

Rural Coastal Virginia Ecotourism

January 31, 2018

Updated Deliverables Timeline

January-March 2018:

- A-NPDC staff will organize and initiate the Rural Coastal Virginia Ecotourism Steering Committee
- A-NPDC staff will acquire water trail domain(s) as directed by the Steering Committee
- A-NPDC will organize and initiate the Eastern Shore Water Trail Working Group and research material presented in the 2006 Seaside Water Trail to update outdated information
- A-NPDC will contract graphic designer to develop common themed Water Trail logos for each region
- In conjunction with the Virginia Tourism, A-NPDC staff will promote the winter 2018 Virginia Ecotour Guide Certification Course
- MPPDC staff will organize the YPM² project management team
- MPPDC staff will work with DCR, Mathews County, and the Virginia Tourism Corporation regarding trail maps; start transfer of Guinea Marshes to PAA
- NNPDC will convene Virginia Oyster Trail Digital Engagement Working Group to determine need and design task for interactive itinerary tool
- NNPDC will design and task website developer with itinerary tool project

Updated Timeline Continued

April-June 2018:

- A-NPDC staff will organize the quarterly Rural Coastal Virginia Ecotourism Steering Committee
- A-NPDC will update data in the 2006 Seaside Water Trail continuing to meet with the Working Group quarterly and additional stakeholders and resource users/managers as needed
- In conjunction with the Virginia Tourism, the 2018 Virginia Ecotour Guide Certification Course will be offered through the Rappahannock and Eastern Shore Community Colleges
- MPPDC will insert spatial data into GIS to create maps, which will be shared with the Management Team
- MPPDC will map other assets and start gap analysis
- NNPDC Working Group will beta-test itinerary tool

July – September 2018:

- A-NPDC staff will organize the quarterly Rural Coastal Virginia Ecotourism Steering Committee
- A-NPDC will work through Best Management Practices Toolbox with the Working Group
- A-NPDC will incorporate generated information into both printed and online Trail resources
- MPPDC will work through Best Management Practices Toolbox with Management Team
- NNPDC Working Group will meet
- NNPDC will launch the tool on the website

Updated Timeline Continued

October – December 2018:

- A-NPDC staff will organize the quarterly Rural Coastal Virginia Ecotourism Steering Committee
- A-NPDC will have brochure printed
- A-NPDC will engage local county and town governments, Chamber of Commerce, and Tourism Commission in active distribution of brochure
- MPPDC will complete the final asset maps and gap analysis
- MPPDC will host public meeting with maps and preliminary outreach materials
- NNPDC Working Group will have their final meeting
- NNPDC will make final adjustments to the tool
- NNPDC will offer demonstrations for the tool
- All PDCs will wrap up projects and present the program to their respective Commissions
- All PDCs will promote their respective products intended for use by the public

Steering Committee

- **Composition:**
 - A-N, MP, & NN PDCs
 - VCZMP
 - VTC & local Tourism Commissions
 - Existing Blueways/Water Trail operators in the region, localities & private
 - ?
- Vision Statement
- Goals
- Objectives

Vision Statement

- Example: “Rural Coastal Virginia is an example of regional uniformity in presenting ecotourism activities and destinations for locals and visitors to easily enjoy. The regions partner to embrace sustainability, nurture healthy ecosystems, pursue smart growth, promote a resilient year-round economy, and encourage accountable and responsible communities.”

Goals

- Ideas to discuss:
 - Increase responsible ecotourism in the region.
 - Create resources to make visiting and experiencing ecotourism opportunities in the region easier for locals and visitors.
 - Continue to work collaboratively to ensure success.

