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ORANGE COUNTY RECEIVES VIRGINIA TOURISM CORPORATION GRANT FOR ORANGE UNCOVERED VIDEO STORYTELLING INITIATIVE

ORANGE COUNTY, Va. – Orange County was awarded a \$20,000 grant from the Virginia Tourism Corporation (VTC) Destination Marketing Organization (DMO) grant fund to facilitate a new “Orange Uncovered” video storytelling and native content marketing initiative. The award is one of 259 programs to receive funding. Rita McClenny, president and CEO of Virginia Tourism noted, “These grant funds provide an important opportunity for communities across the Commonwealth to accelerate recovery efforts and continue with their best-in-class marketing initiatives to attract new travelers.”

Exploring historic sites remains a top priority for central Virginia visitors. Orange County Tourism is excited to “Uncover” six stories to showcase the diverse history and culture of Orange County. Content created from this initiative will foster interest and drive visitation from new markets. The videos will feature attractions such as the Germanna Foundation, Barboursville Ruins, Historic Gordonsville, Ellwood Manor, the James Madison Museum of Orange County Heritage, and the Orange County African American Historical Society’s new commemorative park in the Town of Orange.

Julie Perry, Orange County’s Tourism Program Manager, says she is, “proud to be working on this initiative with support from the Virginia Tourism Corporation. Developing video assets and telling lesser known, more inclusive stories of our community’s history is a great opportunity to reach new visitors for Orange County and Virginia!”

The VTC Regional Marketing Program aims to help DMOs supplement funding for economically significant programming. The DMO funding is projected to drive more than 125,000 room nights statewide over the next 18 months. For more information about “Orange Uncovered,” please contact Julie Perry, Tourism Program Manager, at (540) 661-5324 or jperry@orangecountyva.gov.

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