

# OCC MAGAZINE

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ORANGE COUNTY, VIRGINIA

## Orange County Tourism Gets a Boost

Page 2



Orange County Offers New Grant Program for Small Businesses...Page 3



A monthly publication

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**Next Advertising deadline:** Wednesday, August 26, 2020

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Orange County Tourism campaign WanderLove.

# Orange County Tourism Gets a Boost

## Press release

Orange County Tourism has received \$10,000.00 from the Virginia Tourism Corporation (VTC) DMO WanderLove Recovery Grant Program, a new grant made available to Virginia's Destination Marketing Organizations (DMOs) across the Commonwealth that have been heavily impacted by the novel coronavirus pandemic to fund recovery marketing initiatives. \$866,504 in marketing grant funds were awarded to 90 Destination Marketing Organizations as part of the DMO WanderLove Recovery Grant program.

Orange County Tourism will use the VTC DMO WanderLove grant funds to promote road trips to Orange County where guests will enjoy Orange County's wide-open spaces, outdoor

activities, scenic destinations, small town hospitality, historic landmarks and hidden gems. Promotions will include road trip blogs on Orange County Tourism's new website, which launches early August, as well as video, direct email campaigns, television ads, and digital advertising.

This outreach will provide travelers

with ideas on how to get the most out of their visit to Orange County while highlighting travel safety and the concerns of travelers of today. Tourism is a vital segment of business in Orange County and provides many small businesses an opportunity to be successful

**See Tourism, page 4**



Cover designed by Marilyn Ellinger.



Orange County is a leading travel destination in Central Virginia..



# Orange County Offers New Grant Program for Small Businesses

## Press release

Orange County is pleased to announce a new grant program aimed to provide immediate relief to small business owners, private schools, and non-profits throughout the County impacted by the COVID-19 pandemic. The Bounce Back Orange County Small Business Grant will offer forgivable grants up to \$10,000 to qualified businesses and organizations and is funded using federal CARES Act funds. Community Investment Collaborative (CIC), a Charlottesville non-profit is administering the program developed by Orange County Staff. The grant application process will open on August 3, 2020, will close on August 17, 2020 at 11:59 pm EST. Ted Voorhees, Orange County Administrator noted, "The Board of Supervisors recognizes that small businesses and local non-profits are the heart and soul of our community. With this in mind, we are pleased to offer a helping hand to them by allocating a significant portion of our federal assistance toward this grant opportunity."

For a full overview of the program, please go to <https://www.thinkorangeva.com/covid19-resources>.

Business owners and organizations with zero to 50 employees should start that the grant process now by completing the online interest form at <https://forms.gle/cRTNq8TaeqxfCDv9>. While this is NOT the actual grant application, we will use the information captured in the interest form to notify you when the grant application opens on August 3, 2020. This is a required step



in the process.

For more information, please contact the Economic Development Department at (540) 672-1238.

## Open a Business

The Orange County Office of Economic Development administers an economic development program designed to attract, retain, generate and facilitate expansion of high quality business and industry that results in a stable, diverse, local economy and an improved standard of living for the citizens of Orange County. Phone: 540-672-1238

Address: 122 East Main Street, Orange, VA 22960

Address: 122 East Main Street, Orange, VA 22960



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# Health & Rehabilitation and Senior Living

*Dogwood Village of Orange County Health Center Commission and Senior Living Board members would like to express their sincere appreciation for the many efforts made by the facility staff to keep residents safe during this pandemic. Infection control practices, social distancing and restricted visitation have prevented the spread of the virus to the residents as they continue to remain Covid-19 free. These efforts have required great sacrifice on the part of staff as they have been extremely diligent in continuing safe practices- even when they are not working. Dogwood Village is truly blessed to have compassionate and dedicated employees who are committed to the well-being of each one of our residents.*

