

Become a Tourism Ambassador for YOUR City!

Lynchburg is an exciting, vibrant city offering visitors and residents a wealth of things to see, do and experience. Our city and region host a wide variety of annual festivals, indoor and outdoor concerts, boasts over 20 engaging attractions and museums, are enriched with abundant natural beauty and recreational opportunities, and feature some of the best innovative chefs in Central Virginia.

With so much happening we could use your help! We want to inform and empower members of our community to be knowledgeable and influential tourism ambassadors of our city to assist in welcoming the thousands of visitors who travel here each year.



About the Office of Economic Development & Tourism

The Office of Economic Development & Tourism is a department of the City of Lynchburg, whose purpose is to promote Lynchburg as a great place to visit, stay, move and thrive. We do this by driving economic growth and sustainability through business retention and attraction, implementing new business development initiatives, and marketing the city as a preferred visitor destination for conventions and meetings, sporting events, group tours, and leisure travel. Our office is at 900 Church Street and Lynchburg Visitor Center is at 216 12th Street in Downtown Lynchburg. Learn more at www.lynchburgvirginia.org and www.opportunitylynchburg.com.

Lynchburg Visitor Center
216 12th Street, Downtown Lynchburg
(434) 485-7290



TOURISM AMBASSADOR PROGRAM



About our *I Am Lynchburg.* Tourism Ambassador Program

The Office of Economic Development & Tourism of the City of Lynchburg invites you to participate in our Tourism Ambassador Program. As part of the mission of our *I Am Lynchburg* Campaign, the Tourism Ambassador Program will give you a visitor's perspective and inside knowledge of our City's many tourism products and prepare you as a knowledgeable and welcoming ambassador for our city.

Upon completion of the program's half-day workshop, you will receive an *I Am Lynchburg* Tourism Ambassador certificate and the official symbol of hospitality, the coveted pineapple lapel pin. Plus! You will receive passes to local and regional attractions to continue your first-hand experience of Lynchburg and the region.

- Four Tourism Ambassador Program workshops are offered throughout the year
- Workshops are limited to 25 participants for each
- This program is free and open to the public
- Registration is required at lynchburgvirginia.org/i-am-lynchburg
- Each workshop includes an interactive classroom session and guided bus tour
- Workshops run from 8:00am to 12:30pm Continental Breakfast will be available
- Workshop Location: Lynchburg Visitor Center 216 12th Street, Lynchburg, VA 24504

Cancellations or substitutions must be made at least one week before scheduled workshop. If you do not cancel in advance or attend, a \$15 no show fee will apply.

ABOUT THE *I Am Lynchburg.* CAMPAIGN

PURPOSE: Through tourism marketing and sales efforts and economic development programs, the Office of Economic Development & Tourism supports visitation to the city, increased business investment and talent development. In order for these efforts to be successful we need the assistance of Lynchburg's business leaders and front line citizens as welcoming ambassadors.



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HOW: Through hospitality training and local business support programs, our office is helping service providers and stakeholders become knowledgeable ambassadors for our city, creating a friendly and warm atmosphere for visitors and new residents.

RESULT: *I Am Lynchburg.* programs generate increased visitation and business growth in Lynchburg, producing more revenue for the City to expand services, citizens have a greater potential to participate in the economy, making for a happier and healthier future for the city as a result.

OTHER *I AM LYNCHBURG* CAMPAIGN PROGRAMS:

- Video and photo series highlighting LYH Legacy businesses
- National Economic Development and Tourism industry Week events and initiatives
- LYH Marketing Materials available for Business/ Talent Attraction
- Business Development and Hospitality Training Workshops
- High School Internship Program with LYH Visitor Center and Lynchburg Museum

For more on our *I AM Lynchburg.* program, please visit www.lynchburgvirginia.org/i-am-lynchburg