

## **Smithfield/Isle of Wight Tourism Activity Report –APRIL 2023**

- Farmers Market scheduled to open 4/1/23. Wind and weather postponed the opening until the next Saturday. FM held 4/8, 15, 22, 29/23.
- Full Time Staff Meeting 4/10, 17, 24/23.
- Full staff meeting 4/4/23.
- Smithfield Town Council 4/4/23.
- New Black Business District Ribbon Cutting 4/5/23.
- County Agenda Review meeting 4/6/23.
- Work completed with Brian London, Inc. for the Awareness & Perception Study survey (funded by ARPA grant) for Smithfield & Isle of Wight Tourism. Results will be forthcoming.
- Joint Tourism Committee meeting 4/6/23.
- Zarticoach webinars 4/7, 14, 21, 28/23. Zartico is the online research company Tourism has hired through their ARPA grant on a one year contract.
- Walk At Work Day 4/11/23.
- Google Ad Words meeting 4/11/23 and Meeting with Leisure Media regarding advertising for grants 4/11/23.
- Smithfield Planning Commission 4/11/23.
- VADMO Spring Symposium planning team meeting 4/12/23. Spring Symposium held in Suffolk 4/24-26/23. Received VIRGO Award for
- Attended SVAE check presentations throughout the month.
- Evaluation for Lois Tokarz completed 4/13/23. Lois will be retiring in March of 2024.
- Smithfield Wine & Brew Fest Prep and event 4/13-15/23. Extremely successful event. 3600 attendees.

- ARPA Expense Reporting Seminar 4/13/23.
- “Let’s Dish” filmed 4/15/23. Bon Vivant was featured.
- IOW County Service Awards 4/14/23.
- Local lodging meeting 4/17/23 regarding grant advertising direction for highlighting overnight stays.
- Farmers Market Board meeting 4/18/23.
- Town Staff meeting 4/18/23.
- BHAR meeting 4/18/23. Final changes for stage project presented and passed.
- Christmas in Smithfield meeting 4/19/23. House Tours and Antique Show back!
- Chamber Student Leadership Graduation 4/19/23.
- Coastal Virginia Tourism Alliance meeting 4/20/23.
- Board of Supervisors meeting 4/20/23. Grant approved and appropriated.
- WEDDING Social Media Influencer program offered to ALL wedding related businesses and partners gathered for Spring promotion. Filming with Amber Miller took place on April 21<sup>st</sup>. 12 Partners participated for under \$200 EACH.
- Work continues to progress on the Main Street Stage project.
- VADMO Spring Symposium 4/24-26/23.
- Smithfield VA Events Board meeting 4/26/23.
- Historic Smithfield Board meeting 4/27/23. The Grange@10 Main presentation.
- CVTA (Coastal Virginia Tourism Association) Marketing Committee meeting 4/27/23 with newly selected agency of choice for the organization.
- Cypress Creek Association speaking engagement 4/27/23.
- NFC Evaluation call 4/28/23 with Town Manager and P&R Director.
- VISITOR CENTER open throughout Month. Tourism, County and Town Facebook postings throughout month. Update website events and ***Where the Locals Go*** event promotion newsletter weekly.