

1 VIRGINIA ACTS OF ASSEMBLY — CHAPTER

2 An Act to amend the Code of Virginia by adding a section numbered 2.2-2320.3, relating to Virginia Sports  
3 Tourism Grant Program established; work group; report.

4 [S 927]  
5 Approved

6 **Be it enacted by the General Assembly of Virginia:**  
7 **1. That the Code of Virginia is amended by adding a section numbered 2.2-2320.3 as follows:**  
8 **§ 2.2-2320.3. Virginia Sports Tourism Grant Program.**

9 A. As used in this section:  
10 "Program" means the Virginia Sports Tourism Grant Program.  
11 "Sports tourism activity" means a youth, collegiate, or other sporting event (i) that is competitively bid;  
12 (ii) that attracts a majority of its participating athletes from outside of the Commonwealth to a sports venue  
13 or other similar facility or location capable of hosting such event; and (iii) where such venue, facility, or  
14 location is located in the Commonwealth.

15 "Sports tourism activity sponsor" includes a convention and visitors bureau, chamber of commerce, sports  
16 and entertainment authority, sports commission, nonprofit sports support organization, or political  
17 subdivision of the Commonwealth, or any department thereof, that provides a venue for or hosts sports  
18 tourism activity. Such term does not include any sports tourism activity sponsors outside of the  
19 Commonwealth.

20 B. There is hereby established the Virginia Sports Tourism Grant Program for the purpose of providing  
21 grants to develop and attract sports tourism activities to the Commonwealth. The Authority shall award  
22 grants exclusively to sports tourism activity sponsors to attract such sports tourism activities to the  
23 Commonwealth. As a condition of applying for a grant pursuant to this section, an applicant shall enter into  
24 a performance agreement with the Authority that shall include provisions for disbursement of the grant, use  
25 of the grant proceeds, reporting responsibilities, and repayment obligations in the event of a failure to satisfy  
26 the performance obligations of such agreement. Any repayment of grant funds required by such performance  
27 agreement shall be paid into the state treasury.

28 C. The Authority shall establish guidelines, procedures, and objective criteria for the award and  
29 distribution of grants by the Program. The preparation of the guidelines shall be exempt from the  
30 requirements of Article 2 (§ 2.2-4006 et seq.) of the Administrative Process Act. Such guidelines shall include  
31 requirements for a mandatory supplemental funding match in an amount equivalent to any grant awarded by  
32 the Program.

33 D. The Authority shall report by November 1 of each year on any grant awards and expenditures. The  
34 report shall include total grants awarded. The Authority shall prepare the report required by this subsection  
35 in conjunction with the reports required under § 2.2-2237.1.

36 **2. That the Virginia Tourism Authority shall convene a work group of representatives from major**  
37 **sporting venues, local or regional sports and entertainment authorities or departments, and hotel and**  
38 **lodging, restaurant and retail, and other tourism stakeholders to develop recommended guidelines for**  
39 **grants from the Virginia Sports Tourism Grant Program (the Program) pursuant to § 2.2-2320.3 of the**  
40 **Code of Virginia, as created by this act. The guidelines shall establish criteria for approving eligible**  
41 **major events, eligible sports tourism activity sponsors, eligible sports tourism activities, verifiable**  
42 **performance metrics, grant match requirements, and eligible uses of grants awarded by the Program.**  
43 **The work group shall complete its work by October 31, 2025, and shall provide a report on any**  
44 **recommended guidelines to the Chairs of the Senate Committee on Finance and Appropriations and**  
45 **the House Committee on Appropriations.**