



2023

ANNUAL REPORT



Smithfield &
Isle Of Wight
County Tourism





2023 HIGHLIGHTS



WAVY TV "Hampton Roads Show" featured "A Week in Smithfield"

- **THE MAIN STREET SQUARE STAGE & BRIDGE CONNECTION** to Hayden's Lane was completed and dedicated. Worked with Planning and Zoning; BHAR and Project Manager, Carter Williams. All funding secured from VTC, Towne Bank, Town of Smithfield, and additional donors. Engraved brick program launched and completed. Stage utilization began in May 2023.
- **WAVY TV HAMPTON ROADS SHOW** Smithfield & Isle of Wight Tourism "TAKEOVER WEEK" held October 2023. VERY successful promotion with partial grant funding.
- **VIRGO AWARD** from VADMO received for "Shop Talk" and "Let's Dish" video promotions with excellent view numbers.
- **WILSON ROAD WATER TANK** Tourism Logo added to tower.
- **ARPA GRANT FUNDING** of \$50,000 appropriated. Locality Awareness & Perception Study completed by the London Company: \$5,000. Google AdWords appropriated \$20,000 and completed. Zartico Visitor Research Study appropriated \$25,000 and is currently underway. All spending, reimbursement work and results will be completed and in by June 2024.
- **LOCAL VA250 COMMITTEE** formed with interested parties including many historical organizations in the area. Tourism Director and Museum Director are heading up this committee. Currently meeting quarterly. Work continues on events and recommendations for the VA250 Commemoration. VA250 Tour Museum booked for May 2024.
- **SMITHFIELD CHRISTMAS PARADE:** First coordinated effort for management of the parade instituted coalescing Tourism; County Parks & Recreation; Town Parks & Recreation; and staff volunteers.
- **WEDDING SOCIAL MEDIA INFLUENCER** promotion with 12 Tourism Stakeholder partners. Very successful campaign.
- **VISITOR CENTER RENOVATION** completed to include new LPV flooring, ceilings and front desk modifications.
- **TOWN WEBSITE VIDEO** updated.
- **SUMMER CONCERT SERIES:** Working with IOW Arts League and Smithfield Times to coordinate the Friday night series.
- **NEW LIMO GOLF CART** obtained for tours & special events.
- **WTKR STAYCATION IN SMITHFIELD PACKAGE** aired on July 19 & 20. Excellent package! GREAT PR.
- **TOAST THE COAST:** a cooperative effort among Coastal Virginia Tourism entities to promote the craft beverage scene in our area. Smithfield & IOW are partners in a grant for this project received by Newport News Tourism Development Corp. This is a continuing and growing program.
- **THE SALTY SOUTHERN ROUTE** foodie driving trail continued and Sussex County rejoined.

- **TOURISM STAKEHOLDER BREAKFAST** held to award Hospitality Heroes; Community Ambassadors; High Five Supporters and HAMBassadors.
- **VA-1 GOVERNORS TOURISM SYMPOSIUM:** Nov. 2023. Director served on a panel. To coordinate with the conference Ted Lasso theme, the panel discussed "Turning a Loss into a Win," discussing mistakes and failures and how to learn from them, turn them around or how the loss actually became a win!
- **13 NEWS NOW:** Special Event Coordinator, Connie Chapman, appeared on Oct. 25 to talk about Fall and Halloween events in Smithfield and Isle of Wight.
- **COASTAL VA MAGAZINE** feature on Coastal Virginia Main Streets including Smithfield

SMITHFIELD FARMERS MARKET:

- Working with the Luter Team to facilitate a covered Farmers Market structure capable of year-round activities at the new Grange @10Main. Work continues.
- Farmers Market bylaws and board compilation work completed. New Board begins April 2024.
- First annual Farmers Market Health and Safety Seminar held for ALL area and regional Farmers Market vendors. Required for all Smithfield FM vendors who fall under the Health Department or VDACS jurisdiction. Certification received. Seminar was filmed for additional viewing.

Grants

\$20,000	(Ended June 2023) Virginia Tourism Corporation Town & Country Marketing Leverage Grant
\$10,000	(Ended June 2023) Virginia Tourism Corporation Weddings Marketing Leverage Grant
\$20,000	Virginia Tourism Corporation Destination Marketing Organization Grant <i>12 Genuine Merchants of Downtown Smithfield promotions</i>
\$5,000	Virginia Tourism Corporation WAVY TV Marketing Leverage Grant <i>"A Week in Smithfield," Hampton Roads Show Partnered with Smithfield VA Events</i>
\$20,000	American Rescue Plan Act (ARPA) Google AdWords Campaign, July - November
\$25,000	American Rescue Plan Act (ARPA) Zartico annual subscription for local geolocation and credit card spending data
\$5,000	American Rescue Plan Act (ARPA) London Tourism Publications research project
\$5,800	VTC Google Social Media Reimbursement 25% of Total Social Media Spend reimbursed
\$3,700	VTC Google AdWords Reimbursement 25% of Total AdWords Spend reimbursed