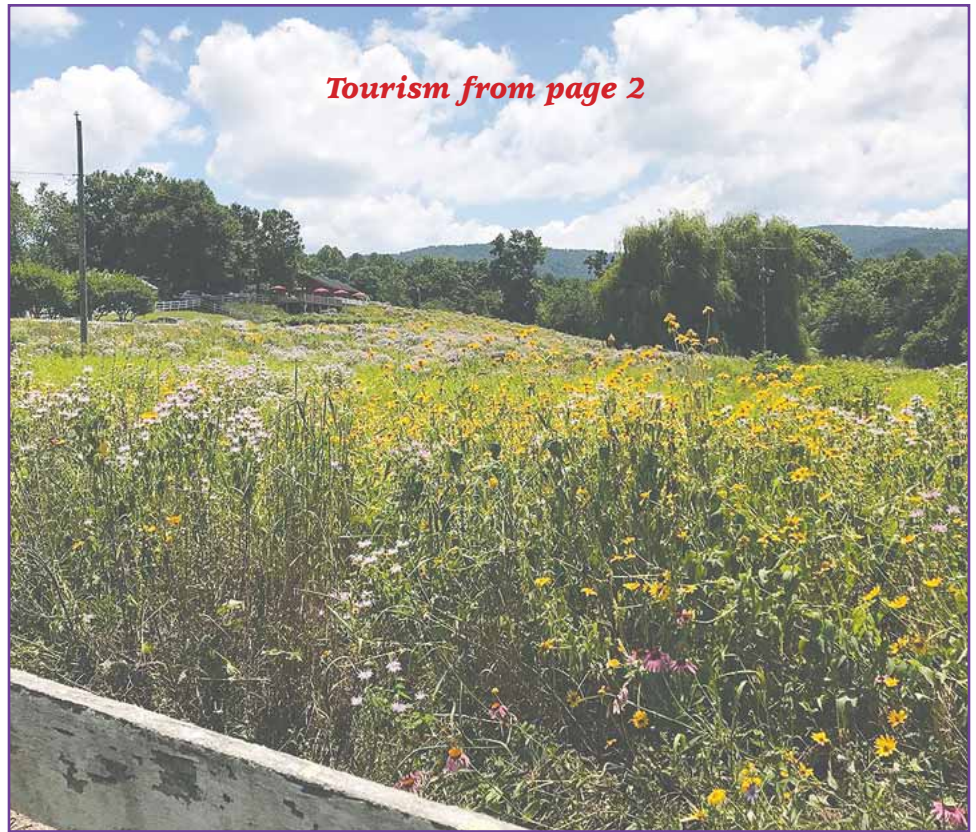
*Sincerely,  
Dogwood Village Health Center Commission  
and Senior Living Board*



120 Dogwood Lane • Orange, Virginia 22960  
Ph: (540) 672-2611 • Ex: (540) 672-3187 • [dogwoodvillageocva.org](http://dogwoodvillageocva.org)

*“Tradition of Excellence”*

*Tourism from page 2*



Time for a stroll through the meadows at Barboursville Vineyards. Trails weaving through the meadow give you a front row seat to the beauty of nature in summertime.

in an industry they love. These small businesses are eager to welcome back visitors and locals in a safe and responsible way.

“Our desire to get outside is stronger than ever right now and Orange County offers many ways to reconnect with the

ones we love while staying safe and comfortable during our travels. We are excited to partner with VTC to help share the WanderLove Road trip campaign and promote all the things we love about our region and boosting our small business community.” shared Orange County Tourism Manager, Lori Landes-Carter.



LOUISA Arts CENTER  
212 Fredericksburg Ave, Louisa

## In the Gallery Common Threads

This exhibit will include work from quilters within our Central Virginia community. Three quilts will be raffled off at \$1 per ticket, with all proceeds going to support the Purcell Gallery.

Phone: 540-967-5200

Visit our website: [LouisaArts.org](http://LouisaArts.org)



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As Virginia begins reopening, there is a lot of pent-up demand for leisure travel and people are seeking safe, close-to-home destinations that allow for social distancing and access to open spaces. With this in mind, the WanderLove campaign provides travel inspiration for road trips, outdoor recreation, hidden gems, small towns, and Virginia's signature LOVEworks program

"Virginia tourism is a critical sector of our economy and has been heavily impacted by the coronavirus pandemic," said Governor Ralph Northam. "Getting travelers back on the road and spending money in our cities and towns is one of the fastest ways to inject dollars back into our economy and our communities.

