

2013 RRRC Living Towns - Orange Planning Workshop
"Tourism & Economic Development – Capitalizing on Area Assets"
Thursday, August 22, 2013
Orange Presbyterian Church, Orange, VA

8:30 a.m. Registration and Coffee – Orange County Roasters & local caterers and restaurants

8:50 a.m. Welcome and Introductions

Chuck Mason, Mayor, Town Orange
Teel Goodwin, Chair, Orange County Board of Supervisors
Harry Hopkins, RRRC Chair & Vice-Chair, Town Orange / Jeffrey Walker, RRRC Exec. Director

9:00 a.m.

Area Identity

Moderator: Tom Woolfolk, Treasurer, Orange County Chamber of Commerce

A. Maximizing Your Community's Tourism Potential

Wirt Confroy, Director of Partnership Marketing, Virginia Tourism Corporation

B. Capitalizing on Heritage & Historical Assets

Sean O'Brien, PhD, Executive Vice-President & COO, James Madison's Montpelier

C. Bed & Breakfast Consortia

Amy Hager, Administrator, Bed & Breakfast Association of Virginia (BBAV)

10:10 a.m. BREAK

10:20 p.m. Community Development

Moderator: Sharon Elswick, Owner, The Holladay House, Orange, VA

A. Built NRV – Tool for Public Engagement

Kevin Byrd, AICP, Executive Director, New River Valley PDC

B. Parks & Recreation and Economic Development

Larry Miller, Director, Fauquier County Department of Parks & Recreation

C. Festivals & Niche Events

David Lamb, Owner, Oakland Heights Farm

11:30 a.m. Walking Tour and Lunch

Lunch – A Taste of Orange—Enjoy a make-your-own boxed lunch featuring delicious selections from local Orange restaurants

- **Town of Orange Walking Tour**

1:00 p.m.

Planner's Toolbox

Moderator: John Cooley, AICP, Director of Community Development, Town of Orange

A. Not for Profit / Producer's Only Farmers Markets

Brad Jarvis, Madison County Extension Agent, Virginia Cooperative Extension

B. Local Transportation Committees

Susan Eddy, Chief of Planning, Fauquier County Dept. of Community Development

C. Trails!

Dan Mahon, Outdoor Recreation Supervisor, Albemarle County

D. Ag as Economic Development

Spencer Neale, Director of Commodity Marketing, Virginia Farm Bureau Federation

3:15 p.m.

Wrap-Up – Page Sullenberger, Town of Orange Planning Commissioner

3:30 p.m.

Reception at the Arts Center of Orange

All Invited – Please join us for refreshments and light hors d'oeuvres provided by local Orange caterers featuring locally produced wines

Workshop Sponsoring Organizations:

The Town of Orange
Rappahannock Rapidan Regional Commission
Virginia Department of Transportation
Orange Presbyterian Church