

Virginia Horse Industry Board 2027 Invitation to Submit Pre-Proposal

The Virginia Horse Industry Board (VHIB) honors the legacy and promotes the value of the horse industry by creating awareness, providing financial support, and uniting stakeholders to meet industry needs, expand opportunities, and strengthen stewardship throughout the Commonwealth. Pursuant to § [3.2-1703](#), the VHIB is responsible for promotion and economic development of the equine industry in the Commonwealth. Per this legislation, VHIB-funded projects can produce economic reports, develop a horse industry directory, fund educational programs, fund research, engage in media liaison, collect and analyze data on the horse industry, and disseminate industry-related data.

After a broad, transitional 2026 grant year, VHIB in 2027 has narrowed its grant focus to specific strategic priorities within these authorities and created three parallel grant mechanisms. Each grant type has slightly different eligibility, proposal, and reporting requirements, however the same strategic goals, pre-proposal form, timelines, and budget guidelines apply.

Specifically, VHIB is soliciting grant pre-proposals [via this linked Google Form](#) for 2027 projects to advance the following VHIB strategic priorities:

1. **Projects or collaborations to address industry-wide needs**
2. **Projects that engage multiple equine disciplines**
3. **Projects that increase participation in Virginia equine events and activity**
4. **Projects that promote equine breeding and development in Virginia**
5. **Projects that recruit and retain youth equestrians**

	Strategic Grants	Grassroots Grants	Event Support Grants
Description	Large, strategic projects that substantially advance the Virginia equine industry in keeping with § 3.2-1703 . Applicants are encouraged to think strategically and broadly, and to collaborate with industry partners. Research projects that address these priorities are welcome.	Well-defined projects in keeping with § 3.2-1703 that advance the strategic priorities at the local level (up to \$5000)	Support for equine events that offer strategic and promotional impact in keeping with § 3.2-1703
Eligibility	Any organization.* Out-of-state organizations must be partnered with a Virginia organization	Any Virginia organization*	Any organization* holding events in Virginia
Pre-Proposal Evaluation	<ul style="list-style-type: none"> ● Impact on at least one specified priority ● Budget reasonability 	<ul style="list-style-type: none"> ● Impact on at least one specified priority ● Budget reasonability 	<ul style="list-style-type: none"> ● Impact on at least one specified priority; event elevates Virginia or VHIB profile ● Budget reasonability

*Eligible organizations include public and private organizations as specified, whether non-profit or for-profit, that have an [EIN](#) number by the award date, for example: organizations, associations, localities, educational institutions, and other public or private entities or joint ventures.

Applicants may submit multiple pre-proposals. All three grant mechanisms use the same pre-proposal form.

Not sought: The Virginia Horse Industry Board does not seek proposals for product development, to establish new enterprises, or for the benefit or profit of individuals or firms. While the VHIB may incubate ideas that eventually stand on their own, these grants are not for setting up or financing individual organizations. VHIB CANNOT fund construction, physical infrastructure, or capital investment. This includes renovation and related

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supplies or materials. The VHIB cannot fund legislative or lobbying efforts, and VHIB grants CANNOT be used to provide sub-grants to other groups not named in the proposal. All such proposals will be rejected.

Funding: VHIB grants are funded by the Virginia Horse Industry Promotion and Development Fund, with revenue provided by the equine infectious anemia test (Coggins test) fee (§ [3.2-1707](#)), the equine feed assessment (§ [3.2-1719](#)), and funds generated by the horse racing industry (§ [59.1-392](#)).

Project Budgets: VHIB grants are conducted on a reimbursement basis. The dollar amount submitted in the preproposal must be supported by a detailed budget in the full proposal. Eligible expenses fall into seven defined categories: Personnel, Fringe Benefits, Contractual Services, Travel, Materials and Supplies, Equipment Rental, and Other. Only approved expenses that comply with the guidelines on page three of this announcement can be reimbursed. Cost-sharing or matching is encouraged but not required.

Duration: VHIB grants will have a period of performance (POP) of January 1, 2027, to December 31, 2027. Strategic grants can propose the first year of a multiple-year project, reapplying for each additional year of the project. No future funding is guaranteed.

