

# TOURISM 2025

## MISSION STATEMENT

To promote Greene County as a destination and raise the tourism economic impact.

## VISION STATEMENT

Greene County will be recognized as a centrally located destination to the region's diverse tourism opportunities. The community will appreciate the tourism impact and protect related assets.

## GOALS:

Assure Stanardsville's Vitality and Sustainability

Capitalize on Shenandoah National Park's Assets and Potential Guests

Develop a Comprehensive Marketing and Advertising Strategy

Advocate for Planning and Protection of Growth

Support Individual Tourism Industries

Strengthen and Capitalize on Partnerships

# CORE VALUES

The Greene County Tourism Council and the Office of Economic Development and Tourism believe in our Vision Statement and hold the following Core Values as essential to reaching our vision. These values are the foundation of the economic and tourism potential of our community.

- We value tourism's contribution to the entire community, including the county's financial growth that includes:
  - The need for tourism-supported businesses and services
  - Our small businesses and the entrepreneurs that serve our guests
  - The need to support growth in tourism-related industries
  - The need to evolve the diversity of our tourism trades
- We value the county's significant assets that include:
  - The Shenandoah National Park (SNP) bringing tourists to the area and providing a number of great opportunities for our guests
  - The Route 29 corridor, the individuals it brings through the county, and the need to enhance and protect the corridor
  - Our agricultural heritage and our agri-tourism opportunities
  - Our ability to offer Stanardsville's small town charm and recognize the importance of serving the county's seat
  - Our central location to the region's diverse tourism sites
- We value preservation and planned development that enhances the tourism experience that includes:
  - Preserving our natural beauty, rural scenery, mountain views, view sheds, and night skies
  - The convenience of the retail district in Ruckersville and the protection of the rural character of the western part of the county
  - The encouragement of sustainable businesses and protection of the environment.
  - Ruckersville Master Plan study
  - Planned development on Route 33 west of Ruckersville to preserve our rural/agriculture, in particular protecting the SNP entrance corridor
- We value the opportunity to provide a wide range of lodging accommodations from a national chain to a variety of hide-a-way cabins.
- We value our partnership opportunities that include: Shenandoah National Park (SNP), the region's other locality's tourism offices (DMOs), Virginia Tourism Corporation (VTC), Virginia Green, etc.
- We value Greene County's heritage in agriculture, the mountain communities, historic events, and historic buildings.



## GOAL: ASSURE STANARDSVILLE'S VITALITY AND SUSTAINABILITY

Stanardsville should remain the center of tourism activity. In addition, the town's long term sustainability can only be maintained with local business and residential support. Increased local residents' participation in activities is essential for future growth.

### We Value . . .

- Our ability to offer Stanardsville's small town charm and recognize the importance of serving the county's seat.
- The need for tourism-supported businesses and services
- Our small businesses and the entrepreneurs that serve our guests
- The need to support growth in tourism-related industries
- The need to evolve the diversity of our tourism trades
- Planned development on Route 33 west of Ruckersville to preserve our rural/agriculture, in particular protecting the SNP entrance corridor
- Greene County's heritage in agriculture, the mountain communities, historic events, and historic buildings.

### TASKS:

- ~ Explore EDA Small Business Revolving Loan fund options for Tourism start-ups
- ~ Encourage development of a Stanardsville Merchants Alliance
- ~ Encourage a micro buy local campaign for Stanardsville
- ~ Encourage town residential growth to support tourism and other businesses
- ~ Maximize the use of the new pavilion and related facilities
- ~ Seek Transcontinental Bike Route (76 Route) alternate route through Stanardsville
- ~ Promote annual events (i.e. Virginia Clay Festival, 4<sup>th</sup> of July, Strawberry Festival, Parade of Lights, Greene County Fair)
- ~ Promote and preserve Stanardsville's historic district
- ~ Encourage safer multimodal transportation and address the impact on tractor trailer traffic

## GOAL: CAPITALIZE SHENANDOAH NATIONAL PARK & POTENTIAL GUESTS

Shenandoah National Park offers some of the nation's premier outdoor activities and attracts local, state, and international guests. In addition to attracting day visitors to spend time at County properties, it is essential to attract overnight Park visitors outside the Park boundaries to stay and enjoy the county attractions.

### We Value . . .

- The Shenandoah National Park (SNP) bringing tourists to the area and providing a number of great opportunities for our guests
- The opportunity to provide a wide range of lodging accommodations from a national chain to a variety of hide-a-way cabins
- Our ability to offer Stanardsville's small town charm
- Preserving our natural beauty, rural scenery, mountain views, view sheds, and night skies
- The convenience of the retail district in Ruckersville
- Planned development on Route 33 west of Ruckersville to preserve our rural/agriculture, in particular protecting the SNP entrance corridor
- Greene County's heritage in agriculture, the mountain communities, historic events, and historic buildings

### TASKS:

- ~ Create plan to get Stanardsville identified as an Appalachian Trail Community
- ~ Promote Blue Ridge Heritage Project on website and other promotional material
- ~ Collaborate with the Blue Ridge Heritage Project and other DMOs to create a driving tour for all sites
- ~ Create a partnership with Delaware North (SNP concessioner)
- ~ Recruit a hostel entrepreneur to establish a business in Stanardsville to support hikers and bicyclists
- ~ Market Stanardsville as the Piedmont's SNP destination



## GOAL: DEVELOP A COMPREHENSIVE MARKETING STRATEGY

The county is in a unique position to market as a destination with a wide range of local and regional tourism opportunities to large metropolitan areas within a couple hour drive. In addition, the marketing opportunities exist with national and international guests exploring the SNP.

