

Virginia SBDC

Management Training Report

Event Information

				Center & Event #:	70-2023-6
Event Title	Start Date	Start Time	Program	Event Status	
Tourism Practices to Boost Business	10/20/2023	11:00:00 AM	SBDC	Verified	
Site	End Date	End Time	Sub-Program	Reviewed By	
Laurel Ridge CC	10/20/2023	12:00:00 PM	Not Set	ckriz	
City, State & Zip	Sessions	Total Hours	Entry Person & Date		
Middletown, VA 22645	1	1	ckriz on 11/27/2023 7:19:00 PM		
Event Topic	Program Format			Language	
Marketing/Sales				English	

Number of Attendees

Total Attendees	In Business	2	Active Duty	0	Asian	0	Native Amer.	0
4	Disabled	0	Veterans	0	Black	0	Pacific Islnd.	0
Underserved	Women	2	Service Disabled Vet.	0	North African	0	White	4
2	LGBTQ	0	Reserve/Nat. Guard	0	Middle Eastern	0	Hispanic	0
			Spouse of Military Member	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 \$		Total Fees Collected	Co-Sponsor	Total Distribution	
	\$0.00		\$ 0	\$0.00	\$ 0	

Event Notes


Public Information

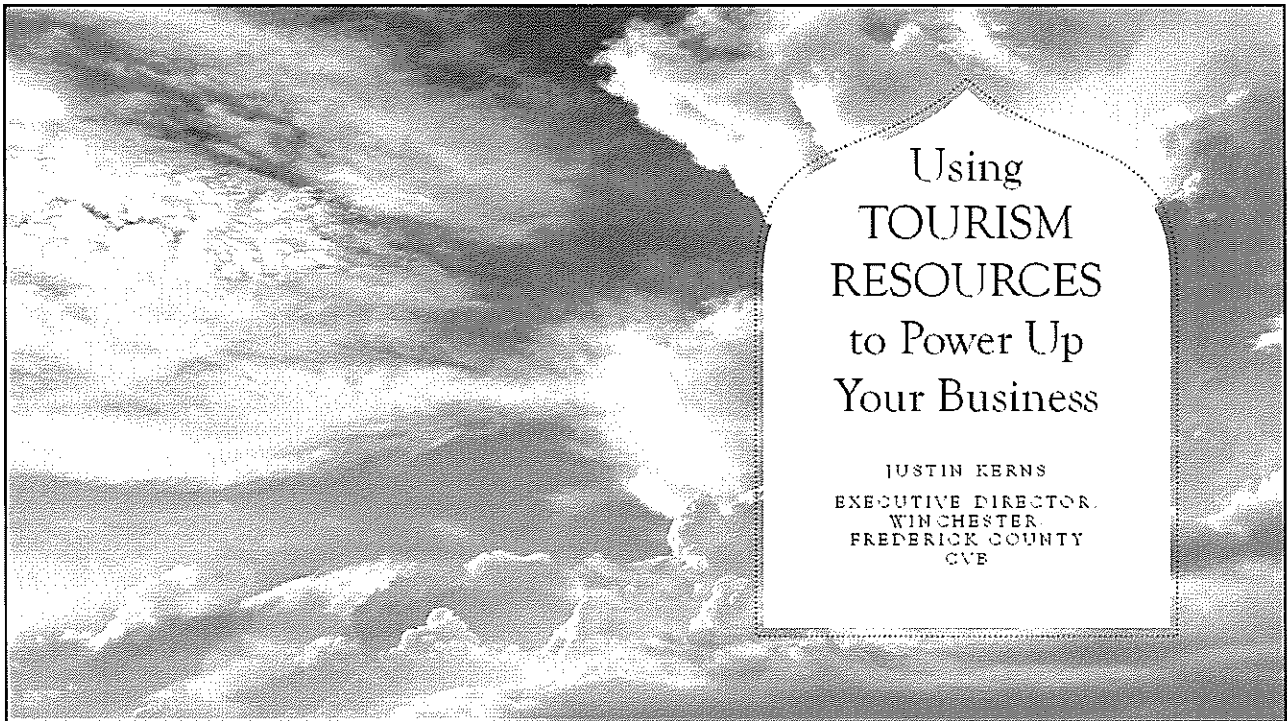
Standard Fee \$	Web Info: Address,Directions, URL, etc.	Misc. Public Information
\$0.00		
Alternate Fee \$		
\$0.00		

