

## Lisa Bleakley

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**From:** Lisa Bleakley  
**Sent:** Monday, March 07, 2016 10:30 AM  
**To:** Irene L. Kilmer  
**Subject:** Southwest Virginia Brand Rollout-NRV Meeting 3/21 3:00pm  
**Attachments:** Southwest Virginia Brand Rollout-NRV Meeting 3/21 3:00pm

The Regional Commission has asked that this meeting information be pushed out from the DMOs through distribution lists. You may recall that our December MTDC meeting occurred at the Draper Mercantile. We heard about the new Southwest Virginia brand at that time. This will be pretty much the same so if you missed it, here's your chance to catch up!

This is a regional brand that **will not** take the place of our new tourism brand in Montgomery County. The intent is to graphically represent the economic development initiatives of The SWVA Cultural Heritage Commission, comprised of 19 Counties and 4 cities within southwest Virginia.

Key initiatives include: *(taken from [myswva.org](http://myswva.org))*

- Branding and marketing Southwest Virginia to the world as a distinct culture and destination
- Developing and sustaining Heartwood: Southwest Virginia's Artisan Gateway
- Developing and maintaining the Southwest Virginia Website integrated with those of The Crooked Road and 'Round The Mountain as the overall storyboard and trip planner for the region, its communities and its assets
- Planning and implementation of downtown revitalization throughout the region to instill a high quality of life within our communities and promote them to the world for a broad spectrum of economic development opportunities

Please share this meeting information with all you believe would be interested. It is important to RSVP as space is limited.

Thanks,

Lisa

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**From:** Lisa Bleakley  
**Sent:** Tuesday, December 01, 2015 4:28 PM  
**To:** B.J. Norris; Barry Helms; Bryan Katz (bkatz@vt.edu); bwilburn@christiansburg.org; Connie Hale; Craig Meadows; Diane Akers; Heather Browning (hbrowning@blacksburg.gov); John Tuttle; Joyce Beliveau ; Krisha Chachra; Marc Verniel; Marie March (Mariemarch78@hotmail.com); Mary Biggs; Matthew Gabriele (gabrielemr@montgomerycountyva.gov); Ray Alcorn (ray@parkrealty.com); Ruth L. Richey; Shaver, Tom; Steve Huppert ; Tom Norman; Trish Cook (trishcook@christiansburgholiday.com)  
**Subject:** December MTDC Meeting- Please reply

Hi all,  
I hope everyone had a great Thanksgiving. We definitely are in the holiday season!

In lieu of our normal meeting this month, you're invited to a presentation, by Arnett Muldrow and Associates, of the branding work they have completed for the Southwest Virginia Cultural and Heritage Commission. **The meeting is on December 17<sup>th</sup> from 10 a.m. to 12 p.m. at the Draper Mercantile 3054 Greenbriar Road, Draper, VA.** The agenda will be sent out closer to the meeting date. Lunch will be provided. Please **RSVP** to me by **December 10<sup>th</sup>** so that I can forward the count to the meeting organizer.

We contribute significantly, to this organization and I believe it will be helpful to you in providing context for some of the activities in which we involve ourselves. I will still provide a Directors Report via email to update you on continuing progress in the tourism program. Please feel free to call or email me with any questions. Thanks again and I look forward to seeing you all soon!

Directions to Draper Mercantile

<https://www.google.com/maps/place/The+Draper+Mercantile+and+Trading+Company/@37.0015883,-80.7443762,17z/data=!3m1!4m2!3m1!1s0x884dfefbfe2afb95:0xa0bfad3da2d63ee5?hl=en>

Thanks!  
Lisa



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