

Augusta County Tourism Marketing & Expanded Facilities Grant Program



Due by 5pm, June 1, 2026

The Augusta County Tourism Marketing & Expanded Facilities Grant Program supports and enhances tourism efforts within Augusta County.

This is a competitive process. **For the purposes of this application, visitors are considered individuals who travel more than 50 miles to reach a tourism business or event in Augusta County.**

This year's program has two separate categories – projects related to marketing, and projects related to expanding/enhancing tourism facilities.

- **Marketing Projects** – Financial Awards up to \$5,000 per entry are available to new marketing projects promoting events, fairs/festivals, and other unique tourism destination activities. Your marketing program must occur between July 1, 2026 and May 15, 2027. Relevant expenses (including proof of payment from cancelled checks, bank statements or credit card statements) must be submitted for reimbursement by May 15, 2027. If submitting a marketing project regarding an existing event, the grant proposal must describe a new marketing initiative. Any marketing outlets with an audience not outside of the 50-mile radius will not be considered for reimbursement (For example: News Leader, News Virginian, Crozet Gazette, CVILLE Weekly among others).
- **Tourism Facility Expansions** – Financial Awards up to \$10,000 per entry are available for tourism facility expansions that clearly demonstrate the ability to increase visitation. Examples of eligible activities include expanding venue spaces, new venue construction, and facility investments that encourage increased visitation. Applicants must include a project timeline. Tourism Facility Expansions work may span July 1, 2026 to May 1, 2027. Relevant expenses must be submitted for reimbursement (including proof of payment from cancelled checks, bank statements or credit card statements) by May 15, 2027.

Applications can be e-mailed, mailed or hand-delivered **by 5:00pm on June 1, 2026** to:

Mary Winters Blanchard
Economic Development & Tourism
Augusta County Government Center
18 Government Center Lane
P.O. Box 590
Verona, VA 24482
staff@augustavabusiness.com
540-245-5619

Requirements for Grant Awards:

All applications must be related to tourism-oriented efforts. Only existing Augusta County-based tourism businesses or tourism organizations may receive marketing funds, and grant funds can only support projects or events hosted and held within Augusta County. Additionally, the following requirements apply:

New Initiatives

Projects must be new initiatives. If the proposed marketing project is included within an existing event or program, the marketing campaign itself must be a new initiative.

Cross Promotions

All grant recipients with a website will be required to link to the www.visitaugustacounty.com site. Printed marketing materials must include the Augusta County Tourism logo. Any event funded through a grant must be listed on www.virginia.org. Instructions for listing events on www.virginia.org can be found here: <https://www.vatc.org/marketing/digital-marketing/webmarketing/>

Match Requirement

Grant recipients must contribute at least a 1:1 match towards the event or project to be funded. Funds must first be spent to be eligible for reimbursement. For example, you must first spend a minimum of \$10,000 to receive grant reimbursement of \$5,000.

Augusta County Business License

All businesses must have an active business license in Augusta County to be eligible for grant funds.

Funding Priorities:

Marketing projects will be judged on:

- Projected increase in visitation from outside our region
- Strength of marketing and promotional plan
- Possibility of encouraging off-peak travel
- Partnerships and/or shared promotions with other Augusta County businesses
- Creativity
- Overall application completion

Tourism facility expansions will be judged on:

- Projected increase in visitation from outside our region
- Ability to expand/enhance program offerings and/or visitor experience
- Opportunity to increase sales
- Preservation or enhancement of existing tourism destinations
- Overall application completion

Expanded tourism facilities projects must clearly be intended to increase visitation. For any question on eligibility, please call 540-245-5619 or email staff@augustavabusiness.com with questions by close of business May 20, 2026.

If the event applied for does not occur, or a request for reimbursement is not submitted by the reimbursement submittal deadline, the grant will not be awarded.

Reimbursement Guidelines (If Awarded):

If a Tourism Grant is approved, funding will be provided on a reimbursement basis. For Marketing Projects, requests for reimbursements must be made **within 60 days** of the completed project date. To be eligible for reimbursement, your marketing program must occur (or have occurred) between July 1, 2026 and May 31, 2027. For Facility Expansion recipients, the project must be completed prior to a reimbursement request, any timeline changes must be approved. Reimbursement paperwork will be due no later than **May 15, 2027**.

All grant recipients will receive a reimbursement spreadsheet, which must be 100% completed when submitting for reimbursement. Please submit only one reimbursement request.

Supporting documentation of activities completed must accompany the reimbursement requests. Examples of impact and expense documentation include but are not limited to:

Marketing Projects:

- Copies of any marketing materials
- Media receipts (radio, television or publications)
- Ads
- Any applicable receipts

Facilities Expansion Projects:

- Site Plans
- Sketches
- Purchase Orders
- Renderings
- Any applicable receipts

Payment Receipts (all projects):

- Cancelled checks
- Bank statements
- Credit card statements
- Vendor/Supplier receipts with corresponding bank/credit card statements
- Invoices

Items NOT eligible for reimbursement include but are not limited to:

- Equipment rentals or purchases (unless the purchase clearly demonstrates viability of increasing visitation)
- Event sponsorships
- Event costs
- Travel expenses
- Expanded tourism facilities projects that are not focused on increasing visitation
- Promotional items (t-shirts, coffee cups, pens/pencils, general merchandise, stickers, banners etc.)

