

The background of the slide features a close-up of fly fishing gear. A grey t-shirt with the text 'FLY FISHING FESTIVAL' and a small fly logo is visible at the top. Below it, a blue fly fishing vest or bag lies on a bed of dry pine needles. Several artificial flies are scattered around: a green and red fly on the left, a blue fly on the shirt, and a large copper-colored fly on the right. A bright green lure is also visible in the center of the blue bag.

# The Virginia Fly Fishing Festival

A win-win-win model  
April 18 and 19 2009

# Virginia Fly Fishing Festival VISION

The Virginia Fly Fishing Festival - Businesses, conservation groups and local government partnering to:

- Create a catalyst for redevelopment of downtown Waynesboro and to
- Generate economic activity and tourism.

Through the celebration of our watershed resources and the promotion of the quiet sport of fly fishing.

# Virginia Fly Fishing Festival

## tactics

Draw attention to the area's key outdoor assets:

- Mosey Creek, Shenandoah National Park, George Washington National Forest, Blue Ridge Parkway, Skyline Drive, etc.

Develop the South river, perceived as a liability, into a key asset in the revitalization of downtown Waynesboro.

# Virginia Fly Fishing Festival Background

- Organized as a 501c4 Corp.
- Purpose is to develop, organize and manage the annual Virginia Fly Fishing Festival.
- Created in 1999 by Waynesboro Downtown Development Inc. (WDDI).
- Operated and managed by volunteers.
- Now in the ninth year of operation.

# Virginia Fly Fishing Festival Attendees

- 30 - 65+ adults.
- Professionals with discretionary income.
- Incomes ranging from \$40 to \$100+.
- Family- oriented, lead active/varied lifestyles.
- 80% homeowners.
- Spend \$'s on recreational activities.



# Virginia Fly Fishing Festival

## Geographic representation

- Northern and Eastern Virginia.
- Central Virginia.
- Baltimore/Washington DC area.
- Maryland, Pennsylvania.
- North and South Carolina.
- Georgia and Kentucky.
- Ohio.
- California, Colorado, Maine.
- Italy.



# Virginia Fly Fishing Festival Sponsors

A group of people are fishing in a river. They are wearing hats and waders. The river is surrounded by trees and foliage. The water is clear and the fish are visible. The people are standing in the river, holding fishing rods. The background is a dense forest of green trees.

City of Waynesboro Orvis  
Dominion SunTrust Bank  
St Croix Virginia Living  
Garden and Gun Brookside Flies  
Virginia Sportsman WaterSkeeter  
Appomattox River Company  
Alaska Trophy Adventures  
Red Fish Roy  
Beside the Road B&B

# Virginia Fly Fishing Festival Results

- 2000 through 2002
  - Collected booth fees, aver. \$8K per yr loss.
- 2003 - \$9K rev, \$430 loss.
- 2004 - \$11K rev, \$3.9K loss.
- 2005 - \$32.2K rev, \$3.5K income.
- 2006 - \$44.9K rev, \$4.4K income.
- 2007 - \$53.6K rev, \$14.5K income.
- 2008 - \$57.7K rev, \$ 9.2K income.



# Virginia Fly Fishing Festival

## Winning proposition

- 50% of the net proceeds are re-invested into the festival to fund the following year's event:
  - Promotion and advertising
  - Event management
  - Operations
- 50% disbursed in the form of grants for qualifying water shed projects to qualifying organizations.

# Virginia Fly Fishing Festival

## Winner - business

- Increased sales in downtown resulting from increased foot traffic and new festivals year round.
- Hotel, B&B and Camp grounds booked up during the weekend and realizing increases in year round bookings from returning Festival attendees.
- Creation of a second home market.
- Increased downtown property values.
- Investments in downtown properties.
- Sponsors impact leveraged.

# Virginia Fly Fishing Festival Winner - Local Government

- Increased sales tax revenue.
- Increased property tax revenue.
- 1000 X multiplier in tourism advertising dollars spent with year round exposure (estimated 2008 impressions = 1 million).
- Private investment targeted at redevelopment of downtown and river front parcels.
- Non-city funded investment in river improvements.

# Virginia Fly Fishing Festival Winner - conservation

- South river now perceived as an asset vs. a liability.
- Linkage of conservation and citizen's source of income.
- Interest in watershed conservation rippling from Waynesboro downtown to properties 12 miles up stream (extension of downtown greenway?).
- Virginia Fly Fishing Festival Foundation formed 2008.



