

VTC 2024 Microbusiness Marketing Leverage Program Award Recipients

Organization	Marketing Program Name	Locality	Award	Match	Region
Eastern Shore of Virginia Chamber of Commerce	Explore the Shore	Accomack	\$3,000.00	\$6,000.00	Coastal Virginia - Eastern Shore
Refuge Motor Inn Inc	3-Day Chincoteague Getaways	Accomack	\$5,000.00	\$5,220.00	Coastal Virginia - Eastern Shore
Onancock Main Street (OMS)	Cozy Up to Onancock	Accomack	\$10,000.00	\$17,047.00	Coastal Virginia - Eastern Shore
Eastern Shore of Virginia Tourism Commission	Shorely Wed - Weddings on Virginia's Eastern Shore	Accomack	\$9,764.00	\$9,764.50	Coastal Virginia - Eastern Shore
C-ville Bites, LLC	C-ville Bites, LLC	Albemarle	\$5,000.00	\$5,850.00	Central Virginia
Albemarle CiderWorks	The Albemarle Area Bucket List	Albemarle	\$1,500.00	\$1,855.90	Central Virginia
Spirited Tours LLC	VA Winery Tours Support	Alexandria	\$5,000.00	\$6,418.00	Northern Virginia
The Clifton Forge Company, DBA Clifton Forge School of the Arts	Kriskindlmarkt	Alleghany	\$5,000.00	\$5,000.00	Virginia Mountains
Vino Virginia, LLC	The Virginia Wine Country Getaway	Arlington	\$5,000.00	\$5,000.00	Northern Virginia
Sill and Glade	Retreat-Style Music Recording	Augusta	\$2,225.00	\$4,607.00	Shenandoah Valley
Wind Vineyards at Smith Mountain Lake	Smith Mountain Lake Outdoor Events at Wind Vineyards	Bedford	\$5,000.00	\$10,000.00	Virginia Mountains
Mountain Thyme Honey & Gifts, LLC	Mountain Thyme = Mountain Time	Botetourt	\$1,860.00	\$3,720.00	Virginia Mountains
Charles City County	Restaurant Week	Charles City	\$10,000.00	\$10,051.10	Coastal Virginia - Hampton Roads
Charlottesville Ale Trail	Hike the C.A.T.	Charlottesville	\$2,500.00	\$5,800.00	Central Virginia
Liferview Marketing and Visuals, LLC	United Nations of Comedy	Charlottesville	\$5,000.00	\$12,000.00	Central Virginia
Foxfield Racing LLC	Foxfield Fall Races	Charlottesville	\$5,000.00	\$21,709.00	Central Virginia
Unlocked History Escape Rooms	Unlocked History	Charlottesville	\$5,000.00	\$5,000.00	Central Virginia

Front Porch Cville (DBA: The Front Porch)	Front Porch Shoulder Season Concert Series	Charlottesville	\$5,000.00	\$7,531.00	Central Virginia
Chesapeake Conference Center	Transforming Events into Experiences	Chesapeake	\$5,000.00	\$5,000.00	Coastal Virginia-Hampton Roads
Barns of Rose Hill	Fall for the Arts	Clarke	\$2,525.00	\$3,330.00	Shenandoah Valley
Town of Culpeper	Winter and Early Spring Events in Culpeper, VA	Culpeper	\$10,000.00	\$26,878.00	Northern Virginia
Dickenson County	"Discover the Wild Side of SWVA, Where Every Feather Tells a Story"	Dickenson	\$10,000.00	\$28,931.90	Southwest Virginia - Heart of Appalachia
Historic Downtown Tappahannock	Tapp Into Restaurant Week	Essex	\$10,000.00	\$10,052.50	Chesapeake Bay
Paradise Springs Winery	Time to Drink Virginia Wine	Fairfax	\$5,000.00	\$7,500.00	Northern Virginia
Vint Hill Craft Winery	Upside Down	Fauquier	\$2,325.00	\$5,780.00	Northern Virginia
Pearmund Cellars	Weekends in Wine Country	Fauquier	\$4,750.00	\$6,800.00	Northern Virginia
Floyd County Tourism	Floyd Small Town Holiday	Floyd	\$3,900.00	\$4,089.00	Southwest Virginia - Blue Ridge Highlands
Fluvanna County Economic Development Department	Find Pleasant Grove	Fluvanna	\$5,000.00	\$10,400.00	Central Virginia
Twin Creeks Distillery	Celebrate a Decade Preserving and Sharing Old-Time Distilling in Franklin County, Virginia's Moonshine Capital	Franklin	\$2,500.00	\$6,825.70	Virginia Mountains
Discover Rocky Mount	Discover Rocky Mount Music	Franklin	\$2,375.00	\$4,750.00	Virginia Mountains
County of Franklin	Heavy Hitters Fishing Spring 2025	Franklin	\$10,000.00	\$10,010.00	Virginia Mountains
Vault and Cellar	Small Town Heaven on Route 11	Frederick	\$5,000.00	\$6,365.00	Shenandoah Valley
City of Fredericksburg Tourism	Unlock the Full Fredericksburg Experience	Fredericksburg	\$4,996.50	\$12,156.00	Shenandoah Valley
City of Galax	Where Appalachian Traditions Light up the Holidays	Galax	\$10,000.00	\$13,700.00	Southwest Virginia - Blue Ridge Highlands

