



## Loudoun County, Virginia

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## NEWS RELEASE

Office of the County Administrator, Public Affairs and Communications

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For Immediate Release  
March 4, 2019

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### Loudoun Tourism Grant Application for Fiscal Year 2020 is Online

Loudoun County's annual Tourism Grant process is underway with the posting of the Fiscal Year 2020 (FY 2020) grant application at [www.loudoun.gov/TourismGrant](http://www.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 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 help develop initiatives to 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 (TOT) funding policy.

For FY 2020, which begins July 1, 2019, the Board has prioritized funding opportunities that support partnerships between multiple organizations, including tourism and hospitality-related businesses.

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, March 29, 2019. Additional information about the process, as well as a link to the online application form, may be found at [www.loudoun.gov/TourismGrant](http://www.loudoun.gov/TourismGrant).

Questions about the process may be directed to Grants Coordinator Shalom Black in the Department of Management and Budget by [email](#) or by phone at 703-737-8186.

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