*See Tourism page 7*

## LOUISA Arts CENTER *Birdies For Charity*

212 Fredericksburg Ave, Louisa

We have a unique opportunity to participate in a charitable fundraising program offered by the Dominion Energy Charity Classic until October 21. The program, Birdies for Charity, presented by TowneBank, will pay us a 10% bonus on any donations we generate! If you are planning to donate to the Arts Center this year, we ask that you send your donation to the Louisa Arts Center through the Birdies for Charity program and make it go 10% further!



Call: 540-967-5200

Visit our website: [LouisaArts.org](http://LouisaArts.org)



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## LOUISA Arts CENTER

212 Fredericksburg Ave, Louisa

# Music and Wine at Sundown



Dan Trull - August 14



Rick Hollowell - August 28

**Admission is FREE! Live music from 6:00pm - 8:00pm on our terrace.**

Refreshments will be available for purchase. We encourage our patrons to bring a picnic basket or support local businesses by ordering carry out.

Thank you to our sponsors for these events:

Harris Electric Company  
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Call 540-967-5200

Visit our website: [LouisaArts.org](http://LouisaArts.org)



# Announcements and Events

## Orange County Street Festival

September 12, 2020, Orange, Virginia

Excited, thrilled, and can't wait for the Orange County Street Festival September 12, 2020, downtown Orange, VA from 9 AM – 4 PM

We will be making adjustments and implementing safeguards considering COVID-19 to meet the unique circumstances of our local community. Last year we had over 200 vendors that included: food, beverages, arts and crafts, not-for profits, local businesses, vineyards/wineries, breweries, and this year probably candidates running for political offices. Be a vendor if you have products to sell, information on your non-profit, or your business, or letting everyone know why you are running for an elected position.



Think about the great exposure you and your business will get by having a 10X10 booth. Last year we had over 4,000 people attend the Orange Street Festival.

If you are not a vendor, mark the date and come out and enjoy the food, beverages and vendors, meet a politician, and enjoy the day seeing your friends, and meeting new friends. Go to the Orange County Chamber of Commerce website [orangevachamber.com](http://orangevachamber.com) and get your vendor application.

For more information contact the Chamber at 540-672-5216 or email [orangevadirector@gmail.com](mailto:orangevadirector@gmail.com).

## The Exchange Hotel to Re-Open



The Exchange Hotel and Civil War Medical Museum.

The Exchange Hotel is on track to RE-OPEN August 4th with new hours and website!! It's been a LONG hard few months, but we have made it so far. We would like to THANK all the donors, without your help we could not have made it this far. We still have a long road ahead. We are continuously monitoring COVID-19 updates with the Virginia Department of Health, and this date COULD be changed if the number of cases in Virginia keep climbing and we go back to Phase 2. But as of right now fingers are crossed.

Our business hours are as follows: OPEN: Tuesday-Saturday 10am-4pm • CLOSED: Sunday & Monday

## The Arts Center In Orange

(540) 672-7311

129 East Main Street, Orange, VA



### ART AT HOME

The Art Center In Orange will be closed temporarily until further notice. In response to the coronavirus pandemic and closing of local schools, The Arts Center in Orange is now producing arts educational content that you can enjoy from the comfort of home. Don't forget to share your creations with us on Facebook and Instagram using #OrangeArtatHome!



## Cheap Whiskey Concert

Hosted by OakleeStrong

Saturday, September 12, 2020 at 7 PM

Gordonsville Volunteer Fire Company  
301 East Baker Street, Gordonsville,

Cheap Whiskey will be doing a benefit concert to support Oaklee Gentry and her family. There will be a 50/50 raffle and a few silent auction items. This event is BYOB and tickets will be sold in advance. Tickets are on sale now at \$15 each and only 200 tickets will be sold. To purchase tickets contact Chastity via text at 434-466-5355 or Facebook message.