MARKETING

PRINT PUBLICATIONS

- Richmond Magazine -
July, September and December 2023, Hamtown Happenings ads plus 1/2 page Advertorial copy and image
- RVA Traveler Supplement - 1/2 page ad
- Virginia Tourism Corporation's 2023 Travel Guide -
Full page Ad with six partners
- Virginia Restaurant, Lodging and Travel Association's 2023 Travel Guide - Full page Ad with six partners
- Williamsburg Visitor Guide - ad and article
- Williamsburg Map
- Virginia Living Magazine - 1/6 page ad
- Tidewater Family Magazine -
Arts Fest ad and listing in 2 issues
- Slice Magazine Spring and Summer Issues -
full page ad for Farmers Market schedule
- Slice Magazine Winter issue - full page ad
- Smithfield Times Newcomers Guide
- Smithfield Times -
2 ads for Restaurant Week
2 ads for Country Vintage Market & Sidewalk Sale
2 ads for Arts Festival
1/2 page ad for Vintage Market
1/2 page ad for Holiday Open House
1/2 page ad for Mistletoe Market
- Town of Smithfield Newsletter

VIDEOS PRODUCED IN-HOUSE & PROMOTED

- 9+ Videos for all Special Events -
including "Lodging" Videos for several
- 11+ Genuine Merchants of Downtown Smithfield Promotions
- 12 ShopTalk or "Let's Dish" Promotional and edited videos
- Farmers Market Specialty Market Videos
- Farmers Market "Meet the Vendor" Video Series
- Farmers Market "FarmTalk" Video Series
- Pickers Market
- 2 Weekend Getaway Videos
- Roamies Visit
- TourTalk
- Launch of Kayak Kiosk
- Hospitality Hero
- Hambassador
- "Behind These Walls" Downtown Smithfield
- Windsor Castle Park
- Porcine Parade
- Autumn Vintage Market Lodging Video
- Restaurants
- "Just Engaged?" Video
- Halloween Events
- Spirits Trail
- "Just Around the Corner" Video
- Holiday Events
- Carrollton Christmas Video
- Holiday Events & Shopping
- Christmas Parade & December events
- Happy Holidays Video
- Shop Smithfield for the Holidays



DIGITAL ADS, WEBSITE & RESEARCH

- Update GenuineSmithfieldVA.com website
- Update and maintain the Salty Southern Route website
- 12 months of Search Engine Optimization for GenuineSmithfieldVa.com website
- COVA Scene Email featured event for:
Restaurant Week, St. Patrick's Day Parade, Country Vintage Market & Sidewalk Sale, Arts Festival, Christmas Tree Stroll, Hamtown Night Out, Back to School Story Walk, Scarecrow Stroll, Witches Night Out, Holiday Open House, Mistletoe Market, Elves Night Out
- Mobile footer ad on Virginia.org
- Research Project: London Tourism Publications
- Zartico Destination Operating System -
Year long subscription for detailed research
- Drone footage added to Home page of GenuineSmithfieldVA.com
- Search Engine Optimization essays added to GenuineSmithfieldVA.com
- VTC Coop ad on Virginia.org in June
- Super targeted banner ads on Virginia.org in June and August
- Google AdWords - July through early December
- Header Ad on Virginia.org "Cities and Small Towns" page

COLLATERAL/SIGNAGE

- Event banners for Restaurant Week and St. Pat's Day Parade
- Reprint Walking Tour Brochures in March and October
- Event banners for Spring Vintage Market and Arts Festival
- Reprint Walking Tour brochures and maps in March 2023 - 2024 Rack Brochure - distributed statewide
- 8 Event Banners
- "Hamtown Happenings" Spring and Winter rack cards
- "Hamtown Happenings" Seasonal Posters and Flyers
- "Welcome to Isle of Wight" Sign Banners
- Updated outdoor maps at Public Restroom and Post Office



DIGITAL REPORT



Social Media & Website

GENUINESMITHFIELDVA.COM

January 1, 2023 through January 1, 2024
974K event count, 140K users, 302K page views

FACEBOOK As of January, 2024

Page Likes: 16,840, Followers: 18,340
Reach: 1,031,110 (organic), 1,009,278 (paid)

