

Jamestown Rediscovery

HISTORIC JAMESTOWNE

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Jamestown Rediscovery Foundation Receives Virginia Tourism Corporation Recovery Marketing Leverage Grant for Tourism Marketing



(From left to right: View of the James River from the Dale House Cafe patio, Historic Jamestowne featuring the Memorial Church, Spoke & Art entrance)

JAMESTOWN, Va. (October 28, 2021)- The Jamestown Rediscovery Foundation has recently received \$10,000 from the Virginia Tourism Corporation’s (VTC) Recovery Marketing Leverage Program (RMLP), designed to help local and regional tourism entities attract more visitors by leveraging limited local marketing dollars through a local match of the state grants funds.

More than \$860,000 in matching grant funds were awarded to 64 local tourism initiatives through this program. This funding cycle, local partners will provide more than \$2.2 million in-kind marketing value to match the VTC grants. The grants will ultimately impact 384 statewide tourism entities.

Jamestown Rediscovery Foundation will use the VTC Recovery Marketing Leverage grant funds to launch an exciting new marketing initiative titled, “Explore Jamestown: America’s Birthplace.” Centered around positioning the Jamestown area as a road trip destination, the program aims to highlight the various activities and experiences available to visitors and locals alike while exploring the area.

“This Virginia Tourism Corporation grant will allow us to share the unique experiences and hidden gems of Jamestown while encouraging visitation to the area. We are incredibly grateful for the VTC’s support of this initiative,” said Kelly Beckley, Director of Visitor Services.

Jamestown Rediscovery Foundation partnered with five area businesses and organizations: Spoke & Art; Magnolia Catering; Billsburg Brewery; the Virginia Capital Trail Foundation; and James City County to create road trip itineraries curated to an individual or group's interests. Itineraries will feature ways to explore the Jamestown area by bike or water as well as suggestions for history buffs, food and craft-beer lovers, couples, and families.

These downloadable itineraries will be featured on Historic Jamestowne's website and promoted on social media channels. To learn more about the organizations featured in this initiative or to download a curated road trip itinerary please visit historicjamestowne.org/visit/virginia-tourism/.

The COVID-19 pandemic has had a devastating impact on the tourism and hospitality industries in Virginia. As the Commonwealth reopens for business, VTC offered these grant funds as a first step to re-entry into the marketplace to spur economic activity and future travel across the Commonwealth of Virginia. The RMLP is designed to increase visitor spending by stimulating new tourism marketing through partnerships and extending the "*Virginia is for Lovers*" brand.

"The tourism and hospitality industries have been among the hardest-hit by the pandemic, experiencing decreased revenue and job loss, along with the temporary closure of many tourism-related businesses," said Governor Ralph Northam. "These funds will help to revive Virginia's tourism economy, which will help spur new economic activity and inject critical funds back into its communities."

[About Historic Jamestowne/Jamestown Rediscovery](#)

Historic Jamestowne (HJ) preserves the original site of the first permanent English settlement in America and is jointly administered by Jamestown Rediscovery and the National Park Service. Entrance tickets are available at the HJ Visitor Center from 9:00 a.m. until 4:30 p.m., and the grounds remain open until dusk. General admission is \$25.00 per adult (which includes both Historic Jamestowne and Yorktown Battlefield for seven consecutive days). Children 15 & under are free. National Park Passes and Preservation Virginia Memberships are accepted; however a \$10 per person fee may apply. Entrance tickets and passes include admission to the archaeological site, the Memorial Church, the Voorhees Archaearium Archaeological Museum, as well as scheduled daily walking tours and public programs. For opening hours of the Dale House Café and information about special events, please visit www.historicjamestowne.org or call (757) 856-1250.

[About Virginia Tourism Corporation](#)

Virginia Tourism Corporation is the state agency charged with marketing the Commonwealth as a premier travel and film destination. In 2019, visitors to Virginia spent \$27 billion, which supported 237,000 work opportunities and contributed \$1.8 billion in state and local taxes. To learn more, visit virginia.org