

Danville Museum of Fine Arts and History Receives Virginia Tourism Corporation Recovery Marketing Leverage Grant for Tourism Marketing

Danville Museum of Fine Arts and History has 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 \$1.9 million in matching grant funds were awarded to 161 local tourism initiatives through this program. This funding cycle, local partners will provide more than \$5.6 million in-kind value to match the VTC grants. The grants will ultimately impact 483 statewide tourism entities.

Danville Museum of Fine Arts And History will use the VTC Recovery Marketing Leverage grant funds to:

1. Place a 1/3 ad in the Virginia Travel Magazine for 2021
2. Take an ad on Leisure Media 360 / 60,000 impressions
3. Take ads out in local papers: Star Tribune and the Register and Bee
4. Promote the event through the Chamber and Parks and Rec as well as the DMFAH platforms

WANDERLOVE: A Stitch in Time is a DMFAH Program constructed as a large Community Knit during the COVID19 Winter and Spring months of 2021 which will be installed as a Fiber Art Yarn Bombing along the Danville Riverwalk in July 2020. This outdoor Riverwalk exhibition will offer visitors from far and near an opportunity to see a spectacularly colorful and vibrant exhibition produced during the bleak pandemic months. The DMFAH will also be collecting COVID-19 stories and narratives during this large community knit program

The COVID-19 pandemic has had a devastating impact on the tourism and hospitality industries in Virginia. As the Commonwealth slowly 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.

"Tourism is a crucial section of the Virginia economy and when we invest in this industry, we support local job creation and drive regional economic growth, which is desperately needed now due to the pandemic," said **Governor Ralph Northam**. "These funds give localities and businesses access to critical marketing resources that will help bring more travelers to our Commonwealth, increase visitor spending, and grow demand for Virginia products."

Tourism is one of the Commonwealth's largest economic engines, with visitors to Danville and Pittsylvania County, Henry County and Halifax County spending more than \$27 billion in 2019, supporting 237,000 jobs work opportunities and contributing \$6.4 billion in local and state tax revenue. The tourism and hospitality industries have also been among the hardest-hit by the pandemic, experiencing decreased revenue and job loss, along with the temporary closure of many tourism-related businesses. A revived tourism economy can help spur new economic activity and inject critical funds back into Virginia communities.

The Danville Museum of fine Arts and History was incorporated in the Commonwealth of Virginia on August 8, 1971 as a non-profit corporation. DMFAH is the primary fine arts and historical institution in the region and is valued as a major cultural resource for regional curators, educators, artists, university fellows, students, and interdisciplinary researchers. The Museum is located in the former home of Major W.T. Sutherlin. Built in 1859, this Italianate Villa is a site on the National Register of Historic Places and the house has played a role in both Civil War and Civil Rights histories and was sustained through the Industrial histories of the region. DMFAH has been the recipient of many treasured regional artifacts that are currently housed in several History and Art Collections on the main campus. The Museum has two annex buildings. A Research Center that acts as an interdisciplinary hub and mixed-use space that houses a digital lab, offices for academic fellows, rooms to accommodate the Residency Program and two Non-profit Community partners. Swanson Studio is a teaching studio, which holds a fully equipped ceramic studio, a printing and painting studio, as well as a gallery space.

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