

Base Camp: Exploring the Trails, Agritourism, and Downtown Ecosystem

OCTOBER 18-21, 2021

THEME: RESILIENCE, RELEVANCE, CONNECTIVITY

3 DAYS WITH 4TH DAY WORKSHOP

9AM-1PM DAILY

[Registration](#)

DAY 1

DOWNTOWNS ARE VITAL TO TRAILS AND AGRITOURISM

Moderator: Rebecca Rowe, DHCD

9:00 AM – 9:10 AM: Welcome and Introductions (Rebecca Rowe, DHCD)

9:10 AM – 9:30 AM: Keynote 1 ([Cassidy Rasnick](#), Assistant Secretary of Commerce and Trade)

9:30 AM – 10:00 AM: Keynote 2 (Liz Thorstensen, Vice President, Trail Development, Rails-to-Trails Conservancy)

10:00 AM – 11:30 AM

Identifying Market Assets and Opportunities (Matt Wagner, National Main Street)

Connectivity by Design (Kathy Frazier, Frazier Associates)

11:30 AM -12:15 PM Round Table: Asset Mapping and Brainstorming, DHCD Staff

12:15 PM - 12:30 PM Sponsors

12:30 PM -1:00 PM: Brainstorming Report Out/Instructions for next day

[Individual Day\(s\) Registration](#)

DAY 2

AGRITOURISM CONNECTIONS FOR INCREASED VISITATION

9:00 AM – 10:00 AM

Keynote -- [John Kennedy](#), Resilience, Relevance and Revenue

10:00 AM - 11:00 AM

How to Get Noticed, Relevant, and Connected

Dr. Stephanie Smith, Virginia Tech, Owner SASC

11:00 AM - 11:30 AM

Benchmarking Importance of Measuring Success for Agritourism Partners

[John Kennedy](#)

11:30 AM - 12:15 PM

Roundtable with [Beaver Dam Farms- Candace Monaghan](#) and [Graves Mountain Lodge - Lynn Graves](#)

12:15 PM - 12:30 PM

Sponsors: [John Kennedy](#) and Stephanie Smith

12:30 PM - 1:00 PM - Close out/Recap/Instructions for next day

[Individual Day\(s\) Registration](#)

DAY 3 TRAILS

9:00 AM – 9:50 AM

Trails as Economic Engines for Agrotourism

Speaker: [Chuck Flink](#)

9:50 Break

10:00 AM – 10:50 AM Session:

CONNECTIVITY MATTERS

Speaker: [Amy Camp](#)

10:50 Break

11:00 AM - 11:30 AM

Trails with Connections to Towns/Businesses and Agritourism

- Debbie Gardner, Co-owner, Draper Mercantile and Trading Company (and Draper Blooms, LLC), Owner, New River Retreat
- [Gavin Blevins](#)--Trail Town USA (Damascus)
- [Frank Maguire](#) - Lessons from PA

11:30 AM - 12:15 PM Round Table:

Building Partnerships and Community Connections (panel)

- [Daniel Jordan](#), Park Manager, High Bridge Trail State Park
- [Katie Dunn](#), Special Projects Coordinator, Norton Friends and Farmers Market CoManager
- Dan Gregg, President, Grelen Nursery, Inc.

12:15 PM Break

12:30 PM Sponsors

12:45 PM - 1:00 PM Close out/recap/next steps/ Workshop info

[Individual Day\(s\) Registration](#)

DAY 4 WORKSHOP

Exploring the Trails, Agritourism, and Downtown Ecosystem

DAY 4 WORKSHOP AGENDA

This interactive workshop will explore ways of forming partnerships and products that bring together trails, agritourism, and downtown areas. Concerns and barriers will be discussed, as well as ways to overcome them. Examples of successful partnership will be shared. The workshop will include both small group and large group discussion.

9:00- 10:05 AM

Overcoming Obstacles to Partnering & Introducing New Ideas

9:00 Welcome and Workshop Flow and Purpose

9:10 Concerns and Pain Points

9:35 Overcoming Concerns & Ideas for Collaboration

9:45 Examples of Successful and Attempted Partnerships

Takeaways from this segment:

- Trails, agritourism, and downtown areas are an ecosystem “in the making” – we must tend to the health of the whole.
- People bring fears and concerns to new initiatives and partnerships. They should be addressed thoughtfully and respectfully before moving forward.
- Examples of successful and attempted partnerships to be shared.

10:05 BREAK

10:15 – 11:30 AM

Opportunities for Collaboration

10:15 Personal reflection on partnership and product development

10:20 Small/large group discussion of opportunities

11:20 Successful community initiatives and collaborations

Takeaways from this segment:

- Participants will consider specific partnerships they want to cultivate and products they want to develop (either B2B partnerships or area-wide promotion).
- Overcoming barriers to implementing these specific projects will be discussed.

11:30 BREAK

11:40 – 12:40 PM

Implementation Framework: Product Development, Partnerships, Implementation, and Marketing

11:40 Product Development specifics

11:55 Partnership specifics

12:05 Implementation specifics

12:20 Marketing specifics

Takeaways from this segment:

- Specific tactics and reflection on how to develop, implement, and market products and partnership

12:40 PM

Stronger Together: Debrief and Wrap Up

Specific items within this agenda are subject to change.

[Workshop Only Registration](#)