



Tourism Strategic Plan Progress Update

April 2, 2025

Background and Strategic Framework

Tourism's Role: Supports quality of life, attracts businesses, and boosts local economy.

Plan History: Initial Strategic Plan was adopted in 2018. The plan was revised with input from EDTAC and community stakeholders, and approved by the Board of Supervisors on December 6, 2023.

Vision: Fluvanna will be recognized as a welcoming destination, preserving small-town charm, rich history and natural beauty.

Mission: Leverage natural, historic, and recreational assets to create economic benefits.

Key Focus Areas: Marketing, Infrastructure Development, Business Capacity Building, and Communication and Awareness.



Goal 1: Build upon successful tourism marketing strategies and branding, e.g., tourism logo, rack card, and video.

1. Enhance the county's brand as an accessible adventure and event destination. Leverage the County's considerable outdoor recreational assets. Focus specifically on the Rivanna & James River experiences for visitors and residents.
2. Identify and secure funding for materials and programs above to be used in specific marketing and outreach, e.g. rack cards, website and social media.

Progress made:

- ✓ Established the Find Fluvanna brand integrating outdoor recreation, history and cultural tourism to include:
 - Find Fluvanna website
 - Rack Cards
 - Visitor Guide
 - Social Media (Facebook, Instagram and Pinterest)
 - Find Fluvanna tourism video
- ✓ Applied for and received additional \$18,000 in Virginia Tourism Corporation marketing leverage grants to further expand on the Find Fluvanna marketing efforts



Goal 2: Evaluate needs of tourism infrastructure opportunities by focus areas: Outdoor Recreation, Arts, History, Black History and Culture, and Agribusiness.

1. Design consistent signage at county gateways (and crossways) denoting tourism opportunities. (e.g., Rivanna River Kayaking Trips, Rosenwald Schools, etc.) Seek grant (and/or sponsorship) funding to pay costs.
2. Research B&Bs ordinance updates, and pursue changes if needed. Provide listings.
3. Complete broadband in County. Firefly currently at approx. 80% completion. Will be complete by 2025, dependent on Dominion. Funding secured.
4. Update county website with tourism dedicated webpage.

Progress made:

- ✓ EDTAC Presented the Gateway Sign Proposal to Board of Supervisors for consideration in February 2025, next step is to secure funding to create a VDOT Master Plan for Design and Signs, to include gateway and Tourist Oriented Destination Signs (TODS)
- ✓ Short Term Rental Ordinance adopted by BOS in July 2024
- ✓ [Find Fluvanna](#) website was created in October 2023



Goal 3: Increase the capacity of businesses and tourism activities in Fluvanna County.

1. Conduct an organizational review to include comparisons of similar organizations.
2. Perform an analysis of staff time, personnel costs, advertising and overhead expense to recommend if more staff are needed, e.g. PT Coordinator, Partnership with Chamber, etc.
3. Earmark portion of meals and/or lodging tax collected to offset funds for tourism staff to implement tourism strategies.
4. Research grant opportunities through Rural Development, Virginia Tourism Corporation, Virginia Department of Housing and Community Development, etc. for product development and thematic programming.
5. Leverage local and regional community and governmental partnerships with, but not limited to: Chamber, Rotary, Historical Society, Rivanna Conservation Alliance, Master Naturalist, and local Scout groups.

Progress made:

- ✓ Small Business Development and Tourism Specialist position was created and funded in the FY 24 budget
- ✓ Transient Occupancy Tax implemented in January 2024. \$35,729 was collected in calendar year 2024
- ✓ Applied for and received \$79,000 in Virginia Tourism Corporation grants:
 - 2022 ARPA Tourism Recovery Program \$60,000
 - 2024 Spring Marketing Leverage Grant \$13,000
 - 2024 Fall Microbusiness Marketing Leverage Grant \$5,000



Goal 3: Increase the capacity of businesses and tourism activities in Fluvanna County.

Progress made - continued:

- ✓ Leveraged and Formed New Local and Regional Partnerships:
 - Partnered with Fluvanna Historical Society to request General Lafayette Trail Markers and promoting events in Wilmington and Columbia resulting in more than 500 attendees, with some coming from outside the area and state
 - EDTAC partnered with the Historical Society to support the restoration of the Courthouse project
 - Economic Development provided visitation and trend data for the successful VA250 preservation grant request
 - New regional partnership to create a new Virginia Tourism Corporation central Virginia tourism region
 - Partnered with Arts of Fluvanna to secure Virginia Tourism Grant Funding for new website and marketing materials to support growth of Studio Tour
 - Partnered with Palmyra Arts Fest and the Fluvanna Historical Society to promote and grow festival and tours of the Courthouse, Old Stone Jail and Historic Palmyra Village
 - Partnered with Fluvanna Family Fall Festival to support and promote new event
 - Partnered with RVA Racing to support and promote State Mountain Bike Championship
 - Established new relationship with Historic Breemo stewards to explore future opportunities for partnerships



Find Fluvanna Promoted Events



VIRGINIA STATE MOUNTAIN BIKE RACING CHAMPIONSHIP
OCTOBER 5, 2024 | PLEASANT GROVE PARK | FLUVANNA COUNTY

TWO DAYS
BIKES, FAMILY, FRIENDS, + FUN
OCTOBER 5-6, 2024

The VIRGINIA STATE MOUNTAIN BIKE RACING CHAMPIONSHIP will be unlike any other race this year in Virginia!