Kairos Wilderness Resort	Connecting with Amenity Seekers	Giles	\$2,500.00	\$8,553.50	Southwest Virginia - Blue Ridge Highlands
Fish Virginia First (Giles County, VA)	Fish Virginia First	Giles	\$5,000.00	\$11,946.30	Southwest Virginia - Blue Ridge Highlands
GearHead Junction	MotoTourism in Giles	Giles	\$5,000.00	\$6,078.88	Southwest Virginia - Blue Ridge Highlands
River Mutt, LLC	Virginia Ice Cream Trail	Gloucester	\$2,500.00	\$5,000.00	Chesapeake Bay
Camp Cardinal RV Resort	Winter Romantic Weekend Escapes	Gloucester	\$2,500.00	\$5,000.00	Chesapeake Bay
Middle Peninsula Planning District Commission	Hunters Lodging Escape	Gloucester	\$6,500.00	\$6,500.00	Chesapeake Bay
Main Street Preservation Trust Gloucester	Discover Gloucester: Stories of Heritage & Harmony	Gloucester	\$4,500.00	\$4,831.00	Chesapeake Bay
Grayson County Tourism	Cool Weather Counts	Grayson	\$10,000.00	\$14,502.50	Southwest Virginia - Blue Ridge Highlands
Heart of Virginia Artisans	Cheers to Independence Trail	Hanover	\$1,963.83	\$1,963.83	Central Virginia
City of Harrisonburg Tourism	Harrisonburg Coffee Trail: The Java Journey	Harrisonburg	\$10,000.00	\$6,000.00	Shenandoah Valley
Highland County Chamber of Commerce	Life is Sweet in Highland County, Virginia	Highland	\$10,000.00	\$10,059.00	Virginia Mountains
King and Queen County	King & Queen Fishing Trail	King And Queen	\$3,750.00	\$5,004.70	Coastal Virginia - Chesapeake Bay
Town of Kilmarnock	Do the Rappahannock Loop	Lancaster	\$10,000.00	\$11,981.10	Chesapeake Bay
Town of Pennington Gap	Chill in the Mountains	Lee	\$5,045.00	\$5,045.00	Southwest Virginia - Heart of Appalachia
Stone Manor Boutique Inn	Kingdom of LoudStone	Loudoun	\$2,240.00	\$5,000.00	Northern Virginia
Vineyard Voyages	Vineyard Voyages Outside Marketing Campaign	Loudoun	\$5,000.00	\$5,000.00	Northern Virginia
Southern Revere Cellars LLC	Unplug. Uncork. Unwind.	Louisa	\$5,000.00	\$5,039.80	Central Virginia

