

Status: For Review**Date Created: April 16, 2014 10:02 AM****Date Modified: April 27, 2015 6:03 PM****Date Submitted: April 27, 2015 6:03 PM****Cover Sheet****Program Name:** Buckingham Backroads Tours**Lead Partner Name:** Randolph Acres Farm**Summary:**

Buckingham Backroads Tours is a new stay-and-pedal bicycling program in rural Buckingham County. The purpose of the program is to bring visitors to the county for a four-day/three-night package that includes lodging and a guided backroads bicycling tours during the days. Our partners are two bed & breakfasts located in different areas of the county, a farmhouse inn, and an experienced outfitter that has been operating in Buckingham for ten years.

PLEASE NOTE: THIS IS A FICTITIOUS APPLICATION FOR ILLUSTRATION PURPOSES ONLY. THIS SAMPLE DOES CONTAIN KEY POINTS THAT THE REVIEW TEAMS LIKES TO SEE IN AN APPLICATION. YOUR APPLICATION SHOULD DIFFER BUT SHOULD ANSWER ALL THE FOLLOWING QUESTIONS AS THOROUGHLY AS POSSIBLE.

Budget of Proposed Program**Tier Two Leverage Program (\$10,001 - \$50,000)**

Leverage Funds Requested:	\$18,000.00
Partners Matching Funds:	\$36,000.00
Total Budget for Program:	\$54,000.00
Anticipated Date of Completion (Month / Year):	November 2016
If your program is an event, what are the dates?	

Contact Forms

Program Name:	Buckingham Backroads Tours
Lead Partner Name:	Randolph Acres Farm
Lead Partner Contact Name:	John Randolph
Lead Partner Mailing Address:	Rural Route 1
City:	Shepherds
State:	VA
Zip:	23482
Lead Partner Physical Address:	Rural Route 1
City:	Shepherds
State:	VA
Zip:	23482
Phone:	(434) 000-0000
Fax:	
Email:	jrandolph@RandolphFarms.com
Website:	www.randolphfarms.com
Federal Employer Identification Number (FEI #):	54-000000
Lead Partner Financial Commitment:	\$5,000.00

Authorized by John Randolph, Farm Manager on April 16, 2014 10:31 AM

Partner 2 (Buckingham Bed & Breakfast)

Partner Name:	Buckingham Bed & Breakfast
Partner Contact Name:	Steve Innkeeper
Partner Mailing Address:	123 Country Road
City:	Winginia
State:	VA
Zip:	23541
Partner Physical Address:	123 County Road
City:	Winginia
State:	VA
Zip:	23541
Phone:	(434) 110-0123
Fax:	
Email:	innkeeper@buckinghamstay.com
Website:	BuckinghamStay.com
Federal Employer Identification Number (FEI #):	54-115654654
Partner Financial Commitment:	\$2,000.00
Authorized by Steve Innkeeper, Owner on April 27, 2015 8:14 AM	

Partner 3 (Crestview B&B)

Partner Name:	Crestview B&B
Partner Contact Name:	Ann Claiborne
Partner Mailing Address:	468 Crestview Way
City:	Shepherds
State:	VA
Zip:	23582
Partner Physical Address:	468 Crestview Way
City:	Shepherds
State:	VA
Zip:	23582
Phone:	(434) 001-0000
Fax:	(434) 011-0000
Email:	crestview@crestview.com
Website:	crestview.com
Federal Employer Identification Number (FEI #):	54-54654
Partner Financial Commitment:	\$4,000.00
Authorized by Ann Claiborne, Owner on April 27, 2015 8:19 AM	

Partner 4 (Big Dog Outfitters)

Partner Name:	Big Dog Outfitters
Partner Contact Name:	Sam Moore
Partner Mailing Address:	145 Route 20
City:	Scottsville
State:	VA
Zip:	23215
Partner Physical Address:	145 Route 20
City:	Scottsville
State:	VA
Zip:	23215

Phone:	(434) 234-1456
Fax:	
Email:	smoore@bigdogoutfitters.com
Website:	bigdogoutfitters.com
Federal Employer Identification Number (FEI #):	54-123854
Partner Financial Commitment:	\$25,000.00
Authorized by Sam Moore, Owner on April 27, 2015 8:18 AM	

