

**VIRGINIA IS FOR LOVERS<sup>®</sup>**

**Virginia Tourism Corporation**

# Agritourism

## **Partnerships and Networking**

# Objectives

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- To Form New Relationships
- Develop New Partnerships
- Solve some problems have a network to help
- Develop New Opportunities for your Business

# Partnership Marketing

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

# Basic Skills of Networking

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- 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

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Finding links that you have with others and building on them

# Relationships

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- 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

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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://pen6.pen.k12.va.us/VDOE/Superintendent/Sols/home.shtml>
- 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**

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

# Strategic Partnerships

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Stay at Choice Hotels.  
Save at the pump.



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

# Strategic Partnerships

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# Botetourt Agritourism Trail Wine Trail



# Strategic Partnerships

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**CAROL LEE DONUTS**



**ROUTE 8 DONUTS**





IDEAS



# Strategic Partnerships

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## 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

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Examples:

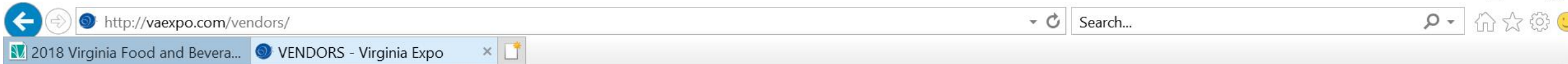
- Tourism offices
- Chambers
- Doggy Day Care/Boarding
- Photographers
- Trucking companies
- Farmer's Markets
- B&B's
- Caterers, Restaurants, Food Trucks

# Networking

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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.



# 2018 Virginia Agritourism Conference

[Home](#)[Register](#)[Agenda](#)[Hotel Information](#)[Farm Tour Information](#)[Sponsorship Information](#)[Sponsors](#)

## Agritourism in Virginia's New Economy

Great Wolf Lodge, Williamsburg VA

March 21– 22, 2018



# Name some Opportunities

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- List Networking opportunities in your area or your business
- List some new ideas for networking

# FOOD FESTIVALS/EVENTS

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



# Trails

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## Thematic/Recreational

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

Partnerships for Coop Advertising

# Resources

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State Agencies-VTC, [www.Virginia.org](http://www.Virginia.org);  
[www.vatc.org](http://www.vatc.org)

VCE, VDACS

Business Assistance(EVA, SWAM)

Locally-Judy Winslow, Theresa Earles,

Pat Bernshausen, Lauren Villarreal

Groups and Organizations

Social Media

# Next Steps

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- 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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**Sandra Tanner, TMP**  
**Virginia Tourism Corporation**  
**Tourism Development Specialist**  
**[stanner@virginia.org](mailto:stanner@virginia.org)**