Four Fields Farm LLC	Website and Marketing for Four Fields Farm Vacation Home at Old Rag Mountain	Madison	\$2,500.00	\$5,750.00	Shenandoah Valley
West Piedmont Planning District Commission on behalf of the Mountain Spirit Trail Committee	Mountain Spirit: Virginia's Moonshine Heritage Trail Phase 2	Martinsville	\$2,000.00	\$4,000.00	Southern Virginia
Middlesex County Economic Development Authority	Touch Down & Take It In: Virginia's River Realm by Air	Middlesex	\$10,000.00	\$10,446.00	Chesapeake Bay
Montgomery Chamber of Commerce	Shop & Stay Montgomery County	Montgomery	\$10,000.00	\$14,991.45	Southwest Virginia - Blue Ridge Highlands
VisitNRV (Montgomery County Regional Tourism)	Visit Virginia's New River Valley Inspiration	Montgomery	\$10,000.00	\$10,664.76	Southwest Virginia - Blue Ridge Highlands
Love Ridge Mountain Lodging	Love Ridge is for Outdoor Lovers	Nelson	\$5,000.00	\$5,410.00	Central Virginia
The Indigo House Bed & Breakfast	Indigo Print Campaign	Nelson	\$4,450.60	\$4,450.60	Central Virginia
Downtown Norfolk Council	Downtown Norfolk's Holidays in the City and Grand Illumination Parade 2024	Norfolk	\$10,000.00	\$13,615.46	Coastal Virginia - Hampton Roads
Peachy Outlook	Women's Wellness Weekend ESVA	Northampton	\$2,500.00	\$23,073.50	Coastal Virginia - Eastern Shore
Chatham Vineyards	Chatham + Eastern Shore Wine & Brine Website	Northampton	\$5,000.00	\$6,700.00	Coastal Virginia - Eastern Shore
Moonrise Jewelry	Girls' Getaway Guide to Coastal Cape Charles Supplemental	Northampton	\$5,000.00	\$9,000.00	Coastal Virginia - Eastern Shore
Orange County Economic Development and Tourism	Orange Uncovered - Elijah Craig and Virginia's Bourbon Story	Orange	\$5,000.00	\$12,350.00	Central Virginia
The Arts Center in Orange	Celebrate the Holidays in Orange	Orange	\$10,000.00	\$25,614.00	Central Virginia
Massanutten Country Corner	A Month of Love	Page	\$2,500.00	\$5,000.80	Shenandoah Valley

Shadow Mountain Escape	Shadow Mountain Escape	Page	\$5,000.00	\$7,250.00	Shenandoah Valley
Patrick County Tourism	Fall Travel Initiative	Patrick	\$2,990.00	\$2,990.00	Southwest Virginia - Blue Ridge Highlands
Total Terror LLC	Total Terror Haunted Attraction	Powhatan	\$1,013.00	\$1,013.00	Central Virginia
Farmville Area Chamber of Commerce	Discover the Heart of Virginia Weddings: Where Charm, Craft, and Celebration Meet	Prince Edward	\$1,000.00	\$2,087.00	Central Virginia
Prince William County Tourism	Steins, Vines and Moonshine	Prince William	\$5,000.00	\$20,000.00	Northern Virginia
Pulaski County Tourism	Pulaski County Streaming	Pulaski	\$10,000.00	\$11,000.00	Southwest Virginia - Blue Ridge Highlands
Richmond Tattoo & Arts Convention	Richmond Tattoo & Arts Convention	Richmond-City	\$2,500.00	\$9,810.34	Central Virginia
The Well Collective	History, Healing, & Humanity: An American Journey	Richmond-City	\$2,500.00	\$5,820.00	Central Virginia
RBRE365	Richmond Black Restaurant Experience	Richmond-City	\$2,500.00	\$20,700.00	Central Virginia
Heart and Soul: Winterfest	Heart and Soul Winterfest	Richmond-City	\$5,000.00	\$5,000.00	Central Virginia
African American Heritage Association of Virginia	African American Heritage Trail Network	Richmond-City	\$5,000.00	\$26,500.00	Central Virginia
Virginia Capital Trail Foundation	Capital Trail Adventures	Richmond-City	\$5,000.00	\$9,409.00	Central Virginia
HMBLE HSTLE Clothing	The Art of HSTLE	Roanoke-City	\$2,500.00	\$5,000.00	Virginia Mountains
Back Home on the Farm	All Season Agrotainment	Rockingham	\$2,500.00	\$16,543.00	Shenandoah Valley
Town Of Lebanon, Virginia	The Russell Theatre Fall, Winter, & Spring Campaign	Russell	\$5,000.00	\$10,000.00	Southwest Virginia - Heart of Appalachia
Breath of Dawn	Winter Retreat on a Mountain Farm	Russell	\$3,258.00	\$3,258.00	Southwest Virginia - Heart of Appalachia
Town of St. Paul, Virginia	Year-Round Playground	Russell	\$10,000.00	\$25,246.20	Southwest Virginia - Heart of Appalachia