## Leadership Orange County

The Orange County Chamber of Commerce is excited to tell you about a new program that we are stating in the Fall.

Leadership Orange County, a program that brings together diverse leaders to address community needs, strengths, leadership skills and empower them to make a difference in the community.

Over an 8- month period, class participants receive training on topics including: Agriculture, Industry and Economic Development, Health Care, Education, Law and Justice, and Government.

Beginning in October, classes meet the first Wednesday of every month for a full day of activities and graduate in May. The fee for this program is \$175 for Chamber Members and \$195 for non-Chamber members.

If you are interested in this program please contact me via email at [orangevadirector@gmail.com](mailto:orangevadirector@gmail.com) or phone 540-672-5216

## Annie Gould Gallery

Central Virginia's destination for locally sourced art, with over 50 artists represented



Annie Gould Gallery:  
Fridays & Saturdays 11-3 pm and By Appointment

This is a unique art gallery located in the heart of historic downtown Gordonsville, Virginia. Our rotating exhibits include a range of work from over 25 regional and national artists.

Established in 2017 by local artist Annie Gould, the Annie Gould Gallery has become a reputable source of local art in Historic Gordonsville, Virginia.

Our exhibits include a range of work from over 50 regional and national artists, including paintings, jewelry, photography, sculpture, and textiles. We also host events throughout the year such as Ikebana flower arranging and handmade book binding seminars and workshops.

The gallery is now open by appointment only. Please call 540-832-6352 to arrange a mutual time to visit and shop. You can also reach us by leaving a message on our Instagram or Facebook account: [anniegouldgallery](https://www.instagram.com/anniegouldgallery)



## Sunflower Festival Liberty Mills Farm

4 Dates • Aug 29 - Sep 6, 2020

Join us for our 2nd Annual Sunflower Festival and spend a relaxed day among 30 different sunflower varieties. With over 5 acres of sunflowers, you will have an array of colors, sizes and shapes to make your perfect bouquet to take home. The Festival will also include area vendors, Firefly Food Truck, homemade ice cream, fresh-made fudge and music. No pets, smoking or alcohol allowed on the farm. Tickets are \$10 (ages 11 and up) and \$5 (ages 5-10). Tickets are limited per day and per hour. Purchase your tickets now at [liberty-mills-farm.ticketleap.com/sunfest20/](http://liberty-mills-farm.ticketleap.com/sunfest20/) or at the farm on the day of the event. Save money by purchasing your tickets early online! Presale tickets are available through August 15th and are \$8 for adults; \$4.50 for children..

Liberty Mills Farm • 434) 882-6293 • [www.libertymillsfarm.com](http://www.libertymillsfarm.com)

9166 Liberty Mills Road, Somerset, VA



## First Fridays Gordonsville

Hosted by Well Hung Vineyard

Friday, August 7, 2020 at

5 PM – 8 PM • S Main St, Gordonsville

Join us for our second in a series of \*safe\* (free) FIRST FRIDAY EVENTS on beautiful Main Street in Gordonsville VA! Celebrating our local community & featuring music on the Town Hall Steps by THE WAVE-LENGTH (Jazzy Blues & Bluesy Jazz) , local vendors, food & ice cream. Bring a lawn chair and stay for a while! Family friendly, pet friendly event. \*\*MASKS & SOCIAL DISTANCING REQUESTED



## The Market at Grelen

A little fresh air is good for the soul... & sanity these days. Bring the little ones out for a weekend full of outdoor activities: Hiking, pick your own hours & Lunch under the shaded event tent.

Hiking trails & Pick Your Own hours: Wed - Sun 8:00am - 4:00pm • Cafe hours: 11:00am - 3:30pm

(540) 672-7268

15091 Yager Rd

Somerset, VA 22972-2523

Check out our Facebook page





The historic train depot.

### About Orange County Tourism

The Orange County Tourism department functions as the destination marketing organization for Orange County, which promotes Orange County as a leading travel destination in Central Virginia. In 2018, visitors to Orange County spent over \$51 million, which supported 613 jobs and added \$3.7 million in state and local taxes. Orange County Tourism manages a state certified Visitor's Center, fully supported by volunteer staff, located in the historic Train Depot in Downtown Orange.

