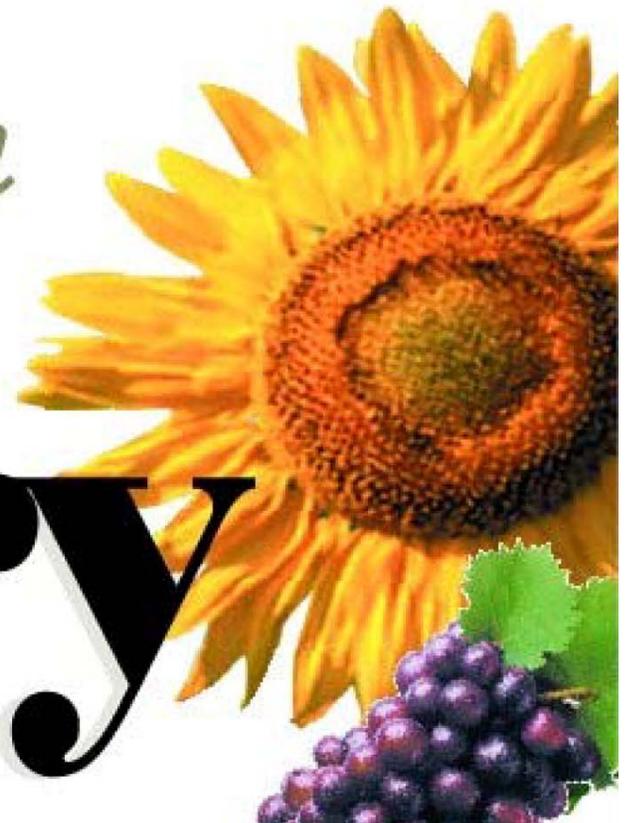


*Loudoun County*

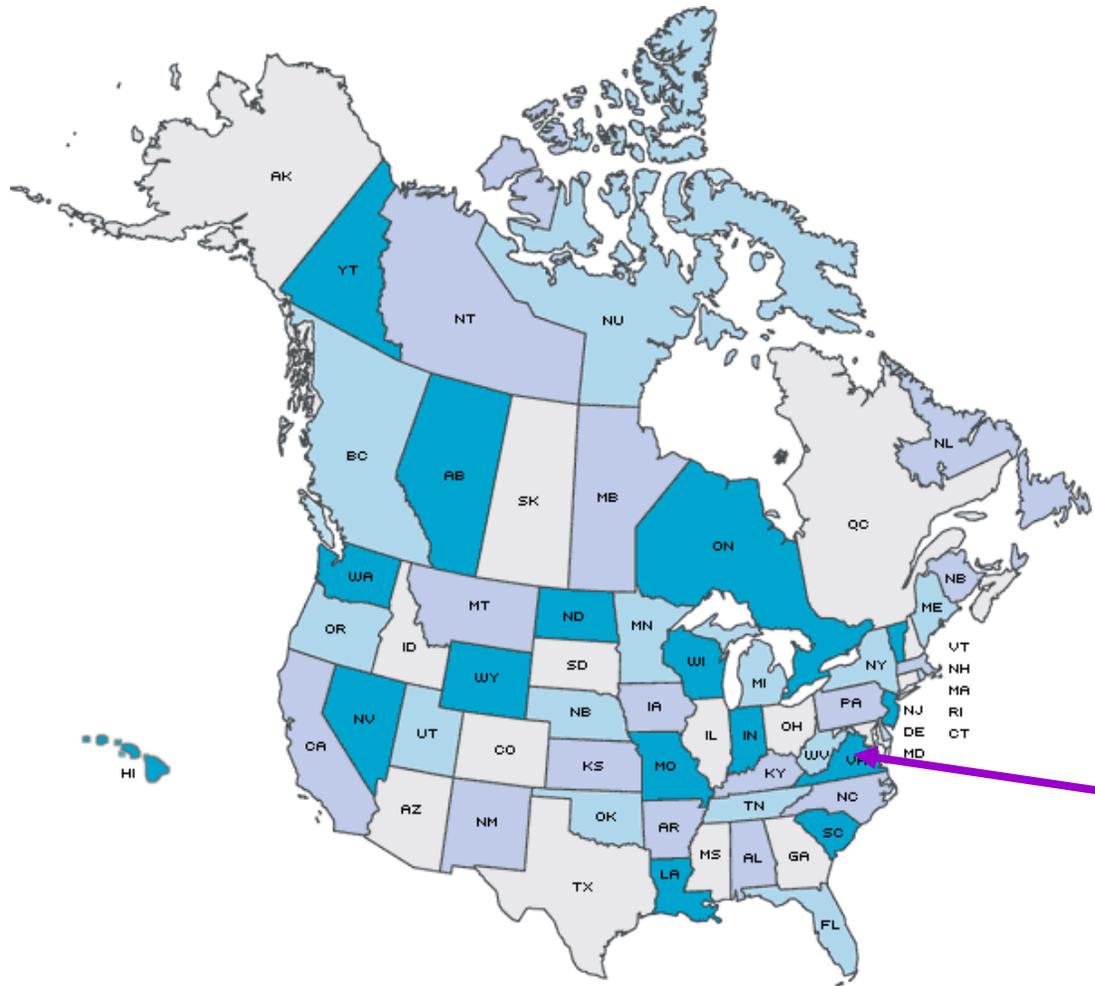
*Invites You to*

*Spend Some Time in*

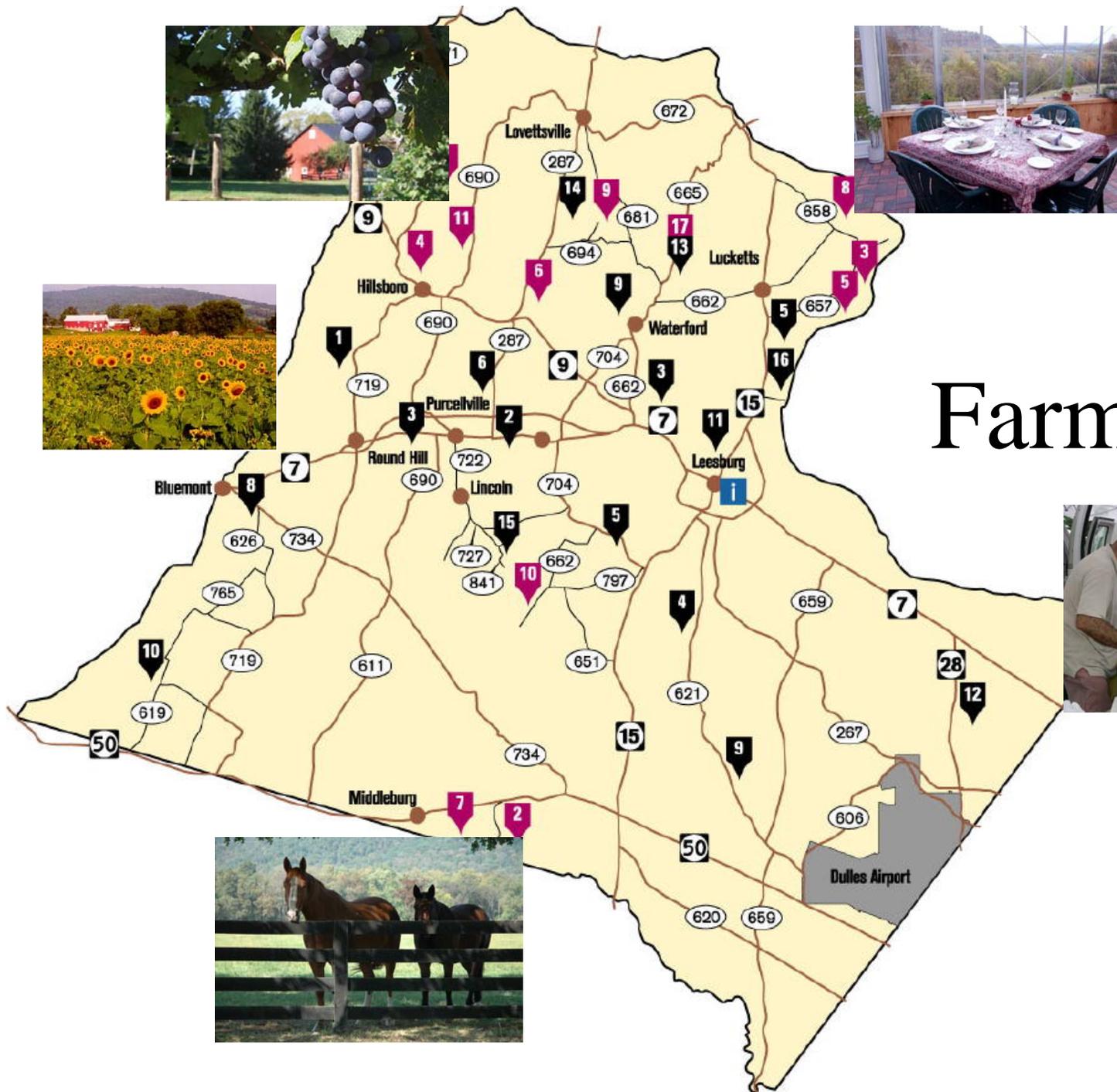
**the  
Country**



# Where is Loudoun County?







# Farm Tour

# Great Country Farms



How many times can you sell the same  
pumpkin?



# The Chile Man





# Serene Acres



# Patowmack Farm Dinner in the Garden



# Tourism

Partnership between County & Private Sector Business

Marketing of rural Loudoun through publications such as the Wine Trail produced by Economic Development and the Visitor Guide produced by the Loudoun Convention & Visitors Center



# Rural lands are net revenue generators



# Farm produce goes to county-wide consumers



Market research indicates that rural Loudoun remains an attractor for the leisure visitor



