



## Gloucester Department of Community Engagement and Public Information

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November 28, 2022  
FOR IMMEDIATE RELEASE  
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### Gloucester Parks, Recreation & Tourism Receives Virginia Tourism Corporation Grant for Tourism Marketing

Governor Glenn Youngkin announced recently that Gloucester Parks, Recreation & Tourism received a \$5,000 grant for its Visit Gloucester for The Holidays & Beyond project. The grant comes from the Virginia Tourism Corporation (VTC), which awarded more than \$300,000 for 64 local and regional tourism marketing programs across the state to help increase off-season visitation to tourism businesses and destinations.

This project will focus on marketing Gloucester as a tourist destination during the months of November-April. There will be a focus on events throughout Gloucester during a time that some may not normally travel to the area. Grant funds will be used to leverage existing advertising dollars from Gloucester Parks, Recreation & Tourism, as well as local organizations.

This project includes marketing for events such as the Indigenous Peoples' Celebration (a partnership with Machicomoco State Park), Shop Small Saturday on Main Street and the annual Christmas Parade & Tree Lighting on Main Street. Another goal is to encourage visitation at Gloucester's many historic attractions and to promote the LOVEworks murals during the month of February.

"We are so thrilled to be allocated this additional funding to help us bring more people to enjoy all that our County has to offer," said Katey Legg, Gloucester's Parks, Recreation & Tourism Director. "The ability to market and highlight these events and locations during the slower months of the year will make way for a potential increase in visitation and certainly provide a positive impact on our local businesses."

“Gloucester County Parks, Recreation & Tourism is so excited and honored to be a recipient of this grant. Our businesses and events are a staple in our community and our department is eager to help promote our Visitor Center Gift Shop, our Main Street businesses, and our historical locations during the off season,” added Susan Ammons, Gloucester’s Tourism Coordinator.

The VTC Microbusiness Marketing Leverage Program is designed to increase visitor spending in the off-season by leveraging limited marketing dollars, stimulating new tourism marketing through partnerships, and extending the “*Virginia is for Lovers*” brand. This is a new program that focused on supporting tourism businesses with less than 20 full-time employees through marketing partnerships.

To learn more, visit <https://vatc.org/mmlp/>.

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