INSTAGRAM

January 1, 2023 through January 1, 2024
2,698 Followers
Reach: 52607

YOUTUBE

January 1, 2023 through January 1, 2024
3,612 views, 91 subscribers

PINTEREST

January 1, 2023 through January 1, 2024
30.55K Impressions, 821 Engagements

EMAIL MARKETING

Total number of subscribers (as of Dec. 2023): 9,422
"Where the Locals Go": 52 Emails
Other programs and events, surveys, etc.: 49 Emails
Total Emails Sent: 725,135
Total Emails Opened: 249,825
Total Open Rate: 35%
Total Clicks: 5,333
Total Click Rate: 1%
729 new email addresses added
464 deleted

Emails sent for -

Restaurant Week, St. Patrick's Parade & Smithfield Farmers Market, Country Vintage Market and Sidewalk Sale, Christmas Tree Stroll, Downtown Vintage Market, Halloween Events, Scarecrow Stroll, Witches Night Out, Holiday Open House, Mistletoe Market, Christmas in Smithfield, Elves Night Out and other holiday events
"Where the Locals Go" newsletter sent weekly
Quarterly "Hamtown Happenings" emails



SPECIAL EVENTS

JANUARY

SVAE's BOB FEST 2600 attendees (sold out)
Restaurant Week, 15 participants

FEBRUARY

Restaurant Week continued from January.
Galentine's Night Out - Gmod Event

MARCH

St. Patrick's Parade (*cancelled*)

APRIL

SVAE's Smithfield Wine & Brew Fest, 3600 attendees
SVAE's Manor House Wine Dinner, 50 attendees

MAY

Vintage Market at Fairgrounds, 3,000 attendees
Sidewalk Sale - Gmod Event
Smithfield Arts Festival, 3000 attendees

JUNE

Juneteenth Celebration
Father's Day Storywalk - Gmod Event

JULY

Christmas in July, Christmas Tree Stroll - Gmod Event

AUGUST

Back to School Story Walk - Gmod Event

SEPTEMBER

Isle of Wight County Fair, 38,600+ attendees
Downtown Vintage Market, 10,000+ attendees

OCTOBER

SVAE Bourbon Dinner, 50 attendees
Safe Trick or Treat/Ham-o-ween (rain event, lower numbers)
Hog Jog, Souper Saturday, Court Day
Scarecrow Stroll - Gmod Event
Witches Night Out - Gmod Event

NOVEMBER

Holiday Open House Weekend - Gmod Event
SVAE Bacon, Bourbon Festival 3600 attendees
Smithfield Christmas Tree Lighting
Mistletoe Market 10,000 attendees, 116 vendors
Carrollton Christmas Market 1,500 attendees, 48 vendors

DECEMBER

Christmas in Smithfield Antiques Show & Historic Homes Tour
700+ attendees
Smithfield Christmas Parade 7,000 Attendees
Elves Night Out - Gmod Event
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

SMITHFIELD FARMERS MARKET

April through October (weekly) with Holiday Specialty Markets in November and December

Gmod Events

(Genuine Merchants of Downtown Smithfield)

SHOPTALK "3 FOR 3" and SHOPTALK "LET'S DISH"

Each month showcased a merchant on Facebook Live and edited the live videos internally for use across various social media platforms.

MONTHLY GMOD PROMOTIONAL EVENTS

Events promoted on social media and COVA Scene e-newsletter. VTC Grant awarded for this campaign.

GALENTINE NIGHT OUT

SIDEWALK SALE

FATHER'S DAY STORYWALK

CHRISTMAS IN JULY "CHRISTMAS TREE STROLL"

BACK TO SCHOL STORYWALK

SCARECROW STROLL

WITCHES NIGHT OUT

HOLIDAY OPEN HOUSE WEEKEND

ELVES NIGHT OUT



Kristin Wilda & Connie Chapman, hosts of the award-winning "ShopTalk" video series.



SMITHFIELD FARMERS MARKET



Farmers Market Manager Sabrina visits "Rose Hill Heritage Farm 1630" for FarmTak Video Series in April of 2023.