Power Up Your Business Conference

Tourism Practices to Boost Your Business Breakout Session

Friday, October 20, 2023

	Print Name	Company	Signature
1	Joe Proctor	Shevondah Caverns	
2	John Keenan	Virginia State	Therese
3	MARKEEN MENEZES	DOWNHOME COMFORT BAKERY	markeemenezes
4	Scott Fink	5 Star Executive Chauffeur	Scott Fink
5	SHANE WALKER	STAR IN THE VALLEY	Shane Walker
6	Katie Jordan	Old Townist Magazine	K Jordan
7	Andrew Lilly	A.L.L. Contracting LLC	Andrew Lilly
8	Dave Kent	Signet Marketing	Dave Kent
9			
10			
11			
12			
13			



1



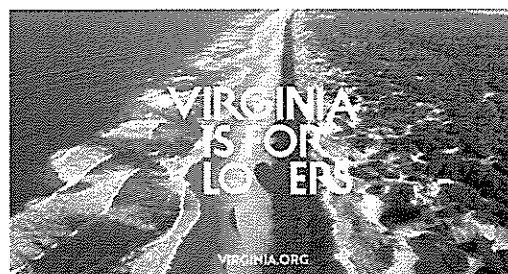
2

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/>



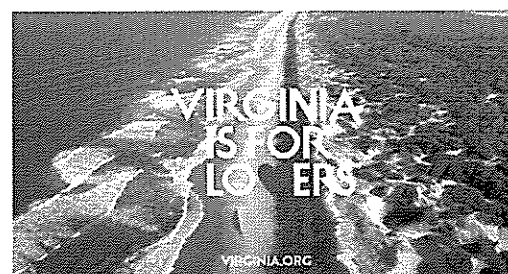
5

Apply to Virginia Tourism Grants

Grants:

- Microbusiness Grants
- Marketing Grants
- Special Events Grants

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



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Wide array of services and
assistance for your small
business!