Non-Financial Partner 1 (Buckingham County Administration)

Partner Name:	Buckingham County Administration
Partner Contact Name:	John Smith
Partner Mailing Address:	13380 W. James Anderson Hwy
City:	Buckingham
State:	VA
Zip:	23921
Partner Physical Address:	13380 W. James Anderson Hwy
City:	Buckingham
State:	VA
Zip:	23921
Phone:	(434) 555-5555
Fax:	(434) 555-5501
Email:	partner@buckinghamco.org
Website:	www.buckinghamco.org
Authorized by John Smith, County Administrator on May 15, 2014 12:09 PM	

Marketing Leverage Program Questions

Program Description (15 Points)

1.) Tell us about your program. Why is it needed, and what do you want to accomplish?

Buckingham County, lying south of the James River at the geographic center of the state, was established on May 1, 1761 from the southeastern portion of Albemarle County. The origin of the county name probably comes from the Duke of Buckingham (Buckinghamshire, England). Some sources say that the county was named for Archibald Cary's estate "Buckingham" which was located on Willis Creek. This is the only Buckingham County in the United States. Over the past 250 years, Buckingham County has embraced its rural heritage and character. Agriculture is complemented by incredible scenic beauty. It is this heritage and beauty that the partners want to capitalize upon.

The DRIVE Tourism document identifies nature & outdoor recreation, culinary, and history & heritage as primary product themes for our region of Virginia, Central Virginia. This further supports the partnership that we have developed to promote those product themes.

The purpose of the program is to bring active travelers to Buckingham County to enjoy scenic views, outdoor recreation, comfortable accommodations and good food. This program is designed to increase visitation to the county and increase revenue. This is an exciting new partnership among two B&Bs, a farm and an outfitter.

Our program will accomplish the following:

- *Increase visitation to the two bed-and-breakfasts, and farmhouse inn
- *Increase tax revenue for the county through overnight stays
- *Create new sources of revenue for the outfitter because the bicycling program is a new business feature. Up until now, he has operated a water-based outdoor recreation company.
- *Introduce visitors to the community and outdoor recreation assets of Buckingham County.

The program components are as follows:

All marketing initiatives will direct interested parties to www.buckinghambiking.com where they can book their packages, choose whether they wish to rent a bike or will be bringing their own bike, and other trip details such as dietary requirements.

Guests will arrive in the afternoon at the first B&B, Buckingham Bed & Breakfast. They will receive their trip itinerary, and meet their Big Dog Outfitter guide. After dinner at a local farm-to-table restaurant, a great nights rest, and a locally sourced breakfast, the next morning they will travel along the route with their guide, making their way to the second night's stop, Crestview Bed & Breakfast. Big Dog Outfitters will transport their luggage and vehicle to the next stop so that after an active day of sightseeing and cycling, the guests will arrive with rooms ready for another great, relaxing evening.

After departing Crestview B&B, guests will travel along the backroads with their guide who will make stops at historic sites in Buckingham County. In mid-afternoon guests will arrive at Randolph Acres Farm for an overnight stay in the farmhouse that is now a five-star bed & breakfast. That evening guests will relax under the stars at a dinner prepared by the Randolph Farms chefs, from food grown on the farms. Local wines will be served as a string band plays, and guests join in the dancing.

2.) Has this program received VTC funding in the past?

Yes

If yes, how does this program differ from your past funded program?

The partners received VTC Market Leverage Program funding in the amount of \$5,000 in 2013 for a program to promote the holiday season. The target market was the Richmond, VA area. The partners saw, on average, a 10% increase in visitation from the Richmond area, and a 15% increase in revenue during the promotion.

This program differs in that the package is available from March through November, and focuses on outdoor recreation, cycling, and culinary.

3.) Tell us about your partners. Who are they and what are their roles in your program beyond being a financial partner?

Lead Partner	Role:	Host guests on third overnight; provide meals; will do all paperwork associated with grant.
Partner 2: Buckingham Bed & Breakfast	Role:	Host guests on first overnight; provides meals.
Partner 3: Crestview B&B	Role:	Hosts guest on second overnight; provides meals.
Partner 4: Big Dog Outfitters	Role:	Provides bikes, maps, luggage transportation and guide for routes

4.) Tell us how you will adjust your program if you do not receive full requested funding?

