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
Partnership Marketing

- Product Development
- Strategic Planning
- Business Assistance
- Workshops
- Drive Tourism
- Marketing Leverage Fund/Grant
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 or agencies to increase your bottom line and grow your business
Partnerships:
Virginia Welcome Centers
Partnerships with Schools
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 -
  • Tourism offices
  • Other Agribusinesses in the region
  • Businesses in the area
  • Attractions in the area
  • Chambers,
  • schools,
  • hospitals,
  • Scouts,
  • churches,
Strategic Partnerships

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.
Strategic Partnerships
Botetourt Agritourism Trail
Wine Trail

Agricultural Tourism

Throughout most of its existence, Botetourt County has been primarily agricultural, owing 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 legumes, as well as small amounts of tobacco. The area was also well suited for livestock and farmers raised horses, cattle, hogs, and sheep. Many farmers in Botetourt began growing small orchards of peaches and apples by the 1870s and during the 1880s, Botetourt County's Agricultural Heritage - Past and Present.

Today, Botetourt County continues to rank in the Top Ten Counties for apple production in the state of Virginia. In addition to the agricultural backbone of the production of grapes which several wineries opening up in the last year. Those wineries, along with apple 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 find78 saree rows of grapevines that frame the landscape with a charming points of interest and colors. Our vineyards 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
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
Strategic Partnerships

Examples:

• Tourism offices
• 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
Partnership/Networking
VA Food and Beverage Expo 2018

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.
Agritourism in Virginia's New Economy

Great Wolf Lodge, Williamsburg VA
March 21–22, 2018
Name some Opportunities

• List Networking opportunities in your area or your business
• List some new ideas for networking
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<tr>
<th>Date</th>
<th>Event Name</th>
<th>City</th>
<th>Contact Information</th>
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<td>May 15-17</td>
<td>100th Century Spring Market Fair</td>
<td>Chula Vista</td>
<td>(619) 424 7297</td>
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<td>June 6</td>
<td>Allendale Strawberry Festival</td>
<td>Allendale</td>
<td>(541) 796 8669</td>
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<td>Whitehall Strawberry Festival</td>
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Trails

Thematic/Recreational

- Artisan Trails
- Music Trails
- Oyster Trails
- Multi-use Trails
- Blueway Trails
Resources

VCE, VDACS
Business Assistance(EVA, SWAM)
Locally-Judy Winslow, Theresa Earles, Pat Bernshausen, Lauren Villarreal
Groups and Organizations
Social Media
Next Steps

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

Sandra Tanner, TMP
Virginia Tourism Corporation
Tourism Development Specialist
stanner@virginia.org