

# MHC TOURISM COLLABORATIVE

Tuesday, February 24th | 9:00 AM to 1:30 PM

Join tourism small businesses and partner agencies to explore upcoming grant opportunities, foster collaboration, and discuss all things tourism in Martinsville & Henry County!

**New College Institute**  
*Baldwin Building Lecture Hall*

## 9:00 - 10:00 AM: Registration + Networking

## 10:00 - 10:45 AM: Welcome & Updates from VisitMartinsville

- Sarah Hodges, Director of Tourism
- Kelly Rowland, Assistant Director of Tourism
- Beth Marshall, Marketing Manager

## 10:45 - 11:30 AM: Virginia Tourism Corporation: State Tourism Resources & Grants

- Jennifer Kohms, Destination Development Manager

## 11:45 AM - 12:15 PM: BREAK *(Lunch will be provided)*

## 12:15 - 1:15 PM: Virginia Tourism Corporation: Social Media Best Practices & Strategies

- Liza Mickens, Social Media Specialist
- Hannah Armstrong, Creative Brand Manager

## 1:15 - 1:30 PM: Q&A + Closing Remarks



The MHC Tourism Collaborative is sponsored by