The Lofts at Downtown Salem	Rewarding Guests: The Lofts Loyalty Program	Salem	\$5,000.00	\$21,200.00	Virginia Mountains
City of Salem Tourism	Your Home for the Holidays!	Salem	\$10,000.00	\$20,000.00	Virginia Mountains
Wolf Gap Vineyard	Winter Tasting Room Reservations Initiative	Shenandoah	\$5,000.00	\$6,000.00	Shenandoah Valley
Smyth County Tourism Association	Rolling out the Digital Welcome Mat for Winter	Smyth	\$5,000.00	\$15,961.00	Southwest Virginia - Blue Ridge Highlands
Atlas & Ember LLC, DBA Juniper Lane	Juniper Lane: Virginia's Vintage Wedding Destination	Staunton	\$2,500.00	\$2,445.79	Shenandoah Valley
Heifetz International Music Institute	Heifetz Institute Holiday & Spring Concerts	Staunton	\$5,000.00	\$6,660.00	Shenandoah Valley
Trailhead Adventures LLC	Stay and Play	Tazewell	\$2,500.00	\$5,000.00	Southwest Virginia - Heart of Appalachia
Visit Tazewell County	Gridiron Getaway	Tazewell	\$2,500.00	\$10,000.00	Southwest Virginia - Heart of Appalachia
The Artists Gallery Inc.	Rack Card Initiative	Virginia Beach	\$3,000.00	\$4,484.00	Coastal Virginia - Hampton Roads
Virginia Sports Hall of Fame Foundation	Walk The Hall	Virginia Beach	\$5,000.00	\$5,786.20	Coastal Virginia - Hampton Roads
Virginia Beach Restaurant Association	2025 Virginia Beach Restaurant Week Dine & Stay program	Virginia Beach	\$5,000.00	\$5,000.00	Coastal Virginia - Hampton Roads
Depot Artists Association, Inc.	Brand Refresh: Targeting New Markets	Washington	\$2,582.50	\$5,165.00	Southwest Virginia - Blue Ridge Highlands
Blue Hills Community Market	Healthy & Local	Washington	\$5,000.00	\$5,000.00	Southwest Virginia - Blue Ridge Highlands
Virginia Highlands Festival	Celebrating Appalachia Year 'Round	Washington	\$5,000.00	\$8,522.00	Southwest Virginia - Blue Ridge Highlands
Town of Abingdon, Virginia	Abingdon, VA – A Year-Round Destination	Washington	\$10,000.00	\$11,689.00	Southwest Virginia - Blue Ridge Highlands
Friends of Southwest Virginia	SWVA Getaways: Outdoor Adventures and Cultural Escapes	Washington	\$10,000.00	\$19,000.00	Southwest Virginia - Blue Ridge Highlands

Visit Waynesboro	Rockfish Gateway: All Trails Lead to Fun	Waynesboro	\$10,000.00	\$11,445.00	Shenandoah Valley
Colonial Beach Chamber of Commerce	10th Annual Colonial Beach Bike Fest	Westmoreland	\$10,000.00	\$21,750.00	Chesapeake Bay
Copper Fox Distillery	Stay on The Edge	Williamsburg	\$2,500.00	\$6,654.40	Coastal Virginia - Hampton Roads
Williamsburg Area Restaurant Association	Come Back	Williamsburg	\$2,500.00	\$13,349.80	Coastal Virginia - Hampton Roads
TR 929 Capitol Landing LLC	Rochambeau Roadside Inn	Williamsburg	\$5,000.00	\$3,512.00	Coastal Virginia - Hampton Roads
Muscarella Museum of Art Foundation	Michelangelo: The Genesis of the Sistine	Williamsburg	\$5,000.00	\$5,000.00	Coastal Virginia - Hampton Roads
Root to Table LTD	Spotlighting Women in Culinary & Agriculture	Winchester	\$10,000.00	\$10,000.00	Shenandoah Valley
Heart of Appalachia Tourism Authority	3 Day Getaways in the Fall/Winter	Wise	\$10,000.00	\$11,570.00	Southwest Virginia - Heart of Appalachia
Downtown Wytheville Incorporated	Weekends in Wytheville	Wythe	\$3,400.00	\$15,120.00	Southwest Virginia - Blue Ridge Highlands
Wytheville Convention & Visitors Bureau	Find the Stories in the Flavors	Wythe	\$10,000.00	\$11,000.00	Southwest Virginia - Blue Ridge Highlands