Objectives

- **Establish Coastal Virginia Ecotourism Vision Statement, Goals, Objectives**
- **Virginia Water Trails Research and Branding Initiative**
- Update the Seaside Water Trail with stakeholder input (A-NPDC)
- Outreach Material and Map Development of Middle Peninsula Eco-tourism Assets and Trails (MPPDC)
- Guinea Marsh Donation
- Development of Digital Engagement Tool for the Virginia Oyster Trail (NNPDC)

BIG Picture

- **Virginia Water Trails Research and Branding Initiative**
 - Domain
 - Logo & Website
 - Virginia Ecotour Guide Course

Domain Options

- ? www.VirginiaWaterTrails.org/com/net/us
- ? www.VAWaterTrails.org/com/net/us
- ? www.CoastalVAWaterTrails.org/com/net/us
- ? www.CoastalVirginiaWaterTrails.org/com/net/us
- ? **Other ideas?**

BlueHost - \$238/3 years

Hosting Plan & WordPress

package information

Account Plan	Prime 36 Month Price - \$5.95/mo. ▼
Hosting Price	\$214.20 (\$5.95 for 36 months)
Setup Fee	Free
Primary Domain Registration	Free
Domain Privacy Protection	Free
	More information
Site Backup Pro	Free
	More information
Search Engine Jumpstart	<input type="checkbox"/> - \$2.99 per month (Billed annually at \$35.88/yr)
	More information
SiteLock Security - Find	<input checked="" type="checkbox"/> - \$1.99 per month (Billed annually at \$23.88/yr)
	More information
Savings	\$325.44 (60% off)
Total	\$238.08

To hold additional domains approx. \$12/month each.

The background features several sets of concentric, curved lines in shades of gray, some solid and some dashed, creating a sense of motion and depth. A prominent blue speech bubble is positioned on the left side of the slide.

Shared Management & Costs

WordPress site Design - Bruce Nelson

- Examples of his work:
- Mathews County – <https://visitmathews.com/>
- The Inn at Tabbs Creek - <https://innattabbscreek.com/>



The Inn at Tabbs Creek

[Rooms](#)

[Explore the Inn](#)

[Weddings](#)

[Our Location](#)

[Check Availability](#)

Enjoy Your Stay

- The Inn at Tabbs Creek -



Top TEN
B&B's
in the U.S.

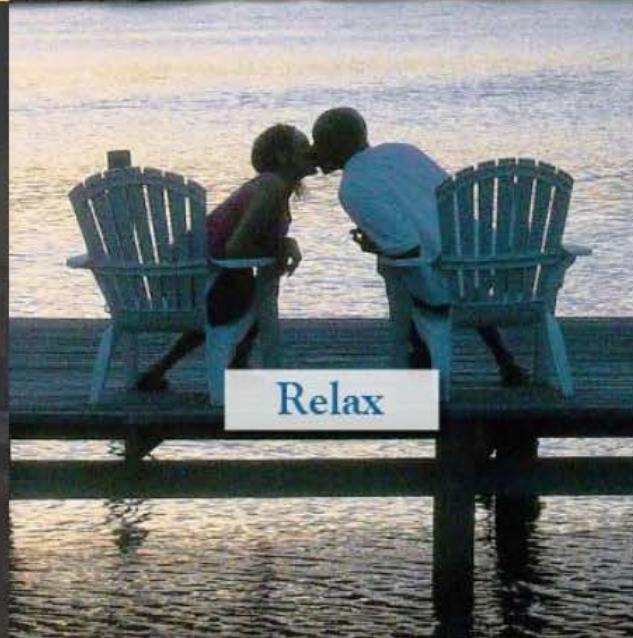
See why ↓



Virginia's Chesapeake Bay Bed & Breakfast

Rooms

All rooms at our Virginia Bed and Breakfast have been recently remodeled to offer the upmost in comfort and relaxation. Many amenities abound plus all have waterfront views. ... [MORE Rooms](#)







Logos

- **Options:**
 - All three logos use a common design with a panel change for the name of each region
 - Less costly (~\$550)
 - Maintains Consistency
 - Three unique logos
 - More costly (~\$900)
 - Allows for unique design that best reflects the region
 - Difficult to keep 'theme' and flow
- Other ideas/suggestions?

Logo Examples



Consistent
Platform



STRAVA

Mobile Look



44° 3000+ Miles of Sweet W...
www.michiganwatertrails.org



Michigan is for paddlers!

Over 3,000 miles of trails on the Great Lakes, Inland Lakes, and Rivers await your canoe, kayak, or stand-up paddleboard!

Choose a region and prepare for your adventure!



