



MEDIA RELEASE

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FOR IMMEDIATE RELEASE

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Visit Patrick Marketing Grant

The Patrick County Office of Economic Development & Tourism will open the spring cycle of the Visit Patrick County Marketing Grant on March 2, 2026.

This grant program is a reimbursable funding opportunity tailored for stakeholders seeking to create projects, programs, and events that will attract visitors to Patrick County. Strong applications will demonstrate how their marketing initiatives increased visitations and/or exposure of Patrick County through promotional efforts.

Grant workshops are scheduled for Friday, March 13, and Friday, March 20. The workshops will be held in Patrick & Henry Community College's community room at 10am and 6pm. Applicants are encouraged to reach out to tourism staff for any questions regarding the application.

"We're excited to continue with this new program," said Grace Cooper, Marketing Manager. "We look forward to supporting the events and programs that attract visitors and help support the tourism economy in Patrick County. Thank you to everyone who participated in the first grant round. Your participation helped us refine the application for future cycles."

The Spring 2026 Marketing Grant will be available for events and programs held between July 1, 2026, and December 31, 2026.

The application opens on March 2 and will close on April 3, 2026. Awards will be announced in May 2026.



A total of eleven applications were submitted during the Fall 2025 funding round, with a total of \$20,000.00 available for funding. The Tourism Advisory Council awarded funding to five events.

| Event Name                       | Reward Amount |
|----------------------------------|---------------|
| First Fridays Summer Jam         | \$3,400       |
| Star Theatre Spring 2026 Series  | \$5,000       |
| Songwriter Circle Series: Part 5 | \$1,000       |
| Memorial Day Gospel Music        | \$5,000       |
| Stuart Beach Music Festival      | \$5,430       |

The application and additional details can be found on the Patrick County Tourism Advisory Council webpage: <https://www.co.patrick.va.us/198/Tourism-Advisory-Council>