

Louisa County Chamber of Commerce



September 30, 2025

Addendum to Tourism Support Request: Tracks, Trails & Timeless Tales

This addendum serves to update and clarify the funding request originally submitted in June 2025 for the *Tracks, Trails & Timeless Tales: A Louisa Experience* tourism campaign. While the initial proposal included both design and production costs for the tear-off visitor map, subsequent support has fully covered the design expenses. Accordingly, the Chamber is revising its request to focus solely on the printing and distribution of the map.

- Original Request: \$10,000 (design, printing, and distribution of tear-off map)
- Revised Request: \$7,438 (printing and distribution only)

Breakdown:

- Printing of 10,000 maps (tear-off style, initial run) – \$3,000 (\$1500 Qty 5000)
- Printing of 10,000 maps (4x10.25 folded option) – \$3,000 (\$1500 Qty 5000) plus \$250 setup
- Virginia Tourism Corporation (VTC) Welcome Center Distribution (all 11 locations, single pocket, 4"x9") – $108 \times 11 = \$1188$.

Total: \$7,438

First Run: At least 10,000 copies produced in the first run to ensure broad availability across Louisa County (lodging partners, attractions, visitor centers, events).

Additional 10,000 copies, 4 x 9 folded, printed and earmarked for distribution through Virginia Welcome Centers statewide.

Distribution via Virginia Tourism Corporation (VTC) Network

- Brochures delivered through the Central Warehouse option in Ashland, VA, with ongoing fulfillment to all 11 Welcome Centers.
- Ensures consistent statewide visibility and access for travelers planning their routes in Virginia.
- Support of Countywide Tourism Assets
- Maps will highlight attractions, lodging, dining, Lake Anna recreation, the Town of Louisa, the Town of Mineral, and heritage/agritourism destinations.

Sincerely,

Tracy Hale Clark

Executive Director

Louisa County Chamber of Commerce

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