

2022

ANNUAL REPORT



SMITHFIELD & ISLE OF WIGHT TOURISM



HIGHLIGHTS



TRAVEL WRITERS, BLOGGERS, INFLUENCERS, and TV and FILM PRODUCTIONS hosted throughout the year:

Virginia Living and Southern Lady
 "Virginia is for Adventurers" Scavenger Hunt
 Cultivate, Virginia Farm Bureau Magazine
 Virginia Tourism Corporation, social media team
 Britalians TV - Humans of the World
 Destination Virginia
 Amber Miller, social media influencer

VISITOR CENTER moved from COVID hours and protocols to regular hours and protocols.

SMITHFIELD FARMERS MARKET celebrated its 20th year!
 Total Sales: \$459,500. 78 Vendors/32 Markets (3 rain- outs);
 24,000-40,000 attendees; 5% or \$15 weekly fee; Farm/
 Vendor Visits; Meet the Vendor; Food Access Grant; Vendor
 Appreciation Event; "Award" winning; Several Specialty Markets
 and new partnerships/initiatives (Angel Tree; raised funds for
 the Isle of Wight Animal Services/Bee Research & Preservation;
 Veterans Day discounts); Carrollton Midday Market put on hold;
 successful Carrollton Christmas Market.

GMODS (Genuine Merchants of Downtown Smithfield)
 Seven annual promotions (Scarecrow Stroll, Witches Night Out,
 Elves Night Out, Galentine's Night Out, April Fools Night Out ,
 Cinco de Mamas Night Out) plus Shop Talk and Let's Dish
 Facebook Live video promotions.

SALTY SOUTHERN ROUTE social media posts and ads continue.

SVAE (Smithfield VA Events), Three annual boutique events at
 Windsor Castle Park, continued partnership/board affiliations.

THE GRANGE @10 MAIN

Worked throughout the year with Luter Team on this project to
 include a public market, greenspace & boutique hotel).
 Farmer's Market Task Force formed with County Board of
 Supervisors and Smithfield Town Council members. Smaller
 group of staff (& Randy Pack) appointed to generate plan to
 present to project's Task Force.

VADMO (Virginia Association of DMO's)
 Association resuscitated after COVID. Organized Spring Meet-
 Up planning, board meetings and retreats, experiential
 meeting in Blacksburg.

CVTA (Coastal Virginia Tourism Alliance)
 Continued membership. Participation in ARPA grant for the
 organization RFP for CVTA marketing initiatives for 2023.

VA250 COMMISSION formed and organized

VA-1 STATE CONFERENCE

Director was Professional Development Chair for 2022
 Conference in Norfolk with over 500 attendees.

GROUPS & GUIDED TOURS

New Tour Program established with standing dates of second
 Saturdays of the month, April through October.

SPECIAL EVENTS hosted 9 special events, 6 promotional events,
 and supported 3 SVAE events, plus events for the 1750
 Courthouse, Smithfield High School Homecoming Parade,
 Darden's 70th Anniversary, the Isle of Wight County Fair, and
 Downtown Smithfield's Ham-o-Ween. The Special Event
 Coordinator took over the two Vintage Markets this year.

WHERE THE LOCAL'S GO weekly e-newsletter continues to
 over 9,000 subscribers.

MAIN STREET MERCHANT MEETING Held successful meeting
 regarding future policies and procedures for street closure
 during Special Events

SMITHFIELD SUMMER CONCERT SERIES Staff serves as liaison
 for 2022 and going forward

TOURISM MONTH BREAKFAST CELEBRATION

Hospitality Heroes, Hambassador and Community Ambassadors
 recognized at Breakfast held in AUGUST 2022. 70 attendees

HAMBASSADOR PROGRAM

Program revamped and rolled out (23 candidates)

WAYFINDING SIGNAGE PROJECT for downtown completed

GOVERNOR'S SUMMIT ON RURAL PROSPERITY

Held in Smithfield in October. Director was featured on panel.

BASE CAMP VIRTUAL CONFERENCE for Trails, Agritourism,
 Downtowns, and Farmers Markets on Dec. 6 and 7. Salty
 Southern Route Board Members were featured speakers.

JOINT PRESENTATION TO THE ISLE OF WIGHT SUPERVISORS

Tourism, Economic Development and the Chamber of
 Commerce presented in August highlighting different missions.

