Partnership Marketing

- Product Development
- Strategic Planning
- Business Assistance
- Workshops
- Drive Tourism
- Marketing Leverage Fund/Grant
Agritourism

Partnerships and Networking
Objectives

• To Form New Relationships
• Develop New Partnerships
• Solve some problems have a network to help
• Develop New Opportunities for your Business
Basic Skills of Networking

• Smile
• Shaking hands
• Introducing yourself
• Exchange Business Cards
• Look the other person in the eye
• Place your name tag on the right.
• Listening to HEAR not to Respond
Commonalities

Finding links that you have with others and building on them
Working together as partners is just like any relationship. Look for partners that can fill gaps and weaknesses for each other. The Partnership is like any relationship there will need to be compromise.
Partnerships

Working with other businesses to increase your bottom line and grow your business
Virginia Welcome Centers/Direct Personal Selling
Food and Beverage Expo 2018

Virginia Food and Beverage Expo Showcases Products from 130 Virginia Producers

More than 1200 Pre-registered Buyers, 53 New Product Entries
Trails

Thematic/Recreational

- Artisan Trails
- Music Trails
- Oyster Trails
- Multi-use Trails
- Blueway Trails
Strategies/SOL’S/Farm Tour

  
  • Life Processes
  
  • 1.4 The student will investigate and understand that plants have life needs and functional parts and can be classified according to certain characteristics. Key concepts include
  
  • a) needs (food, air, water, light, and a place to grow);
  
  • b) parts (seeds, roots, stems, leaves, blossoms, fruits); and
  
  • c) characteristics (edible/nonedible, flowering/nonflowering, evergreen/deciduous).

  • 1.5 The student will investigate and understand that animals, including people, have life needs and specific physical characteristics and can be classified according to certain characteristics. Key concepts include
  
  • a) life needs (air, food, water, and a suitable place to live);
  
  • b) physical characteristics (body coverings, body shape, appendages, and methods of movement); and
  
  • c) other characteristics (wild/tame, water homes/land homes).
Partnership Opportunities

- Community Partnerships-Chambers, schools, hospitals, Scouts, churches, etc
- Strategic Partnerships-like businesses, Complimentary businesses, Regional Partners, Statewide Partners
- Team with competitors to create associations for marketing
Strategic Partnerships

Working with like and complimentary businesses to increase your bottom line and grow your business
Strategic Partnerships

Examples:
• Other producers
• Tourism offices
• Chambers
• Doggy Day Care/Boarding
• Photographers
• Trucking companies
• Farmer’s Markets
• B&B’s
• Caterers, Restaurants, Food Trucks
Stay at Choice Hotels.
Save at the pump.

Select Fuel Rewards® savings as Your Extra and earn 20¢/gal per qualifying stay.
Strategic Partnerships
Botetourt Agritourism Trail
Wine Trail

Agritourism
Throughout most of its existence, Botetourt County has been primarily agricultural. During its settlement in the mid-eighteenth century, most of the early immigrants acquired small farms where they engaged in subsistence agriculture. They raised a wide variety of crops for their own use such as corn, wheat, rice, oats, barley, and less, as well as smaller amounts of tobacco. The area was also well suited for livestock and farmers raised hogs, cattle, hogs, and sheep. Many barns in Botetourt began growing large orchards of peaches and apples by the 1870s and during the 1880s.

Today, Botetourt County continues to rank in the Top Ten Counties for apple production in the State of Virginia. In addition to the agricultural business, there is the production of grapes with several wineries opening up in the last year. These wineries, along with area orchards have opened their doors to visitors to experience the fruits of their labor.