We will scale back on our marketing and advertising. We will depend more on word-of-mouth advertising and digital advertising, which is more cost effective than print ads. Specifically, we will decrease the frequency to two editions of Blue Ridge Outdoors, and print 50% fewer brochures. We will also consider decreasing the amount of spending for Leisure Media 24/7 and WashingtonPost.com by one-half.

Target Audience and Market Research (25 Points)

1.) Who is your target market or target audience?

Our main target market is the D.C. metro area. It is within a four hour drive of Buckingham County. Specifically, we target the following audiences through our current marketing:

*Buckingham B&B targets the metro Washington, DC area.

*Crestview B&B targets the Northern Virginia, DC and Charlottesville areas.

*Randolph Acres Farm targets Fairfax County.

*Big Dog Outfitters targets metro DC area, Raleigh, NC, and the Richmond, VA area.

2.) How will you specifically track your program? What is your Tracking Mechanism?

All of our advertising will direct people to our website which allows us to capture information from interested parties. We will compare this data with our online booking reservation system to measure the effectiveness of our marketing.

In addition, we will continue the survey methods (visitor survey cards) we have employed in the past for tracking our marketing campaigns.

3.) What specific local and/or state research supports why you chose this target market or target audience?

The partners have worked together in the past to develop a tracking mechanism for our guests. Survey cards from each of the bed and breakfasts provide visitor profiles for our target. The cards request and provide information on where overnight guests came from; their ages; household income range; and how they found out about the B&Bs. Other comments from guests indicated that they enjoyed getting out of the congested metro DC area on weekends to visit rural areas.

Comment card summaries from the partners are below:

*Buckingham B&B targets families with teenage children from the metro Washington, DC area. Parents are around 42 years old with income of 100K.

*Crestview B&B targets couples from 36 - 46 age range with income range of 60K to 85K from the Northern Virginia, DC and Charlottesville areas.

*Randolph Acres Farm targets couples from 22-48 years of age with combined income of 150K from mostly Fairfax County.

*Big Dog Outfitters attracts families, average age 42 with two children - from the metro DC area and Raleigh areas. We also attract young 20-something year olds from the Richmond, VA area.

All guests indicate that their main way of finding out about Buckingham County, VA and our properties were from online sources (Google, Yahoo, Facebook), and from print advertisements the partners place in Recreation News.

National research from the National Bicycle Dealers Association shows the following:

Over 39.3 million Americans age seven and older were estimated to have ridden a bicycle six times or more in 2012, according to the National Sporting Goods Association. Cycling is often cited as the seventh most popular recreational activity in the U.S., behind exercise walking, swimming, camping, fishing, exercising with equipment and bowling.

Bicycles and related products continue to appeal primarily to a recreation market in the United States. NBDA research conducted by the Bicycle Market Research Institute in 2006 reported that 73% of adult cyclists rode for recreation, 53% for fitness, 10% for commuting, 8% racing and 6% sport. The figures add up to more than 100% because some ride in multiple ways.

In the Washington, DC area there are over 12 biking trail areas, according to bikewashington.org. In addition, there are dozens of bike clubs in the Washington, DC area, including the Potomac Pedalers. The Potomac Pedalers offers over 1,000 group rides annually. This high concentration of biking enthusiasts is another reason the partners are targeting the DC area.

In addition, according to the Virginia 2013 Nature and Outdoor Traveler Profile, 56% are married, 44% are college graduates, and 30% have household incomes over \$100,000. The profile also identifies the top travel party origin for the nature and outdoor Virginia traveler is Washington, DC. This reflects what the partners see in their research.

Finally, tourism is a growing component of Buckingham County's economy. According to research from the Virginia Tourism Corporation, tourism in the County generated over \$11 million in travel expenditures; over \$300,000 in local tax revenue; and supported 118 jobs. The partners hope is to show modest increases in each of these areas, as detailed in the Research and Performance Measures section.

Performance Measures (20 Points)

1.) Please include below as much baseline data and other information as possible. Your Research and Performance Measurement Plan is based upon the duration of your program.

