



Greater Augusta Regional Tourism

Staunton, Augusta County, Waynesboro

FOR IMMEDIATE RELEASE

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Greater Augusta Regional Tourism

Contact: Courtney Cranor, City of Waynesboro

Phone: 540-942-6644

E-mail: CranorCS@ci.waynesboro.va.us

Contact: Sheryl Wagner, City of Staunton

Phone: 540-332-3865

E-mail: WagnerSS@ci.staunton.va.us

Contact: Rebekah Castle, Augusta County

Phone: 540-245-5619

E-mail: rcastle@co.augusta.va.us

Tourism Grant Program for Staunton, Augusta County and Waynesboro

Greater Augusta Regional Tourism announces spring grant program

STAUNTON VA-Greater Augusta Regional Tourism (GART) announces the release of the spring grant program applications today, December 18th, 2015. GART, which incorporates tourism efforts from Staunton, Augusta County and Waynesboro, will focus on businesses operating within those localities. The program enables up to four grant awards of \$2,500 maximum per grant.

Judges for the GART grants will include all GART Board members as well as one independent representative. The deadline to turn in applications is February 8th at 5:00p.m. Grant recipients will be announced on March 8th, 2016.

Applications will be evaluated based on the degree of impact upon tourism in the region, the use of new initiatives applied to the tourism sector, and strength of partnerships and creativity. “Grants such as these enable our tourism partners to more effectively market themselves to potential visitors,” said Sheryl Wagner, Staunton Tourism Director and current GART Chair. “When more tourists come to Staunton, Augusta County and Waynesboro, the localities realize increased tax revenues and our local businesses thrive.”

“GART grants are a productive way to encourage businesses and organizations providing experiences that tell the story of our area for visitors and residents alike,” said Courtney Cranor, Assistant Director of Economic Development and Tourism in Waynesboro.

Those interested in applying for the GART grant may contact Sheryl Wagner, GART Chair, at WagnerSS@ci.staunton.va.us or 540-332-3865.

About Greater Augusta Regional Tourism (GART): GART serves as the regional tourism initiative for Staunton, Augusta County and Waynesboro. Founded in 2003 and formalized in 2007, the program includes the development and execution of marketing to promote the region as a destination encompassing all three jurisdictions.