

Smithfield/Isle of Wight Tourism Activity Report –JANUARY 2023

- Town Council 1/3/23.
- FTE Weekly Staff meetings held 1/9, 17, 30/23.
- Monthly Tourism Staff meeting 1/3/23.
- Town Staff meeting 1/5/23;1/26/23.
- Wilson Road Water Tank logo project completed.
- County Agenda Review meeting 1/4/23.
- Meeting with London Company re: Awareness & Perception Study project (funded by ARPA grant) 1/4/23.
- Meeting with Datafy, Inc. re: Year-long Research Project (funded by ARPA grant) 1/4/23. Meeting with Zartico, Inc. re: Year-long Research Project (funded by ARPA grant) 1/5/23 and 1/31/23. Contract awarded to Zartico.
- Board of Supervisors Organizational Meeting 1/5/23.
- Final Retreat Planning 1/6/23 and 1/9/23. Tourism Staff retreat held 1/10/23.
- County Pre-Ap meeting 1/11/23.
- Meeting with VTC (Virginia Tourism Corporation) 1/11/23.
- BOB FEST Set up 1/12/23 - 1/13/23.
- BOB FEST held 1/14/23. COLD but successful!
- County HR Training 1/18/23. New Evaluations and hiring practices.
- Attended the DDA (Destination Development Association) webinar series “The Website Development Series: 1,2,3,4” 1/18/23.
- CVTA (Coastal VA Tourism Alliance) meeting 1/18/23 and 1/19/23.
- “Let’s Dish” video 1/19/23. Q-Daddy’s Featured 1/19/23.

- Marketing Budget meeting 1/20/23.
- Group Tour meeting 1/20/23.
- VRLTA Government Affairs Call 1/20/23.
- ARPA grant meeting 1/20/23.
- County Staff meeting 1/23/23.
- Evals for January employees completed.
- Staff Celebration for Carter Williams 1/23/23.
- Council Committee meetings 1/23/23.
- New Council Orientation 1/24/23.
- Historic St. Luke's Church Board meeting 1/24/23.
- County Risk Management training 1/25/23.
- Wrenns Mill Refuse & Recycling Center Grant Re-Opening 1/25/23.
- SVAE Board meeting 1/25/23.
- Historic Smithfield annual meeting and strategic planning session 1/25/23.
- GMODS meeting 1/26/23.
- Smithfield 2020 1/26/23.
- County benefits training 1/26/23.
- VTC Professional Development Leadership Training meeting 1/30/23.
- Farmer's Market board meeting 1/31/23. Farmers Market marketing brainstorming meeting 1/31/23.
- Completed 2022 Tourism Annual Report and FY24 Tourism Budget.
- VISITOR CENTER open throughout Month with hours extended hours (10-5 Monday – Saturday; and noon – 5 on Sunday) Tourism, County and Town Facebook postings and tweets throughout month. Update website events and ***Where the Locals Go*** event promotion newsletter weekly.