- Number of Markets: 28 (5 cancelled due to the weather)
- Total Number of Attendees: 24,000 - 40,000 (600 - 1200 per market)
- 25 - 35 Market Vendors on average per week
- **VENDOR SALES: \$452,752.47**
- **VENDOR FEES COLLECTED: \$23,483.46**
- Promoted the market on social media, newspaper articles, community calendars, signage, and event scheduling
- Produced FarmTalk videos and created landing page on GenuineSmithfieldVA.com
- Created landing page for Meet the Vendor video series
- Weekly musicians/bands at each market
- Facilitated sponsor's market appearances and advertising
- Facilitated non-profit vendors as a community service
- Six Specialty themed markets throughout the season:
 - Independence Day Market: Raised \$140 for the Smithfield Volunteer Fire Department
 - Veterans Day: Market vendors offered military discounts
 - Holiday Markets: Collaborated with Isle of Wight County Social Services to sponsor an angel tree. Twenty five children in Isle of Wight received gifts for Christmas. Also, Isle of Wight Animal Services offered animals to be adopted and pet supplies were collected.
- Voted #4 "Best in Virginia" by the Farmers Market Coalition and American Farmland Trust
- Voted in the Top 100 of the "Best Farmers Markets in America" by the Farmers Market Coalition and American Farmland Trust
- Maintained Community Interaction and Vendor and Sponsor recognition through the Annual Vendor Appreciation Event in January for market vendors and sponsors.
- Visited over 7 farms from the market to record FarmTalk videos and for farm visits.
- Market season began on April 8th, (delayed a week because of weather
- Market featured 64 vendors, revolved through 28 markets.
- Awarded \$5,000 Food Access Grant by Obici Healthcare Foundation for purchasing fresh produce from local farm vendors and providing the food to the Christian Outreach Program, the local area food bank. Grant funds covered the hours of the market personnel and costs incurred by the market vendors.
- Market Manager, Sabrina Dooley was elected Coastal Regional Director Virginia Farmers Market Association.
- Hosted a Health and Food Safety Seminar for market vendors along with other regional market managers, the Virginia Department of Health and the Virginia Department of Agriculture and Consumer Services.



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 2023 (profile sheet, brochures and swag sent)

BRACEY WELCOME CENTER BLITZ

Display materials from members of Coastal Virginia Tourism Association on display in October



PUBLIC RELATIONS

- Travel Writer Barbara Kennedy article on tripsavvy.com
- Daily Press online: article on "Life of Ham" Van Tour by Rekaya Gibson, March 2023
- YourView.com on Isle of Wight Museum, April 10, 2023
- Hosted Travel Influencers "The Roamies"
- Hosted International Travel Influencers "The Britalians"
- Hosted Lifestyle and Travel Influencer Amber Miller
- Press Releases: Virgo award, Arts Festival and VTC Grants.
- Images sent to Hampton Roads PDC
- Images sent to Coastal Virginia Tourism Alliance for website
- Hosted Penny Kmitt with WTKR in July for a special news segment on "Ham, hospitality and history"
- There's No Community In Virginia More Enchanting and Historic Than Smithfield, August 2, 2023, MSN.com
- My Stand-Out Tourist Experience in Smithfield, Virginia, August 8, 2023 by Sandy with Platinum PR
- Toddlin Around Tidewater online article on the Isle of Wight Museum Aug. 10, 2023
- 13 News WVEC feature on the Pickers Market
- Featured header image on the "Cities and Small Towns" webpage on Virginia.org (January - March)
- CBM Neighborhoods: Smithfield, VA by Bay Bulletin December 14, 2023
- Images sent to Coastal VA Magazine for article on Small Towns
- Chesapeake Bay Magazine, online article "Explore The Pagan River, Find History On Display In Smithfield, VA," by Kendall Osborne, December 14, 2023



"Visit the Farms" Brochure and Video



DESIGN SERVICES

ISLE OF WIGHT COUNTY MUSEUM

Canoe/First Residents signage, four Nike Park interpretive signs, revisions on Blackwater exhibit, revised three historic markers in town, logo design for "My Isle" video series, Window displays, Peanut and Ham exhibit, Nike Park book, Colonial Businesses and Main Exhibit, revised timeline

ISLE OF WIGHT COUNTY HUMAN RESOURCES

Job Fair poster, updated "How to apply" brochure

ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT

Farm Directory and Newcomer's Guide updated, Farm Directory webpage updated, Local Business listing graphic

ISLE OF WIGHT COUNTY PARKS AND RECREATION

Trail permit and flyer for Bike Trail opening

TOWN OF SMITHFIELD

Pig illustration for water tower, Vision 2035 document



VISITOR CENTER COUNTS

	INDIVIDUALS	# FIRST TIME	TOTAL TOUCHES
January	607	125	1981
February	681	169	986
March	958	284	1973
April**	995	320	2638
May	1205	445	2065
June	1055	440	2134
July	1268	406	2330
August	1047	502	2187
September	1301	490	2512
October	1190	511	12653
November	1453	518	2446
December	1034	229	2117
TOTALS	12,794	4,439	36,022

MONTHLY AVERAGE OF VISITORS

Individuals: 1,066, First Time visitors: 370, (26% increase),
Monthly Average of Total Touches: 3,002

TOTAL TOUCHES (14% increase)

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/wedding bags distributed, visitor counts from Boykin's Tavern, the Isle of Wight County Museum and their monthly tours, and participants in tourism sponsored group tours.