The Visitor Center welcomes visitors to the county, promotes businesses and attractions, and provides community-related information to residents. To learn more, visit [www.VisitOrangeVirginia.com](http://www.VisitOrangeVirginia.com)

### About Virginia Tourism Corporation

Virginia Tourism Corporation is the state agency charged with marketing the Commonwealth as a premier travel and film destination. In 2018, visitors to Virginia spent \$26 billion, which supported 234,000 work opportunities and contributed \$1.8 billion in state and local taxes. In 2019, Virginia is for Lovers celebrated its 50th anniversary.

To learn more, visit [virginia.org](http://virginia.org)

For more information, please contact Lori Landes-Carter at the Orange County Tourism Office at cell # (540) 920-9331 or [Lcarter@orangecountyva.gov](mailto:Lcarter@orangecountyva.gov)



Office Manager: Edee Povol • [edee@fluvannareview.com](mailto:edee@fluvannareview.com)  
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### EVENTS

**HOPE EXTENDED UNTIL FURTHER NOTICE:** Governor initiates Phase 3: Should I stay home or do I go out? Staying home is best/safest option. Limited restrictions are still in place for your safety. Wear face coverings, wash hands frequently and observe social distancing. Continue to observe the CDC guidelines. You can help contain the spread of COVID-19. Thank you for caring.

### FOR SALE

**CEMETERY SITES:** Holly Memorial Gardens and Monticello Memory Gardens. Significant savings. Call (434) 295-1750.

### RENTALS

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### RENTALS

**LAKE ANNA REALTY:** For local rental properties (vacation, outage, long term) or to HAVE US MANAGE YOUR RENTAL PROPERTY, call Kristie Hurst at (540) 894-8888 or email: [myLKArealtor@gmail.com](mailto:myLKArealtor@gmail.com)

**MONTICELLO PROPERTIES:** Located in the Long and Foster office, 3661 Lake Monticello Road, Palmyra, VA 22963. For current home rentals call (434) 589-7653 for Genevieve or email: [MonticelloPropertiesMgt@gmail.com](mailto:MonticelloPropertiesMgt@gmail.com)

**THISTLE GATE VINEYARD:** Reserve Thistle Gate Vineyard for your next organization or private event. Located at 5199 W. River Road, Scottsville, VA. We are a family-owned and tended vineyard. Contact Leslie at (434) 327-3137 or [leslie@thistlegatevineyard.com](mailto:leslie@thistlegatevineyard.com).

**WILMINGTON CLUBHOUSE:** Looking for a venue to host your party or event? Wilmington Clubhouse is available for rent at 1083 Wilmington Road, Palmyra, VA 22963. For more information email: [WilmingtonClub@gmail.com](mailto:WilmingtonClub@gmail.com) or phone (434) 373-0985, or text.

### SERVICES

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### SPECIAL NOTICES

**COVID-19 TESTING CLINICS:** Thomas Jefferson Health District (TJHD) hosting free drive-thru clinics. For information for all TJHD Testing sites go online at: <https://www.vdh.virginia.gov/thomas-jefferson/covid-19-testing-sites/>. QUESTIONS? Call (434) 972-6261.

**ATTENTION VETERANS AND DEPENDENTS:** Do you know your Veterans Benefits? We do! Virginia Department of Veterans Services, <https://www.dvs.virginia.gov> or <https://www.virginiaforveterans.com>. Need Help? Call 1(800) 827-1000, M-F, from 8 a.m. to 9 p.m., Veterans Affairs Benefits and Services. Or phone: (434) 529-6431.





# Annie Gould Gallery

**109 South Main Street  
Gordonsville, VA 22942 • 540-832-6352  
[www.facebook.com/anniegouldgallery](http://www.facebook.com/anniegouldgallery)  
[www.instagram.com/anniegouldgallery](http://www.instagram.com/anniegouldgallery)**