"BEHIND THESE WALLS" VIDEO SERIES

Isle of Wight Museum Program, promoted downtown videos

Grants Received

\$50,000	American Rescue Plan Act (ARPA)
\$20,000	Virginia Tourism Corporation (VTC) "Town & Country" Grant
\$10,000	Virginia Tourism Corporation (VTC) "Check In & Check Us Out" Wedding Grant
\$10,000	VTC Drive 2.0 "Main Street Square" Grant (plus Town ARPA contribution of \$15,000)
\$20,000	VTC Drive 2.0 OUTDOOR Grant for Nike Park Bike Park
\$5,000	Food Access Grant for the Farmers Market
\$5,000+	VTC Social Media Reimbursement Program

MARKETING

SPIRITS GUIDE 2022

Genuine Smithfield, known for its hams and peanuts, has something to please the most discerning palate. You won't go thirsty either with plenty of folks serving up local craft spirits. And don't forget dessert!

CRAFT BREWERIES



Red Point Taproom
803 South Church Street, Smithfield
757.542.4393
Locally owned and operated, in a 1920's renovated building and featuring local "757" beers on tap, local spirits and food from local farms. Reservations recommended, limited seating available.



Wharf Hill Brewing Co.
25 Main Street, Downtown Smithfield, 757.357.1100
Open for lunch, dinner and drinks with over 20 types of beer flowing from taps, ciders and bottles. Housed in a lovingly-restored 1906 building, Wharf Hill Brew Co. serves up tasty, fresh food in a friendly, informal atmosphere.

LOCAL WINERIES



Smithfield Winery
117 North Church Street, Downtown Smithfield, 757.869.9078
This beautiful space offers a site for weddings, engagements, photo shoots, music videos, promotional stagings, parties, and meetings! Private reservation only tasting. Email: SmithfieldWinery@gmail.com



Summer Wind Vineyard & Tasting Room
71 Eagle Nest Lane, 757.676.5945
Tastings are in the form of wine flights, character style menu, indoor and outdoor seating, specialty wine and cocktails. Sangria served on weekends (seasonal) available for weddings and special events.

GenuineSmithfieldVA.com 757.357.5182

LODGING OPTIONS 2022

Smithfield & Isle of Wight County, VA

Genuine Smithfield is the perfect place to lay your head for a stress-free weekend getaway. A good night's sleep at one of our fine lodgings will ensure you're relaxed and ready to explore our charming town and rural setting.



Smithfield Station
409 South Church Street
Downtown Smithfield
757.357.7700
The Station includes a waterfront bar, restaurant, marina and conference center. Ideally located on the Pagan River, the 44-room accommodations, 18X Bar (bar at their award-winning restaurant, shopping plus a fully-equipped marina and outdoor seasonal pool.



The Smithfield Inn
112 Main Street
Downtown Smithfield
757.357.1292
Travelers have made their way to the Smithfield Inn since it was built in 1752, including (legend has it) George Washington. This gorgeous with private baths and all the expected modern conveniences. The seaside restaurant offers traditional Southern fare in formal and informal settings. Bar onsite.



Mansion on Main B&B
36 Main Street
Downtown Smithfield
757.357.0026
The Mansion on Main is an iconic structure located in the heart of downtown Smithfield. It houses a charming Bed and Breakfast so visitors can get a taste of the Victorian elegance of this historic structure built in 1889. Enjoy home cooked breakfasts and stroll next door to the Mansion's Art Gallery and Antique Shop.

GenuineSmithfieldVA.com 757.357.5182

DIGITAL ADS & WEBSITE

Update GenuineSmithfieldVA.com website

Update and maintain the Salty Southern Route website

Update and maintain the Christmas in Smithfield website

12 months of Search Engine Optimization

for GenuineSmithfieldVA.com website

Adding Google business listing link to business webpages on GenuineSmithfieldVA.com

COVA Scene email and Social Media for:

Vintage Markets, Arts Fest, Autumn Art Show, Holiday

Open House Weekend, Mistletoe Marketplace

Super-targeted digital ads in March for Wanderlove Grant

Social media posts shared on Coastal Virginia Tourism

Alliance (CVTA) Facebook page

Wedding Guide listed and digital ads

VIDEOS PRODUCED IN-HOUSE & PROMOTED

1+ videos for all events

Drone Footage

3 "Check in and Check us out" for Grant

6 "Town and Country" for Grant

Small Business Saturday

12 Restaurant Week

2021 Annual Report

2022 Holiday Card

"Behind these Walls" Downtown

Farmers Market - general and 7 Specialty Markets

Story Walk and "Virginia is for Adventurers" Scavenger Hunt

Visit the Farms of Isle of Wight County

Windsor Castle Park - general and Outfitters

4 Guided Tour videos

Videos for all 7 Gmod promotions

13 Let's Dish and Shop Talk

Hospitality Heroes & Hambassador

Holiday Events & Halloween Events

Weddings & Weekend Getaway

"In Your Own Backyard"

