

**Virginia SBDC**  
Management Training Report

**Event Information**

		Center & Event #:		70-2023-6
<b>Event Title</b>	Tourism Practices to Boost Business	<b>Start Date</b>	10/20/2023	<b>Start Time</b> 11:00:00 AM
<b>Site</b>	Laurel Ridge CC	<b>End Date</b>	10/20/2023	<b>Program</b> SBDC
<b>City, State &amp; Zip</b>	Middletown, VA 22645	<b>Sessions</b>	1	<b>Event Status</b> Verified
<b>Event Topic</b>	Marketing/Sales	<b>Total Hours</b>	1	<b>Sub-Program</b> Not Set
				<b>Reviewed By</b> ckriz
				<b>Entry Person &amp; Date</b> ckriz on 11/27/2023 7:19:00 PM
<b>Program Format</b>				<b>Language</b> English

**Number of Attendees**

Total Attendees 4	In Business Disabled	2 0	Active Duty Veterans	0 0	Asian Black	0 0	Native Amer. Pacific IsInd.	0 0
Underserved 2	Women LGBTQ	2 0	Service Disabled Vet. Reserve/Nat. Guard Spouse of Military Member	0 0 0	North African Middle Eastern	0 0	White Hispanic	4 0

**Resources Participating**

<input checked="" type="checkbox"/> SBDC	<input checked="" type="checkbox"/> Educational Institution	<input type="checkbox"/> Online Training Resource	SBA Office: None
<input type="checkbox"/> SCORE	<input checked="" type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> SBA District Office	Other Govt. Agency: None
<input type="checkbox"/> WBC	<input type="checkbox"/> Trade or Professional Assoc.	<input type="checkbox"/> Native American Center	Other: None
<input type="checkbox"/> VBOC	<input type="checkbox"/> For-Profit Organization		

**Attendee Fees**

**Fee Distribution**

Attendee Count:	Full Fee #	Discount Fee #	No Show #	No Fee #	SBDC	SCORE
	0	0	0	4	\$0.00	\$0.00
Fee Income \$	Full Fee \$	Discount Fee \$	No Show \$		WBC	SBA
	\$0.00	\$0.00	\$0.00		\$0.00	\$0.00
Other Income \$	Other \$		<b>Total Fees Collected</b>		Co-Sponsor	Total Distribution
	\$0.00		\$	0	\$0.00	\$ 0

**Event Notes**

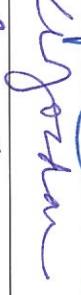
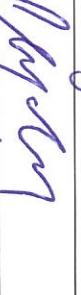
**Public Information**

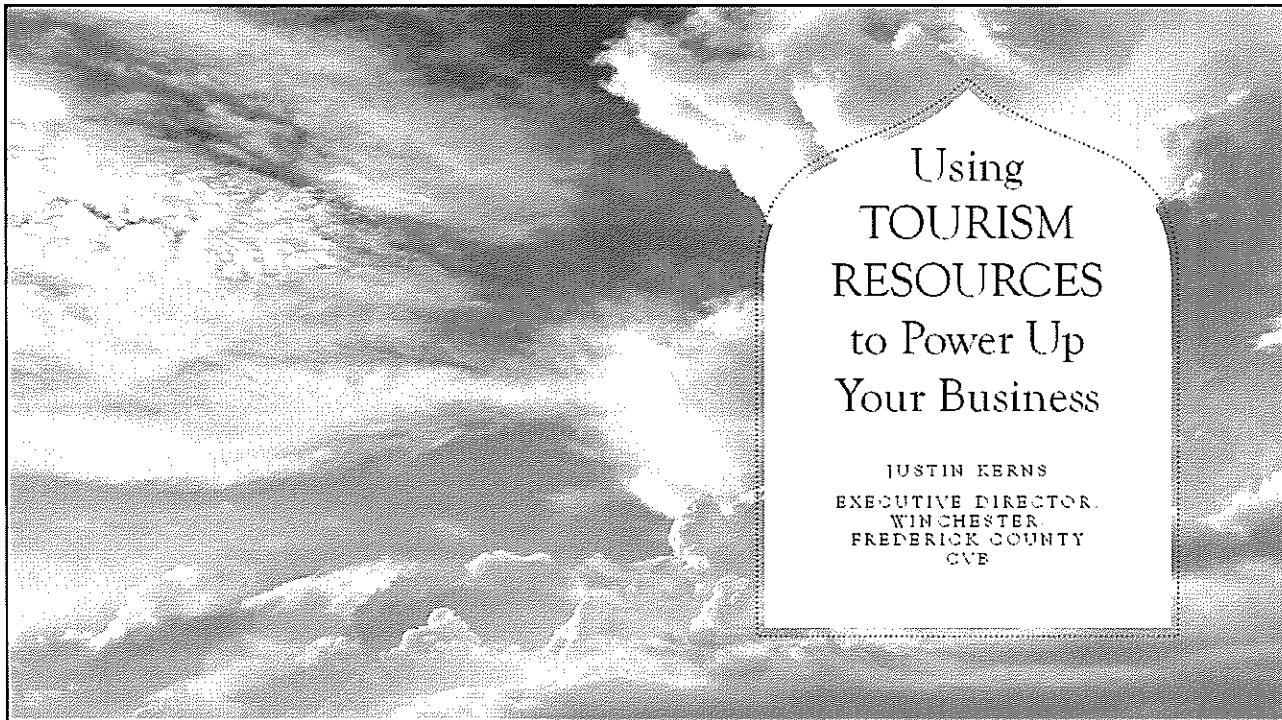
Standard Fee \$	Web Info: Address, Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

