

Tobacco Region Revitalization Commission

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SOUTHWEST REGIONAL DIRECTOR

VAPDC FINDING FUNDING FOR THE FUTURE

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About the Commission



The Tobacco Region Revitalization Commission (TRRC, formerly known as the Tobacco Indemnification and Community Revitalization Commission) was created under the Code of Virginia in 1999 to revitalize, grow, and diversify the economy of the 34 counties and six cities in Virginia's tobacco-producing region.



FY27 Grant and Loan Programs

Grant Programs

- Regional Programs (Southwest Virginia Program and Southern Regional Program)- deadlines TBD
- Competitive Education

Incentive and Loan Programs

- Tobacco Region Opportunity Fund (TROF) Program
- Tobacco Region Incentive for Agribusiness Development (TRIAD) Program
- Economic Development Workforce Housing Incentive Pilot Program
- TRRC/ VSBFA Lending Partnership Program



Eligibility and General Information

Eligible applicants

- Government Entities
- Non-Profit Organizations
- Educational Institutions

Match requirement

- All grants require dollar-for-dollar (1:1) match
- No more than 25% of total match requirement can be met using “in-kind” contributions

Grants disbursed through a reimbursement process (will soon transition to portal)



Administrative Support

When PDCs are directly involved in the coordination and administration of a project on behalf of region localities, the Commission may consider reimbursement of administrative costs.

Reimbursement is limited to 10% of the grant request up to a maximum of \$5,000 for projects involving a single project/ locality.

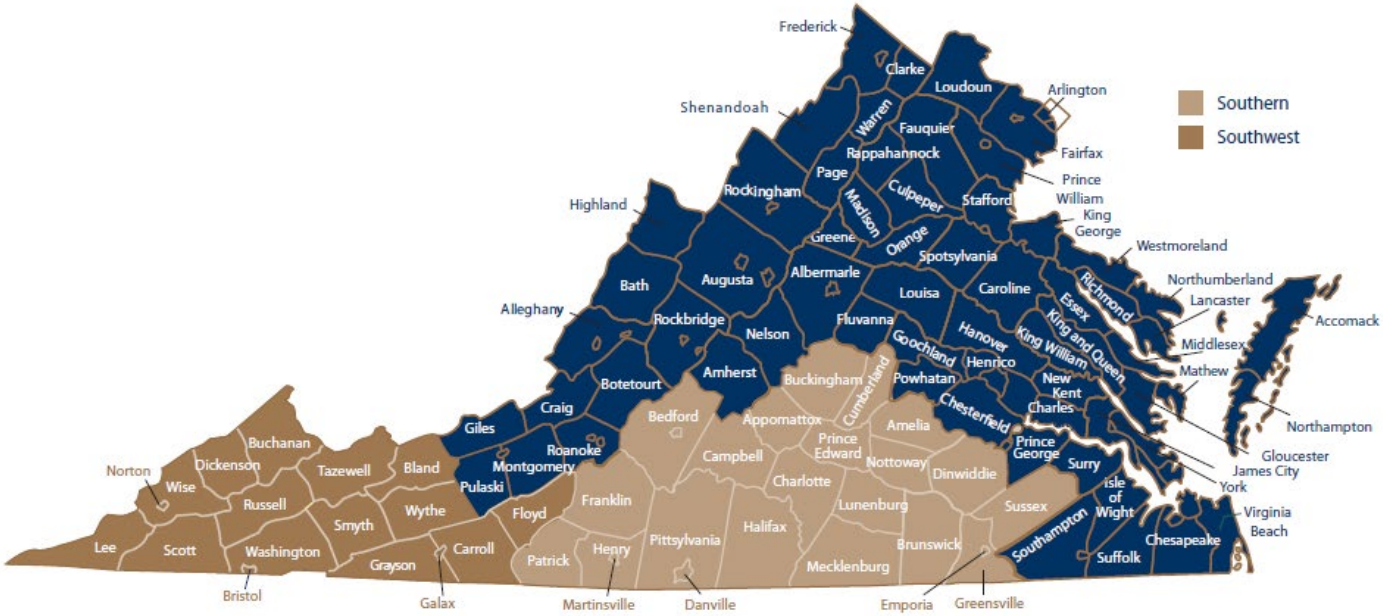
Reimbursement for administration of a regional or multi-pronged proposal is limited to a maximum of \$10,000.

SOUTHWEST REGION

14
counties
and 3
cities

- Bland
- Buchanan
- Bristol
- Carroll
- Dickenson
- Galax
- Grayson
- Lee
- Norton
- Scott
- Smyth
- Tazewell
- Washington
- Wythe

Tobacco Commission Localities Southern and Southwest





Southwest Virginia Program

\$3M available for FY27

FY27 Application Deadline – TBD – Decisions at May 2027 meeting

Investment Categories:

- **Agribusiness**
- **Business Development**
- **Sites and Infrastructure**
- **Tourism (Placemaking)**

Project objectives can crossover multiple investment categories



Agribusiness

PROGRAM INFORMATION

- Benefit multiple agriculture producers from Tobacco Region localities
- Have a clearly identified market opportunity
- Encourage private capital investment in farm operations or agribusiness facilities
- Result in measurable increases to net farm income.