Spirits of Smithfield and Isle of Wight

Shopping in Smithfield and Isle of Wight

PRINT PUBLICATIONS

Williamsburg Magazine

Virginia Living

Wedding Section ad and regular run of magazine

Smithfield Times, Ads for: Restaurant Week

Smithfield Times Slice Magazine, 4 issues

Smithfield Times Newcomers Guide

Smithfield Times Fair Tab

Tidewater Family Magazine

Wedding Guide Magazine

2022 Virginia Travel Guide

Full page ad with 6 partners

Town Newsletter

COLLATERAL/SIGNAGE

Downtown Way-finding Signage Project

Maps at Luter Family Sports Center

Updated outdoor maps at Public Restroom and Post Office

New Bridal Rack Card

2021 Annual Report

Salty Southern Route Parade Banner

"Behind These Walls"

printed insert for Walking Tour brochure

Revised Farm Directory brochure (and webpage)

Revised Food & Drink rack card

New Lodgers rack card

New "Spirits Trail" card (and webpage)

QR Code poster and photo release poster

to be displayed during events

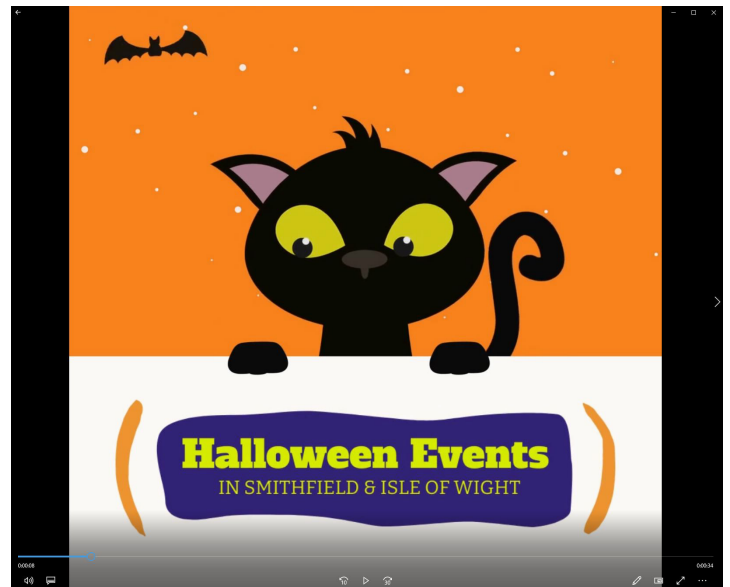
2022 Walking Tour Brochures

2022 Rack Brochures

Car magnets for blitzes, etc.

Seven Event Banners

Farmers Market calendar poster



DIGITAL REPORT

Social Media & Website

GENUINESMITHFIELDVA.COM

January 1, 2022 through January 1, 2023
125K sessions, 101K users, 211,420 page views

FACEBOOK

As of January, 2023
Page Likes: 16,177, Followers: 17,270

TWITTER

As of January, 2023
679 Followers

INSTAGRAM

As of January, 2023
2,338 Total Lifetime Posts
2,524 Followers

YOUTUBE

As of January, 2023
230 videos active

PINTEREST

As of January, 2023
32.39K Impressions, 982 Engagements

EMAIL MARKETING

Total number of subscribers (as of Dec. 2022): 9,764

"Where the Locals Go": 52 Emails

Other programs and events: 44 Emails

Total Emails Sent: 703,454

Total Emails Opened: 222,347

Total Open Rate: 32%

(Industry Standard same time period: -9%)

Total Clicks: 4,531

Total Click Rate: 1%

(Industry Standard same time period: 0%)

839 new email addresses added from AttendStar ticket website for Vintage Market ticket sales

676 new email addresses added from the Isle of Wight Museum list

MISCELLANEOUS DIGITAL MARKETING

New images and videos added to GenuineSmithfieldVA.com, including drone video on homepage