44° 3000+ Miles of Sweet W...
www.michiganwatertrails.org



Regions

- Upper Peninsula
- Northwest Michigan
- Northeast Michigan
- West Michigan
- Mid-Michigan
- Saginaw Bay
- Michigan's Thumb
- Southwest Michigan
- Southern Michigan
- Southeast Michigan

About

- About This Site

Michigan

Over 3,000 mi
Inland Lakes, a
kayak, or stan

Choose a regi
adventure!



Tip of the Thumb Heritage Water Trail

[Home](#) / [Regions](#) / [Tip of the Thumb Heritage Water Trail](#)

[+ Add to Itinerary](#)



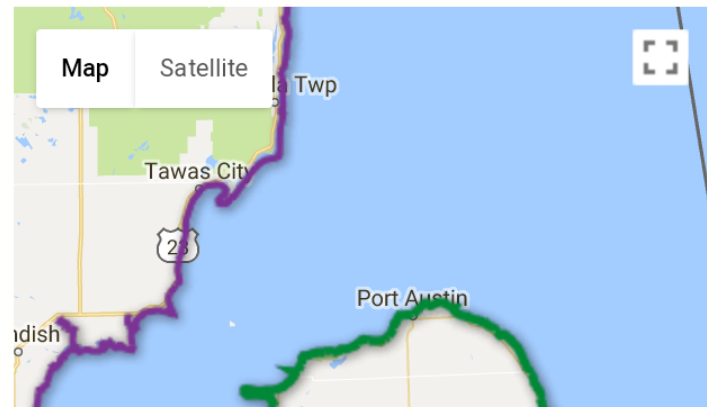
The Tip of the Thumb Heritage Water Trail is a

“southern” section of the trail begins at White Rock Park and travels south, terminating at the City of Lexington. Paddlers can access the water trail at 44 different access points along the trail.

[Visit the Tip of the Thumb Heritage Water Trail website](#) for more information.

Contact: [Tip of The Thumb Heritage Water Trail](#)

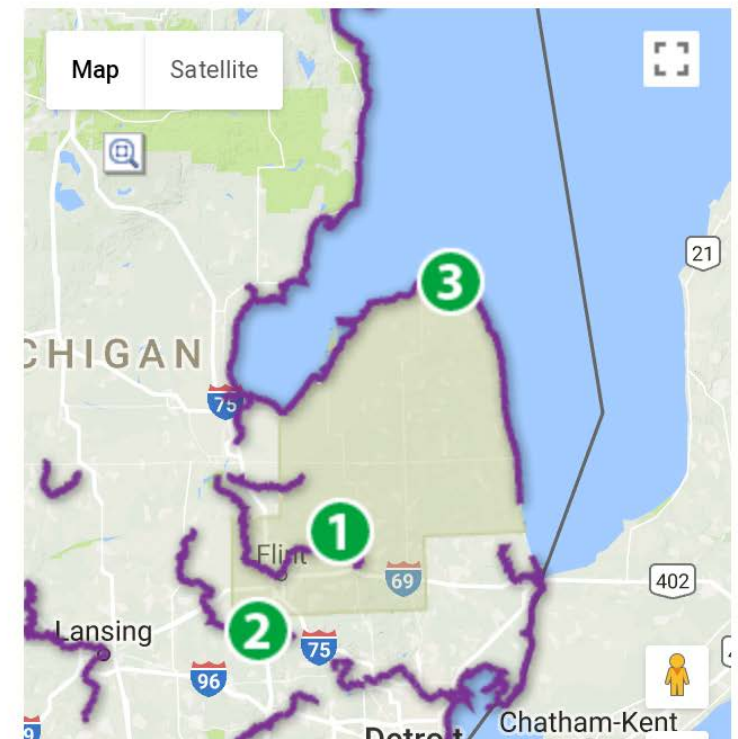
Total Length: 140.3 miles



Michigan's Thumb Water Trails

[Home](#) / [Regions](#) / [Michigan's Thumb](#)

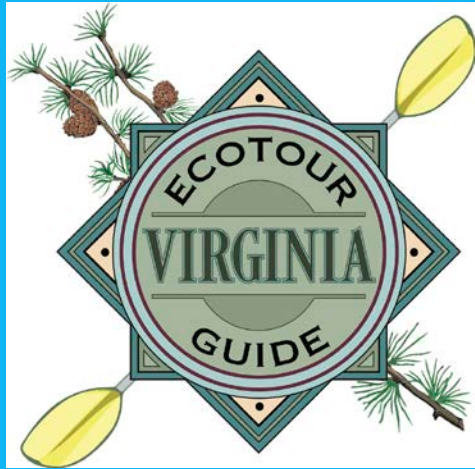
Here are the water trails in the Thumb area of the eastern Lower Peninsula:



