

# The Town of Clinchco Receives Virginia Tourism Corporation Grant for Tourism Marketing

Governor Glenn Youngkin announced that the Town of Clinchco received \$1,400.00 from the Virginia Tourism Corporation (VTC). In total, VTC awarded more than \$3.2 million for 236 local and regional tourism marketing programs across the state to help increase visitation and revenue for Virginia's localities through tourism.

Town of Clinchco received a \$1,400.00 grant for Clinchco/Shifty Powers Days.

Clinchco/Shifty Powers days was an annual event, but its importance has waned over the years. Many of those who attended Clinchco/Shifty Powers Days grew up in the area and later moved elsewhere. Then, after COVID, people stopped visiting, and there was no way to get the word out that Clinchco/Shifty Powers Days had resumed. Clinchco legacy is significant, as are the origins. The fact that Darrell "Shifty" Powers is the focus of attention makes it very newsworthy. We need to capitalize on leveraging Darrell "Shifty" Powers memorabilia to bring in more individuals.

"Where coal roots run deep; and family roots run deeper," says Tina Deel, town clerk. We want the town of Clinchco and surrounding areas, as well as the numerous Clinchco natives, to come together to honor not only Darrell, but also the Clinchco culture and community.

Using the hub and spoke tourism partnership model, Virginia entities partner to apply for funding. Partners may consist of Virginia cities, towns, counties, convention and visitors' bureaus, chambers of commerce, other local or regional destination marketing organizations, private businesses, museums, attractions, cultural events, and other tourism-related businesses. "VTC's tourism marketing and sponsorship programs are designed to increase visitor spending by leveraging limited marketing dollars, to stimulate new tourism marketing through partnerships, and to extend the "Virginia is for Lovers" brand to drive visitation," said Rita McClenny, VTC President and CEO. More information on VTC's Marketing Leverage and Regional Marketing Programs can be found at [vatc.org/grants](http://vatc.org/grants).

"VTC's marketing and sponsorship programs are powerful incentives creating tourism partnerships across Virginia that are a robust part of Virginia's economic ecosystem," **said Governor Glenn Youngkin**. "From first-time applicants like Foxfield Races and Paradise Springs Winery to large music festivals in Hampton Roads and Southwest Virginia driving inbound overnight visitation, these programs show that tourism and tourism partnerships help Virginia's vibrant communities grow and thrive."

"Driving inbound out-of-state overnight visitation is a key economic strategy and the VTC grant, and sponsorship programs help create unique partnerships that have tangible economic impacts across Virginia," said **Secretary of Commerce and Trade Caren Merrick**. "Many of these

programs also support regional marketing initiatives designed to encourage Virginians to explore their own state.”

For more information about The Clinchco/Shifty Powers Days, visit [clinchcova.net](http://clinchcova.net)

### **About Clincho**

Clinchco is a town in Dickenson County, Virginia. The community, once known as Moss, was named after the Clinchfield Railroad and the Clinchfield Coal Corporation. #inthemiddleofitall  
Day 1: Visitors will be able to view the Darrell "Shifty" Powers display. Corn hole competition with amazing prizes, greasy pole climbing, a variety of musicians, cake walks, bouncy houses for the kids, Clinchco Kiwanis pancake breakfast, numerous food trucks, and an old-fashioned apple butter cook off. Day 2 will be the same as day one. More events and details to come. If you would like to help with the planning, please contact the Clinchco Town Hall at (276) 835-1160 for information on event planning meetings.

### **About Virginia Tourism Corporation**

Virginia is for Lovers is one of the most iconic and recognizable travel brands in the world. Using that powerful brand equity, Virginia Tourism Corporation (VTC) is charged with promoting the Commonwealth as a premier travel destination by highlighting all there is to love in a Virginia vacation. The dollars spent by travelers fuel the economy, provide jobs for Virginians, and improve communities across the state. Simply put, tourism helps make Virginia a wonderful place to live, work, and vacation. Learn more at [virginia.org](http://virginia.org).