TOP STATES (in order, after Virginia/DC)

Pennsylvania, North Carolina, Maryland, New York, Florida, New Jersey, Ohio, and Texas. The Visitor Center hosted travelers from all 50 states, except Wyoming.

INTERNATIONAL VISITORS

The Visitor Center hosted over 200 visitors from 32 different countries with the most visits from (in order): Canada, England, France, Germany, and Scotland.



GROUP TOURS

	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	JULY.	AUG.	SEPT.	OCT.	NOV.	DEC.
#TOURS	4	2	5	7	5	10	2	3	2	3	4	1
#ATTENDEES	44	21	72	141	95	49	6	8	5	58	26	2

TOTAL NUMBER OF TOURS: 48

TOTAL ATTENDEES: 527

TYPES OF TOURS

- Travel writers
- Bloggers, Social Media Influencers
- 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)
- Isle of Wight Chamber of Commerce Leadership Program (adult and youth)
- Corporate groups (including Foods)
- Hambassador tours
- Clubs and associations

April, 2023

Mailing list was created of 129 assisted living type communities in Coastal Virginia. A group tour postcard was printed and mailed to the addresses on the list.

Tours were also promoted on social media with videos produced for the posts.

Postcard mailed April 2023

How about a personalized tour for your residents featuring all that Smithfield has to offer? From January through October the Visitor Center offers several options, from van tours, to walking tours - even an armchair tour for those with mobility issues or on rainy days! Afterward, enjoy lunch at one of our fine downtown restaurants, then stroll Main Street for its unique shops and historic attractions. Each tour will be tailor-made to meet the needs and interests of your group.

For more information contact Kathy Moorjoy at 757.408.1935 or the Smithfield Visitor Center at 757.357.5182.

GENUINE Smithfield
Name, History, Hospitality & Heritage
Smithfield & Isle of Wight County Tourism
319 Main Street, Smithfield, VA 23430

Genuine Smithfield
Savor Our Small-Town Southern Charm



ECONOMIC IMPACT

	EMPLOYMENT	EXPENDITURES	LABOR INCOME	LOCAL TAX RECEIPTS	STATE TAX RECEIPTS
2022	513	\$49,591,749	\$13,116,169	\$2,231,529	\$1,491,763
PERCENTAGE CHANGE	+7.2%	+6.1%	+9.0%	+9.1%	+9.6%
2021	478	\$46,728,533	\$12,037,192	\$2,045,380	\$1,361,401
2020	452	\$34,237,591	\$10,356,837	\$1,701,522	\$1,001,920
2019	506	\$41,331,487	\$10,942,745	\$2,004,409	\$1,246,976
2018	508	\$41,297,877	\$10,838,155	\$1,989,699	\$1,236,327

BACKGROUND

These summary reports represent the direct impacts of travel in Virginia and its localities for the last five years, 2018-2022.

ECONOMIC IMPACT OF VISITORS IN VIRGINIA

The Economic Impact of Visitors in Virginia report is prepared annually for VTC by Tourism Economics. The report provides estimates of travel spending in Virginia and its 133 counties and independent cities as well as the employment, labor income, state and local tax revenues directly generated by these expenditures. The analysis is based on an Input-Output (I-O) model from IMPLAN for the Virginia economy. The data in this report only represents the direct impact of travel estimates for the state and the localities. These five impact categories exclude the indirect and induced impacts.

EXPENDITURES

Impacts created directly from spending by visitors to a destination within a discreet group of tourism related sectors (e.g., recreation, transportation, lodging etc.)

EMPLOYMENT

Jobs directly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.

LABOR INCOME

Income (wages, salaries, proprietor income and benefits) supported by direct visitor spending.

LOCAL TAXES

City and County taxes generated by direct visitor spending.

STATE TAXES

State tax revenue generated by direct visitor spending.

PERCENTAGE CHANGE COLUMN

This section represents the percentage change in each category from 2021 to 2022 figures.

Find more information at:

<http://www.vatc.org/research/economicimpact/>



TRAINING & MEETINGS

TRAINING:

