

Tentative Agenda

1000 Report to Duty

VWA's mission is to provide attendees with a base knowledge of Agritourism in Virginia, consumer trends, an opportunity to share Agritourism ideas and collaborations, a forum to generate your own ideas and partnerships ending with the delivery of funding sources to see it to fruition.

1005 Virginia's Agritourism Industry

Virginia Tourism Corporation's, Esra Calvert to cover the state of the Agritourism industry in Virginia and how the traditional agriculture businesses are transforming along with the changing consumers' appetite. Additional highlights about behaviors and expectations of wine travelers at state and national levels will also be addressed.

1050 At Ease

10 minute break

1100 Agritourism Ideas & Collaboration Session

In this segment partnerships, marketing, travel and revenue generating ideas and tidbits will be shared to get the wheels turning to generate your own ideas and partnerships.

1230 Lunch

A lovely lunch will be included.

1315

Membership Meeting and Legislative Update

1345 Regional Round Tables

In this segment, local economic development, destination marketing organizations, wineries and cideries will be put together to make some magic happen to create those partnerships and develop those ideas.

1500 Funding!

In this segment of the event, multiple grant providers will share grant opportunities to fund those fabulous ideas you came up with in this productive worthwhile event!

1600 Attendees Dismissed

Feel free to stay, socialize and continue the discussion with your groups about grant planning.