Lead Partner

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	400		500	25%
Total Visitor Expenditures	40000		50000	25%
Total Tourism Tax Receipts	2000		2500	25%
Jobs Created or Sustained	1		2	100%
Total Number of Meetings Booked	0	Not Applicable	0	0%
Average Occupancy	60		70	17%
Total Number of Unique Website Visitors per Year	15000		22000	47%

This is proprietary information

Partner 2: Buckingham Bed & Breakfast

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	500		600	20%
Total Visitor Expenditures	50000		60000	20%
Total Tourism Tax Receipts	2500		3000	20%
Jobs Created or Sustained	3		5	67%
Total Number of Meetings Booked	15		20	33%
Average Occupancy	45		60	33%
Total Number of Unique Website Visitors per Year	45000		60000	33%
Weddings	6		8	33%

Partner 3: Crestview B&B

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	360		500	39%
Total Visitor Expenditures	45000		62500	39%
Total Tourism Tax Receipts	2250		3125	39%
Jobs Created or Sustained	0	Not Applicable	0	0%
Total Number of Meetings Booked	0	Not Applicable	0	0%
Average Occupancy	55		65	18%
Total Number of Unique Website Visitors per Year	17000		22000	29%

This is proprietary information

Partner 4: Big Dog Outfitters

Performance Measures	Current Baseline	N/A	Numeric Goal	% Increase / Decrease Goal
Total Number of Visitors	15000		20000	33%
Total Visitor Expenditures	450000		600000	33%
Total Tourism Tax Receipts	28000		30000	7%
Jobs Created or Sustained	10		15	50%
Total Number of Meetings Booked	0	Not Applicable	0	0%
Average Occupancy	0	Not Applicable	0	0%
Total Number of Unique Website Visitors per Year	200000		300000	50%
Float Trips	150		225	50%
Bike Packages	0		150	N/A

This is proprietary information

Marketing Message and Program (25 Points)

1.) What is your specific marketing message and the call to action?

Our marketing message is "Biking is Better in Buckingham!"

All our marketing materials and initiatives will direct to www.buckinghambiking.com where packages can be booked online. Our messaging will include narrative about the scenic, rural nature of Buckingham, our agricultural heritage, and how relaxing our area is for visitors. The "Biking is Better in Buckingham" message should resonate with the DC metro audience who desire, according to both the partners and VTC research, to experience authentic towns, farms, and recreation.

Specifically, we will incorporate a mix of print and digital marketing, as well as enhancing the Big Dog Outfitters website, printing new brochures, and distributing the brochures in Virginia Welcome Centers and at all the Virginia Certified Tourist Information Centers. Although our main target audience for the campaign is the DC area, we feel that placing our brochures in Welcome Centers and visitor centers around the state is a cost-effective way of further promoting Buckingham County.

Our marketing outlets were chosen based upon both the partners data, state data, and national data as detailed in the Research section. The Marketing Calendar and Budget details how the media outlet reaches our target audience/market.

Finally, all of our marketing materials will include the Virginia is for Lovers logo, our website will include a reciprocal link to Virginia.org, we will provide a package for the outdoor recreation VTC promotions and sweepstake, and we will list our packages on Virginia.org.

2.) Marketing Plan, Budget, and Timeline

Marketing Calendar and Budget Items

Media Outlet	Ad Type, Size and Frequency	Placement Date (Month, Year)	How does this reach your Target Audience/Market?	Total Cost	VTC Funds Amount	Partner Funds Amount
Blue Ridge Outdoors	11 x; quarter page; four color	08/15; 09/15; 10/15; 03/16; 04/16; 05/16; 06/16; 07/16; 08/16; 09/16; 10/16	Blue Ridge Outdoors targets active adults ages 25-54; household income of over \$75,000; 92% are college educated; 70% are married; 74% take four or more adventure travel trips per year. The readership covers the Southeast and Mid-Atlantic, including Washington, DC, our travel audience and market.	\$9,537.00	\$9,537.00	\$0.00
Leisure Media 24/7 VTC Coop	N/A	4/2016	Partners will participate in the Outdoor Recreation Thematic package that targets outdoor enthusiasts	\$3,000.00	\$0.00	\$3,000.00
WashingtonPost.com	Two VTC packages	10/2015; 04/2016	Partners will purchase two monthly packages to target fall travel and spring travel from Washington, DC audience	\$10,000.00	\$0.00	\$10,000.00
Recreation News	6 X one quarter page; full color ads	09/2015; 10/2015; 04/2016; 06/2016; 08/2015; 10/2016	Recreation News targets federal employees in the Washington DC area. Although this is not a VTC coop, it does reach our target audience. The profile of the Recreation News reader is household income of over \$92,000. Over 87% use recreation news to plan their travel.	\$6,000.00	\$0.00	\$6,000.00

