

## DRIVE 2.0 GRANT SUBMISSION FORM

<b>DMO</b>	<u>Surry County Tourism</u>		
<b>Authorized Contact and Title</b>	<u>Pat Bernshausen, Tourism Coordinator</u>		
<b>Mailing Address</b>	<u>PO Box 65, Surry, Va 23883</u>		
<b>Physical Address</b>	<u>267 Church Street</u>		
	<b>City</b> <u>Surry</u>	<b>State</b> <u>VA</u>	<b>Zip</b> <u>23883</u>
<b>Phone</b>	<u>757 758-0146</u>		
<b>Email</b>	<u>pbernshausen@surrycountyva.gov</u>		
<b>FEI #</b>	<u>54-6001638</u>		
<b>Amount of Request</b>	<u>\$10,000.00</u>		

### DRIVE 2.0 Grant Rounds

- Round 1: January 2021 – June 2021 (Grant funds available July 2021)
- Round 2: July 2021 – December 2021 (Grant funds available January 2022)
- Round 3: January 2022 – June 2022 (Grant funds available July 2022)

Communities must turn in grant submission before the DRIVE 2.0 round closes in which they were approved. Grant submissions can be turned in to VTC only once a consensus meeting has been held.

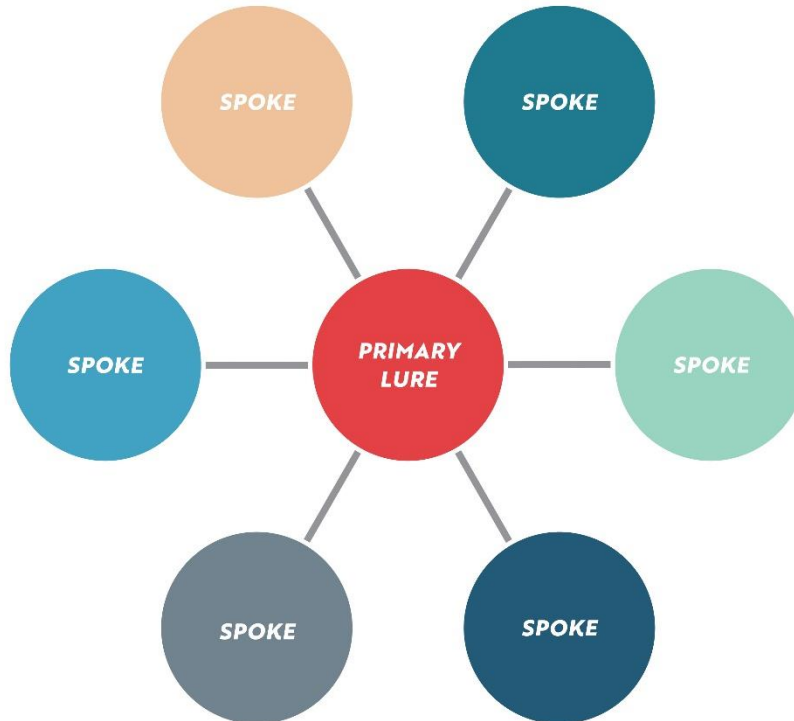
Please send your completed Grant Submission form to Jacob Bower ([jbower@virginia.org](mailto:jbower@virginia.org))

For any additional questions, please contact Caitlin Johnson ([cjohnson@virginia.org](mailto:cjohnson@virginia.org)) or Jacob Bower ([jbower@virginia.org](mailto:jbower@virginia.org))

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**#1 UNIQUE STORIES: PROMOTIONAL EFFORTS**

Please identify your final hub and spoke details for the Promotion hub and spoke.



