

Franklin County Tourism Office
Department of Commerce and Leisure Services
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Franklin County Tourism Office accepting applications for County Tourism MicroGrant

The Franklin County Board of Supervisors and the Franklin County Department of Commerce and Leisure Services, through the Franklin County Tourism Office, are excited to announce that applications for the 2008 Tourism MicroGrant are now available. Tourism in Franklin County is becoming an increasingly important component of the County's overall economy and expansion of this industry is vital to the community's long-term economic well-being. The Franklin County Tourism Office continues to work hard to attract visitors to the area by marketing all the wonderful events and assets to be found in the community. However, to increase the marketability of the County, new events must be created and existing projects should be enhanced if possible. To this end, the County's Tourism Office manages a MicroGrant program developed to increase tourism-related activities in the community. The goal of this program is to create new jobs, attract new visitors, spawn new tourism-related investments in the hospitality industry, and improve the quality of life for Franklin County residents. This program is made available solely through the annual efforts of the Franklin County Board of Supervisors.

The Franklin County Tourism Office is now accepting applications from community groups, non-profits, and event planners who wish to collaborate with the County to increase tourism opportunities for fiscal year 2008-2009. To be eligible for support from the Tourism MicroGrant program, projects must occur within Franklin County, offer creative ideas to generate new visitors to the area, and tie into the brand marketing of the County. Grant requests will be accepted through April 11, 2008. Submitted applications will be evaluated by a team of tourism professionals and approval of recommended projects is expected in June 2008. This round of grants is for projects and events occurring from July 1, 2008 through June 30, 2009.

A full copy of the grant application and guidelines are available for pickup at the Franklin County Tourism Office, Franklin County Recreation Park, 2150 Sontag Road, Rocky Mount, Virginia 24151 or online at www.franklincountyva.org. For questions about eligibility, assistance with the grant application, or to have an application package mailed to you, please contact Michael Burnette, Tourism and Projects Manager at (540) 483-9293 or by email at michaelburnette@franklincountyva.org.