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Floyd Wins Big in Tourism Funding

For Immediate Release

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Floyd, VA – Floyd’s tourism program and associated venues and businesses won big in the Virginia Tourism Corporation (VTC) Spring 2024 Grant & Sponsorship Program. Second only to one other community in the Commonwealth, Floyd Tourism, local businesses, nonprofits, the Town of Floyd, as well as regional and nationally known festivals garnered an impressive \$86,820.30 in the most recent funding cycle.

The three largest awards went to FloydFest 24, Floyd Tourism for Floyd Fusion: Amplifying Art, Culture, and Adventure, and the Country Store to support the Friday Night Jamboree. “To find ourselves back home in Floyd County, bringing Festival Park & FloydFest to life, and then to be awarded the top grant sum from Virginia Tourism Corporation, catalyzes our mission to be cultural and musical ambassadors for the county we’ve always loved and wanted to make proud,” said Sam Calhoun, COO of FloydFest/Across-the-Way Productions, Inc. “Knowing that we are joined by myriad others locally collecting top and first-time awards speaks to what we have collectively curated and created in this county, and underscores that the hard work we do translates into meaningful economic impact and development.” Floyd Tourism Director Kathleen Legg offered similar thoughts, “These funds will significantly enhance our local tourism offerings, spotlighting Floyd as a premier destination for visitors seeking unique experiences. This support highlights the incredible potential of our community and paves the way for continued growth and prosperity in our tourism sector.”

Programs funded for the first time include Tuggles Gas Roadside Inn, the Town of Floyd, the Floyd Center for the Arts, and Floyd Yoga Jam 2024 RETROspective. Yoga Jam organizer Katie Turman said, "It's incredibly humbling and rewarding to have the state's support in our competitive region that features so many incredible events and festivals. We are excited to introduce our town and our Floyd Yoga Jam community to new faces!".

"We are extremely proud of our amazing community and are so excited about what VTC realizes we offer to our visitors and residents. The success of Floyd started more than 50 years ago with a few handfulls of individuals full of vision and tenacity. We are sustaining their dream with a family of folks who love Floyd, our mountains, our arts, our music, and each other," stated County Administrator Linda Millsaps. Town Manager Andrew Morris agrees, "Floyd has become a tourism hub in Southwest Virginia. Members of the local business community work tirelessly to provide an unforgettable experience for visitors. Locals meet you with a smile and a wave as you enjoy Floyd's outdoor adventures, live music, and restaurants. The 'Floyd vibe' is unmatched in this area!"

Tourism programming and development in Floyd is a combined Town and County effort, supported by a Tourism Development Council of local business and government leaders. Kathleen Legg serves as Director of the tourism program.

Look for all the great happenings at www.visitfloydva.com. A complete listing of all Floyd 2024 awards is below:

- Tuggle's Gap Roadside Inn LLC Experience Authentic Virginia's Blue Ridge Mountains Hospitality \$3,350.00
- Town of Floyd - Small Town Event Series \$6,052.50
- Floyd Tourism - Floyd on 2 Wheels \$6,052.50
- Floyd Tourism - Floyd Fusion: Amplifying Art, Culture, and Adventure \$18,000.00
- Floyd Country Store Friday Night Jamboree: A Community Thriving on Living Traditions for 40 Years \$13,000.00
- Floyd Center for the Arts - Art Adventures: Explore & Learn! \$6,865.30
- Floyd Yoga Jam 2024 RETROspective - Floyd Yoga Jam 2024- Retrospective \$9,000.00
- FloydFest 24~Horizon FloydFest 24~Horizon \$20,000.00
- Floyd Small Town Fall Festival - Small Town Fall Festival \$4,500.00