



NEWS RELEASE | ECONOMIC DEVELOPMENT & TOURISM

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City receives Virginia Tourism Corporation grant for tourism marketing

The Danville Office of Economic Development & Tourism (DOEDT) recently received a marketing grant from the Virginia Tourism Corporation's Vacation Starts with VA DMO MMLP Co-op Program for its collaboration with content creator, Zoe Johnson of Virginia Adventure Family.

Through this collaboration, Johnson traveled to Danville and Pittsylvania County from September 25-27, 2025, to spotlight the region's assets and attractions. Through reels, social media posts, and b-roll clips, Johnson offered an immersive look into the destination to over 94k followers.

"We are thrilled to receive this grant from the Virginia Tourism Corporation and to work alongside Zoe Johnson in spotlighting the vibrancy of our region," said DOEDT Tourism Manager, Lisa Meriwether. "This funding empowers us to connect with more travelers through authentic, personal stories that capture the heart of our destination and reveal why it's such a memorable place to visit."

"Tourism has the power to transform communities by creating jobs, supporting small businesses, and sparking pride of place," said Rita McClenny, President and CEO of VTC. "These grant programs empower our local partners to tell their unique stories, showcase the spirit of their destinations, and invite travelers to experience why Virginia is for Lovers in every season of the year."

Administered by the Virginia Tourism Corporation, the tourism marketing programs are designed to leverage limited local marketing dollars with state funds to drive travel and visitor spending in the fall, winter, and early spring. Harnessing the iconic Virginia is for Lovers brand, these programs use the hub-and-spoke tourism model to foster partnerships and create engaging itineraries to extend visitor stays and generate greater economic impact.

VTC will open additional marketing grant programs on a quarterly basis in 2026. Organizations and businesses that are interested in applying for these grant opportunities can visit vatc.org/grants for more information.

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About Visit SoSi

Visit SoSi is the fastest-growing tourism destination in the Commonwealth of Virginia. The Danville Office of Economic Development & Tourism, which serves as the official Destination Marketing Organization for the region, leads the City of Danville's tourism promotions under the Visit SoSi brand. The office promotes tourism assets and attractions across the City of Danville and Pittsylvania County and leverages advertising, earned media, promotions, trade events, and visitor experience initiatives to stimulate economic growth for the region. Learn more at www.VisitSoSi.com

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.