

AN ORDINANCE ACCEPTING A MARKETING LEVERAGE TOURISM GRANT, A DESTINATION MARKETING ORGANIZATION GRANT, A MARKETING LEVERAGE VIRGINIA 250 GRANT, AND SOCIAL MEDIA COOPERATIVE MARKETING FUNDING IN THE TOTAL AMOUNT OF \$63,850 FROM THE VIRGINIA TOURISM CORPORATION AND APPROPRIATING SAID AMOUNT IN THE FY 2024 GRANTS FUND FOR USE BY THE DEPARTMENT OF MUSEUMS AND TOURISM TO ATTRACT VISITORS TO PORTSMOUTH.

BE IT ORDAINED by the Council of the City of Portsmouth, Virginia:

1. That it accepts a Marketing Leverage Tourism Grant from the Virginia Tourism Corporation in the amount of \$29,250.
2. That it accepts a Destination Marketing Organization Grant from the Virginia Tourism Corporation in the amount of \$14,600.
3. That it accepts a Marketing Leverage Virginia 250 Grant from the Virginia Tourism Corporation in the amount of \$10,000.
4. That it accepts Social Media Cooperative Marketing funding in the amount of \$10,000.
5. That it appropriates the total amount of \$63,850 in the FY 2024 Grants Fund.
6. That the funds so appropriated shall be used by the Department of Museums and Tourism for marketing and signage.
7. That a dollar for dollar local match is required as a condition of the funding, which match has previously been appropriated in the Department of Museums and Tourism budget.
8. That estimated revenues and expenditures in the FY 2024 Grants Fund are increased by \$63,850.
9. That this ordinance shall take effect on the date of adoption.

ADOPTED by the Council of the City of Portsmouth, Virginia at a meeting held on June 11, 2024.

Teste:

City Clerk