

MEMORANDUM

TO: Louisa County Board of Supervisors

FROM: Cindy King, Community Engagement and Tourism Manager

SUBJECT: Resolution Requesting Virginia Tourism Corporation (VTC) to Designate the Piedmont Region

DATE: January 5, 2026

Recommended Action: Approve the related resolution requesting that the VTC designate GO Virginia Region 9 as a distinct tourism region, proposed to be named Virginia's Piedmont.

Background: Louisa County staff became aware in November of a regional effort, initiated and collaboratively developed by Greene County and other tourism partners, to request that VTC formally recognize GO Virginia Region 9 as its own tourism region. The proposed resolution language reflects the work completed by the participating group prior to our involvement, but nevertheless, Louisa County staff fully supports the initiative and believes the creation of a Virginia's Piedmont tourism region will enhance coordination, strengthen shared branding, and create valuable opportunities to collaborate with our regional tourism colleagues. Multiple counties within Region 9 have already acted or scheduled action on their resolutions. As of December 12, the regional participation status is:

- Nelson: Passed
- Albemarle/Charlottesville:
Scheduled at CACVB Board
December 15
- Greene: Passed
- Fluvanna: Passed
- Louisa: Scheduled January 5
- Madison: Passed
- Orange: Scheduled January
- Culpeper: TBD
- Rappahannock: Scheduled
January
- Fauquier: Passed

This unified effort highlights broad regional alignment and recognition of the cultural, natural, historic, and economic ties that already connect our communities.

Additional Note: The Central Virginia region currently does not have a designated VTC Destination Development Manager, a position that plays an important role in regional tourism support, coordination, and resource alignment. Louisa County staff is in

discussions with VTC about opportunities for strengthened advocacy and resource support for Louisa County moving forward.