# Wine/Vineyard Industry



- Loudoun ranked first among counties in the state for acres of planted wine grapes.
- The number of commercial growers has increased to 45

Twelve licensed wineries in the county produced about 80,000 + gallons of wine with a retail market value of approximately \$10 million.



# Loudoun IS Horse Country

- 15,800 equines, valued at an astounding \$295 million
- The industry generates economic activity of more than \$55 million
- The industry also creates approximately 2,500 jobs in Loudoun



Horse events and shows bring thousands of visitors to Loudoun every year



Trail/pleasure riding is the predominant equine use, and is growing.



# Loudoun Valley HomeGrown Markets Association



*The Loudoun Valley HomeGrown Markets Association sponsors six Farmers Markets in Loudoun County. The market season begins the first weekend in May and continues through October.*

We promote rural venues for overnights, meetings, events and recreational experiences



# Loudoun County

## 2002 Agricultural Census

- Loudoun has 164,753 Acres, or 50% of the Land, in agriculture
- Loudoun Ranks 10th of Virginia's 95 Counties in Land in agriculture
- There was a 10% Loss in Ag Land Over the Period from 1997 to 2002
  - Even so Farm Product Sales increased by 49%
- Loudoun has the Highest Estimated Market Value of Land and Buildings at \$10,807 per acre. The State Average is \$2,675
- Market value of the average farm is \$871,905, average size 109 acre

## Visitors pick hydroponic lettuce during the Spring Farm Tour



The Farm Color Tour in October brings apple pickers.



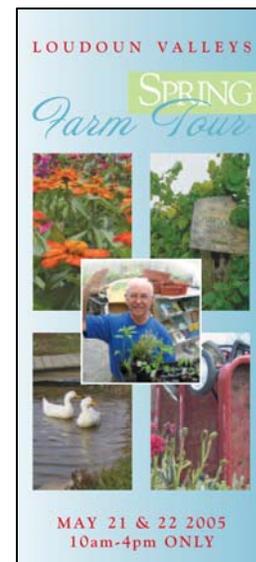
# Rural Events

How the Tourism  
Opportunity Fund  
Attracts Visitors to the  
Rural Area



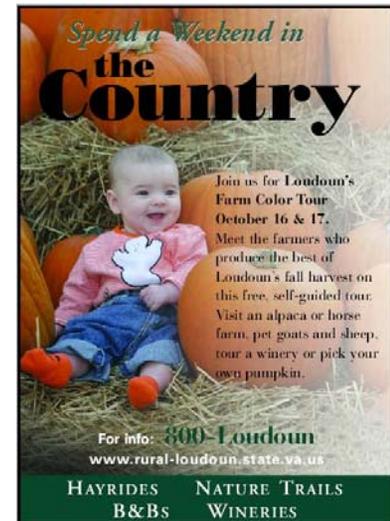
# Collaboration with Agribusiness to Create Event