Guided Tour Weekend, Trio of Tours and

TourTalk programs launched online

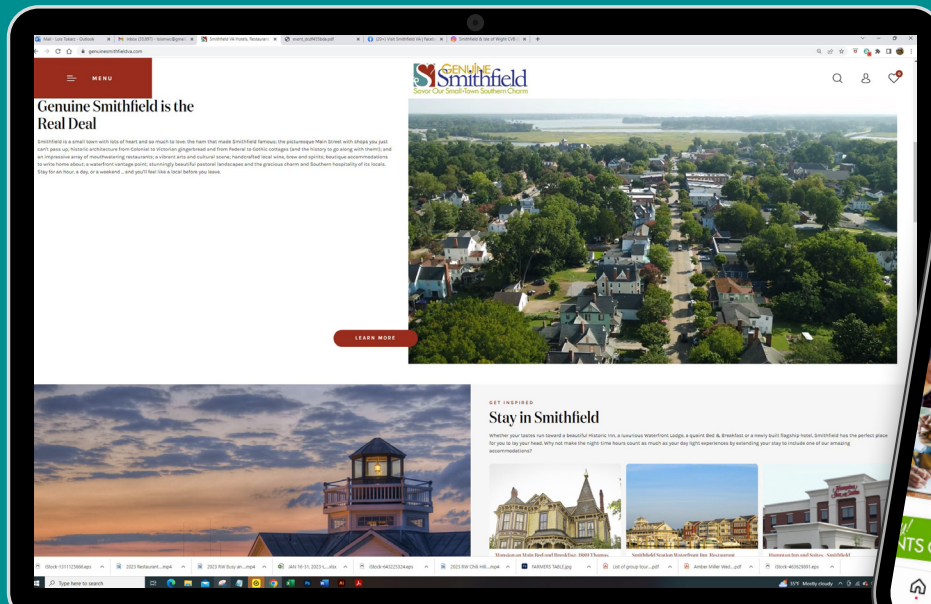
Stories on GenuineSmithfieldva.com:

Visit the Farms, Weekend Getaway, Bridal Grant Concept,

Town & Country Grant Concept, Wanderlove Grant

Concept, Behind These Walls – Downtown Smithfield,

Outfitters at Windsor Castle Park



SPECIAL EVENTS

JANUARY

SVAE's BOB FEST (*canceled due to Covid*)
Restaurant Week, 14 participants

FEBRUARY

Restaurant Week continued from January.

MARCH

St. Patrick's Parade (*canceled*)

APRIL

SVAE's Smithfield Wine & Brew Fest, 3600 attendees
SVAE's Wine Dinner, 30 attendees

MAY

Vintage Market at Fairgrounds, 4000 on-line tickets sold
Smithfield Art Festival, inaugural event, 3000 attendees

JUNE

June Summer Story Walk, 105 participants

JULY & AUGUST

Summer Story Walk, 86 participants
"Virginia is for Adventurers" Scavenger Hunt

SEPTEMBER

Isle of Wight County Fair, 30,000+ attendees
Downtown Vintage Market, 8,000+ attendees

OCTOBER

Bacon, Bourbon Music Fest (*canceled due to hurricane*)
Ham-o-Ween Safe Trick or Treat, 2,000+ attendees
Hog Jog, Souper Saturday, Court Day
Autumn Art Show, 500 attendees

NOVEMBER

Holiday Open House Weekend, 2,000+
Carrollton Christmas Market, 1,500+ attendees

DECEMBER

Tree Lighting on Main, 400+ attendees
Christmas in Smithfield, planned by 1750 Courthouse as
Colonial Christmas in Smithfield (*canceled*)
Christmas Mistletoe Market, 8,000 attendees
Smithfield Christmas Parade, 7,000 attendees
Light Up Hayden's Lane, provided by volunteer Sandy Cleary

WHERE THE LOCALS GO

Weekly email lists Tourism events and online programs, the
Farmer's Market, Museum and community events

PICKER'S MARKETS

Held in April through November, averaged 8 vendors per
market and about 250+ attendees per market



Gmod Events

(Genuine Merchants of Downtown Smithfield)

SHOPTALK 3 FOR 3 and **SHOPTALK LET'S DISH**
featured 12 merchants on Facebook Live and edited
promotional videos in-house to use on social media

GALENTINE NIGHT OUT

SCARECROW STROLL

600 attendees voted for best scarecrow

WITCHES NIGHT OUT

ELVES NIGHT OUT

APRIL FOOL'S NIGHT OUT (*canceled due to weather*)

CINCO DE MAMA'S NIGHT OUT



FARMERS MARKETS

Smithfield Farmers Market

20TH ANNIVERSARY

The 2022 market season began on March 19 as the market celebrated its 20th Season on Opening Day

NUMBER OF MARKETS

35 (3 canceled due to the weather)

NUMBER OF ATTENDEES

24,000 - 40,000 for the season (600 - 1200 per market)

NUMBER OF VENDORS

35 - 40 average per week

78 Vendors revolved throughout the 32 markets

PROMOTIONS

Promoted the market on social media, newspaper articles, community calendars, signage, and Slice Magazine and weekly "Where the Locals Go" e-newsletter

COORDINATED

Weekly musicians or bands at each market

Sponsor's market appearances and media advertising

Participating non-profit vendors as a community service

12 SPECIALTY MARKETS

4th of July, raised \$424 for Isle of Wight Animal Services
National Bee Day, raised almost \$100

for Bee Research & Preservation

Veterans Day, market vendors offered military discounts

Holiday markets, collaborated with Isle of Wight Social Services to have an angel tree. 25 Children given gifts.

