



Loudoun Convention & Visitors Association  
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[VisitLoudoun.org](http://VisitLoudoun.org)

April 16, 2021

Congresswoman Wexton:

Thank you for the opportunity to express our support for the Town of Middleburg's efforts to enhance economic development initiatives through its new Town Hall project. Visit Loudoun is the destination marketing organization for Loudoun County and its incorporated towns. The organization is charged with developing and implementing a comprehensive destination marketing program designed to attract visitors to the region who in turn generate economic, employment taxes for the region. Visit Loudoun also works with the industry to implement a county-wide tourism destination development strategy. Visit Loudoun is committed to the diverse and culturally rich community we serve and to ensuring that Loudoun County is a welcoming destination.

The Town of Middleburg is a key part of the Loudoun County destination, serving as a location of great history, shopping, dining, lodging, and entertainment. Middleburg is the home of the Red Fox Inn, the oldest-continuously operating Inn in America, and the Salamander Resort & Spa, the only destination resort in the Mid-Atlantic to receive the coveted 5-Star award from Forbes Travel Guide.

Tourism and economic development go hand-in-hand, providing broad positive impacts on our community. Small businesses thrive as tourism increases, and tourism increases as businesses grow. We recognize that the Town of Middleburg's current Town Office is not sufficiently positioned to serve the growing needs of the business community.

As such, we fully support the Town's efforts to build a new Town Hall that will enhance economic development opportunities through new meeting spaces, training rooms, seminar spaces, and economic development functions. The Town's Director of Business Development and Community Partnerships plays a key role in the success of Middleburg and southwestern Loudoun County, and we work closely with the Town in a variety of roles. Having adequate public facilities with accessible services is crucial to the future success of the Town of Middleburg.

Thank you for your consideration of the Town's funding request, and we fully support federal funds to be allocated for this project.

Sincerely,

A handwritten signature in black ink, appearing to read "B. Erickson".

Beth Erickson  
President & CEO