- Grant Writing webinar 12/6/23.
- County HR Training 1/18/23. New Evaluations and hiring practices.
- Attended the Destination Development Association (DDA) webinar series “The Website Development Series: 1,2,3,4” 1/18/23.
- County Risk Management training 1/25/23.
- County benefits training 1/26/23.
- Zartico Webinars 2/3/23; 2/10/23; 2/17/23; 2/24/23.
- Destination Development Webinar Social Media 1 & 2 2/15/23.
- Zartico Webinars 3/3/23; 3/10/23; 3/17/23; 3/24/23.
- DDA Webinar THE SOCIAL MEDIA SERIES 3/14/23.
- Virginia Green Travel Conference in VA Beach 3/21-22/23.
- Zartico webinars 4/7, 14, 21, 28/23.
- ARPA Expense Reporting Seminar 4/13/23.
- County Health Fair 5/9/23
- Farmers Market Health and Safety Seminar 5/11/23.
- CPR 8/18/23
- Emergency Preparedness Meeting held at Windsor Town Center for entire County leadership 9/7/23
- Tourism Exchange USA webinar 9/13/23.
- VTC Research webinar 9/20/23.
- VTC Sports Tourism Economic Impact Study Overview zoom meeting 11/16/23.
- Tourism Staff Retreat 1/10/2023
- How You Should Allocate Your Marketing Dollars DDA
- SVAE Retreat
- Marketing 4 Words & Phrases That Work Every Time DDA
- IFEA Webinar - The Power of Positivity
- Case Studies - Asheville, North Carolina, Ashland, Oregon and Paducah, Kentucky DDA
- How to Create Marketing Partnerships DDA
- Event Marketing strategies for building lasting connections Constant Contact (CC)
- How to Grow your list in Constant Contact CC
- Quick, Simple Tips to Improve Your Email Results in Constant Contact CC
- Branding 2 - The 10 Rules of Successful Branding DDA
- Empathy-based Understanding SCORE
- Building and Growing Your Online Brand DDA
- Branding 4 - Product Development Versus Marketing DDA
- CPR/First Aid Training
- 7 Reasons Emails Bounce (And What You Can Do to Improve Your Bounce Rate) CC
- Safety and Risk Management...Protect Your Business and People SCORE
- Create An Ambassador Program That Doesn't Suck, Tourism Academy, Bandwango
- Digital Marketing Must-Haves CC
- Last-Minute Holiday Marketing Ideas to Finish the Year Strong CC
- Public Relations 1 - Why PR Should be Marketing Priority #1 DDA
- Newsletter vs. Blog: Is One Better than the Other? CC
- January Holidays and Newsletter Ideas 2024 CC

- VA Farmers Market Association webinars: Creating Great Social Media, 10/11/2023, Steal this Idea, 12/6/2023, Beta tested for Market Certification, 10/31/2023
- Tidewater Farmers Market Managers meetings

CONFERENCES:

- Virginia Green Travel Conference in VA Beach 3/21-22/23.
- Building Capacity and Community through Agritourism, Trails, and Downtowns Conference in Blacksburg 3/28-29/23.
- Visitor Center Seminar -Stafford VA 3/20-22/2023
- VADMO Spring Symposium - Suffolk 4/24-26/23.
- Farmers Market Health and Safety Seminar - Smithfield 5/11/23.
- VADMO Fall Meet-Up in Winchester, VA. Emphasis on agritourism efforts and success stories. 9/14-15/23.
- VA-1 Governor's Tourism Summit held 11/12-14/23 in Richmond. 600 attendees including Governor. Director served on speaker panel for the topic “How to Turn a Loss into a Win”. VA1tourismsummit.org/speakers

SPEAKING ENGAGEMENTS:

- Cypress Creek Association speaking engagement 4/27/23
- Coastal Virginia Tourism Alliance “Thank the Visitor’s Day” at Norfolk International Airport 5/8/23.
- Smithfield Kiwanis Club 11/2/23 Smithfield Station
- Coastal Virginia Tourism Alliance “Thankful for Visitor’s Day” at Norfolk International Airport 11/17/23.
- The Chesapeake-history of Smithfield lecture
- DAR-at Gatling point-Smithfield history
- Lake Prince Woods-Smithfield highlights
- The Peanut Board-lecture on History of Smithfield at Museum followed by a van tour (Life of Ham).
- Cypress Creek New Residents – Introduction to Smithfield
- Social Media classes for Farmers Market vendors
- Created the Tidewater Educational Farmers Market Forum, 70 in attendance, 489 joined online, 5/11/2023
- Classes for the VA Farmers Market Association certification courses, 10/10/2023 & 10/17/2023



The first Tidewater Educational Farmers Market Forum was held in May at the Smithfield Center.



ORGANIZATIONS

SMITHFIELD VA EVENTS

Director and Special Event Coordinator are Board Members

SALTY SOUTHERN ROUTE

Regional trail partnership with Surry, Suffolk, Franklin/Southampton County, Sussec has just rejoined the group.

