



FOR IMMEDIATE RELEASE

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Augusta County Tourism announces Spring Grant Program
First tourism grant program for the County

VERONA, VA – Augusta County Tourism announces the release of its first tourism grant program. The Augusta County Spring 2017 Tourism Grant Program supports and enhances tourism efforts within Augusta County. To be eligible for this round of awards, programs must occur between January 1, 2017 and May 31, 2017. The grant program will be a competitive process, and Augusta County anticipates awarding between two and four grant awards. The maximum grant award for any one program is \$5,000, but lesser amounts can be awarded depending on the applications received. Augusta County has set aside \$10,000 for the spring 2017 Tourism Grant Program. Possible eligible programs include events, fairs/festivals, marketing and social media applications, design and printing services as well as other projects promoting the Augusta County tourism industry. For the purposes of tourism, visitors are considered individuals who travel more than 50 miles to reach a tourism business or event.

Projects must be new initiatives, and applications will be evaluated based on viability of bringing in visitors from outside the region (defined as visitors coming from 50 miles and beyond), strength of marketing and promotional plan, creativity and partnerships with and promotion of other Augusta County businesses.

The deadline to turn in applications is November 30th at 5:00p.m. Applications will be reviewed, and winners will be selected by the Augusta County Economic Development Committee.

"Augusta County continues to support our local tourism businesses," said Carolyn Bragg, Chair of the Board of Supervisors. "This grant opportunity is designed to encourage program initiatives and creativity during the winter and early spring time when tourism numbers are typically lower."

Those interested in applying for the Augusta County Tourism Spring Grant Program may contact Augusta County Tourism staff at staff@augustaVAbusiness.com or 540-245-5619.

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Located in the center of Virginia's Shenandoah Valley and at the intersection of I-64 and I-81, Augusta County offers a premiere Virginia location, a business-friendly environment, and affordable tax rates. Touted for our hospitality and can-do attitude, several of America's most well-known companies have located and expanded here. Pair that with our

vibrant small cities and our breath-taking natural attractions, and you'll find the limitless opportunities we provide. More information at www.AugustaVABusiness.com.