**Luray – Page County Chamber of Commerce**



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**Embracing Change and Strengthening Member Focus**

**Luray, Page County –** The Luray-Page County Chamber of Commerce has some important updates that will shape the future of our Luray-Page County Chamber of Commerce and its collaborative efforts. The rebranding initiative we shared at our annual banquet reflects a commitment to change. While change can be challenging, we see it as an opportunity for growth and progress in our community. We recognize that change can disrupt our sense of familiarity and comfort, but it also allows us to embrace new possibilities and move towards a stronger, more vibrant future together. Your cooperation, understanding, and active involvement are essential as we navigate upcoming developments with resilience and unity, always prioritizing the interests of our members.

In July 2021, the Page County Board of Supervisors decided to shift tourism marketing responsibilities away from the Luray-Page County Chamber of Commerce and allocate funding to Page County Economic Development and Tourism as the primary tourism organization for Page County.

Following this decision, Page County Economic Development and Tourism funded the Chamber to continue operating the visitor center. However, as of February 2024, Page County Economic Development and Tourism has expressed their intention to take over visitor center operations starting July 1, 2024. This transition signifies that the Chamber will now focus solely on its role as a Chamber of Commerce and will no longer operate the Page County visitor center.

For the past three decades, the Chamber has proudly overseen tourism marketing for Page County, leading to significant achievements in promoting the county's beauty and attractions to visitors worldwide. We extend our sincere gratitude to all members and stakeholders who contributed to these successes. Throughout our time operating the visitor center, we remained committed to our mission of supporting our members and promoting local businesses to visitors. The center has served as a hub for tourists and locals, providing information about the area, activity recommendations, and opportunities to explore our community.

We are deeply grateful to the Page County Board of Supervisors for entrusting us with the operation of the visitor center for the past 30 years. It has been an honor and a privilege, and we cherish the memories and experiences that will remain with us. The Chamber of Commerce office will continue to be located at the Luray train depot, 18 Campbell Street.

With the change, we are deeply saddened by the impact this transition will have on our dedicated staff. Many of them have been invaluable members of the Chamber and Visitor Center team for years, and their unwavering dedication, passion, and expertise have been instrumental in our collective efforts to serve the community. Regina Hilliard will continue to lead the Chamber of Commerce.

Looking ahead, our commitment to our members has never been stronger. With Page County experiencing growth, our Chamber will support our members and community as they navigate this evolving landscape. After thorough analysis of our programs and events, led by our Board of Directors and Chamber President Regina Hilliard, we've being developing a comprehensive strategic plan. This plan, shaped by input from our membership, will outline clear objectives, initiatives, and necessary resources for achieving our shared goals. Emphasizing collaboration, innovation, and unwavering support for local businesses and economic development, this plan will guide this new chapter.

Our organization, deeply rooted in the local community since 1926, will undergo this transition guided by core values, aiming to clarify our identity and purpose. The Luray-Page County Chamber of Commerce has been built by generations of local business owners with a collective interest in community success, providing vital resources to both new and established businesses. As a member of our chamber, you recognize the importance of a thriving business community, and we're dedicated to strengthening our organization to better serve you. Alongside the development of our strategic plan, we’ve introduced a new mission statement, vision statement, and core values that will underpin our future endeavors. Our Board of Directors and staff are committed to delivering programs, services, and information to support your business endeavors.

If you have any questions about this change, please call 540-743-3915 or email [gina.hilliard@luraypage.com](mailto:gina.hilliard@luraypage.com). Thank you for your continued support and involvement. Together, we will navigate this transition and emerge stronger, fostering a thriving business environment for all.