The Wine Trail of Botetourt County
On the Botetourt Wine Trail you will find symmetrical rows of hidden vineyards that frame the landscape with a changing palette of white and reds. Our wineries welcome visitors for tours, tastings, and hospitality with a variety of special events that take place on many weekends throughout the season.
Strategic Partnerships

Carol Lee Donuts

ROUTE 8 DONUTS
IDEAS
Networking

Attending meetings and Organizations whose members are interested in a particular topic or product
Name some Opportunities

• List Networking opportunities in your area or your business
• List some new ideas for networking
# Food Festival/Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Name</th>
<th>Location</th>
<th>Contact Info</th>
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</thead>
<tbody>
<tr>
<td>May 16, 2009</td>
<td>8th Century Spring Market Fair</td>
<td>Claude Moore Colonial Farm, McLean</td>
<td>703-442-7557</td>
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<tr>
<td>June 5, 2009</td>
<td>Ashland Strawberry Faire</td>
<td>Randolph-Macon College</td>
<td>804-798-8289</td>
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<td>June 6-8, 2009</td>
<td>Strawberry Ashland U Pick Festival</td>
<td>Great Country Farms</td>
<td>818-716-3408</td>
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<tr>
<td>June 6-7</td>
<td>Ugly Festival</td>
<td>Town Point Park, Norfolk</td>
<td>757-441-2344</td>
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<tr>
<td>July 3-5, 2009</td>
<td>Annual Norfolk Harborfest</td>
<td>Town Point Park, Norfolk</td>
<td>757-441-2344</td>
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<tr>
<td>July 10-12, 2009</td>
<td>South Africa Food &amp; Wine Festival</td>
<td>Great Country Farms</td>
<td>804-439-8884</td>
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<td>July 19-12</td>
<td>Ice Cream Festival</td>
<td>Williamsburg</td>
<td>804-439-8884</td>
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<td>July 18-19</td>
<td>Pork, Peanut &amp; Dixie Festival</td>
<td>Chippokes Plantation State Park, Surry</td>
<td>718-237-2378</td>
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<td>June 13, 2009</td>
<td>Virginia Bar Festival</td>
<td>Emporia</td>
<td>804-825-7575</td>
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<td>July 16-19, 2009</td>
<td>8th Century Summer Market Fair</td>
<td>Claude Moore Colonial Farm, McLean</td>
<td>703-442-7557</td>
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<td>July 24, 2009</td>
<td>Virginia Caskapalooza Festival</td>
<td>Norfolk County Fairgrounds, Tazewell</td>
<td>804-237-2378</td>
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<td>July 25-26, 2009</td>
<td>Blackberry Jamboree</td>
<td>Great Country Farms, Bluemont, VA</td>
<td>540-554-2073</td>
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<td>July 31-August 2, 2009</td>
<td>29th Annual SMT Stray Beagles and Cajun Food Festival</td>
<td>Town Point Park, Norfolk</td>
<td>757-441-2346</td>
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<tr>
<td>July 31-August 2, 2009</td>
<td>29th Annual SMT Stray Beagles and Cajun Food Festival</td>
<td>Town Point Park, Norfolk</td>
<td>757-441-2346</td>
</tr>
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</table>
2018 Virginia Agritourism Conference

AGENDA

Wednesday, March 21, 2018

9:30 AM  |  9:30 AM
Conference Welcome – Dream to Reality: The Panel of Our Farms
Anthony Marchetti, Rappahannock Oysters
Coley Jones Drinkwater, Richland Dairy
Moderated by Chris Cook, Virginia Farm Bureau

10:45 AM  |  10:45 AM
Networking Break

11:00 AM  |  11:00 AM
Business Development, Planning, and Marketing
Alex White, Ph.D., Virginia Tech
Resources

State Agencies-VTC, VCE, VDACS
Business Assistance(EVA, SWAM)
Local Tourism Offices
Groups and Organizations
Social Media
Exercise

Develop a plan for Partnering and Networking to drop in your marketing plan

• Count off by 5
• Introduce yourself to each other
• Discuss partnering, strategic partnering, and networking opportunities
• Write a plan of how you can all work together; example a coop marketing opportunity, develop a trail to visit, grant opportunity, etc.
Next Steps

- Keep in touch
- Bring others to the Networking functions
- Make introductions that will help each other
- Keep working together
Contact Info

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Tourism Development Specialist
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