SMITHFIELD 2020/HISTORIC SMITHFIELD

Smithfield Historic District Economic Development and Revitalization Projects (ongoing)

VIRGINIA ASSOCIATION OF DESTINATION MARKETING ORGANIZATIONS (VADMO)

Director is Past President. 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

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

VAFMA (VIRGINIA FARMERS MARKET ASSOCIATION)

Boards Served On

VADMO

Director is Past President 2011/2012
Director is current Chair of Professional Development
Director was Chair of 2017, 2018, 2019 and 2022 State Symposiums

COASTAL VA TOURISM ALLIANCE (CVTA)

Director was President 2018, 2019, 2020

SMITHFIELD 2020/HISTORIC SMITHFIELD

Director is on Executive Committee in charge of Promotion

HISTORIC SAINT LUKE'S CHURCH & MUSEUM

Director is on Executive Committee

SMITHFIELD VA EVENTS

Director is on Executive Board

SMITHFIELD FARMER'S MARKET BOARD

IVY HILL CEMETERY

ISLE OF WIGHT ARTS LEAGUE

BLACKWATER RIVER ADVISORY BOARD

VIRGINIA FARMERS MARKET ASSOCIATION BOARD

Sabrina Dooley, Farmers Market Manager, asked to join the Board for VAFMA (VA Farmers Market Association). She will be part of the pilot group of FM Managers to receive Farmers Market Manager certification from the organization.



Virginia Association of Destination Marketers at the "Fall Meet Up" in Winchester, September 2023



2024 INITIATIVES

Initiatives

CYPRESS CREEK BRIDGE

Working through Cypress Creek Bridge replacement to lessen impact on Tourism Stakeholders in Historic District.

FARMERS MARKET PERMANENT STRUCTURE

SAIL250 VIRGINIA

Work with Organization and Smithfield Station to bring tall ship to Smithfield for VA250 in 2026.

VA250 INITIATIVE

Continue to work with Local Committee.

VADMO LEADERSHIP INSTITUTE

VADMO is instituting a 2-year accreditation course for tourism professionals kicking off in 2024. Director is part of cohort putting the program together.

BOAT TOUR

Work to secure series in Smithfield.

NEW FOOD TOUR

Created, promoted and managed.

LUTER FAMILY SPORTS COMPLEX

Continue and improve communication and promotions to all event participants.

HIRE NEW MARKETING AND PR COORDINATOR

TOURISM PRODUCT CREATION

COMMUNITY LIFELINES PLAN

Work with Will Drewery and County Emergency Services to include Visitor Services. Plan will be the first one completed in Virginia.

TOURISM WEBSITE UPGRADE AND REDESIGN

Redesign was included after 4 years in original design. Upgrade is for a more universally used and user friendly Component Management System.

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 VTC DRIVE 2.0 OUTDOOR GRANT

The \$20,000 will be put toward the purchase of outdoor stage lighting for the newly built Main Street Square Stage as well as outdoor sound equipment for use at all Smithfield Historic District Events. The building of the new stage began with seed money from VTC Drive 2.0 Grant and was completed with money from the Town of Smithfield; Towne Bank; and many volunteers.

\$5,000+ VTC SOCIAL MEDIA REIMBURSEMENT PROGRAM

25% Reimbursement of funds spent on all social media ads

\$3,000+ VTC GOOGLE ADS REIMBURSEMENT PROGRAM

25% Reimbursement of funds spent on all social media ads

\$5,000 OBICI HEALTHCARE FOUNDATION

Food Access Grant provided for purchasing fresh produce from local farm vendors for the Christian Outreach Program, the local area food bank. Grant funds covered the hours of the market personnel and costs incurred by the farm vendors.

\$5,000 VTC MARKETING LEVERAGE GRANT

\$5,000 toward expenses totaling \$9670 for "A Week in Smithfield" on the Hampton Roads Show in October 2023. Local government, businesses, organizations, events, attractions and restaurants were featured on the show, in WAVY TV-10 social media posts; and with a :30 and 1:00 commercials promoting Smithfield & Isle of Wight.

\$20,000 DMO MARKETING LEVERAGE GRANT

"Hamtown Happenings" program with a calendar of events throughout the year featuring Historic Downtown Smithfield GMOD events to provide economic uplift for local small businesses and tourism stakeholders.

DOWNTOWN SMITHFIELD'S HAMTOWN Happenings
What's up this Spring in the heart of our little Hamlet.

Charming Smithfield's shops, restaurants, and attractions are a 90-minute drive from RVA. Go to VisitSmithfieldVA.com for more on Hamtown USA!

