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6 tourism initiatives in region awarded state grants

Star staff report

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Six tourism initiatives in the Northern Shenandoah Valley have been awarded a total of \$93,815 from the Virginia Tourism Corp. (VTC) as part of its Spring 2026 grant cycle.

In the Winchester area, Root to Table Ltd. is to receive \$20,000 for its "Field to Fork Summer Culinary Series." The Museum of the Shenandoah Valley is to receive \$16,600 for "Women Blazing Trails: A Shenandoah Valley Adventure." The Shenandoah Summer Music Theatre is to receive \$10,000 for the "Winchester/Frederick County Cultural Passport: See the Show, Discover the Destination" initiative.

Clarke County will receive \$20,000 for its "Experience Clarke County Itineraries." Also in the county, L'Auberge Provencale is to get \$20,000 toward the "Sip, Stay, & Explore!" initiative, and the Clarke County Historical Association is to receive \$7,215 toward its semiannual "Art at the Mill" exhibitions.

The allocations are among \$2.2 million in Marketing Leverage and Destination Marketing Organization program grants provided to tourism destinations and ventures across Virginia. The grants are intended to help the entities promote tourism statewide and boost local economies.

"These VTC grant programs help amplify Virginia's visibility, attract new visitors and encourage longer stays," state Commerce and Trade Secretary Carrie Chenery said in a news release.

"On the heels of our Statewide Tourism Strategic Plan launch," Chenery continued, "we are proud to partner with regional, local and private partners to invest in innovative and community-based solutions that drive tourism and sustained economic growth across the Commonwealth."

"The strength of Virginia's tourism industry is critical to local economies across every region of our Commonwealth," added Gov. Abigail Spanberger. "From rural communities to our urban centers, this funding will showcase the full breadth and beauty of our home (state) while supporting jobs, expanding opportunities for small businesses and driving economic growth statewide."

Organizations and businesses interested in applying for VTC grant opportunities can go online to vatc.org/grants for more information.