### We Value . . .

- The Shenandoah National Park (SNP) bringing tourists to the area and providing a number of great opportunities for our guests
- Our central location to the region's diverse tourism sites
- Our ability to offer Stanardsville's small town charm
- The opportunity to provide a wide range of lodging accommodations from a national chain to a variety of hide-a-way cabins
- Our partnership opportunities that include: Shenandoah National Park (SNP), the region's other locality's tourism offices (DMOs), Virginia Tourism Corporation (VTC), Virginia Green, etc.
- Greene County's heritage in agriculture, the mountain communities, historic events, and historic buildings

### TASKS:

- ~ Identify key target markets (Tidewater, NOVA, Richmond, International, Washington DC)
- ~ Identify key demographics (age, interests, transportation {drivers, charter groups, hikers})
- ~ Analyze current website's Search Engine Optimization (SEO) (fresh air, romance, seclusion, convenience, central location, rural scenery, natural beauty, mountain views, Piedmont views from above, night skies, agricultural, small town charm, historic)
- ~ Create a marketing campaign specific for SNP and outdoor activities (hiking, biking, fishing, etc.)
- ~ Continuously update ExploreGreene.com to maximize Search Engine Optimization and vibrancy of site
- ~ Create initiatives to encourage return visits
- ~ Investigate having a URL for Skyline Drive leading to ExploreGreene.com (i.e. SkylineDriveSNP.com, loveSkylineDrive.com)
- ~ Communicate Greene as central location to region in all marketing initiatives
- ~ Increase visibility on third-party websites
  - Investigate third-party websites (HikingUpward.com, MapMyRide, etc.)
  - Establish mechanism to survey current visitors on websites used to find Greene



## GOAL: ADVOCATE FOR PLANNING AND PROTECTION OF GROWTH

Our tourism opportunities are built on our County's unique small town, rural, and mountain characteristics. While Ruckersville's growth and identity are essential for our community and to provide amenities to our guests, protection of our western part of the county is essential for future tourism economic impact.

### We Value . . .

- Preserving our natural beauty, rural scenery, mountain views, view sheds, and night skies
- The convenience of the retail district in Ruckersville and the protection of the rural character of the western part of the county
- The encouragement of sustainable businesses and protection of the environment
- Ruckersville Master Plan study
- Planned development on Route 33 west of Ruckersville to preserve our rural/agriculture, in particular protecting the SNP entrance corridor
- Greene County's heritage in agriculture, the mountain communities, historic events, and historic buildings

### TASKS:

- ~ Pursue identification of being a Dark Skies Community
- ~ Endorse the Ruckersville Master Plan to create a sense of place
- ~ Encourage the County to use Blight Abatement tools to address properties that are unsafe and have a negative impact on tourism
- ~ Discourage urban sprawl by encouraging the BOS to implement designated growth areas identified in the Comprehensive Plan
- ~ Assess county ordinances that can enhance the tourism experiences
- ~ Explore designating Stanardsville and surrounding area as tourism district with unique ordinances to support tourism businesses (signage, zoning, buffers hiding development, etc.)
- ~ Encourage county to identify greater residential density in close proximity to Stanardsville's town limits
- ~ Recognize and protect Route 29 as a valuable asset
- ~ Ensure the County consults Director of Tourism regarding impact on tourism for all zoning, site plans, and ordinance changes

## GOAL: SUPPORT INDIVIDUAL TOURISM INDUSTRIES

The County's future tourism economic growth is dependent on diverse tourism opportunities provided by individuals with an entrepreneurial spirit. Providing support to the various tourism industries and individual businesses will ensure future tourism vitality.

### We Value . . .

- Tourism's contribution to the entire community, including the county's financial growth
- The need for tourism-supported businesses and services
- Our small businesses and the entrepreneurs that serve our guests
- The need to support growth in tourism-related industries
- The need to evolve the diversity of our tourism trades
- Our partnership opportunities that include: Shenandoah National Park (SNP), the region's other locality's tourism offices (DMOs), Virginia Tourism Corporation (VTC), Virginia Green, etc.

### TASKS:

- ~ Hold semi-annual industry specific meetings for: lodging, restaurants, artisans, wedding destinations, antique shops, and agri-tourism
- ~ Create individual marketing plans for each tourism industry
- ~ Establish various industry weeks (restaurant week, antique week)
- ~ Collaborate with PVCC and the Small Business Development Center to provide training/coursework supporting successful small business practices

## GOAL: STRENGTHEN AND CAPITALIZE ON PARTNERSHIPS

Greene County is located in a region rich with tourism opportunities. Working in collaboration with the wide range of regional partners and tourism professionals gives us the opportunity to maximize the tourism impact in our community.

### We Value . . .

- Our central location to the region's diverse tourism sites
- Our partnership opportunities that include: Shenandoah National Park (SNP), the region's other locality's tourism offices (DMOs), Virginia Tourism Corporation (VTC), Virginia Green, etc.

### TASKS:

- ~ Support a SNP Regional Marketing Campaign with other localities
- ~ Establish frequent communication and collaboration with Virginia Tourism Commission (VTC)
- ~ Host annual concierge visits from Shenandoah Crossings, Massanutten Resort, and other major hotels (i.e. Boars Head Inn, Omni, Keswick Hall)
- ~ Create a community public relations program communicating the tourism impact and how residents can play a role