



MEDIA RELEASE
City of Waynesboro, Virginia
Office of Economic Development and Tourism

FOR RELEASE June 13, 2019

CONTACT: Greg Hitchin, 540-942-6779, HitchinGE@ci.waynesboro.va.us

BOOST Tourism Grant Released by the City of Waynesboro

City Invests in Marketing Activities to Drive Visitation

WAYNESBORO – The City of Waynesboro invests annually in tourism-oriented business events and projects through their grant program, “Building Opportunities to Support Tourism” (BOOST). City businesses and organizations are invited to apply for up to \$3,000 per organization to support eligible activities such as fairs, festivals and projects intended to entice visitation as well as the associated marketing, design and printing costs. Funds are accessible for new and existing tourism-related endeavors taking place within the City of Waynesboro between July 1, 2019 and June 30, 2020.

“BOOST grants are one of the ways the City strives to bring more visitors into Waynesboro,” says Greg Hitchin, Director of Economic Development and Tourism. “Grants supporting the great events that attract visitors to Waynesboro allow event organizers to extend their marketing reach.” Tourism expenditures in Waynesboro for 2017 were \$36,282,493 ¹.

The grant application is available on the City’s Tourism website (www.visitwaynesboro.net) as well as the Economic Development site (www.waynesborobusiness.com). Completed applications are due by noon on Monday, July 15, 2019, to the Economic Development and Tourism Office. A committee will review the applications and make determinations for grant awards by Wednesday, July 24, 2019. Full details for the requirements of the grant are included in the application, which can also be obtained from the Tourism Office at 301 West Main Street, Waynesboro, VA 22980 or by calling 540-942-6570.

¹ 2017 Figures, US Travel Association for domestic visitor spending (latest available)

Waynesboro’s Economic Development and Tourism Office contains a wealth of business-development information in addition to serving as one of two Visitor Centers for the City of Waynesboro. To obtain more information, please contact Greg Hitchin at 540-942-6779 or HitchinGE@ci.waynesboro.va.us.

#

Gregory E. Hitchin, Director
HitchinGE@ci.waynesboro.va.us
(540) 942-6779
301 West Main Street
Waynesboro, VA 22980

www.WaynesboroBusiness.com
www.GrowWaynesboro.com
www.NaturesCrossing.com
www.VisitWaynesboro.net
www.Waynesboro.VA.us