



Summer Toolkit Nourishing Downtown

How Restaurants and Farmers Markets Can Feed Your Revitalization Efforts

July 23 & 24, 2008 ♦ The Hazel River Inn ♦ Culpeper, VA

Tuesday, July 22

7 p.m. **Welcome Reception** at the State Theatre, 311 South Main Street
Upon arriving, join your peers for casual networking, refreshments and a tour of the former vaudeville theater built in 1938, soon to operate as the community's cultural arts center.

Wednesday, July 23 - Restaurants

8:00 a.m. **Attendee Arrival** – Morning refreshments

8:30 **Welcome and Overview**
Welcome remarks from the Mayor of the Town of Culpeper, Culpeper Renaissance, Inc. Board President and Executive Director and a brief overview of the training.

8:45 **Food and a Healthy Downtown** – Explore the importance of food-based enterprises on a downtown's economic and community development.

Todd J. Barman, National Main Street Center

Break

9:45 **Developing a Marketplace for Restaurants** – Learn how restaurants fit into your local market position and the best practices to sustain their growth.

Todd J. Barman, National Main Street Center

Break

10:45 **Strengthening Your Existing Restaurants** – Learn specific restaurant retention strategies, tips of the trade, and essential resources.

Todd J. Barman, National Main Street Center

11:45 **Lunch by The Hazel River Inn**

12:45 p.m. **Attracting New Restaurant Start-ups** – Learn the most effective tools to support rising food-based enterprises and how to recruit successful restaurant owners.

Todd J. Barman, National Main Street Center

Break

1:45 **Introduction to Culinary Tourism** – Discover this new opportunity for visitors to experience local food and people, while impacting the local economy.

Alisa Bailey, Virginia Tourism Corporation

Break

2:45 **Restaurant Design and the Historic Downtown Property** – Learn how to adaptively re-use an historic building for restaurant use while providing an authentic dining atmosphere.
Kathy Frazier, Frazier Associates

3:30 **Adjourn** - Tour and shop downtown

6:30 **Dinner at Foti's, 219 East Davis Street**
Enjoy a fine-dining experience in the heart of downtown Culpeper that revolves around the finest local products, superb service, delicate flavors, and extraordinary wines.

Thursday, July 24 – Farmers Markets

8 a.m. **Coffee and Light Refreshments**

8:45 **Ensuring Sustainability and Profitability of Your Local Farmers Market, Part 1** –
Learn best practices that will keep your market thriving and a central part of the community.
Denise Mainville, Virginia Tech

Break

10:00 **Ensuring Sustainability and Profitability of Your Local Farmers Market, Part 2** –
Learn about crucial farmers market resources and how to find and engage local farmers.
Denise Mainville, Virginia Tech

Break

11:00 **Farmers Market Managers Panel** – Each market manager will give a virtual tour of their market, share its winning practices, and its contribution to a flourishing downtown.
Tom Henneman, Culpeper Farmers Market
Elizabeth Jones, Big Stone Gap Farmers Market
Mickey Rhoades, Warrenton Farmers Market

12:30 p.m. **Lunch by The Hazel River Inn**

1:30 **Downtown Economic Impacts of Farmers Markets** – Learn about the economic impacts of buying local, funding options for market entrepreneurs, and examples of successful local start-ups.
Matt Benson, Virginia Cooperative Extension
Martha Walker, Virginia Cooperative Extension

Break

2:45 **“Buy Fresh Buy Local” Marketing Campaigns** – This session will arm you with a powerful marketing tool to promote the local foods, local farmers markets and local businesses in your downtown and community at large.
Eric Bendfeldt, Virginia Cooperative Extension
Melissa Wiley, Piedmont Environmental Council

3:30 **Adjourn**