

At a meeting of the Spotsylvania County Board of Supervisors held on June 15, 2017, on a motion by _____ and passed _____, the Board adopted the following resolution:

RESOLUTION NO. 2017-

Authorize A. Smith Bowman to Act as the Authorized Agent for a Partnership Grant under the FY18 Virginia Tourism Commission Marketing Leverage Grant Program

WHEREAS, the Virginia Tourism Corporation (VTC) Marketing Leverage Program is a matching grant program designed to stimulate new tourism marketing programs through the creation of tourism partnerships that extend the “VIRGINIA IS FOR LOVERS” campaign; and

WHEREAS, the objective is to leverage limited marketing dollars resulting in increased visitor spending, overnight stays, revenue, and jobs; and

WHEREAS, A. Smith Bowman would like to partner with Grapes and Grains and the Spotsylvania County Department of Economic Development and Tourism to submit a grant application under VTC’s Marketing Leverage Program; and

WHEREAS, the purpose of the grant application would be for the creation of a digital marketing program, and target marketing for overnight visitors from Pennsylvania, Georgia and South Carolina to come visit the Spotsylvania County region and distillery; and

WHEREAS, A. Smith Bowman would also highlight their recent award achievements for their bourbon (“World’s Best Bourbon” by *Whisky* Magazine) and vodka (Double Gold Medal at the 2017 San Francisco World’s Spirit Competition); and

WHEREAS, the grant application would request \$25,000 in Marketing Leverage funds with a required local match of \$49,500 from A. Smith Bowman, \$250 from Grapes and Grains, and \$250 from the Spotsylvania County Department of Economic Development and Tourism; and

WHEREAS, the Spotsylvania County Department of Economic Development and Tourism will provide the local match of \$250 through the use of their FY17 Budget; and

WHEREAS, A. Smith Bowman will act as the lead applicant in the submission of the grant application under VTC’s Marketing Leverage Program and A. Smith Bowman will administer any subsequent grant award in accordance with the terms and conditions as set forth in the grant agreement.

NOW, THEREFORE, BE IT RESOLVED by the Spotsylvania County Board of Supervisors, that A. Smith Bowman is hereby designated as an authorized agent on behalf of Spotsylvania County for the purpose of the FY18 VTC Marketing Leverage Grant Program as stated herein.

(SEAL)

A COPY TESTE: _____

Aimee R. Mann

Deputy Clerk to the Board of Supervisors