



News Release

Contact: Lisa Meriwether
Tourism Manager, Danville Office of Economic Development & Tourism
434-793-1753

Thursday, May 16, 2024

City receives \$10,000 for DRIVE Outdoor Tourism Development Program

The Danville Office of Economic Development & Tourism (DOEDT) received \$10,000 through Virginia Tourism Corporation’s (VTC) DRIVE Outdoor program, a tourism development grant program targeting outdoor product development and entrepreneurial expansion throughout the Commonwealth.

The DOEDT will use grant funds towards the creation of a plan to enhance seating in Angler’s Park to meet the consumer demand for outdoor travel.

“Participating in the DRIVE Outdoor workshop was a must for our community” said Lisa Meriwether, Tourism Manager. “It resulted in making us more competitive community by building visitor infrastructure to support and attract multi-day sporting events.”

DRIVE Outdoor builds on VTC’s [DRIVE 2.0 Statewide Strategic Plan](#) to enhance outdoor recreational development, assets, and entrepreneurial opportunities within Virginia. Following participation in the program, the DOEDT received the foundation for a competitive outdoor product development plan, including specific action steps, success factors, timelines, priorities, and identified partners to help with project success.

“Visitors come to Virginia for its wealth of outdoor recreation experiences that millions of people every year,” said Rita McClenny, President and CEO of Virginia Tourism Corporation. “The DRIVE Outdoor program will help these communities develop new projects that will attract new and returning visitors wanting an authentic outdoor recreation experience.”



Outdoor recreation has proven to be a recession-proof industry and a driving force in the American economy. In 2022, outdoor recreation contributed \$11.3 billion to the Commonwealth's economy and supported 125,000 jobs and \$5.6 billion in wages and salaries in Virginia according to the U.S. Bureau of Economic Analysis.

For more information or to explore more outdoor offerings from the DOEDT visit <https://www.visitsosi.com/>. To learn more about VTC's DRIVE Tourism program, visit vatc.org/.

###

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.

About the Danville Office of Economic Development & Tourism

The Danville Office of Economic Development & Tourism is responsible for leading the city of Danville's tourism efforts by branding and promoting the city and Pittsylvania County to differentiate it from other regional competitors through advertising, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. To learn more about the Visit SoSi brand and regional attractions, visit <https://www.visitsosi.com/>.