudoun is one of 133 localities in Virginia to receive ARPA funding through the Virginia Tourism Corporation to assist in the revitalization of Virginia's tourism industry to recover from the impacts of COVID-19 and support attracting visitors to destinations and events across the state.

To assist organizations with understanding the application process, Loudoun County will host an informational webinar Thursday, September 14, 2023, at 2:00 p.m. through the <u>Microsoft Teams platform</u>. Anyone who does not have a Teams account may join the webinar by following these instructions.

Applications are due by 4:00 p.m., Wednesday, October 4, 2023.

Detailed information about the grant program, the application process and how to join the webinar, can be found at <u>loudoun.gov/grantopportunities</u>.