Power Up Your Business Conference

Tourism Practices to Boost Your Business Breakout Session

Friday, October 20, 2023

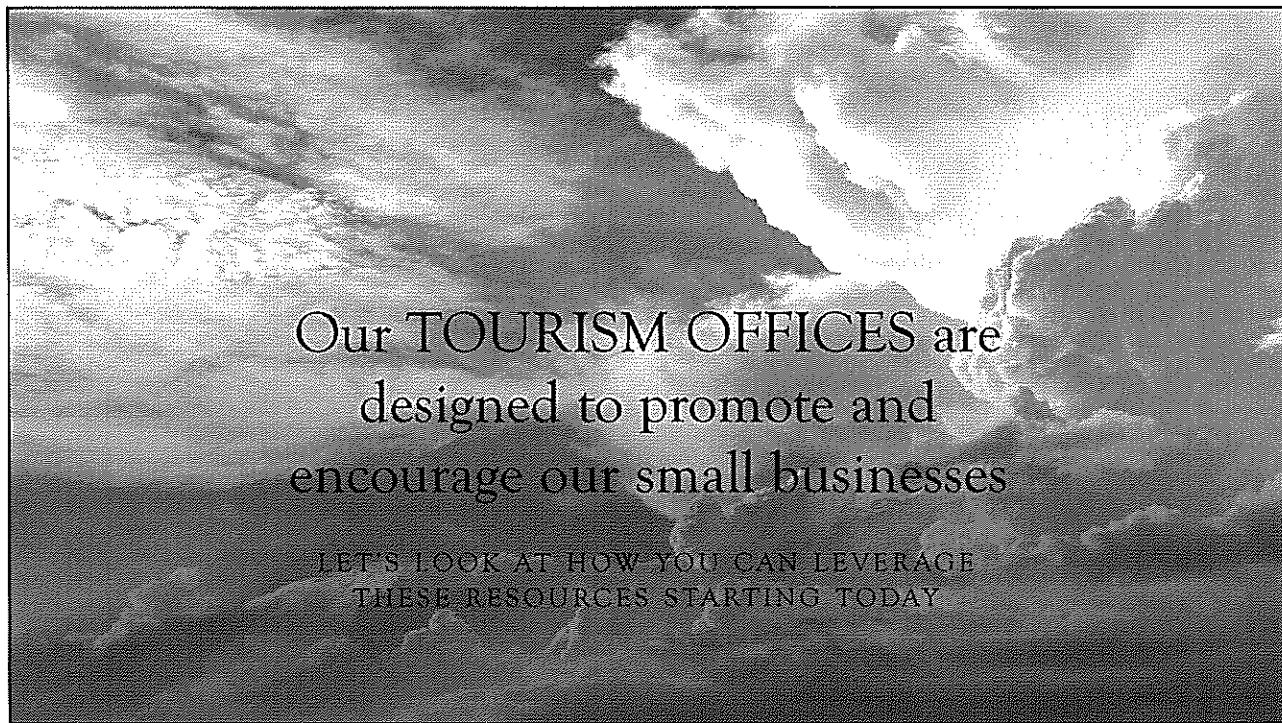
	<u>Print Name</u>	<u>Company</u>	<u>Signature</u>
1	Joe Proctor	Shenandoah Caverns	
2	John Keenan	Virginia SDOC	
3	Maureen Menzer	Down Home Comfort Bakes	
4	Scott Fine	5 Star Executive Chauffeuring	
5	Shane Walker	STAR IN THE VALLEY	
6	Katie Jordan	old townist Magazine	
7	Andrew Lilly	A.L.L. Contracting LLC	
8	Dave Kent	Signet Marketing	
9			
10			
11			
12			
13			