AWARDS

Voted "5th best in Virginia" by the Farmers Market Coalition with American Farmland Trust

Voted in the "Top 100 Best Farmers Market in America" for the Farmers Market Coalition with American Farmland Trust

Won "Best Local Event," and the Silver Award in the Farmers Market category of the 2022 Coastal Virginia Magazine's Readers' Choice Awards

ANNUAL VENDOR APPRECIATION EVENT

Maintained community interaction and Vendor and Sponsor recognition with this annual event held in June for market vendors and sponsors.



FARM VISITS

Visited over 8 vendors April through June. Created videos and images for use on social media and on the Farmers Market website. Started working on a farmers market blog where the vendors are featured as they are visited.

\$5,000 FOOD ACCESS GRANT

Provided by an anonymous benefactor for the purpose of purchasing fresh produce from local farm vendors and providing the food to the Christian Outreach Program, the local area food bank. The funds were also used to buy starter plants for the NAACP Community Garden. Grant funds covered the hours of the market personnel and costs incurred by the farm vendors.

Carrollton Midday Market

NUMBER OF MARKETS

6 (2 canceled due to the weather)

NUMBER OF ATTENDEES

150 for the season, average 25 per market

NUMBER OF VENDORS

4 - 6 average per week

PROMOTIONS

Promoted the market on social media, newspaper articles, community calendars, signage, and Slice Magazine and weekly "Where the Locals Go" e-newsletter

CARROLLTON MIDDAY CHRISTMAS MARKET

Successful market held November 26 with 50 Vendors and over 3,100 in attendance.

The Carrollton Market Season was canceled in late June due to lack of Vendors and attendance.



SALES



MONTHLY SALES BLITZES

To front desk docents, activity directors, etc. at 15+ Williamsburg Timeshares

AAA SALES BLITZ

Participated in Virginia Association of Destination Marketing Organizations (VADMO), May 2022 (brochures and swag sent)

PUBLIC RELATIONS

VA LIVING MAGAZINE,

Hosted writer/publisher Peggy Sijswerda who wrote a 6-page article, June 2022 issue

COASTALVAMAG.COM

Featured in "Coastal Virginia is for Lovers" online article

PILOTONLINE.COM

Featured in article on Chili Hill

SMITHFIELD TIMES

Smithfield Cares Weekend for Ukraine and on VTC Grants

WVEC - 13

Online article on the world's oldest hams birthday, July 2022

VIRGINIAN-PILOT

"Ham, a Virginia tradition - and a worldwide delicacy" online article by Bob Ruegsegger, online article,, July 2022

NBC12 NEWSROOM

"New tourism program launched in dozens of localities," July 2022

VIRGINIA TOURISM CORPORATION

Hosted VTC Social Media Team in September

BRITALIANS

"Humans of the World" documentary filmed in Dec. 2022, coming in 2023

GROUP TOUR MAGAZINE

Article on the Salty Southern Route

LOVEEXPLORING.COM

"Virginia's Most Charming Small Towns" and "12 Lesser-Known Southern Destinations Our Editors Can't Wait To Visit In 2023" by Tara Massouleh McCay, October, 2022

NEWS RELEASES

Restaurant Week

Grant Awards

New Civil War sign at Isle of Wight Museum

Arts Festival

DESIGN SERVICES

ISLE OF WIGHT COUNTY ADMINISTRATION

Board of Supervisors display updated, Newcomer's Guide updated and posted, Supervisors Business Cards

ISLE OF WIGHT COUNTY MUSEUM

Native American area and Colonial Exhibit including panels for three sisters, genealogy brochure Hammy Birthday Banner, interpretive signage to brick kiosks in town

ISLE OF WIGHT COUNTY EMERGENCY SERVICES

COVID Vaccine and Testing posters

TOWN OF SMITHFIELD

Designed Gazebo at new Main Street Square and downtown way-finding signage



VISITOR CENTER COUNTS

	INDIVIDUALS	# FIRST TIME	TOTAL TOUCHES*
January*	542	76	1883
February	995	125	1440
March	1393	236	1775
April**	1430	339	4674
May	1453	302	2594
June	1342	265	2331
July	1115	325	2269
August	1040	326	2752
September	1647	342	3116
October	1233	307	2642
November	2224	641	4062
December	984	227	2029
TOTALS	13,426	3,511	31,567

MONTHLY AVERAGE OF VISITORS

Individuals: 1,119, first time visitors: 293, (an increase of 22%)
Visitor Center discontinued COVID hours and protocols in April.

