

# Town of Pennington Gap Receives Virginia Tourism Corporation Grant for Tourism Marketing

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Governor Glenn Youngkin announced that Pennington received \$10,000 from the Virginia Tourism Corporation (VTC) Regional Marketing Program (RMP). 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.

Pennington Gap received a \$10,000 grant for the annual Tobacco Festival/Lee Theatre 10th Anniversary entertainment event. Pennington partnered with Friends of the Tobacco Festival to supply matching funds. Lee Theatre's 10th Anniversary of re-opening will be a premier setting for an entertainment event to be enjoyed by visitors to the Tobacco Festival from surrounding regions. Tourism has begun to sustain the town owned campground along with regional visitors to Lee Theatre, bringing tourism dollars to Lee County.

Once again, we greatly appreciate the help and support of Virginia Tourism. We rely on grants to help double our efforts and get the marketing tools we need to draw visitors to our area. 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](http://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.”

For more information on the Town of Pennington Gap <https://penningtongapva-staging.civicpluswebopen.com/>

### **About Town of Pennington Gap**

Pennington Gap is the largest incorporated town in Lee County, the western-most county in Virginia. Pennington has been working to increase tourism in the area as well as economic development in town.

### **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](http://virginia.org).