Using  
TOURISM  
RESOURCES  
to Power Up  
Your Business

JUSTIN KERNS  
EXECUTIVE DIRECTOR  
WINCHESTER  
FREDERICK COUNTY  
CVB

1



Our TOURISM OFFICES are  
designed to promote and  
encourage our small businesses

LET'S LOOK AT HOW YOU CAN LEVERAGE  
THESE RESOURCES STARTING TODAY

2

## List Your Business for FREE on Virginia.org

Before logging on:

- Set aside 15 minutes to create an account
- Have 2-3 good images to upload
- Have a good short synopsis of your business ready

<https://www.vatc.org/marketing/digital-marketing/webmarketing/>



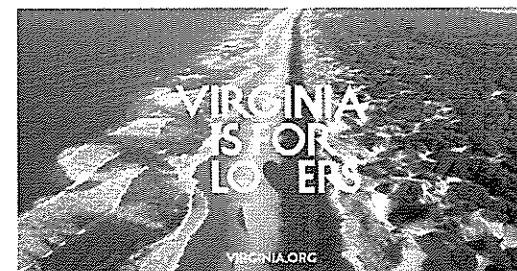
5

## Apply to Virginia Tourism Grants

Grants:

- Microbusiness Grants
- Marketing Grants
- Special Events Grants

<https://www.vatc.org/grants/>



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9

Wide array of services and assistance for your small business!

