



## MEMORANDUM

**To: Members of the Rappahannock-Rapidan Regional Commission**  
**From: Patrick L. Mauney, Executive Director**  
**Date: February 13, 2023**  
**Subject: RRRC Application Virginia Tourism Corporation Marketing Leverage Program Grant**

As you may be aware, the Regional Commission coordinates several regional initiatives related to tourism and agritourism activities. These include the 'Tween Rivers Trail (TRT) agritourism network, the Virginia Piedmont tourism brand, and the Purely Piedmont local food brand. These efforts are managed by Commission staff with oversight and support from local tourism, economic development and visitors center partners.

Those partners have identified an opportunity to leverage state funding with local marketing funds via the Virginia Tourism Corporation Marketing Leverage Program. The Commission has utilized this program in the past with good outcomes for the various tourism initiatives.

This request would support an advertising campaign focused on the 'Tween Rivers Trail. If successful, the project would develop a targeted multimedia campaign to promote awareness and visitation to TRT sites.

A 1:1 match is required for the grant. Existing marketing funds are allowable as match, as are the funds allocated for regional tourism in the Commission budget. Staff proposes a \$10,000 request, with matching funds from the sources above.

**REQUESTED ACTION:** Approval for RRRC staff to submit the Virginia Tourism Corporation Marketing Leverage Program grant and authorization for the Executive Director to execute contract agreements upon successful award