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For Immediate Release

The Orange Downtown Alliance is proud to announce that it has been granted \$2,500 by the Department of Housing and Community Development and the Virginia Main Street Program to develop a tourism marketing master plan. The grant will be used to hire a marketing firm to conduct research on the tourism market in the Town of Orange, conduct a site visit to survey town and regional attractions, and to hold a workshop with tourism related businesses in the Town of Orange. The firm will research the area further and develop a marketing plan for the tourism industry in the town.

ODA will be receiving the grant shortly and hopes to begin the selection process of the marketing consultant in the next month. The grant was available because the Town of Orange is a designated Virginia Main Street Community. The marketing plan is particularly timely with the renovations of James Madison's Montpelier scheduled to be completed next year. ODA plans to implement the tourism marketing plan through developing a cooperative marketing program for businesses in the town.

ODA anticipates that the marketing plan will provide guidance on how to capitalize on the tourism growth that central Virginia is experiencing and the growth that is anticipated with the renovation of Montpelier. The plan will identify publications: print, web, and broadcast that will maximize the return on investment in advertising for tourism related businesses.

For additional information on the tourism marketing master plan or the Orange Downtown Alliance please contact Stuart Andreason ODA Executive Director at director@orangedowntownalliance.org or 540-672-2540.