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Jamestown Rediscovery Foundation Receives Virginia Tourism Corporation Grant for Tourism Marketing

JAMESTOWN, Va. (July 25, 2023) –

Recently, Governor Glenn Youngkin announced that Jamestown Rediscovery Foundation received \$20,000 from the Virginia Tourism Corporation (VTC) Marketing Leverage Program (MLP). In total, VTC awarded more than \$3.2 million for 236 local and regional tourism marketing programs across the state to help increase visitation and revenue for Virginia's localities through tourism.

Jamestown Rediscovery Foundation (JRF) received a \$20,000 grant for the "Explore Jamestown: Gateway to 17th-Century American History" marketing campaign. JRF is partnering with three historic sites—Bacon's Castle in Surry, Henricus Historical Park in Chester, and St. Mary's City in Maryland—as well as three businesses in the Williamsburg-James City area—Frothy Moon Brewing Company, Magnolia at the Dale House Café, and Spoke & Art Provisions Co.—to supply more than \$20,000 in matching funds.

The "Explore Jamestown: Gateway to 17th-Century American History" campaign connects Jamestown with historic sites in Virginia and the greater Chesapeake that share our region's early history and archaeology. Partnering with these sites to cross-promote each other during the campaign period empowers visitors to gain a deeper understanding and appreciation of Jamestown's place in early American history.

Because no trip is complete without great snacks and refreshments, JRF is also partnering with local businesses that provide opportunities to add a morning coffee, an evening drink, or even an outdoor excursion for the history-loving tourists who come to Jamestown. Sharing information about these businesses increases the likelihood of visitors to spend additional time and resources in the area.

"Tourism is the lifeblood of our community, and organizations like Jamestown Rediscovery Foundation enrich Virginia's Historic Triangle by preserving the important archaeology that attracts visitors from near and far. This grant will aid Jamestown in their efforts to share this history with new audiences," said Victoria Cimino, CEO of Visit Williamsburg.

Using the hub and spoke tourism partnership model, Virginia entities partner to apply for funding. Partners may consist of Virginia cities, towns, counties, convention and visitors' bureaus, chambers of commerce, other local or regional destination marketing organizations, private businesses, museums, attractions, cultural events, and other tourism-related businesses. "VTC's tourism marketing and sponsorship programs are designed to increase visitor spending by leveraging limited marketing dollars, to stimulate new tourism marketing through partnerships, and to extend the "Virginia is for Lovers" brand to drive visitation," said

Rita McClenny, VTC President and CEO. More information on VTC's Marketing Leverage and Regional Marketing Programs can be found at vatc.org/grants.

"VTC's marketing and sponsorship programs are powerful incentives creating tourism partnerships across Virginia that are a robust part of Virginia's economic ecosystem," **said Governor Glenn Youngkin**. "From first-time applicants like Foxfield Races and Paradise Springs Winery to large music festivals in Hampton Roads and Southwest Virginia driving inbound overnight visitation, these programs show that tourism and tourism partnerships help Virginia's vibrant communities grow and thrive."

"Driving inbound out-of-state overnight visitation is a key economic strategy and the VTC grant and sponsorship programs help create unique partnerships that have tangible economic impacts across Virginia," **said Secretary of Commerce and Trade Caren Merrick**. "Many of these programs also support regional marketing initiatives designed to encourage Virginians to explore their own state."

"VTC support allows Jamestown to expand our marketing efforts across the region, reaching more potential visitors and raising awareness of the site as America's Birthplace. As a private nonprofit, JRF is honored to be included in this year's grant recipients," **said Dr. Jim Horn**, President & CO of Jamestown Rediscovery Foundation.

For more information on **Jamestown Rediscovery Foundation**, visit historicjamestowne.org.

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About Jamestown Rediscovery Foundation

The Jamestown Rediscovery Foundation preserves and shares the original site of James Fort and Jamestown, established in 1607. The Foundation is dedicated to uncovering, preserving, and sharing Jamestown's diverse history, and highlighting its major contribution to the foundations of modern American society. Jamestown Rediscovery Foundation is a private 501(c)(3) nonprofit. JRF jointly administers Historic Jamestowne alongside the National Park Service. Admission includes the James Fort site, New Town, and the Voorhees Archaearium Archaeological Museum, as well as walking tours, living history, and public programs. For more information about visiting Jamestown, please visit www.historicjamestowne.org or call (757) 856-1250.

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.