Consistent Platform

- Continued Discussion
- Existing Local Resources/Trails
 - Partner Conversations

Ecotour Guide Course



- 2018 Course, sponsored by VTC
- 22 Students
 - 14 registered through ESCC; 8 through RCC
 - 3 are recertifying
- New facilitator: Bill Dyas, Interpreter for DCR
- New format: WebEx/Google/YouTube
- New included training: [Project Wild](#), [Growing Up Wild](#)
- New Outreach Materials

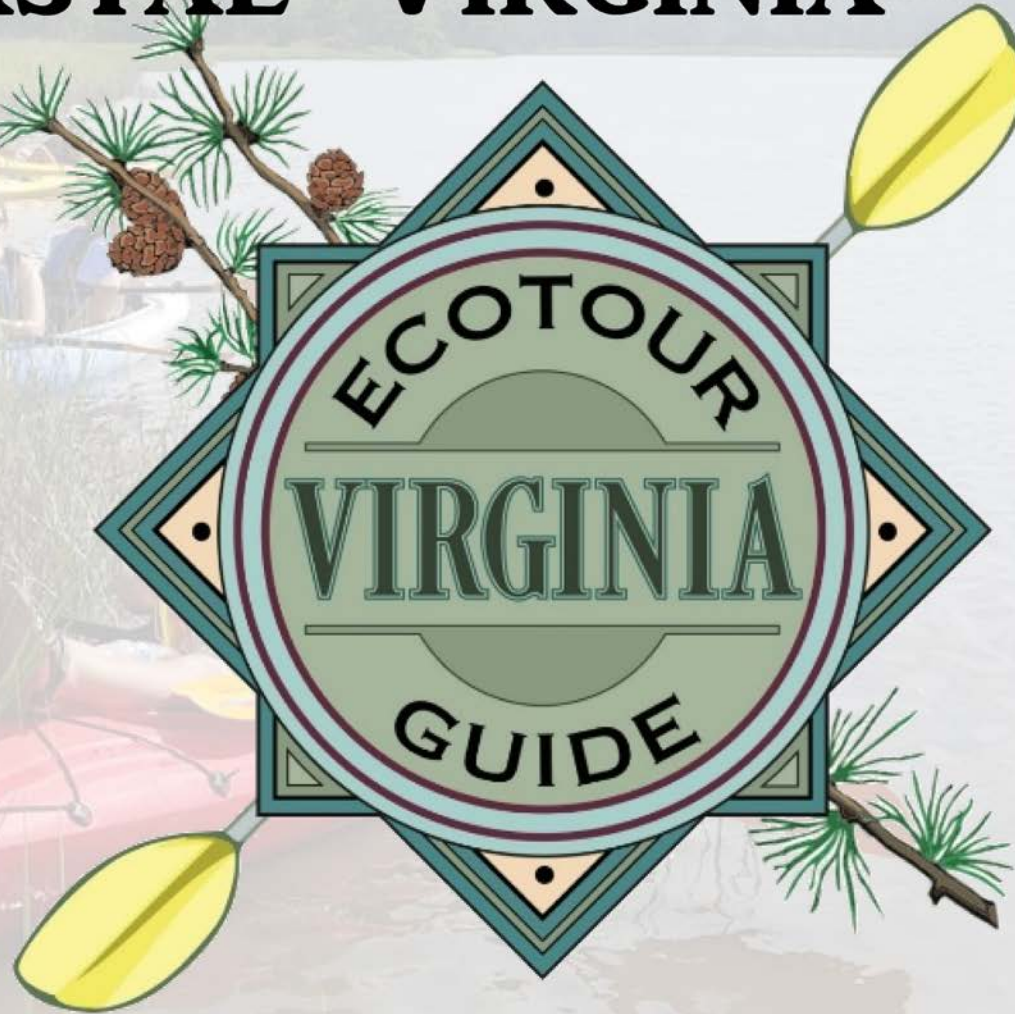
VIRGINIA
IS FOR
OUTDOOR
LOVERS™

CERTIFIED ECOTOUR GUIDES OF COASTAL VIRGINIA

VIRGINIA
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OUTDOOR
LOVERS™



Virginia Coastal Zone
MANAGEMENT PROGRAM



Vinyl Sign for the 5th
Annual Virginia
Green Travel
Conference

<http://www.viriniagreentravelalliance.org/>

Ecotour Guide Course

New Rack Card



**LOOK FOR THIS GUIDE
CERTIFICATION WHEN SEEKING
OUTDOOR EXPERIENCES IN
COASTAL VIRGINIA!**

**VIRGINIA IS FOR
OUTDOOR LOVERS™**



*Striving to
connect guests
to the natural
resources of our
coastal region
and instill the
importance of
their protection.*

Certified Virginia Ecotour Guides share fun facts about our beautiful coastal ecosystems and their wild inhabitants. They have received training in wildlife and habitat protection, customer service, interpretation, and planning - so you are sure to have a safe and enjoyable time, naturally!

To Learn More, contact:

VAEcotourGuideCourse@gmail.com

Watch the course informational video:

https://youtu.be/JPn_hK1Ci1c

NATURE TRAIL ↑

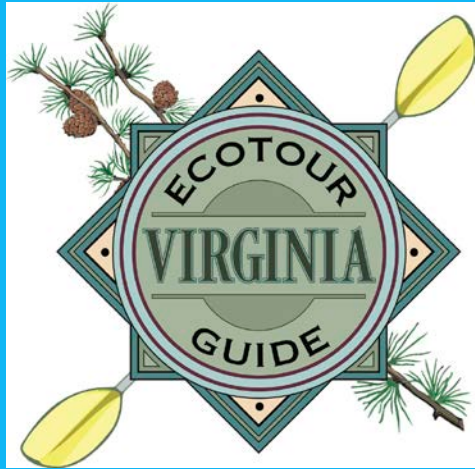
The Virginia CZM Program has helped develop and fund several Ecotour Guide certification courses since 1992, with curriculum input from the Department of Conservation and Recreation's Division of Natural Heritage and the Virginia Institute of Marine Science. The program continues to grow in collaboration with the Virginia Tourism Corporation, local coastal planners, community colleges, State Park interpreters, and private stakeholders.



