

2026 VTC Microbusiness Marketing Leverage Program (MMLP) Grant Awards

	Lead Partner	Project Name	GO VA REGION	TOURISM REGION	VTC AWARD	AWARD MATCH
1	Shenandoah Escapes	Faraway in the Off-Season: A Shenandoah Shoulder-Season Escape	8	Shenandoah Valley	\$ 5,000.00	\$ 7,000.00
2	Nimbus Farms Alpacas LLC	Nimbus Farm Alpacas	8	Shenandoah Valley	\$ 4,000.00	\$ 4,000.00
3	Front Porch Cville	Front Porch Winter Concert Season 2026-27	9	Central Virginia	\$ 5,000.00	\$ 5,000.00
4	Atlas & Ember LLC	(VTC) Microbusiness Marketing Leverage Program	8	Shenandoah Valley	\$ 4,000.00	\$ 4,894.44
5	The Market at Grelen Inc	Stay Longer Explore More	9	Central Virginia	\$ 5,000.00	\$ 8,151.60
6	Montgomery County Chamber of Commerce	Chamber Challenge	2	SWVA Blue Ridge Highlands	\$ 5,000.00	\$ 10,182.00
7	Shadow Mountain Escape	Discover European Charm on the Blue Ridge Whisky Wine Loop	8	Shenandoah Valley	\$ 5,000.00	\$ 6,752.00
8	Settle Down Easy Brewing Co	SDE Come for the Fest, Stay for the Rest!	7	Northern Virginia	\$ 5,000.00	\$ 5,116.00
9	Backwater Expeditions LLC	Life on the water. Shared.	6	Chesapeake Bay	\$ 1,000.00	\$ 1,027.80
10	C-ville Bites LLC	Taste C-Ville like a Local. Promote C-ville Bites "Taste C-Ville Like a Local" campaign to attract out-of-town visitors through authentic food tours, cooking classes, and private culinary experiences that encourage overnight stays and increased visitor spending.	9	Central Virginia	\$ 5,000.00	\$ 7,250.00
11	Virginia Beach Restaurant Association	Virginia Beach: Follow the Falvor - Four Signature Events. One Extraordinary Culinary Destination	5	Coastal Virginia	\$ 5,000.00	\$ 5,000.00
12	Southern Revere Cellars, LLC	Farm to Glass Virginia: Taste Where It Begins	9	Central Virginia	\$ 5,000.00	\$ 5,095.00
13	Floyd County Chamber of Commerce	Small Town Holiday 2026	2	SWVA Blue Ridge Highlands	\$ 5,000.00	\$ 5,000.00
14	Virginia Beach Art Center, Inc.	Visit Local Artists Brochures	5	Coastal Virginia	\$ 2,875.00	\$ 10,493.00
15	The Speckled Trout Outpost Hotel	Basecamp Damascus: Ride, Stay & Explore	1	SWVA Blue Ridge Highlands	\$ 5,000.00	\$ 5,000.00
16	Mor-Jen-Heath, Inc DBA Depot Grille	Train Town Weekends	8	Shenandoah Valley	\$ 5,000.00	\$ 6,560.00
17	Vision Restaurant Group, LLC dba Country Cookin Depot	Sunday Drives Start Here	9	Central Virginia	\$ 5,000.00	\$ 5,263.70
18	Shenandoah Valley Wine Growers ssn.	Vino in the Valley	8	Shenandoah Valley	\$ 5,000.00	\$ 5,029.00
19	Hidden Creek Farm LLC	Feast your Senses; Savor the Seasons	8	Shenandoah Valley	\$ 5,000.00	\$ 13,603.00
20	Warren Heritage Society, Inc.	Front Royal Story Weekends: History After Dark & Adventure by Day	8	Shenandoah Valley	\$ 5,000.00	\$ 5,000.00
21	Brooke Dalton	Shenandoah Valley Book Trail	8	Shenandoah Valley	\$ 4,400.00	\$ 4,472.70
22	Breath of Dawn	Reconnect on the Ridge: Stay, Learn & Explore	1	SWVA Heart of Appalachia	\$ 5,000.00	\$ 6,034.40
23	Brittany & Joes Property LLC / Nesselrod on the New	Nesselrod on the New River Wedding & Stay Campaign	2	SWVA Blue Ridge Highlands	\$ 5,000.00	\$ 5,000.00
24	216 Virginia Ave	A Winter-Fall Journey Together at 216 Virginia Ave	3	Southern Virginia	\$ 5,000.00	\$ 7,232.10
25	Proscenium, LLC	Wakeup at Waypoint, Visit the Valley	8	Shenandoah Valley	\$ 1,400.00	\$ 1,400.00
26	Main Street Buena Vista	At Home in Buena Vista: Stay Local, Eplore the Blue Ridge	8	Shenandoah Valley	\$ 625.00	\$ 625.00
27	Star in the Valley, LLC	Sip, Shop, Stroll: Strasburg	8	Shenandoah Valley	\$ 5,000.00	\$ 5,082.00
28	Virginia Highlands Festival, Inc	Crafting Experiences Year Round	1	SWVA Blue Ridge Highlands	\$ 5,000.00	\$ 6,000.00
29	Sill & Glade LLC	Songs in the Valley: Live at Sill & Glade	8	Shenandoah Valley	\$ 2,500.00	\$ 3,300.00
30	Love Ridge Mountain Lodging	Always Something to do in the Blue Ridge	9	Central Virginia	\$ 5,000.00	\$ 6,900.00