VISITOR CENTER HOURS

*The Visitor Center closed 4 days in January due to weather.

**The Visitor Center resumed remaining open until 5 p.m. beginning in April.

COVID

The Visitor Center moved from COVID hours and protocols to regular hours and protocols in 2022.

TOTAL TOUCHES (an increase of 17%)

This is a total of the number of brochures distributed at Williamsburg timeshare sales calls, the number of brochures removed from the after-hours kiosk at the Visitor Center, the number of hospitality bags distributed, visitor counts from the Isle of Wight County Museum and their monthly tours, and participants in tourism sponsored group tours.

GROUP TOURS

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY.	AUG.	SEPT.	OCT.	NOV.	DEC.
#TOURS	2	2	5	7	4	2	7	9	5	12	3	2
#ATTENDEES	5	10	60	223	263	38	39	33	21	113	47	11

TOTAL NUMBER OF TOURS: 60, TOTAL ATTENDEES: 863

TYPES OF TOURS

Travel writers, bloggers, family reunions, schools, assisted living residents, lectures, walking tours, van tours (Life of Ham Tour), step on bus tours, cemetery tours (Ivy Hill, Historic St. Luke's), Chamber Leadership Program, corporate groups (including Foods), Hambassador tours, clubs and associations



123 A TRIO OF TOURS
MONTHLY GUIDED TOURS OF
Genuine Smithfield



ECONOMIC IMPACT

NEW METHODOLOGY

These figures provided by Virginia Tourism Corporation (VTC) do not tell the full story of the economic impact of our local tourism industry. Since 2021 VTC has been using a new methodology in providing the annual economic impact data to their partners.

The figures provided by VTC define a "Tourist" as those who travels over 50 miles to a destination. Yet 80-90% Smithfield Tourism's marketing efforts are directed to the primary markets of Coastal Virginia (Suffolk, Newport News, Hampton, Yorktown, Williamsburg, Portsmouth, Chesapeake, Virginia Beach, Norfolk, Surry) and to timeshares in the Historic Triangle. Secondary markets include Richmond, Northern North Carolina, Charlottesville, Fredricksburg, and the Washington DC/Northern Virginia/Maryland area.

IMPACT MEASURES

The new methodology being used now combines Direct, Indirect, and Induced spending and impact in their report.

DIRECT IMPACT

This category includes spending on accommodations, food and beverage, retail, entertainment/recreation, and transportation.

INDUCED IMPACT

This category includes income effects and household consumption.

INDIRECT IMPACT

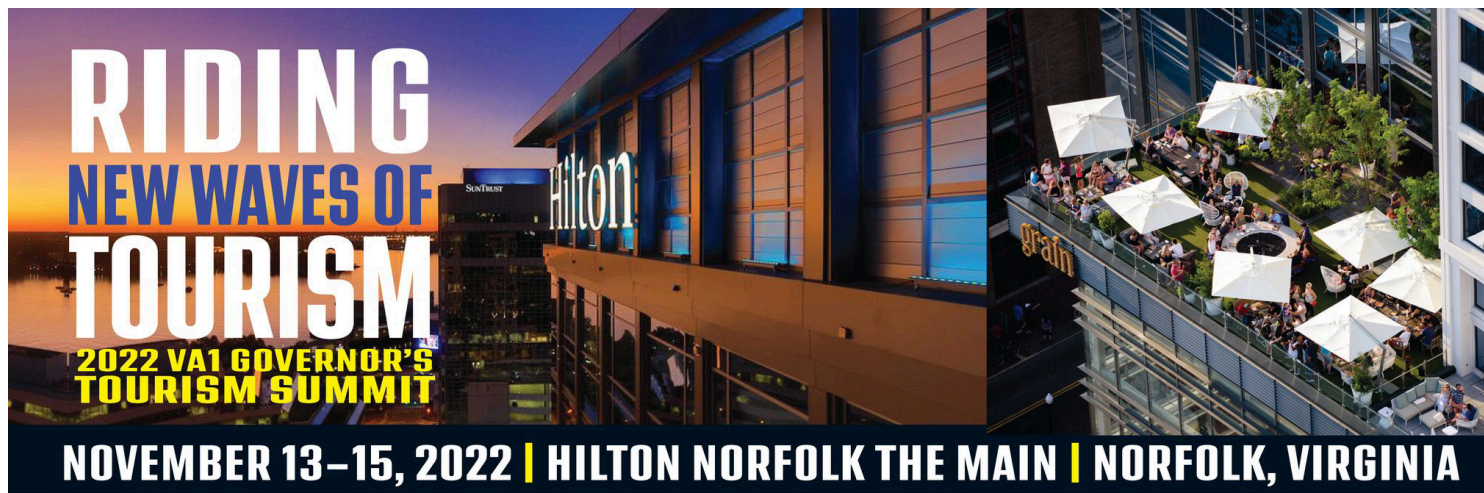
This category include supply chain effects, and B2B goods and services purchases.