This weekend-long celebration of mountain biking includes camping on Saturday night, a beer garden, an expo with vendors and more!

LET'S RACE!  **SIGN UP!**

bike races built by bike racers! RVARACING.COM

SPONSORED BY
FLUVANNA
Fluvanna County Rotary Club

FLUVANNA FAMILY FALL FESTIVAL

SATURDAY, SEPTEMBER 28TH
12:00 PM - 5:00 PM

Arts & Crafts | Food & Beer Garden | Music
History & Agriculture of Fluvanna



ARTS of FLUVANNA COUNTY

STUDIO TOUR
October 19 & 20
10am-5pm
RAIN OR SHINE
15 Locations
Free/self-guided





www.artsfluvannacounty.com

Come One, Come All!

To a Celebration of the 1824 visit to Fluvanna
by General Marquis de Lafayette



Sunday, November 3rd at 3:00 PM
At Lyles Baptist Church Wilmington, Va.

Fluvanna County Arts Council Presents
Our 2024-2025 Season

 September 14 at 7 pm	 October 12 at 7 pm	 November 25 at 5 pm	 December 7 at 1 pm
 Dec 8 at 3 pm Dec 14 at 3 pm	Carysbrook Performing Arts Center 8880 James Madison Hwy Fork Union		 January 19 at 5 pm
 February 10 at 3 pm	 March 22 at 7 pm	 April 24 7 pm	 TBA - May 2025

For Tickets: www.Carysbrook.org

We build community through the arts.

FLUVANNA COUNTY PRESENTS

GROOVIN' at the GROVE
Live Music
Pleasant Grove Park

Dan and the Fam
Saturday, July 13th, 5-7PM

Goal 4: Create increased opportunities for current and potential tourism small businesses in the county through more effective and broader communication and awareness campaigns.

1. Provide training for businesses to learn how to master social media, website and other marketing techniques. Find communication specialist to do workshops to enhance business owners' skillset for effective marketing and increased sales.
2. Encourage use of a community calendar, e.g., "FindFluvanna.org", as a county-wide resource to promote the activities and events of tourism focused businesses, including hospitality and retail. Encourage residents to use the calendar as a first look to find things to do across the county.
3. Create tourism newsletter to highlight and promote tourism focused businesses and activities in Fluvanna County. Continue outreach to residents by promoting the newsletter in, and encourage sign ups to FAN mail (Fluvanna Area News), a weekly email featuring local events.
4. Provided assistance to coordinate marketing/advertising within cross themed programming among entities in the county and facilitate tours and events when possible.

Progress made:

- ✓ Partnered with Dorazio Communications to host Marketing Your Business workshops hosted by: Hardware Hills Winery, Women in Business, Cunningham Creek Winery
 - Working on new workshops this year to include AI for Business Owners, Review Management, and Websites
- ✓ Find Fluvanna website includes an events calendar
- ✓ Created monthly newsletter in April 2024



Tourism Impact in Fluvanna County

Tourism Direct Impacts on Fluvanna's Economy in 2023*

\$10.5M Direct Visitor Spending (up .5% from 2022)

77 Jobs Supported by Tourism

\$.5M Local Taxes Generated

*Source: Virginia Tourism Corporation/Tourism Economics

2024 Event Attendance:

County Fair Paid Guests: 7,887

Palmyra Arts Fest: 2,164

Groovin' at the Grove: 1,160

Fluvanna Family Fall Festival: 1,150

State Mountain Bike Championship: 179 racers, 110 spectators

Arts of Fluvanna Studio Tour: 173

2024 Transient Occupancy Tax Collected: \$35,729



Looking Forward – Next Steps and Priorities

Expand Marketing Efforts: Build on Find Fluvanna success and pursue new grants.

Strengthen Infrastructure: Secure funding for VDOT Master Plan to complete the Gateway Signs project.

Boost Business Capacity and Community Engagement: Expand training and partnerships for growth.

New Tourism Assets and Events: Develop self-guide tours, agritourism, and local events.

Continual Review: Monitor progress and adjust strategies to meet evolving community and visitor needs. Plan for comprehensive review and update of the strategic plan within three years.





QUESTIONS?



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