31	Craft Beer Professionals d/b/a Secret Hopper LLC	Virginia Brewers Conference	5	Coastal Virginia	\$ 1,500.00	\$ 2,780.20
32	Trailhead Adventures	Trailhead Adventures Digital Destination Initiative	1	SWVA Heart of Appalachia	\$ 5,000.00	\$ 10,000.00
33	Mason Dixon Brothers, LLC	Stay Under the Stars: A Ruakh Resort Appalachian Getaway	1	SWVA Heart of Appalachia	\$ 5,000.00	\$ 5,000.00
34	Luther Taylor, LLC	Stay With the Story - A Haus of Taylor Arts & Heritage Getaway	1	SWVA Heart of Appalachia	\$ 5,000.00	\$ 5,356.50
35	Saudé Creek Vineyards	Virginia Wine by Firelight: A First Pour Passport Experience	4	Coastal Virginia	\$ 5,000.00	\$ 9,994.00
36	Virginia's River Realm	Launch & Explore the River Realm Loop	6	Chesapeake Bay	\$ 5,000.00	\$ 11,088.00
37	Regatta Point Yachting Center	River Realm Loop Marina Incentive and Passport Program	6	Chesapeake Bay	\$ 5,000.00	\$ 7,000.00
38	New River Valley Regional Commission	Find Your Ahhh in the NRV	2	SWVA Blue Ridge Highlands	\$ 5,000.00	\$ 5,702.70
39	Urbanna Escapes LLC	Renew Your Spirit by the River this Spring	6	Chesapeake Bay	\$ 5,000.00	\$ 5,000.00
40	TBL Retail LLC	Virginia is for Lavender Lovers' Getaway Weekends	6	Chesapeake Bay	\$ 5,000.00	\$ 5,000.00
41	North Mountain Estates LLC dba North Mountain Vineyard and Winery	The Dreamer's Retreat	8	Shenandoah Valley	\$ 5,000.00	\$ 6,565.90
42	Downtown Colonial Beach Inc.	Discover Art*Full, Wonder*Full Colonial Beach	6	Chesapeake Bay	\$ 5,000.00	\$ 7,000.00
43	Hope & Glory Inn	Oyster Society Weekends: The Ultimate Virginia Oyster Lover's Getaway	6	Chesapeake Bay	\$ 5,000.00	\$ 8,170.00
44	Spindle and Spon Heritage Guild	Virginia Heritage Experience Initiative	6	Northern Virginia	\$ 5,000.00	\$ 5,000.00
45	Town of Floyd	A Small-Town Holiday Getaway	2	SWVA Blue Ridge Highlands	\$ 3,000.00	\$ 3,011.30
46	Better You Fitness & Training, LLC DBA BEST WILLIAMSBURG TOURS	Social Media for New England Region (Pennsylvania, New Jersey, New York, Massachusetts, Rhode Island, etc.)	5	Coastal Virginia	\$ 5,000.00	\$ 5,000.00
					\$ 205,300.00	\$ 273,132.34