ELIGIBLE INVESTMENTS

- Value-Added Processing, Aggregation, and Marketing Facilities (public or non-profit owned)
- Development of Market Opportunities
 - Wholesale and Retail Cooperative Marketing
 - Crop Demonstration Projects – development of high value, low acreage crops with a higher net returned compared to conventional crops. *Basic research activities are not eligible.*
 - Cost Share Programs – limited to 33% of eligible expenses.



Business Development

PROGRAM INFORMATION

- Support redevelopment of downtown commercial districts
- Invest in creating vibrant entrepreneurial communities focused on key industrial sectors including agribusiness, knowledge work, and small-scale manufacturing/production.
- Implement strategies to create higher paying jobs and attract skilled workers
- Address leakages of spending outside of the region, supporting the benefits of the multiplier effect of increased local spending for strengthening the economy.

ELIGIBLE INVESTMENTS

- Regional Economic Development Marketing Initiatives
- Business District Redevelopment
 - Planning and Capacity Building – 50% of 3rd party professional services.
 - Business Development Facilities – Redevelopment of publicly or non-profit owned buildings.
- Small Business Development Incentive – catalyst business – up to \$30,000 for no more than 25% of capital costs for construction or equipment costs.



Sites and Infrastructure

PROGRAM INFORMATION

- Support the development of critical infrastructure necessary for the recruitment of new jobs and investments to the TRRC region.
- Priority will be given to projects that increase site readiness rather than acquiring and developing new sites.
- Support for planning activities such as feasibility studies, master plans, preliminary engineering/ architectural reports, etc. will be limited to no more than 50% of third-party contractual expenses.

ELIGIBLE INVESTMENTS

- Projects that improve site readiness and attract new employers
- On-site industrial development and buildings
- Off-site utility infrastructure -grants for planning/design only; loans for construction
- Brownfield redevelopment is a funding interest



Tourism

PROGRAM INFORMATION AND ELIGIBLE PROJECT TYPES

- Provides support for tourism destination infrastructure projects and for regional tourism marketing initiatives
- Projects must demonstrate the ability to attract measurable visitor revenues from outside the Tobacco Region (national and international markets)
- Planning grants will be limited to no more than 50% of 3rd party professional services

INELIGIBLE PROJECT TYPES

The Commission will **not** consider funding proposals for:

- Recreational and cultural amenities of limited interest such as local trails, theaters, and historic sites
- Projects that primarily serve a local market and are not expected to generate significant new visitation from national or international markets.
- Projects related to single or limited events, such as festivals, which do not occur on a regular or ongoing basis throughout the year, and for which the economic impact is limited.



Tourism – Placemaking Mini Grant

- \$25,000 maximum award to support tourism and outdoor recreation projects centered around business district revitalization.
- Applications must demonstrate that the project is a result of a community visioning process

First awards were made in May 2026

- City of Galax – Rex Lane Commons – creation of a flexible space to host festivals, music events, artisan markets, and community gatherings.



Competitive Education

\$1,945,000 available for FY27

Application Deadline – August 6, 2026

Focus on the development of a Talent Rich Region through investments that increase the supply and quality of the workforce for targeted industries.

Eligible Investment Strategies

- Advanced Manufacturing Workforce Training
- Post-Secondary Programs with a focus in STEM-H
- Workforce Training Programs
- High School Equivalency Programs

Ineligible project types

- Financial Aid
- Projects serving the K-12 population
- Projects that do not result in the achievement of a nationally recognized workforce credential or degree



TRRC/VSBFPA Lending Partnership Program

Partnership program with the Virginia Small Business Financing Authority to lend \$20M into Tobacco Region

Example Project: Chase City Lofts

- Lent \$4M to Chase City IDA to relend to developer Edwin Gaskin
- Gaskin undertaking historic tax credit renovation of former school
- Project will preserve building, create 17 new units in downtown
- Low interest rate made in exchange for workforce housing commitment



Economic Development Deal Closing Assistance

Tobacco Region Opportunity Fund (TROF) Program

- Performance-based funding based on job creation, workforce participation rate, community affluence, prevailing community wage, and newly-created taxable assets.
- Operates like, and often in conjunction with, VEDP's Commonwealth Opportunity Fund (COF) Program

Tobacco Region Incentive for Agribusiness Development (TRIAD) Program

- Performance-based incentive for private companies adding value to ag or forest products grown in the Tobacco Region. Award amount based on job creation, investment and feedstock purchases
- Operates like, and often in conjunction with, the Governor's Agriculture and Forestry Industries Development (AFID) Fund, administered by VDACS



Contact Information

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