

The **VTC Partnership Marketing Destination Development Team** – part of the VTC Partnership Marketing Division – serves as the VTC regional liaison to Virginia’s tourism industry. Primary duties includes community-based economic development; cooperative marketing assistance; small business, entrepreneur and workforce development; strategic planning and planning facilitation; technical and funding assistance; and liaising to other government and non-government organizations. For more information on the VTC Partnership Marketing Division programs, visit [www.VATC.org/PAM](http://www.VATC.org/PAM).

***The mission of the Virginia Tourism Corporation Partnership Marketing Destination Development Team is to maximize the potential of economic development and job creation through tourism within the Commonwealth of Virginia.***

***Our vision is to make sure every Virginia community has realized their potential as a tourism destination.***

### Services of the VTC Partnership Marketing Destination Development Team

#### Destination Product Development

Assistance in the development of new tourism product and initiatives, such as outdoor recreation, agri-tourism, aqua-tourism, space tourism, cultural, history & heritage and other related activities; assistance with development of an entrepreneurial ecosystem to increase tourism product and job creation in Virginia. Also, assistance in the development of regional trails (driving, thematic, recreational, artisan, cultural, etc.)

#### Industry Assistance

Communicates the services that VTC offers to new and existing tourism industry partners, and local, regional, state, and federal entities. Educate these entities on the impact and importance of tourism and importance of a vibrant destination, and the role the tourism industry plays in overall economic development efforts.

#### Funding Assistance

Assistance with identifying funding sources, including grants and loans, for tourism-related businesses and programs. Connect Tourism partners with other funding programs and partners. Partnership Marketing administers the VTC Marketing Leverage Program and the Virginia Tourism Development Financing Program.

#### Destination Planning Assistance

Provides destination development guidance and technical assistance to Virginia communities and tourism entities in assessing, planning, developing and enhancing or expanding products or programs as an integral component of their overall economic development strategy. Facilitation of destination development strategies and planning processes within communities who request assistance.

## VTC Partnership Marketing Development 2019 Major Priorities and Projects

VTC Partnership Marketing Division is active in development projects across Virginia. Below is a partial listing of the 2019 Major Projects and Priorities which the VTC Destination Development Team facilitates or supports - either directly or in partnership - with other agencies and groups.

- Clinch River Valley Initiative
- Coastal Virginia Beer Trail
- Field of Gold/Bike the Valley – Tour de Farm Program
- Lewis and Clark Eastern Legacy Trail
- Oyster-related Travel and Marketing
- Rally SWVA and SOVA
- Salty Southern Route Trail Development
- Space Tourism Initiatives
- South Boston and Clarksville Downtown Development
- Southwestern Virginia Brew Trail
- Southwest Virginia Outdoors Initiative
- Spearhead Trails
- The COVE project - Mecklenburg's Drive Tourism Five-Year Plan
- Virginia Rail Heritage Region

## VTC Partnership Marketing Destination Development Team Contacts

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VTC Destination Development Team Info  
VTC Grant Program Info  
VTC Orientation Info

[www.vatc.org/pam/tdteam](http://www.vatc.org/pam/tdteam)  
[www.vatc.org/grants](http://www.vatc.org/grants)  
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