# Virginia Fly Fishing Festival Winner - conservation

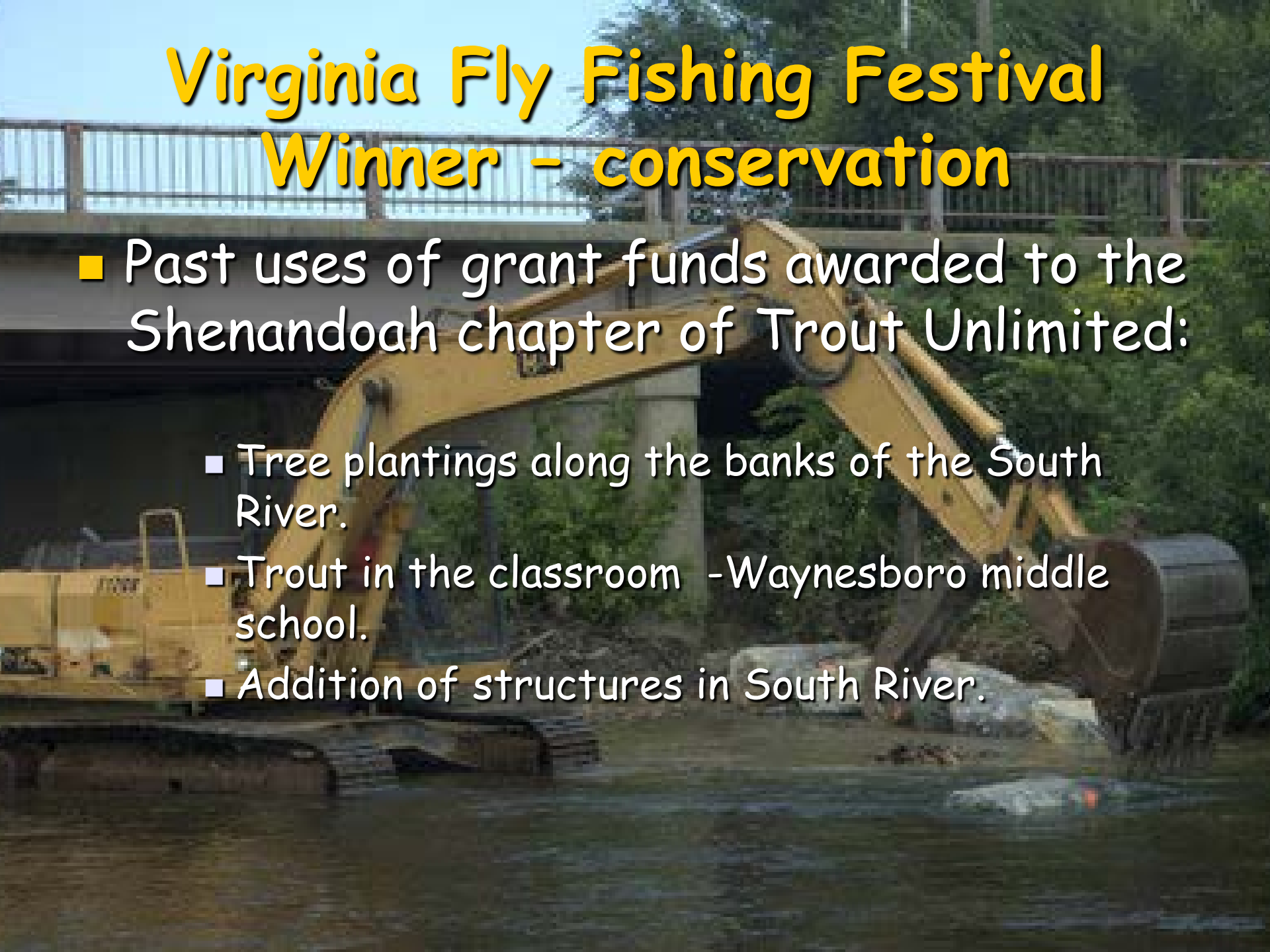
■ Growing Festival income invested in conservation grants.

- 2005 festival grant - \$1,400
- 2006 festival grant - \$2,200
- 2007 festival grant - \$7,250
- 2008 festival grant - \$4,615

# Virginia Fly Fishing Festival

## Winner - conservation

- Past uses of grant funds awarded to the Shenandoah chapter of Trout Unlimited:
  - Tree plantings along the banks of the South River.
  - Trout in the classroom - Waynesboro middle school.
  - Addition of structures in South River.



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