**Hub/Primary Lure: Chippokes Plantation State Park**

Spoke #1: The Surry Seafood Company

Spoke #2: Bacon's Castle

Spoke #3: Hampton Roads Winery

Spoke #4: Smith's Fort

Spoke #5: College Run Farms

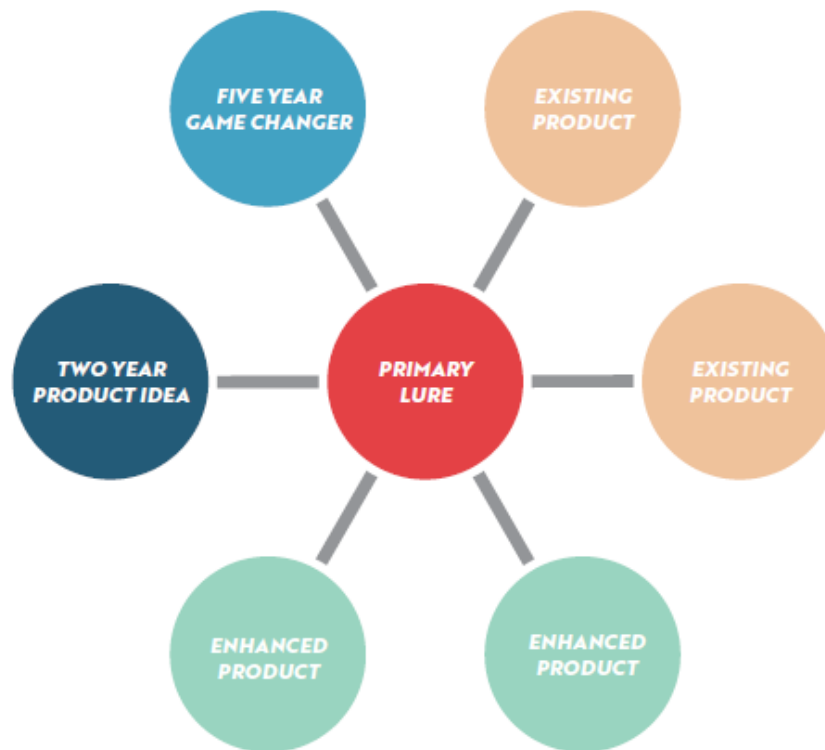
Spoke #6: Jamestown-Scotland Ferry

If any elements have changed since the Consensus Meeting please explain why. [No changes]

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### #2 GREAT EXPERIENCES: PRODUCT DEVELOPMENT

Please identify your final hub and spoke details for the Product Development hub and spoke.



**Primary Lure:** Chippokes Plantation State Park

Existing Product #1: Bacon's Castle / Smith's Fort

Existing Product #2: College Run Farms

Enhanced Product #1: Surry Seafood Company / serving breakfast in addition to lunch & dinner

Enhanced Product #2: Chippokes Plantation State Park / adding two-day cultural/historical event

Two Year Product Idea: Wayfinding Signage / Directional Signage

Five Year Game Changer: Improved / Expanded Unique Lodging Options

If any elements have changed since the Consensus Meeting please explain why.

During our Community Consensus meeting attendees discussed the need for directional signage to make quests aware of existing recreational opportunities on Gray's Creek and at Chippokes State Park. We

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believe that the opportunity to create and install directional signage is more easily achievable – and will have significant positive impact on our overall program – than the addition of water access points if the public is unaware of how to reach them.

### #3 UNPARALLELED SUPPORT: MAKE THE CASE

Please identify your final hub and spoke details for the Growth and Impact/ Advocacy hub and spoke.



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**Best Story:** Surry County Tourism provides opportunity for economic growth and local tax revenues by highlighting the cultural and agricultural history of America.

Stakeholder #1: Elected Officials

Stakeholder #2: Local Residents

Stakeholder #3: Restauranteurs (existing and potential)

Stakeholder #4: Agriculture / Agritourism Interests

Stakeholder #5: Project Developers

Stakeholder #6: Hoteliers / Potential lodging developers

If any elements have changed since the Consensus Meeting please explain why. [No changes}

### DRIVE 2.0 Grant Submission Amount

The full grant amount available for each community is \$10,000. This can be used completely towards a promotion, product development or advocacy effort or it can be divided between the efforts however the community determines. Funds must be used towards an identified effort from the promotion, product development, make the case/ advocacy hub and spoke.

Applicants will be required to sign and complete a Grant Agreement form for reporting purposes. This form will highlight requirements of the Applicant before and after grant awarding. Applicants will be required to submit a final report at the completion of your project. VTC will provide you with a Final Report template.

Please identify what effort the grant funds will be used towards and how that ties back to the community hub and spokes.

Strategic Imperative	Amount	Specific Effort	Hub and Spoke Element
Promotion		Recent marketing campaigns made possible through VTC grant opportunities have helped us focus on Chippokes as our “primary lure” due to the variety and consistency of their operations and programming, while bringing attention to our spoke attractions as identified in the	

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		survey. Future marketing efforts should continue in this vein.	
Product Development	\$10,000	<p>Funding would be used to pay for a feasibility / architectural and engineering study to determine design, placement and phasing in of wayfinding signage. Construction and installation of signage would be funded futuristically through another secure source and would take place over a two-year timeframe.</p> <p><b>Explanation:</b> Our team believes that wayfinding/directional signage would be effective to attract more guests to many of our existing attractions. The fact that visitors do not know what/where/how to access attractions in Surry is significant. Additionally, we know that GPS diverts guests coming from the Williamsburg area via the ferry to the back roads to reach attractions such as Chippokes and Bacon’s Castle at the southern end of the county rather than guiding them through town where they will have access to most of our businesses and restaurants.</p> <p>We believe this makes a strong case regarding the need for signage to direct the flow of traffic in a more beneficial way. This may be a stronger “product” to develop over the next couple of years that could potentially be a “game changer” in and of itself. Logically, if we have people driving through Surry missing out on most of what we have to offer it would be relatively easy to redirect them to the sites and activities that we are already promoting.</p>	<p><b>GREAT EXPERIENCES – PRODUCT DEVELOPMENT</b> Two-year product idea</p>

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<p>Make the Case/ Advocacy</p>		<p>Using the input from our community, staff will begin development of an advocacy plan which will tell our “best story”. Advocacy efforts will be funded through alternative sources.</p>	
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