NEWS RELEASE

For Immediate Release   Media Contact: Glen Barbour, Public Affairs and Communications Officer
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Loudoun County Seeks Applicants for Tourism Grants

Loudoun County's annual Tourism Grant Program competitive process is underway with the posting of the Fiscal Year 2025 grant application at loudoun.gov/grantopportunities. The grant program is designed to support local tourism events and initiatives that drive tourists to Loudoun County.

Nonprofits, municipalities, and businesses located in Loudoun County are invited to apply for up to $25,000 in funding for tourism, marketing and hospitality-related projects that attract regional and national visitors to Loudoun County.

Loudoun County's Tourism Grant Program is designed to support events and 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 existing attractions, events, program 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 county policy.

Any organization interested in submitting a request for funds must complete the grant application online. Applications must be submitted by 4:00 p.m., Friday, May 3, 2024.

Pre-Application Webinar April 16

To assist organizations with understanding the application process, Loudoun County will host an informational webinar Tuesday, April 16, 2024, 1:00 – 2:00 p.m. Information on how to join the webinar is posted at loudoun.gov/grantopportunities.

For More Information

Questions about the grant application process may be directed to Darrell Simpson in the Department of Finance and Procurement by email or by phone at 571-258-3482. Details about the grant program, including a link to the application, are also available at loudoun.gov/grantopportunities.

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