



**For Immediate Release
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ORANGE COUNTY ANNOUNCES PROMOTION OF JULIE PERRY TO DIRECTOR OF ECONOMIC DEVELOPMENT AND TOURISM

ORANGE COUNTY, Va. – Orange County is pleased to announce the promotion of Julie Perry from Assistant Director of Economic Development and Tourism to Director, Economic Development and Tourism, effective immediately. Perry joined the team in early 2022 with extensive tourism marketing experience from her tenures with the City of Fredericksburg’s Department of Economic Development and Tourism and the Virginia Tourism Corporation.

Her work related to the Edna Lewis Media Event and Menu Trail programs helped Orange County win state and national awards for excellence, concluding with the recent placement of a Virginia Department of Historic Resources Highway Marker in Lewis’s honor on April 13. The multi-year program secured over 30 media placements in local, state, and national publications on behalf of Lewis and Orange County. Perry has overseen steady growth in tourism awareness and engagement with the Orange Uncovered story telling initiative, the Corks and Caps Craft Beverage Trail, and the Gordonsville Fried Chicken social marketing campaign with the platform Simply Southern. Perry has also been integral in the multi-faceted Enjoy Orange initiative that promotes local businesses and encourages both residents and visitors to shop locally.

Since assuming the Director position in an interim capacity in November 2023, she has refined her skills by becoming a member of the Virginia Economic Developers Association and attending the Virginia Institute for Economic Development. Under her leadership, Orange County saw the ribbon cutting for the MacMillian Publishing expansion, announced VA Brownfield Grant Awards for two property remediation efforts, received a Commonwealth Opportunity Fund Award from the Governor’s Office to incentivize the \$41.2 million expansion of Aerojet Rocketdyne facilities, and put into motion Economic Development Authority (EDA) efforts to improve site-readiness in the Thomas E. Lee Industrial Park.

Perry is excited to begin her new role in earnest, saying “Orange County is a special place – it’s a privilege to lead the Economic Development and Tourism programs here. I am committed that we will continue to be a leader in Tourism Marketing around Virginia, a resource for Small Businesses, a champion of Workforce Development, and an enthusiastic partner in Business Attraction and Recruitment efforts for smart-growth in Orange County. I see this crossroads as an opportunity for Orange to be proactive in bolstering its economy and putting development plans in to action that will have a positive effort for generations to come.”

For more information about starting or expanding a business in Orange County, visit www.thinkorangeva.com. To plan your trip and learn more about the attractions in our area, visit www.visitorangevirginia.com. Those with questions are encouraged to contact the Economic Development and Tourism Office at (540) 672-1238.

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