



A Win-Win Model



VISION

**The Virginia Fly Fishing and Wine Festival –
Businesses, conservation groups and local
government partnering to:**

- **Create a catalyst for redevelopment of downtown
Waynesboro and to**
- **Generate economic activity and tourism.**

**Through the celebration of our watershed
resources and the promotion of the quiet
sport of fly fishing.**





STRATEGY

Draw attention to the area's key outdoor assets:

- **Mossy Creek, Shenandoah National Park, George Washington National Forest, Blue Ridge Parkway, Skyline Drive, AT**

Develop the South River, perceived as a liability, into a key asset in the revitalization of downtown Waynesboro.





BACKGROUND

- Organized as a 501c4 Corp.
- Purpose is to develop, organize and manage the annual Virginia Fly Fishing and Wine Festival.
- Created in 1999 by Waynesboro Downtown Development Inc. (WDDI).
- Operated and managed by volunteers.
- Now in its 14th year of operation.





ATTENDEES

- 30 - 65+ adults.
- Professionals with discretionary income.
- Incomes ranging from \$40 to \$100+.
- Family- oriented, lead active/varied lifestyles.
- 80% homeowners.
- Spend \$'s on recreational activities.





REVENUE SOURCES

- Admissions – ranges from 1,200 to 1,700 participants
- 60 Exhibitors –fishing products/ services, destinations, art, jewelry
- Sponsors – Corporate and Promotion
- 5 - 8 Wineries, 4 Food Vendors
- Bucket Raffle, Casting Classes
- VFFF Merchandise – T-shirts, Hats











MARKETING

- Website – Information, pre-event ticket sales www.vaflyfishingfestival.org
- E-blasts to Constant Contact list of 2,000 email addresses
- Ads in targeted media – fly fishing newspapers, magazines, lead generation
- PR effort – releases to over 300 media contacts
- Publicist – Beau Beasley, industry expert







PROMOTION SPONSORS

- Virginia Living
- Virginia Sportsman
- Blue Ridge Outdoors
- Mid Current News
- Eastern Fly Fishing
- Calendar Listings - Southern Living, regional and local newspapers



CORPORATE SPONSORS

- Recruit new sponsors at fly fishing shows – regional, national, international
- **National** - Orvis, Subaru of America, Temple Fork Outfitters,
- **Regional** - Dominion, Natural Retreats, Green Top Sporting Goods, DCCU, VDGIF
- **Local** - City of Waynesboro, Waynesboro Downtown Development, Blue Ridge Oral Surgery, Speckled Trout B&B, Mid-Valley Press

















April 12-13, 2014
www.vaflyfishingfestival.org