Free website listings for your business
AND events

Free 360 camera services

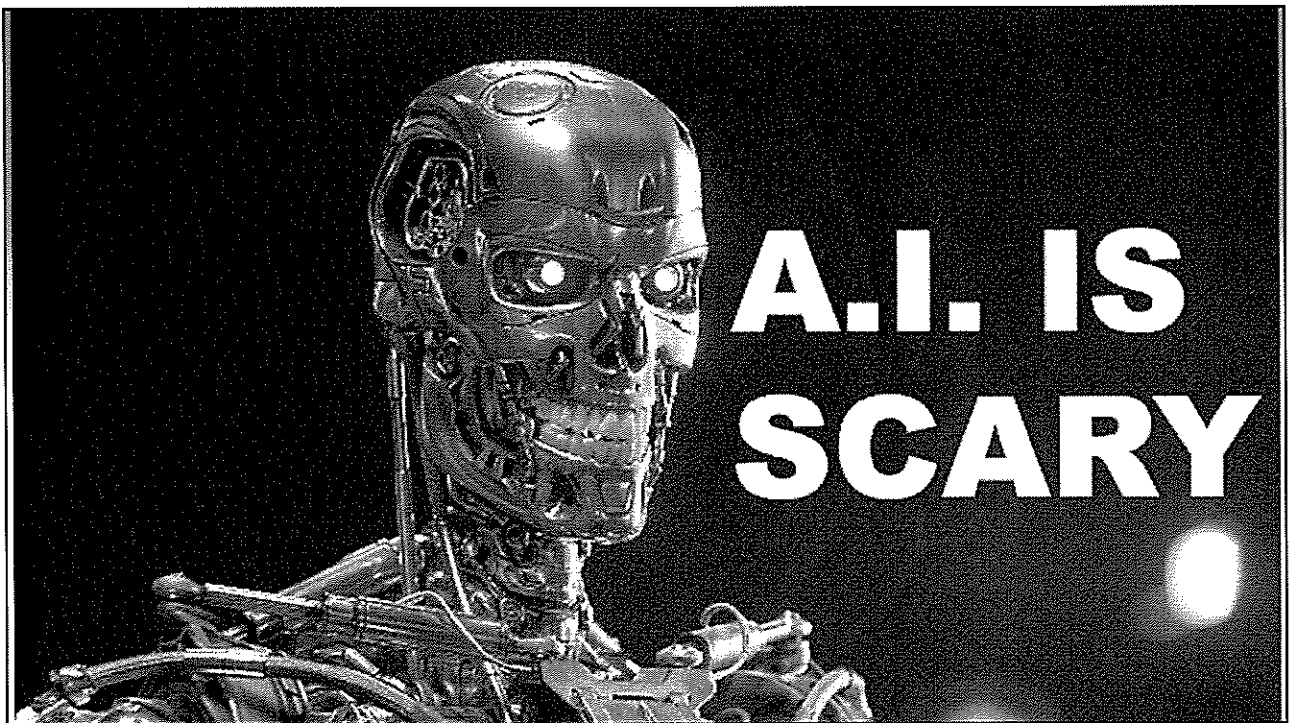
Free monthly video featurette program



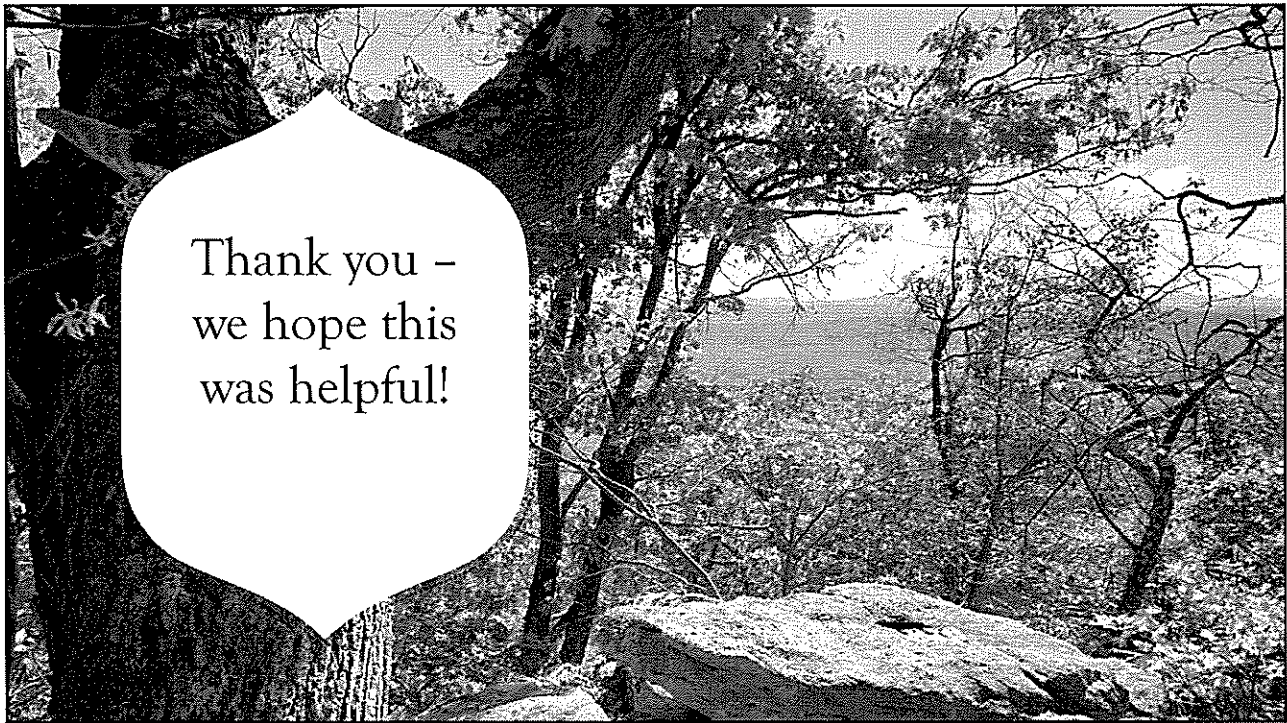
10

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

13



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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

ARE YOUR DREAMS IN COLOR?