Free website listings for your business  
AND events

Free 360 camera services

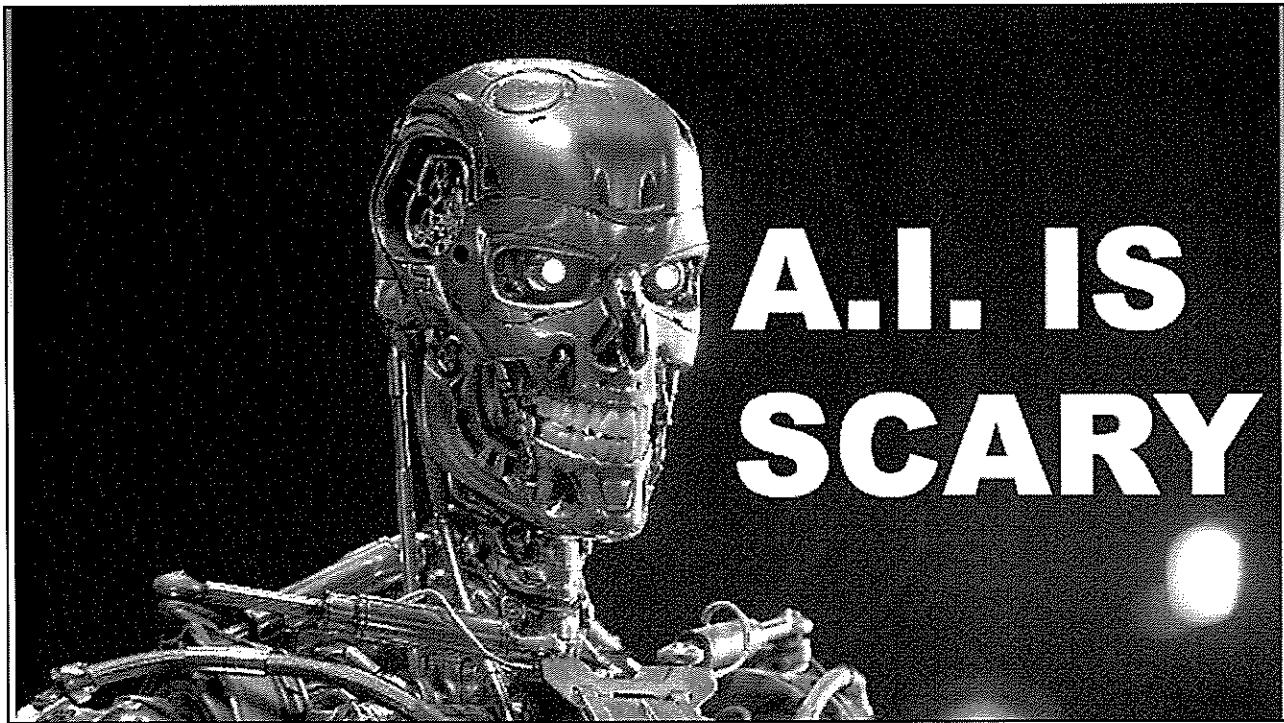
Free monthly video featurette program



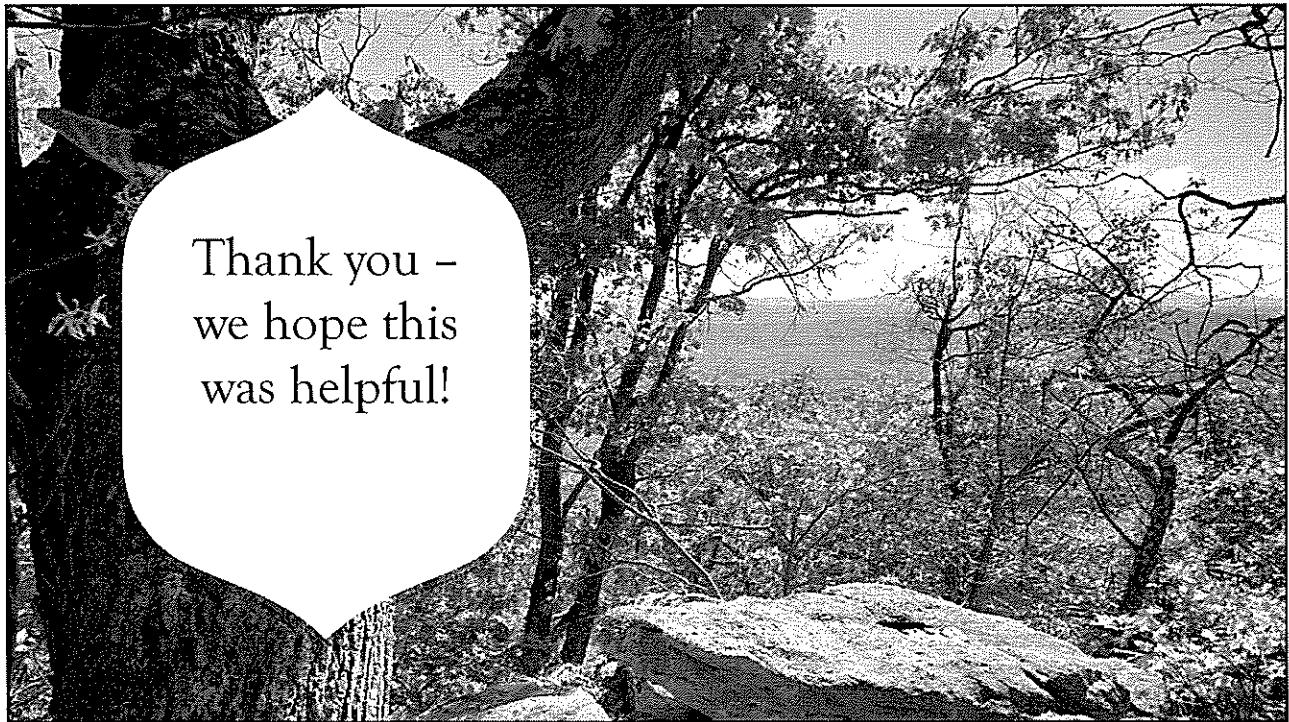
10

...there's one more thing we need to talk about...

