

MEMORANDUM

TO:	Greene County Board of Supervisors
FROM:	Alan Yost, Director of Economic Development and Tourism
SUBJECT:	Resolution Requesting Virginia Tourism to Designate Piedmont Region
DATE:	November 19, 2025

Recommended action:

Approve the attached resolution to request Virginia Tourism Corporation to designate a new Virginia's Piedmont region.

Background:

The purpose of the enclosed resolution is to formally request that the Virginia Tourism Corporation (VTC) recognize GO Virginia Region 9 as its own distinct tourism region, proposed to be named **Virginia's Piedmont**. Part of the application process requires a resolution/letter of support from each of the localities governing body. See attachments for current and proposed regional alignment.

The resolution outlines how the current VTC regional boundaries—Central Virginia and Northern Virginia—do not accurately reflect visitor behavior, tourism identity, or the collaborative economic relationships that already exist among the counties of Fauquier, Rappahannock, Culpeper, Orange, Madison, Greene, Fluvanna, Louisa, Albemarle, Charlottesville, and Nelson. These localities share strong cultural, historical, and natural tourism assets, including presidential estates, the Monticello American Viticultural Area, Shenandoah National Park, vibrant small towns, and rich agricultural landscapes. Visitors already move seamlessly across these counties, experiencing them as a unified destination, and the resolution requests that VTC's regional structure reflect that reality.

The resolution further emphasizes that Region 9 has demonstrated a long-standing pattern of collaboration through initiatives like the Wine Coalition, multi-locality tourism partnerships, and economic development programs. By establishing an officially recognized Virginia Piedmont tourism region, VTC and localities can better coordinate marketing, improve data collection, enhance targeted investment, and strengthen the Commonwealth's statewide tourism strategy. Adoption of the resolution by each county affirms shared support for a cohesive regional identity and positions the region to more effectively promote its unique assets under a unified brand.

Resolution Requesting Recognition of GO Virginia Region 9 as a Distinct Tourism Region

WHEREAS, the Virginia Tourism Corporation (VTC) currently recognizes the Central Virginia Tourism Region as encompassing an extensive collection of counties, including Madison, Greene, Albemarle, Louisa, Fluvanna, Nelson, Charlottesville, Amherst, Campbell, Appomattox, Prince Edward, Nottoway, Buckingham, Cumberland, Goochland, Hanover, Powhatan, Amelia, Dinwiddie, Chesterfield, Henrico, Prince George, and Sussex; and

WHEREAS, VTC currently recognizes the Northern Virginia Tourism Region as encompassing the eclectic counties of Culpeper, Rappahannock, Fauquier, Arlington, Fairfax, Prince William, Stafford, Spotsylvania, and Caroline; and

WHEREAS, these two VTC regions do not align with tourists' travel tendencies, nor support any cohesive tourism identity or unified marketing strategy, and

WHEREAS, the counties/cities of Fauquier, Rappahannock, Culpeper, Orange, Madison, Greene, Fluvanna, Louisa, Albemarle, Charlottesville, and Nelson currently work collaboratively through GO Virginia Region 9 (hereafter "The Region") to advance shared goals in economic development, workforce, and entrepreneurship; and

WHEREAS, these same counties share distinct tourism commonalities, including rich agricultural landscapes, vibrant main streets, historic sites, wineries and breweries, and proximity to the Blue Ridge Mountains and Shenandoah National Park, creating a natural and unified visitor experience where visitors travel organically within The Region's lodging, dining and recreating — reinforcing a shared tourism ecosystem that functions as a single destination market; and

WHEREAS, The Region's steep history, serves as home to two of America's most significant presidential estates — Monticello and James Madison's Montpelier — as well as historic properties such as Airlie Resort, Barboursville Ruins, and countless Civil War and early American sites; and

WHEREAS, The Region offers unparalleled outdoor recreation opportunities, including the Blue Ridge Mountains and the Shenandoah National Park, a national treasure drawing over 1.2 million visitors annually, complemented by regional attractions such as the James River Water Trail, Rapidan Wildlife Management Area, and numerous cycling, hiking, and agritourism routes; and

WHEREAS, The Region is home to the Virginia's most award winning wine and internationally acclaimed Monticello American Viticultural Area (AVA), recognized as the birthplace of Virginia wine and consistently awarded among the nation's best, attracting both domestic and international visitors; and

WHEREAS, The Region's towns and rural communities — from Lovingson to Stanardsville, Orange,

Culpeper, Madison, Sperryville, Washington, and Warrenton — embody the Virginia Main Street small-town charm, authenticity, and countryside beauty that define Virginia’s tourism brand; and

WHEREAS, a collaborative tourism initiative within The Region would amplify these shared assets through joint marketing, coordinated visitor itineraries, and enhanced visibility of local businesses and attractions; and

WHEREAS, The Region has demonstrated strong collaboration through a number of GO Virginia Region 9 initiatives, including The Region’s Wine Coalition, which supports coordinated marketing, workforce development, and infrastructure efforts for the wine industry; and further, several of The Region’s localities participate in the “River Region” tourism initiative, illustrating an existing framework of inter-county cooperation, shared marketing, and collective visitor engagement; and

WHEREAS, the creation of a distinct tourism region under the VTC structure would allow more targeted investment, improved data collection, and a unified brand message aligned with the economic and cultural identity of The Region; and

WHEREAS, a redefined tourism region would not only improve coordination among local destination marketing organizations (DMOs) but also strengthen VTC’s ability to market Virginia’s tourism diversity more effectively across the Commonwealth;

NOW, THEREFORE, BE IT RESOLVED, that the localities of Fauquier, Rappahannock, Culpeper, Orange, Madison, Greene, Fluvanna, Louisa, Albemarle, Charlottesville, and Nelson hereby respectfully request that the Virginia Tourism Corporation formally recognize GO Virginia Region 9 as an independent and distinct tourism region known as **Virginia’s Piedmont** within the Commonwealth; and

BE IT FURTHER RESOLVED, that this newly recognized region be empowered to collaboratively promote its unique historical, cultural, and natural assets under a shared identity that reflects the spirit, landscape, and hospitality of Virginia’s Piedmont and Blue Ridge Mountains.

CHAIR, GREENE COUNTY BOARD OF SUPERVISORS

DATE

CURRENT VIRGINIA TOURISM CORPORATION REGIONS



PROPOSED REGIONAL REALIGNMENT WITH VIRGINIA'S PIEDMONT REGION

