

VIRGINIA IS FOR LOVERS[®]

Virginia Tourism Corporation

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

Relationships

- 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 or agencies to increase your bottom line and grow your business

Partnerships: Virginia Welcome Centers



Partnerships with Schools Strategies/SOL'S/Farm Tour

http://www.doe.virginia.gov/testing/sol/standards_docs/science/2018/index.shtml

Standards of Learning Documents for Science – Adopted 2018

Course	Standards of Learning	Curriculum Framework
All Science	Word	Word
Kindergarten	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Grade 1	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Grade 2	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Grade 3	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Grade 4	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Grade 5	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Grade 6	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Life Science	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Physical Science	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF
Earth Science	<ul style="list-style-type: none">WordPDF	<ul style="list-style-type: none">WordPDF

SOL & Common Core Standards
Integrating SOL & Technology (PDF)

CONTACT US
The pages for Standards of Learning & Testing are managed by several divisions and offices. See [Staff Contacts](#).

Partnership Opportunities

- **Community Partnerships-**

- State Agencies: VTC, VDACS, VCE
- Tourism offices Local/Regional
- Other Agribusinesses in the region
- Farmer's Markets
- Businesses in the area
- Attractions in the area
- Chambers,
- schools,
- hospitals,
- Scouts,
- churches,

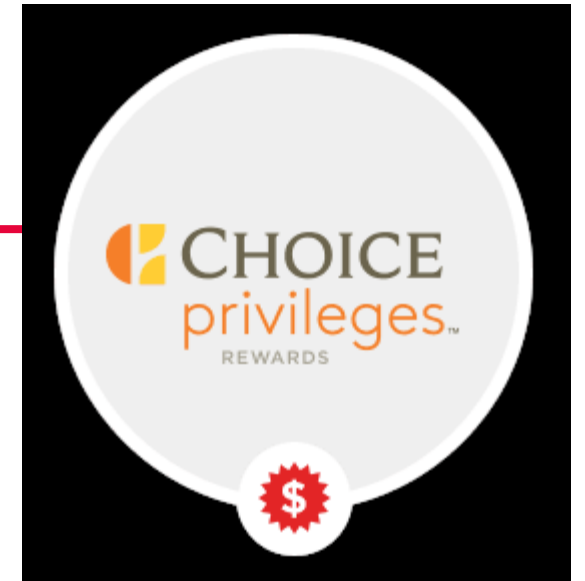
Strategic Partnerships

- Strategic Partnership is an agreed upon collaboration between businesses with a common goal or mission
- Working with like and complimentary businesses to increase your bottom line and grow your business

Strategic Partnerships

Stay at Choice Hotels.

Save at the pump.



Select Fuel Rewards® savings as Your Extra and earn 20¢/gal per qualifying stay.

Doggy Day Care and Boarding and Farm Stay



Strategic Partnerships



Botetourt Agritourism Trail Wine Trail



Strategic Partnerships

CAROL LEE DONUTS



ROUTE 8 DONUTS



Strategic Partnerships

Examples:

- Other producers
- Tourism offices; state, local, regional
- Chambers
- Doggy Day Care/Boarding
- Photographers
- Trucking companies
- Farmer's Markets
- B&B's
- Caterers, Restaurants, Food Trucks

Networking

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

Attend Conferences

Agritourism Conferences

Partnership/Networking VA Food and Beverage Expo 2021



VENDOR REGISTRATION

Event Date:

Wednesday, March 21, 2018

10am – 4pm

Event Location:

Greater Richmond Convention Center:

Hall D

403 N. Third Street, Richmond, VA 23219

Of Note:

Best New Product Awards presentation
at 11 a.m.

Not open to the public.

No one under 18 will be admitted.

BEST NEW

FOOD FESTIVALS/EVENTS

May 16-17, 2009 18th Century Spring Market Fair Claude Moore Colonial Farm, McLean Contact: 703.442.7557	
JUNE	
June 6, 2009 Ashland Strawberry Faire Randolph Macon College Contact: Mary Claire Coster 804.798.8289 E-mail: mccoster@comcast.net	June 10, 2009 Virginia Pork Festival Emporia Contact: Virginia Pork Festival 800.482.7675 E-mail: info@vaporkfestival.com
June 6 & 8, 2009 Strawberry Jubilee U-pick Festival Great Country Farms 18780 Foggy Bottom Road Bluemont, VA 20135 540.554.2073	June 13 Texas Festival Kenston Forest, Blackstone Contact: Kenston Forest School 434.292.7218
June 6-7 Dairy Festival June 9th -10:00 AM - 4:00 PM June 10th -1:00 PM - 4:00 PM 5225 Catlett Road Midland, VA 22728 540.439.4806, FAX: 540.439.1437 E-mail: info@cow-s-n-com.com	
JULY	
July 3-5, 2009 Annual Norfolk Harborfest Town Point Park, Norfolk Contact: Norfolk Festevents 757.441.2345 E-mail: festeventsva.org	July 18-19, 2009 18th Century Summer Market Fair Claude Moore Colonial Farm, McLean Contact: 703.442.7557
July 4, 2009 Marker Miller Orchards - Opening Festival 3035 Cedar Creek Grade Winchester, VA 540.662.1980	July 24, 2009 Virginia Cantaloupe Festival Halifax County Fairgrounds, Turbeville Contact: Halifax County Chamber 1.888.458.1003; 434.572.3085 E-mail: info@halifaxchamber.net
July 10-12, 2009 South African Food & Wine Festival Greenhaven Winery Gum Spring, VA 804.556.3917 E-mail: max@grayhavenwinery.com	July 25 - 26, 2009 Blackberry Bonanza Great Country Farms, Bluemont, VA Contact: 540.554.2073 E-mail: farmer@greatcountryfarms.com
July 11-12 Ice Cream Festival 5225 Catlett Road Midland, VA 22728 540.439.4806, FAX: 540.439.1437 E-mail: info@cow-s-n-com.com	July 31-August 2, 2009 20th Annual AT&T Bayou Boogaloo and Cajun Food Festival Town Point Park, Norfolk Contact: Norfolk Festevents 757.441.2345 E-mail: festeventsva.org
July 18-19 Pork, Peanut & Pine Festival Chippokes Plantation State Park, Surry Contact: Danette McAdoo Poole 757.294.3625 E-mail: info@chippokesstatepark.com	

Trails

Thematic/Recreational

- Salty Southern Route
- Brunswick Stew Route
- Artisan Trails
- Music Trails
- Oyster Trails
- Multi-use Trails
- Blueway Trails

Partnerships for Coop Advertising

Resources

State Agencies-VTC, www.Virginia.org;
www.vatc.org

VCE, VDACS

Business Assistance(EVA, SWAM)

Local Tourism Offices

Groups and Organizations

Social Media

Next Steps

- Identify Partners and Networking Opportunities
- 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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