Google Ad Words	Two VTC packages	08/2015; 04/2016	Google Ad Word campaign promoting the start of spring in Buckingham County and biking	\$5,300.00	\$0.00	\$5,300.00
Trip Advisor	Two VTC packages	08/2015; 04/2016	Geo-targeted to Virginia, Maryland, North Carolina and Washington DC IP Addresses	\$10,000.00	\$0.00	\$10,000.00

Other Program Related Budget Items

Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date (Month, Year)	How does this reach your Target Audience/Market?	Total Cost	VTC Funds Amount	Partner Funds Amount
Brochure to promote Biking is Better in Buckingham!	9/2015	Brochure will highlight the scenic beauty of the region as well as the heritage of the region.	\$3,463.00	\$3,463.00	\$0.00
Enhancements to the Big Dog Outfitters Website	8/2015	Website will feature the Biking is Better in Buckingham Packages, and allow for visitors to purchase the packages online.	\$5,000.00	\$5,000.00	\$0.00
Place of brochures in the Virginia Welcome Centers	10/2015	Brochures will be placed in all 12 Virginia Welcome Centers	\$1,200.00	\$0.00	\$1,200.00
Fulfillment Costs	11/2015	Cost of shipping brochures and fulfilling requests for information	\$500.00	\$0.00	\$500.00

Total Budgeted Amount	\$54,000.00	\$18,000.00	\$36,000.00
Total Funds Requested for Program	\$54,000.00	\$18,000.00	\$36,000.00

DRIVE Tourism Connection (5 Points)

1.) Click the following buttons to show how your program fits into your regional primary and secondary theme focuses.

- * Town/City Centers
- * Nature and Outdoor Recreation
- * History and Heritage
- * Meetings
- * Sports
- * Culinary
- * Arts and Music
- * Industry
- * Commercial Attractions
- * Events

NOTE: In this sample application, all the DRIVE Tourism Product Themes are chosen for illustration purposes. In your actual application, you will select **ONLY** those Product Themes that are applicable to your program. More information on DRIVE Tourism is available at www.VATC.org/STP

Virginia Is For Lovers Campaign (10 Points)

1.) Click below the applicable areas that your program utilizes the Virginia is for Lovers/VTC programs: (click multiples)

- * All partners are listed on Virginia.org
- * Participation in VTC consumer cooperative media buys listed on the VTC Marketing Calendar
- * Participation in VTC digital marketing opportunities
- * Participation in VTC Datashare program
- * Participation in the VTC Consumer Newsletter Advertising
- * Placement of advertising in the Virginia Travel Guide
- * Participation in desk-side media appointments with the VTC Public Relations Department
- * Production and/or sharing of B-Roll video footage and high resolution photography
- * Participation in international sales missions with VTC & CRUSA, including Canada
- * Assistance in hosting of domestic, CRUSA and Canadian FAM trips, media tours, and other VTC sponsored tours
- * Participation in VTC promotional and sweepstakes opportunities
- * Placement of brochures in the Virginia Welcome Centers
- * Placement of translite ads in the Virginia Welcome Centers
- * Participation in the monthly Virginia Welcome Center Tourism Blitz program
- * Participation in the VTC LOVEwork Program
- * Participation in VTC domestic sales trade show opportunities
- * Participation in a sales mission with VTC Domestic Sales to target markets for Tour and Travel, Meetings & Conventions or Sports Marketing
- * Provide information and support to VTC Public Relations Department
- * Provide information and support to VTC Digital Marketing Department

Other:

- * The partners will in addition to the marketing initiatives share our photography with VTC
- * The partners will also construct a LOVEworks at Randolph Farms and at Crestview B&B in the summer of 2015

NOTE: In this sample application, all the VTC marketing campaign components are selected for illustration purposes. In your actual application, you will select ONLY those VTC Campaign tie-ins that are relevant to your program, and are included in your Marketing Calendar and Budget Items.