Evaluation: The Virginia Horse Industry Board will review pre-proposals and invite selected projects to submit full proposals for consideration. An invitation to submit a full proposal does not guarantee funding. The Board will evaluate pre-proposals on the strength of the project's **Impact** and its **Budget** reasonability, as noted on page 1. In autumn, full proposals will be evaluated on Impact, Project Feasibility, and Budget. Strategic grant proposals may be asked to present to the Board in October.

- **Impact:** The strength of the project's impact on the five priorities identified on page 1
 - **Strategic Grants:** In addition, extent of collaboration and likelihood of return on investment to benefit the Virginia horse industry
 - **Grassroots Grants:** In addition, the project will not require repeated support
 - **Event Support Grants:** In addition, degree of elevation of Virginia's profile, marketing impact for VHIB, and improvement to the event itself
- **Project Feasibility:** The likelihood that the applicant and project plan will achieve its objectives
 - **Strategic Grants:** In addition, organizational capability (partners, associations, level of certifications, degree of establishment)
- **Budget:** Appropriateness to the project, value, significance of contributions from other partners, and compliance with grant requirements
 - **Strategic Grants:** In addition, proportion of funds spent in Virginia.
 - **Event Support Grants:** In addition, proportion of funds spent in Virginia.

Deadlines: All pre-proposals must be submitted via Google Form at <https://forms.gle/z7rMHCKzszUSKMCe8> by noon (Eastern) Friday July 17, 2026. **Pre-proposals submitted after the deadline will not be considered.** Proposals that do not comply with instructions will require remediation to be considered.

Optional webinars for potential applicants will be held via Zoom on June 22 at 2pm and July 6 at 6pm. Visit <https://forms.gle/jDdNUhhjpCQNRpdu7> to RSVP.

Selection: Board members will evaluate pre-proposals and vote during the August 17, 2026, public Board meeting. Applicants will be notified by email with an update on the status of their pre-proposal within a week of the meeting, along with any specific feedback and any suggestions for modification. Applicants selected to submit a full proposal will receive additional instructions, with final proposal submissions due October 12, 2026.

Contact: For questions on this grant program or for help with the application, contact Jennifer Reichert, VHIB Grant and Budget Manager (contractor), at VHIBGrants@stonywater.com.

Budget Category Guidance

While budget details are not requested in the pre-proposal phase, detailed budgets using these categories will be required for those projects invited to complete full proposals. VHIB is providing this information in advance to help organizations develop their concepts for consideration.

Personnel: List all titles and level of effort [number of hours or % full-time equivalent (FTE)], hourly rate and calculation for the total funds requested for each employee.

Fringe Benefits: List titles, corresponding fringe benefit rates with the calculation for the total funds requested for each person.

Contractual Services: Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately.

Provide a list of contractors/consultants, detailing the name, hourly/flat rate, and overall cost of the services performed, as well as description of the service.

Travel: All travel to be reimbursed shall be included in the proposal; otherwise, requests for any such reimbursements may be denied. Travel expenditures must comply with General Services Administration's guidelines (www.gsa.gov/travel-resources) and State Travel policy CAPP Topic 20335.

Please include the number of travelers, location(s), type of expense (airfare, car rental, hotel, per diem, mileage, etc.), number of days traveling, purpose of trip and total amount requested for each trip.

Materials and Supplies: List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal. Renovation or construction costs are not allowable. "Swag" produced with the VHIB logo may be produced and distributed but cannot be offered for sale.

Equipment Rental: Equipment **may be rented** and must be used only for the purposes of the specific project. Purchase of equipment having a useful life of more than one year and an acquisition cost of \$5,000 or more per unit is **not** allowable.

Other: Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses (other than equipment), advertisements, publication costs, and data collection.

If meal costs are included for reasons other than meals associated with travel per diem, i.e. lunch provided to support continuity of a meeting, provide an adequate justification to support that these costs are not entertainment costs.

Unallowable Costs: include, but are not limited to, indirect costs (Examples: Support Services such as Human Resources, Accounting, Information Technology systems that are not program specific; office rent; etc.), entertainment costs unless they have a specific and direct programmatic purpose, costs for construction or other physical infrastructure, renovation/restoration and materials/supplies for construction, Capital investment, equipment purchase, insurance, cancellation fees, or alcohol purchases. Cash/gift card prizes are not allowed.