13



14



## Tourism & Economic Development

- Promotes Shenandoah County to increase visitation and boost the local economy
- Primary target = visitors outside of a 50-mile radius
  - Northern Virginia, DC, Baltimore, Richmond, Virginia Beach, NC, MD, PA, NY, NJ, Canada
  - Millennials and Boomers



BE INSPIRED

1

## Tourism & Economic Development

- Traditional Marketing
  - Print, Digital Display, Facebook, Instagram, Digital Streaming, Advertorial
- Public Relations
  - Hosting Travel Writers, Bloggers and Influencers
  - Media Releases
  - Pitch Story Ideas to National Publications
- Consumer Outreach
  - Annual Welcome Center Blitz
  - Staff attend events to promote our region



BE INSPIRED

2

5

6

## Regional Partnerships



9

## Shenandoah County Tours



Behind the scenes experience at a local hospitality business, town or attraction.

- Sept – Seven Bends State Park
- October- TBD
- November – Shenandoah Caverns
- December- VA Museum of the Civil War

BE INSPIRED

10

## Who to Contact:

### Zoning/Permitting Questions-

- Community Development, 540-459-6185

### Transient Occupancy Tax/Business Equipment Tax

- Commissioner of Revenue, 540-459-6170

### Tourism Marketing/Brochure Fulfillment

- Tourism & Economic Development, 540-459-6227



**SBDC**  
**Summary of Training Evaluations**  
**(Attach to Form 888)**

<b>Title of Training:</b>	Tourism Practices to Boost Business
<b>Date Offered:</b>	10/20/2023
<b>Location:</b>	Middletown

#### **Analysis of Responses to Question #5: "Overall, the training was worth my time and investment."**

**From ALL Evaluation Forms:**

Number of check marks in Column 1 (Strongly Agree)	3	X	5	=	15
Number of check marks in Column 2 (Agree)	0	X	4	=	0
Number of check marks in Column 3 (Undecided)	0	X	3	=	0
Number of check marks in Column 4 (Disagree)		X	2	=	
Number of check marks in Column 5 (Strongly Disagree)		X	1	=	

Total Number of Forms Received	3
Total Number of Attendees	8
Percentage of Response	38%

Total Number of Forms Received \_\_\_\_\_ 3 (b) X 5 = \_\_\_\_\_ 15 Maximum Score (c)  
Divide (a) by (c) = \_\_\_\_\_ 100% Level of Satisfaction  
Divide (a) by (b) = \_\_\_\_\_ 5.00 Average Score



## SBDC Training Course Evaluation

**Name of Training Class** **How Can Local Tourism Help Your Business**  
**Date** **10/20/23**  
**Location** **Middletown, VA**

Your response to this form is very important to us as we strive to bring you the highest quality training available. The information you provide is anonymous and confidential and will be used collectively to evaluate our training program.

Please indicate one response on each line.

		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. The seminar gave me a good working knowledge of the subject matter.			/			
2. The seminar environment was conducive to my learning.		/				
3. The handouts were helpful.			/			
4. The presenter was knowledgeable on the subject matter.	Jenna French	/				
	Justin Kerns	/				
5. Overall, the training was worth my time and investment.		/				

Additional comments:

*Well done*

What other topics you would like to see offered? \_\_\_\_\_



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2. The seminar environment was conducive to my learning.		X				
3. The handouts were helpful.		X				
4. The presenter was knowledgeable on the subject matter.	Jenna French	X				
	Justin Kerns	X				
5. Overall, the training was worth my time and investment.		X				

Additional comments:

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What other topics you would like to see offered? \_\_\_\_\_



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	Justin Kerns	X				
5. Overall, the training was worth my time and investment.		X				

Additional comments:

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