VIRGINIA IS FOR LOVERS

LEPRECHAUNS NIGHT OUT Thursday, March 14 Put on your green finery and join us because everyone's Irish during our annual St. Patty's Day Parade at 10:30 a.m. along Main and Grace Streets in Downtown Smithfield.	ST. PATRICK'S DAY PARADE Saturday, March 16 We'll be "wearin' the green" with downtown shops open late until 7:30 p.m. and offering specials, sales and refreshments. Maybe you'll even find a pot of gold!
SPRING COUNTRY VINTAGE MARKET AT THE FAIRGROUNDS Saturday, April 20 Be sure to stop for a delish lunch on your way through town to the fairgrounds for the Vintage Market, and check out our downtown merchants sidewalk sale!	DOWNTOWN SMITHFIELD SIDEWALK SALE Saturday, April 20 Don your best May Day hat (think Derby Day, Easter Bonnet or Ascot) & join us as downtown shops are open late until 7:30 p.m., offering specials, sales and refreshments.
MAY DAY NIGHT OUT Thursday, May 2 Smithfield celebrates the visual, performing, literary & culinary arts with a juried art show, live music, fest food & more along 3 blocks of Main Street.	SMITHFIELD ARTS FESTIVAL Saturday, May 18 Held at the County Fairgrounds, this popular event features over 80 vendors offering hand-crafted, handmade, re-purposed and vintage items, as well as antiques.

Details on all our events, including our weekly Farmers Market & monthly Pickers Market are available online.

Hamtown Happenings Richmond Magazine ad and rack cards

DOWNTOWN SMITHFIELD'S HAMTOWN Happenings
What's up this FALL in the heart of our little Hamlet.

DOWNTOWN VINTAGE MARKET
Saturday, Sept. 30, 2023
Enjoy shopping for antiques, vintage, re-purposed and handcrafted items along all three blocks of Main Street. Lots of vendors, live music and food!

SMITHFIELD ARTS FESTIVAL
Saturday, May 20, 2023
Visual, Performing, Literary & Culinary Arts along 3 Blocks of Main Street! Kid's Art on Wheels! "Smack, Juried art show, food, music, performances & more.

FATHER'S DAY STORY WALK
June 12 - 26, 2023
Pick up a passport at the Visitor Center. Follow the story along Hayden's Lane. When completed turn in your passport for a prize at the Smithfield Library.

CHRISTMAS TREESTROLL
July 17 - 30, 2023
Celebrate Christmas in July! Merchants will display themed Christmas trees. Visitors will vote for their favorite tree to enter a raffle for a great prize.

BACK TO SCHOOL STORY WALK
August 21 - Sept. 4, 2023
Pick up a passport at the Visitor Center. Follow the story along Hayden's Lane. When completed turn in your passport for a prize at the Smithfield Library.

A NIGHT OUT IN HAMTOWN
Thursday, August 31, 2023
Celebrate International Bacon Day a few days early. Dress in a pig/bacon/pork theme & enjoy discounts, raffles, & more at participating shops & restaurants.

SMITHFIELD FARMERS MARKET
Most Saturdays, April - Oct.
Enjoy fresh, local produce, live music, specialty foods & more! The market is held in the ISV parking lot, 9 - 12:30 with Halloween kits in November & December.

DOWNTOWN PICKERS MARKET
2nd Saturdays April - Nov.
Treasure hunt for antiques, vintage items, collectibles & more. Held the second Saturday of each month in Joyce Field behind the Visitor Center, 9 a.m. - 1 p.m.

WITCHES NIGHT OUT
Thursday, Oct. 26, 2023
Merchants & attractions will display themed scarecrows throughout downtown. Visitors will vote for their favorite to be entered into a raffle for a great prize.

SCARECROW STROLL
Oct. 16 - 31, 2023
Celebrate Ham-o-ween a few days early. Don your witchiest outfit & enjoy discounts, raffles, restaurants - open until 7:30 p.m.

HOLIDAY OPEN HOUSE
Nov. 4 to 5, 2023
Kick off your holiday season in Genuine Smithfield! Enjoy fabulous sales and specials at our merchants while a cheer of welcome at our restaurants.

HOLIDAY TREE LIGHTING
Friday, Nov. 17, 2023
Invite your family & friends to the lighting of the town's tree at Main Street Square. Enjoy musical performances and refreshments served afterwards.

HOLIDAY OPEN HOUSE
Nov. 4 to 5, 2023
Kick off your holiday season in Genuine Smithfield! Enjoy fabulous sales and specials at our merchants while a cheer of welcome at our restaurants.

MISTLETOE MARKETPLACE
Saturday, Nov. 18, 2023
Hold along Main Street, this popular annual event will feature handmade and unique items, great food, music, and live performances.

SMITHFIELD FARMERS MARKET
Most Saturdays, April - Oct.
Hold in the ISV parking lot in downtown Smithfield. Don't miss our Hamovenev Specialty Market on Oct. 28 and our Veterans Day Specialty Market on Nov. 11.

DOWNTOWN PICKERS MARKET
2nd Saturdays, April - Nov.
Treasure hunt for antiques, vintage items, collectibles & more. Joyce Field, 9 a.m. - 1 p.m.

VIRGINIA IS FOR LOVERS