Please note that any grant funds received from this program are taxable and require a 1099-G form for tax purposes. The 1099-G form will be issued to the name and submitting organization listed in the Contact Information fields below. Please ensure the desired contact information is given for those purposes.

A. APPLICATION NARRATIVE

CONTACT INFORMATION:

Name of Authorized Point of Contact	
Title of Authorized Point of Contact	
Name of Company Representative responsible for implementing and completing project work (signature will also be required at bottom of application)	
Submitting Organization Name (will receive 1099-G)	
Telephone Number (work/cell)	
Email Address	
Mailing Address	
Website	
Total Grant Amount Requested	
Total Financial Commitment from Organization for the Project	

GRANT CATEGORY: **Marketing (Up to \$5,000)**

Tourism Facility Expansion (Up to \$10,000)

**If you wish to apply for both Marketing and Facility Expansion categories, submit two separate applications.*

Please limit to one application per category per business.

PROJECT TITLE:

BRIEF DESCRIPTION OF THE PROJECT (1-2 sentences):

PARTNERS: Who are the main partners collaborating on this project/event?

FULL DESCRIPTION - Please provide complete answers to the following areas:

DESCRIPTION & HISTORY Please include a thorough description of your project as well as any relevant background and history. Provide specific details of proposed program including purchases required, staff that will complete the project, and other materials related to project planning and implementation. Please provide an estimate of your project's economic impact for Augusta County (e.g. total tickets sold, total number of attendees, total sales, etc.).

TOURISM IMPACT: Why is your project needed, and how will it help attract tourism to Augusta County? **For the purposes of tourism, visitors are considered individuals who travel more than 50 miles to reach a tourism business or event.** What is original or creative about this project? To what extent will this project encourage off-peak travel to Augusta County? (Off-peak travel includes travel during winter and spring.)

PARTNERSHIPS & SCOPE: Describe the partnerships involved in your project and explain any elements of your project that encourage visitors to visit other businesses in Augusta County. Describe the type of support your partners will offer (financial or otherwise). If your project is an event, are overnight hotel package stays part of your project? **For the purposes of tourism, visitors are considered individuals who travel more than 50 miles to reach their destination.**

Note: If any revenues are to be earmarked for a community-oriented purpose, please describe (include amount or percentage proposed).

GOALS: Describe the goals of your project and how you will assess success upon completion. Do your goals include sustaining the project in future years?

MARKETING: Describe your marketing plan (if applicable to your project). What publications/venues will you be advertising in and why did you select those options? If available, give statistics on the demographics of your audience. How will you know if your marketing plan was successful (surveys, analytics, visitor counts, etc.)?

FINANCIAL NEED: Will this event or project happen without grant funding? How will the project be changed? Where will you obtain funding if you do not receive this grant?

PAST PERFORMANCE (for repeat projects only): What were your past attendance numbers, and why have you chosen to hold the project/event again? What could have been done better in the past and how is that being addressed this year?

EXPECTED COMPLETION DATE of project or event, if applicable:
(Note: All reimbursable expenses must be submitted in May 2027.)

Please also list or attach a schedule/agenda for the project/event.

BUSINESS LICENSE: Does your organization have an active Augusta County business license? If not, what is your plan to get one? Are you facing barriers to getting your business license?

ADDITIONAL INFORMATION: Please provide any additional information you feel may be pertinent to consideration on this grant.

B. APPLICATION BUDGET

Please complete the Budget Section appropriate to your application type (e.g. Marketing or Facility Expansion).

The “Project Total” boxes should match each other.

Marketing Projects			
Funding Sources		Project Costs	
Requested Augusta County Grant	\$	Graphic Design Costs	\$
Applicant Contributions	\$	Printing Costs	\$
Partner Contributions (if applicable)	\$	Magazine Advertising	\$
Other	\$	Newspaper Advertising	\$
Project Total:	\$	Radio Advertising	\$
		Social Media Marketing Campaign	\$
		Television Ads	\$
		Website Costs	\$
		Other	\$
		Other	\$
		Project Total:	\$

Please make sure to include any necessary explanations when using the “other” category.

Each individual line (e.g. “Magazine Advertising”) may be expanded to list individual advertising expenditures.

Tourism Facility Expansions			
Funding Sources		Project Costs	
Requested Augusta County Grant	\$	Engineering	\$
Applicant Contributions	\$	Architecture	\$
Project Total:	\$	Contractor Fees	\$
		Utility Connection Fees	\$
		Permit Fees	\$
		Materials	\$
		Other	\$
		Other	\$
		Other	\$
		Project Total:	\$

Please make sure to include any necessary explanations when using the “other” category.

C. STATEMENT OF CERTIFICATION

The undersigned hereby certifies that the information supplied in this application is true and correct and that I/we have read and understand the Program Overview and Considerations that govern this grant program as written above.

I/We further understand that if the grant is awarded, any changes to the grant must be submitted in writing and receive Augusta County's prior written approval before changes can be made. Any request for modification must be submitted in writing and approved in order to receive funds.

I/We acknowledge that any variance from or violation of the rules and procedures governing the Augusta County Tourism Grant Program may result in non-reimbursement of any or all expenditures connected with the grant. Grants are taxable and successful recipients will receive a 1099-G.

Signature _____

Printed Name _____

Title _____

Date _____

Organization _____

Signature of Company Representative _____
(responsible for project work)