



News Release

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City receives Virginia Tourism Corporation Grant for Tourism Marketing

The Danville Office of Economic Development & Tourism (DOEDT) received a \$10,000 grant from the VA250 Commission and Virginia Tourism Corporation (VTC)'s Tourism Marketing Program.

The Local VA250 Committee, formed by the DOEDT and comprised of members from local historical chapters, museums, and libraries, plans to use the grant to create historical marker signage and fund upcoming historical events in Danville and Pittsylvania County.

President of the Pittsylvania County Historical Society, Bill Guerrant, said, "This grant will be greatly helpful as our community prepares to celebrate the 250th anniversary of the critical events in the founding of our nation."

Virginia Tourism Corporation awarded \$74,600 to 9 localities, ultimately impacting 36 combined partners, in an effort to celebrate and commemorate Virginia's role during the American Revolution.

"This grant will help engage and educate residents and visitors about the role Pittsylvania County and Danville played during the American Revolution and Revolutionary War," said Executive Director of the Danville Museum of Fine Arts and History, Sonja Ingram.

"The VA250 Tourism Marketing Program is part of VTC's strategy to grow year-round visitation in Virginia and is designed to support local VA250 committees with marketing dollars. These funds are crucial to driving visitation to and celebrating the Commonwealth's history. We are excited about this program because we see it as a gateway for local VA250 committees to engage with VTC's marketing and development ecosystem. Through this grant we can support local efforts and



build on the Virginia is for Lovers branding,” said Rita McClenny, President and CEO of Virginia Tourism Corporation.

The VTC VA250 Tourism Marketing Program is designed to increase visitation by leveraging limited marketing dollars, stimulating new tourism marketing through partnerships, and extending the “*Virginia is for Lovers*” brand. This program is a partnership between the VA250 Commission and Virginia Tourism Corporation and is designed to support, promote, and market programming, events, and interpretive signage related to quests for freedom against the backdrop of America’s 250th commemoration. America’s history is Virginia’s story and localities are encouraged to use these funds to tell diverse and unique stories about history, people, and culture. Grant programs will open twice annually to help localities, museums, and historic sites market programming and develop exhibits.

About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism is responsible for leading the city of Danville’s tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. To learn more about the Visit SoSi brand and regional attractions, visit <https://www.visitsosi.com/>.

About Virginia Tourism Corporation

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by showcasing all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a great place to live, work, and vacation. Learn more at virginia.org.