

Colonial Heights Receives Virginia Tourism Corporation Grant for

Colonial Heights Recreation and Parks received a \$10,000 grant from the Virginia Tourism Corporation Special Events & Festivals Sponsorship Program (SEF) for the 50th Annual Fort Clifton Festival.

Colonial Heights Recreation and Parks will supply \$5,000 in matching funds to support marketing and promotion for the 50th Annual Fort Clifton Festival, a signature community event celebrating the city's history, arts, and culture each year, drawing both local residents and out-of-town guests to Colonial Heights. In addition to providing a free, family-friendly experience, the event generates increased visitation to local restaurants, shops, and attractions, contributing to overnight stays and measurable economic impact for the community.

Virginia Tourism Corporation will award more than \$885,733 in matching grant funds to 88 special events and festivals during this grant round, ultimately impacting 324 combined partners. The VTC Special Events & Festivals Sponsorship Program is designed to increase visitor spending by maximizing limited marketing and event production dollars to stimulate overnight visitation through new tourism marketing and event expansion partnerships. The program also extends the iconic *Virginia is for Lovers* brand to drive special event and festival visitation. Each GO Virginia region is allocated 20 percent of available funds, creating a diverse portfolio of supported events across the Commonwealth.

In this funding cycle, local partners will commit more than \$4.8 million in public-private funds to match VTC funding, generating more than \$5.68 million in new marketing and event production activity focused on increasing overnight visitation to Virginia in 2026. In total, the awards will support 88 special events and festivals and impact 526 tourism-related partners statewide.

Using a response tourism model, local partners are able to partner financially to apply for funding. Partners include destination marketing organizations and local businesses. With the special event or festival, they extend their stays to experience Virginia Main Street, a historic district with significant economic impact beyond the festival. Partners have proven results in driving creativity and innovation in the destination.

"The Fort Clifton Festival is one of Colonial Heights' most important roles in showcasing our city to visitors," said Matt Spcull, Colonial Heights Recreation and Parks Director. "Support from the Virginia Tourism Corporation allows us to expand our reach, attract new audiences, and continue building a strong tourism economy that benefits local businesses."

"As Colonial Heights continues to invest in tourism, this grant helps us showcase the very best of Colonial Heights" said **Amber Wallace, Colonial Heights Tourism and Economic Development Specialist**. "It's an exciting time for the city Festival help create moments that draw visitors in, inspire return trips, and contribute to a growing tourism economy."

"Special events and festivals compelling the heart of the destination" said **Rita McClenny, President and CEO of Virginia Tourism Corporation**. "Through the Special Events & Festivals Sponsorship Program, we provide funding for experiences that bring communities together, inspire travel, and encourage visitors to stay longer and spend more across the Commonwealth."

VTC will have a grant awarding sponsorship to organizations and businesses that are [eligible for funding](#) and [eligible for funding](#).

A full list of funding recipients can be found [here](#).

Our state visitors and Virginia residents are encouraged to plan their special events and festivals.

Colonial Heights Recreation and Parks provides a wide range of recreational programs, facilities, and special events that enhance quality of life for residents and visitors alike. Through community programming, historic preservation, and signature events such as the Fort Clifton Festival, the department works to promote wellness, celebrate local heritage, and support tourism and economic vitality in Colonial Heights.

About Virginia Tourism Corporation (VTC)
Virginia is one of the most iconic and recognizable brands in the world. Using that powerful brand equity, Virginia Tourism Corporation promotes the Commonwealth as a premier travel destination in Virginia vacation. The dollars spent by travelers in Virginia, and improve communities across the state.
great place to live, work, and play. [virginiatourism.com](#)