



## **NEWS RELEASE**

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## ORANGE COUNTY RECEIVES VIRGINIA TOURISM CORPORATION GRANT FOR TOURISM MARKETING

Orange, VA – Orange County recently learned that it will receive \$25,000 from the Virginia Tourism Corporation Marketing Leverage Grant Fund program. Orange County received this grant for the Orange/Madison Advertising campaign in partnership with Madison County, The Inns at Montpelier, James Madison's Montpelier, Barboursville Vineyards, Early Mountain Vineyards, The Market at Grelen, the Town of Gordonsville, the Orange Downtown Alliance, and the Orange County Chamber of Commerce. Collectively, the partners supplied more than \$100,000 in matching funds for the project, which will allow television and online marketing programs to be developed to target increased visitation from the market areas of Richmond, Northern Virginia, Roanoke, and Coastal Virginia.

Board of Supervisors Chairman, S. Teel Goodwin, stated, "Orange County is excited to have been awarded this grant and looks forward to seeing the benefits these marketing programs will have on the County and its partners."

The VTC Marketing Leverage Program is designed to stimulate new tourism marketing through partnerships by leveraging limited marketing dollars, resulting in increased visitor spending. A minimum of three entities must partner financially to apply and may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations, private businesses, museums, attractions, cultural events, and other not-for-profit entities.

"Grants such as these enable our localities to more effectively market themselves to potential visitors," said Governor McDonnell. "When more visitors come to Virginia, the localities and the Commonwealth realize increased tax revenue, businesses prosper, and new jobs are created."

The Orange County Tourism Department remains focused on increasing tourism revenues and visitation to the County for the benefit of the citizens and businesses. Through its presence at the Visitors Center in the Train Depot, their website (<a href="www.visitorangevirginia.com">www.visitorangevirginia.com</a>), multiple publications and appearances, the mission of Orange County Tourism remains strong.

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