



# PRINCE EDWARD COUNTY, VIRGINIA

## MEDIA RELEASE • FOR IMMEDIATE RELEASE

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## Prince Edward County Awarded \$74,800 Grant for Phase II of Wayfinding Signage Program

**Farmville, VA — October 3, 2025** — The Virginia Tobacco Region Revitalization Commission has approved a \$74,800 matching funds grant to support Phase II of Prince Edward County’s comprehensive wayfinding signage program. The project will advance visitor navigation and strengthen the County’s tourism infrastructure by installing eight new vehicular trailblazer signs at four key locations.

The new signage will direct travelers to prominent destinations including Hampden-Sydney College, Sandy River Reservoir, Briery Creek Lake, and The Manor Golf Club. According to the funding request, these enhancements will “improve regional connectivity, enhance the visitor experience, and reinforce Prince Edward County’s identity as a destination for recreation, culture, and economic opportunity.” Chelsey White, Director of Economic Development, Tourism, and Grants for Prince Edward County, emphasized the importance of this investment.

“Wayfinding is a critical part of making sure our visitors can easily access all that Prince Edward County has to offer,” White said. “This grant allows us to take the next step in creating a consistent and user-friendly signage program that highlights our cultural, recreational, and educational assets.”

The County has committed \$74,800 in matching funds to complete the project. In addition, the Virginia Tourism Corporation previously awarded Prince Edward County a \$27,500 grant from American Rescue Plan Act funds, which supported project planning and design. Doug Stanley, County Administrator, expressed gratitude for the Commission’s support and highlighted the long-term benefits.

“We deeply appreciate the Tobacco Commission’s recognition of the importance of tourism to our local economy,” Stanley said. “This project not only improves access to key destinations like The Manor Golf Club and Hampden-Sydney College, but also supports hundreds of local jobs and contributes millions in visitor spending that benefit our residents and businesses.”

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According to the Commission’s staff review, the project is expected to generate 7,000 net new trips and \$3 million in additional visitor spending annually, supporting tourism-related jobs and contributing over \$4 million in local and state tax revenue.

The review also noted that the project is “ready to start once funding is secured,” and that the signage will complement increased visitation expected as part of Virginia’s upcoming 250th anniversary commemorations. Local leaders have also pointed out the practical importance of the signage. Commission member Charles Hite, a 1997 graduate of Longwood University, praised the plan. “The Manor Golf Course wasn’t there when I was a student, but now it’s one of my favorite places to play. It’s a real asset that people may not realize is here,” Hite said. “And while Longwood is very visible in Farmville, Hampden-Sydney is tucked away. Many visitors don’t know about its incredible history, heritage, and beauty. These signs will help change that.”

With Phase II now funded, Prince Edward County is set to expand its wayfinding program and further solidify its role as a gateway to recreation, education, and heritage in Southside Virginia.

### **About Prince Edward County**

Prince Edward County, a dynamic and forward-thinking community, was established in southern Virginia in 1754. Poised for growth and innovation, the community offers a rural, progressive lifestyle, two institutions of higher education and a vibrant arts and cultural scene. Its flourishing downtown is a testament to the community’s deep connection to its past, standing as the crossroads of the closing days of the American Civil War and the birthplace of America’s student-led fight for civil rights in education. Known for its welcoming atmosphere and strong sense of community, Prince Edward County is rapidly becoming a key player in the region’s economic landscape. Find out more: visit the Prince Edward County website or follow Prince Edward County on Facebook @PrinceEdwardCo.



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