Dreamers Always Welcome.



SHENANDOAH COUNTY

LEARN MORE

IN THE DREAM, MY BEST FRIEND WENT EVERYWHERE WITH ME.

Dreamers Always Welcome.



SHENANDOAH COUNTY

LEARN MORE

I WAS STILL, BUT THE WORLD DANCED AROUND ME.

Dreamers Always Welcome.



SHENANDOAH COUNTY

Be Inspired

TheShenandoahCounty.com




BE INSPIRED

5

IN MY DREAM, I TRAVELLED GALLERIES OF WONDER.

Dreamers Always Welcome.




SHENANDOAH COUNTY

LEARN MORE

ARE YOUR DREAMS IN COLOR?

Dreamers Always Welcome.




SHENANDOAH COUNTY

LEARN MORE

I HEARD THE SUN AND THE EARTH. THEN I TASTED THEM.

Dreamers Always Welcome.

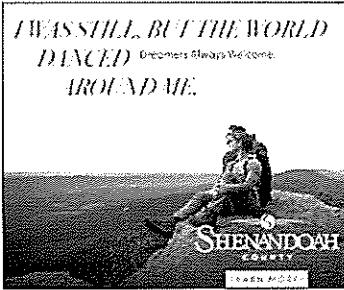


SHENANDOAH COUNTY

LEARN MORE

I WAS STILL, BUT THE WORLD DANCED AROUND ME.

Dreamers Always Welcome.

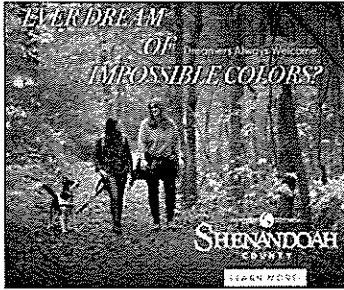


SHENANDOAH COUNTY

LEARN MORE

EVER DREAM OF IMPOSSIBLE COLORS?

Dreamers Always Welcome.

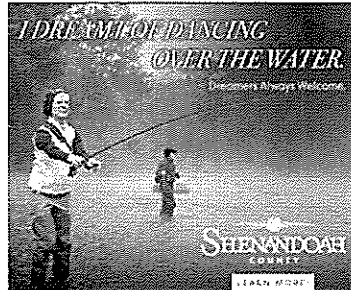


SHENANDOAH COUNTY

LEARN MORE


I DREAMT OF DANCING OVER THE WATER.

Dreamers Always Welcome.



SHENANDOAH COUNTY

LEARN MORE



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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



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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



BE INSPIRED

SBDC
Summary of Training Evaluations
(Attach to Form 888)

Title of Training: Tourism Practices to Boost Business
Date Offered: 10/20/2023
Location: 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)	<u>3</u>	X	<u>5</u>	=	<u>15</u>
Number of check marks in Column 2 (Agree)	<u>0</u>	X	<u>4</u>	=	<u>0</u>
Number of check marks in Column 3 (Undecided)	<u>0</u>	X	<u>3</u>	=	<u>0</u>
Number of check marks in Column 4 (Disagree)	<u> </u>	X	<u>2</u>	=	<u> </u>
Number of check marks in Column 5 (Strongly Disagree)	<u> </u>	X	<u>1</u>	=	<u> </u>
TOTAL SCORE					<u>15 (a)</u>

Total Number of Forms Received	<u>3</u>
Total Number of Attendees	<u>8</u>
Percentage of Response	<u>38%</u>

Total Number of Forms Received	<u>3 (b)</u>	X	<u>5</u>	=	<u>15</u>	Maximum Score (c)
Divide (a) by (c)	=				<u>100%</u>	Level of Satisfaction
Divide (a) by (b)	=				<u>5.00</u>	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:

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:

What other topics you would like to see offered? _____