- Contact agribusinesses to gather, update and develop event material
- Develop design theme/work with graphics designer
- Print & distribute brochure (LCVA, DED mailing list)



# Publicize Event

- Public notification
  - Media advertising
  - HOA newsletters
  - Update [www.LoudounFarms.org](http://www.LoudounFarms.org)
  - Distribution information at special events
  - Media contacts (metro area) with follow-up to place stories



*Spend a weekend in the Country!*



*Join us for  
Loudoun's Spring Farm Tour  
MAY 21-22, 2005 10am-4pm*

**Download a map at [www.LoudounFarms.org](http://www.LoudounFarms.org)  
or call 703-771-2170**

Ayrshire Farm • Blue Ridge Center's Mountain View Farm • Braaux Vineyards • Chilo Man • DeBaggio's Herb Farm & Nursery • Ellmore's Greenhouses • Fox Chase Farm • Grandale Farm • Great Country Farms • Hidden Brook Winery • Hillsborough Vineyards • Laying's Flower Farm • Lost Creek Vineyard & Winery • Loudoun Heritage Farm Museum • Loudoun Valley Sheep Producers • Loudoun Valley Vineyards • Master Gardeners at Ida Lee Park in Leesburg • Stuart Mill Llama Farm • Tanara Winery • Waterford Vineyards • Willowcroft Farm Vineyards • Windham Winery

# Collaboration between Economic Development & Tourism to Support Each Event

	Economic Development	Tourism
Information requests	Handles requests generated by web site & direct contact	Handles direct visitor requests at Information Center
Assist event sites	Signage & specific needs	Provides site specific information
Monitor event	Follow-up survey of economic activity at event	Keeps track of visitor requests

# Follow-up

- Prepare post-event report
  - Estimated sales for weekend
  - Estimated visitors
  - Visitor or business feedback
- Annual program review with stakeholders
- Prepare annual Tourism Opportunity Fund budget request



# Sample Report

## 2004 Farm Color Tour

- 25 participating agribusinesses
- Weather was cloudy/rainy Saturday, sunny/blustery Sunday, temps in the 60s
- Crowd estimates:
  - 240 Heritage Farm Museum
  - 550 Chile Man
  - 900 Lost Creek Winery
  - 1050 Crooked Run Orchard
  - 1600 Great Country Farm
- Some Individual Farm Sales Figures \$900, \$4000, \$4200, \$6200
- Agribusiness comments
  - “The Tour saved me \$300 in advertising.”
  - “Farm Tour weekend sales are always among my best sales weekend.”
  - “Combining sheep and wine was good for business.”
- Summary: The Fall Tour is something everybody looks forward to. Enthusiasm remains high. There are still folks who are unfamiliar with rural Loudoun and express joy and wonderment to see real farms, real barns, real animals, and real tomatoes. It was a good show!

Visit [www.LoudounFarms.org](http://www.LoudounFarms.org)

**LOUDOUN VALLEYS**  
Office of Rural Economic Development

Site Search  Go

[Farm Products - Farm Tours & Family Events](#)  
[Animals/Livestock](#)

### Welcome to Loudoun County

[Click here](#) if you would like to be added to our mailing list. You will then receive timely information on farm tours, choose-and-cut Christmas tree farms, the Loudoun Wine Trail, and more!

Applications are being accepted until November 1, 2005 to join an [Agricultural and Forestal District](#) as an Interim Addition. This voluntary program conserves, protects, and encourages better use of lands for food and other production.

 The [Loudoun Farms Product Guide](#) will help you find local farm products and services! [Click here](#) to request to have a copy mailed to you.

Check out the [Grandale Farm Market and Country Kitchen](#) which opened October 1. The market offers formal dinners Friday & Saturday evenings, Sunday brunch, family oriented Nuevo Latino, as well as a "Country Cooking for Kids" program. Visit their website at [www.grandalefarm.com](http://www.grandalefarm.com).

 Learn about Loudoun wine by reading the book

Loudoun County, Virginia  
Department of Economic Development  
1 Harrison Street, SE  
5th Floor, P.O. Box 7000  
Leesburg, VA, USA 20177  
PH: (703) 777-0426  
FX: (703) 771-5363  
[Contact Us](#)

[What's New in Rural Loudoun](#)

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*Welcome to  
Loudoun's  
Farm Color Tour*