Virginia Coastal Zone
MANAGEMENT PROGRAM



Ecotour Guide Course



- Sustainability & Long-term Plan Discussion

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IS FOR
OUTDOOR
LOVERS™**

Seaside Water Trail Update

- Some stakeholders have been contacted & input is being collected for sections of the Water Trail.
- Eastern Shore Water Trail Working Group will convene in March.

- VTC
- VCMZP
- DGIF
- DCR
- TNC
- CBFS
- VIMS
- USFWS
- UVA
- ESVA Angler's Club
- Ecotour Operators
- Localities



Thank you!

Additional Items
for Discussion?



MPPDC
YPM²

THERE'S SOMETHING FOR EVERYONE ON THE VIRGINIA OYSTER TRAIL

NNPDC Virginia Oyster Trail



TASTE - TAKE - TOUR: WE ARE CELEBRATING VIRGINIA OYSTER MONTH

November is Virginia Oyster Month all across the Commonwealth! Get on the Trail to experience Virginia's 8 regional oyster flavors, meet Virginia's AQUA-ARTISANS and immerse yourself in the vibrant coastal communities where they live, work and play. With many oyster festivals and member activities happening across the Commonwealth, be sure to check the event calendar frequently for updates and details.

EVENTS



• [Virginia Oyster Academy at the Tides Inn](#)

[view all events](#)

FEATURED STORY



Denson's Grocery and R&B Oyster Bar

Delicious Chesapeake Bay Region Oysters and FRESH, NEVER FROZEN and WILD CAUGHT Seafood prepared By the Order

[Read more of my story](#)

The background features several sets of concentric, curved lines in the top-left and bottom-right corners. Some lines are solid, while others are dashed, creating a sense of motion or a circular path.

Thank you!

- Next Steps?
- Next meeting April, May, or June?