TOTAL IMPACT =
Direct and Indirect/Induced Impact
Source: VTC and Tourism Economics

	2020 TOTAL IMPACT	PERCENT CHANGE
Employment	478	-24
Expenditures/ Spending	\$46,700,000	-20
Local Tax Receipts	\$2,000,000	-8
Payroll/Labor Income	\$12,000,000	-33
State Tax Receipts	\$1,400,000	-6



TRAINING & MEETINGS



- VA1 Governor's Tourism Summit in Norfolk
- One day of VTC Basecamp Webinar
- Outdoor Drive 2.0 Workshop
- Basic Life Support Training
- Market Manager Certification Course
- Online Workshops for Farmers Market:
 - Market Day Preparation for Farmers Market Success
 - Sales Strategy for Farmers Market Vendors
- Civilian Response To Active Shooter Events Training
- VSU/VCE Zoom Meeting: Farmers Market Preparedness
- Destination DC webinar: DC Knowledge Drop
- Virginia Farmers Market Zoom Meeting: Sales Strategy for Farmers Market Vendors
- VTC Visitor Center Manager's Seminar in Halifax, South Boston in March 2022
- Advance Law Enforcement Rapid Response Training
- Certified ALERRT course
- Virginia DEQ Virginia Green Tourism Forum
- Virginia DEQ webinar: Virginia Green Travel 101

WEBINARS

Online Marketing Must-Haves: Your Roadmap to Driving Results
Google Business Profile-How to Rank High
Small Business Cybersecurity & Scam Defense
Virginia Tourism Corporation "How To Apply"
Tips for creating the best email subject lines
Social Media Strategies That Generate Results
How to Create an Inclusive Workplace
How to Rank High On Google Local Search Results
7 Top Event Marketing Strategies & Ideas
How to Complete a SWOT Analysis
How to Create & Manage Events in Constant Contact
How to Manage Your Social Media with Constant Contact
Quick, Simple Tips to Improve your Email Marketing Results
Words That are Triggering Your Emails as Spam
Get More Opens with Great Subject Lines

SCORE WEBINARS

Drive Traffic to Your Website with SEO
Connecting with Customers in A Digital World
How to Find Grant Opportunities for Your Small Business

DESTINATION DEVELOPMENT ASSOCIATION WEBINARS:

The Marketing Series
The Branding Series
The PR Series
The Website Series
The Advertising Series
The Social Media Series
The Printed Materials Series
The Product Development Series - Tourism
The Product Development Series - Downtown

SPEAKING ENGAGEMENTS

Smithfield Kiwanis, Smithfield Rotary Club
Chamber Student Leadership Institute
Darden's 70th Anniversary Event
Smithfield High School Marketing Classes



ORGANIZATIONS

Virginia is for Lovers™

SMITHFIELD VA EVENTS

Director and Special Event Coordinator are Board Members

SALTY SOUTHERN ROUTE

Regional trail partnership with Surry, Suffolk, Franklin/Southampton County

SMITHFIELD 2020

Smithfield Historic District Economic Development and Revitalization Projects (ongoing)

VIRGINIA ASSOCIATION OF DESTINATION MARKETING ORGANIZATIONS (VADMO)

Director is Past President 2010/2011
Director currently serves as Chair of Professional Development

VIRGINIA TOURISM CORPORATION (VTC)

Director currently serves as Virginia Film Office Liaison
Conduit for travel writers to our area
Blitz opportunities at state welcome centers
Utilization of VTC research
Customer Service Training
Grant opportunities
Participation in website, Co-op marketing opportunities, trade shows, Travel Guide.

