



Greater Augusta Regional Tourism

Staunton, Augusta County, Waynesboro

FOR IMMEDIATE RELEASE

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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, February 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 March 18th at 5:00p.m. Grant recipients will be announced on April 1st, 2015.

Applications will be evaluated based on the degree of impact upon the region, the use of new initiatives applied to the tourism sector, strength of partnerships and creativity. "Our focus is on reinforcing the message that the Staunton-Augusta County – Waynesboro area is a wonderful place to visit," said Jenny Carter, Assistant Director of Economic Development and Tourism in Waynesboro and current GART Chair. "The businesses who are inviting guests to make memories here deserve our support, and we want to nurture those opportunities and encourage innovation with their approaches."

"Local businesses and entrepreneurs are bringing great ideas and great work to this area; GART supports that spirit and looks for ideas that benefit the entire area of Staunton, Augusta County and Waynesboro," said Sheryl Wagner, Director of Tourism in Staunton.

Those interested in applying for the GART grant may contact Jenny Carter, GART Chair, at CarterJL@ci.waynesboro.va.us or 540-942-6644.

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.