



Commonwealth of Virginia
Office of Governor Terry McAuliffe

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**Governor McAuliffe Announces \$90,805 in New
Virginia Tourism Growth Funds in Danville**

*~ Ballard Brewery will create new jobs, revenue, and positively impact
other businesses~*

DANVILLE - Governor Terry McAuliffe announced today that Ballard Brewing of Danville is the newest recipient of the Virginia Tourism Growth Fund (VTGF). The VTGF is a Virginia Tourism Corporation (VTC) program established to grow tourism development projects across the state. Ballard Brewing will receive \$90,805 in VTGF funding.

Ballad Brewing plans a 2017 opening in Danville's River District, and will produce beer with a 20-barrel, stainless steel brewing plant and 3-barrell small batch pilot plant. Production capacity of their system will be approximately 10,000 barrels per year. The brewery's total capital investment of \$ 1,500, 000 and is projected to create a tax benefit of more than \$47,000.00 in its first full year of operation. The estimated number of initial jobs created is 2 full-time and 4 part-time jobs the first year.

“The addition of Ballard Brewing is an exciting and important development for the city of Danville,” **said Governor McAuliffe**. “The brewery adds a new, authentic experience for visitors who are traveling to Southern Virginia, and will help to further diversify the economy not only in Danville but across the region, as well.”

“Craft beer is big business in Virginia, contributing \$1 billion in economic impact and employing nearly 9,000 people across the Commonwealth,” **said Todd Haymore, Secretary of Commerce and Trade, who attended the official ribbon-cutting today**. “Economic development projects such as Ballard Brewing bring much needed direct visitor spending, jobs, and tax revenue to localities. Visitors to Danville will now see why Virginia is for Craft Beer Lovers.”

“This type of contemporary, locally-owned business is indicative of entrepreneurs that make Danville, and our region, so authentic and appealing,” **said Delegate Danny Marshall. Senator William Stanley also noted**, “This effort to work with the city of Danville to welcome craft beer lovers is an important step to grow tourism in Danville.”

“Ballad Brewing will initially produce three of four different flagship styles of beer and will also offer a wider variety of offerings in the tasting room. For the first six months, these products will be served exclusively in the brewery’s tasting-room,” **said Ross Fickenscher, Managing Partner. Co-managing Partner Garrett Shifflett added**, “Retail customers will come to view the operation of the brewery, while purchasing beer by the glass, beer to go, and retail items such as company logo T-shirts and glassware.”

“Ballad Brewing and its tasting room will be an exciting new addition to Danville’s River District,” **said John Gilstrap, Mayor of the City of Danville**. “It will draw new visitors to explore our rich history, retail and dining options, as well as outdoor recreational activities along the Dan River.”

The Virginia Tourism Growth Fund (VTGF) is a VTC program established to grow tourism development projects to include new or expanded facilities or venues for lodging, recreation, entertainment, epicurean, cultural, or destination retail products or services designed to attract travelers to the Commonwealth. Both Non-profit and for-profit private sector businesses are eligible to apply, VTGF grant awards cannot exceed 15 percent of project cost and there is a minimum 1:1 locality match of VTGF grant award. The project must create net new jobs and public financing cannot exceed 30 percent of project cost.

Tourism is an instant revenue generator in Virginia. In 2015, visitors to Virginia spent \$23 billion, which supported 222,600 jobs and contributed \$1.6 billion in state and local taxes.

For more information on the Virginia Tourism Growth Fund, [click here](#).

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