REGIONAL VISITOR CENTER MANAGERS GROUP, Member

VA RESTAURANT LODGING & TRAVEL ASSOC. (VRLTA)

Director is Board Member

COASTAL VIRGINIA TOURISM ALLIANCE (CVTA)

Member
Director is 2019/2020 President for CVTA
Support regional CVB/DMO Tourism efforts
National Tourism Week
Regional Website
Professional Development
Regional Marketing efforts
Tourism Industry Advocacy

ISLE OF WIGHT COUNTY FAIR COMMITTEE

Staff Support for all Fair marketing & Welcome Tent

GENUINE MERCHANTS OF DOWNTOWN SMITHFIELD (GMODS), Member

ISLE OF WIGHT CHAMBER OF COMMERCE

Director serves as the past facilitator for the Chamber Youth Leadership Program (past 8 years)

SMITHFIELD SPECIAL EVENT COMMITTEE

DESTINATION DEVELOPMENT ASSOCIATION

Boards Served On

VADMO

Director is Past President 2011/2012
Director is Chair of Professional Development
Director was Chair of 2017, 2018, 2019 and 2022 State Symposiums
Director was Chair of 2020 State Symposium - moved on line

CVTA

Director was President 2018, 2019. 2020

SMITHFIELD 2020

Director is on Executive Committee in charge of Promotion

HISTORIC SAINT LUKE'S CHURCH & MUSEUM

Director is on Executive Committee

SMITHFIELD VA EVENTS

ISLE OF WIGHT COMMISSION ON AGING

Visitor Center Manager is Member

HISTORIC SMITHFIELD

SMITHFIELD FARMER'S MARKET BOARD

IVY HILL CEMETERY

ISLE OF WIGHT COUNTY FAIR

ISLE OF WIGHT ARTS LEAGUE

BLACKWATER RIVER ADVISORY BOARD

SMITHFIELD LITTLE THEATRE



2023 INITIATIVES

Grants

\$50,000 AMERICAN RESCUE PLAN ACT (ARPA)

Awareness & Perception Study (\$5,000)
Data Deep Dive with Zartico, annual contract (\$25,000)
Google Ad Words (\$20,000)

\$20,000 VIRGINIA TOURISM CORPORATION (VTC)

Town & Country Grant
Smithfield and Isle of Wight offer visitors the unique combination of a thriving historic downtown nestled in a beautiful rural setting. The CVB will promote local businesses and attractions that illustrate this theme as a means to increase overnight visitation to the area. A portion of the funds will be used for new photography and videography. The campaign launched in late Summer of 2022.

\$10,000 VIRGINIA TOURISM CORPORATION (VTC)

Check In & Check Us Out Wedding grant
This grant is specifically designed to promote overnight stays in Smithfield and Isle of Wight.
The CVB will partner with local wedding-related businesses and attractions to promote overnight "familiarization tours" of area wedding vendors, venues, event planners, caterers, florists, etc. Local lodgers will offer special packages enticing engaged couples to visit Smithfield with their family and/or friends for the weekend or an overnight stay to see all that the "Encore Wedding Capital" has to offer. Tourism staff will arrange tours for the couples and supply brochures, maps and "welcome" swag as part of the program. The campaign launched in late Spring of 2022.

\$10,000 VTC DRIVE 2.0 GRANT

+\$15,000 TOWN OF SMITHFIELD ARPA CONTRIBUTION

This grant funds improvements to the Main Street Square (formerly Times Square Gazebo) stage and plaza area including enlarging and enhancing the stage with new lighting, upgraded and improved electrical, better sound (with an

enhanced stage roof design), handicapped accessibility, and potentially new sound equipment. The project also includes filling in front parking spaces with grass and taking a section of fence down between Hayden's Lane and Main Street Square and paving it with bricks to join the two spaces.

\$20,000 VTC DRIVE 2.0 OUTDOOR GRANT

Nike Park Pump Bike Park

We know that Virginia is for Outdoor Lovers, but what can our communities do to take that message further? The DRIVE Outdoor grant program builds on the DRIVE 2.0 Statewide Strategic Plan with a goal of enhancing outdoor recreational development, assets, and entrepreneurial opportunities within Virginia. Growing the outdoor economy will spur job creation and private investment, further enhance Virginia's brand as an outdoor destination, and yield opportunities for outdoor-focused tourism partnerships. Outdoor recreation has proven to be a recession-proof industry and a driving force in the American economy, generating \$689 billion in economic output spending and supporting 4.3 million jobs across the country.

\$5,000+ VTC SOCIAL MEDIA REIMBURSEMENT PROGRAM

25% Reimbursement of funds spent on all social media ads

Road Construction

Cypress Creek Bridge (2 years-beginning this Spring)
Grace Street Sidewalks & utilities
Intersection Improvements to Rt. 10/Rt. 258
The Grange@10Main

Additional Initiatives

Events continue and grow in 2023
Visitor Services continue and expand in 2023
Hambassador Program continues
Tours continue
Creation of a Long-Term Strategic Plan for Tourism



Proposed Main Street Square Stage