

16th Annual MATPRA Media Marketplace

CONFERENCE AGENDA & DETAILS

VisitRichmondVA.com


MATPRA
MID-ATLANTIC TOURISM
PUBLIC RELATIONS ALLIANCE

Virginia's Richmond Region

Sept. 24-26, 2019

» ABOUT YOUR HOSTS

Visit Richmond

401 N 3rd St, Richmond, VA 23219(804) 783-7450 | www.VisitRichmondVa.com

Visit Richmond is thrilled to welcome media partners to the newly-expanded Richmond Region! We've got loads of fun planned for our time together in September. Visit Richmond is a regional destination marketing organization that has historically served the City of Richmond as well as Chesterfield, Hanover, Henrico, and New Kent counties. In the summer of 2018, Visit Richmond added Powhatan County and the Town of Ashland (located within Hanover County) to its tourism marketing effort. With Henrico's Hilton Short Pump as our hub, MATPRA's 2019 Marketplace will shine a spotlight on our new partners of Powhatan County and Ashland, as well as the areas immediately surrounding them – Hanover County and Short Pump – the booming cosmopolitan area in western Henrico County that surrounds our host hotel.

Powhatan County, located 30 miles west of downtown Richmond, is a great escape from urban and suburban hustle and bustle. Home to a number of farms that supply agriculture and flora throughout the region, Powhatan invites visitors

to experience agritourism as well as what's new in Powhatan: a brewery, a distillery, vintage shops and charming accommodations.

Affectionately known as the "Center of the Universe" by residents for its central location within the state, Ashland is a turn-of-the-century railroad town originally developed by the RF&P Railroad as a resort for Richmonders. Just 15 miles north of downtown Richmond, the railroad tracks still send trains rumbling through the center of town past Randolph-Macon College, lovely historic homes, unique shops and eateries.

At this year's Marketplace, media will discover a new side of the Richmond Region. A fun mix of small-town charm and backroads hidden gems awaits just a few miles north and west of downtown Richmond, VA.

We look forward to your visit!
Erin Bagnell and Meghan Gearino



SCHEDULE OF EVENTS

tentative

Tuesday, September 24, 2019

- 8 a.m.–5 p.m. DMO and media registration
Hilton Registration Desk
- 3 p.m. Hotel check-in
- 5:30 p.m. Welcome reception and dinner
Fine Creek Brewery & The Mill at Fine Creek

Wednesday, Sept 25, 2019

- 7 a.m.–12 p.m. Registration open
- 7:30–8:45 a.m. Buffet breakfast, *Hilton Capital Room A*
- 9 a.m.–12 p.m. MATPRA Media Marketplace
Hilton Capital Room E
- 12:30 p.m. Box lunches distributed, *Hilton entrance*
- 1–4 p.m. FAM tours
- 6:30 p.m. Dine around
Locally-owned Short Pump restaurants

Thursday, September 26, 2019

- 7:15–8:15 a.m. Continental breakfast
Hilton Capital Room A
- 8:30 a.m.–12 p.m. FAM tours
- 12:30–2 p.m. Lunch and panel discussion
“Diversity in Travel and Tourism”
Hilton Capital Room A
- Approx. 2 p.m. Event concludes, attendees depart

ACCOMMODATIONS

Hilton Richmond Short Pump Hotel & Spa

12042 West Broad Street | (804) 364-3600

The Hilton Richmond Short Pump Hotel & Spa, located across from Short Pump Town Center, offers over 20,000 square feet of meeting space, a restaurant, lounge, bar and full service Spa.

VISIT RICHMOND FOOTPRINT



■ MATPRA events

★ Host Hotel

16th Annual MATPRA Media Marketplace

FAM TOUR OPTIONS

SHOPAHOLICS MEET CHOCAHOLICS

Nothing sets you up for a great day like having your hand in a bowl of chocolate! Kelly Wombold from Chocolates by Kelly, “a ridiculously charming 5th generation Master Chocolatier with a real love for teaching and bringing people together,” will guide the group through creating a batch of decadent chocolate truffles. Each participant will take home what they make in a nice box and according to Kelly, “some will share; some will crouch in a dark room with said box until all evidence of chocolate has been eradicated. It’s a matter of personal preference, no judgement from us!”

With an energy boost that can only be achieved through chocolate consumption, guests will then explore Short Pump Town Center. Stroll along beautifully landscaped walkways and experience shops and restaurants including Nordstrom, Sephora, Madewell, Crate & Barrel and Pottery Barn, just to name a few. Families love the Children’s Museum of Richmond, indoor & outdoor children’s play areas and a rides aboard the Short Pump Express. There’s truly something for everyone.

Suggested attire: Comfortable shoes and clothes that can withstand a rogue drop of chocolate. Aprons will be provided.

Location: Henrico County’s Short Pump district

Drive time from hotel: 5 minutes



WALKING TOUR OF THE CENTER OF THE UNIVERSE: ASHLAND

Affectionately known as the “Center of the Universe” by residents for its central location within the state, Ashland is a turn-of-the-century railroad town originally developed by the RF&P Railroad as a resort for Richmonders. Today the railroad tracks still send trains rumbling through the center of town, past Randolph-Macon College, lovely historic homes, shops and unique eateries such as Tiny Tim’s Trains and Toys and The Caboose Market & Cafe. Just 15 miles north of Richmond, in Hanover County, Ashland is only 90 minutes away from Washington, D.C. and Williamsburg. MATPRA guests will be greeted with an Ashland overview, followed by a stop at the charming Henry Clay Inn. From there, guests will explore the town by foot at their leisure and come back together to raise a glass at Center of the Universe Brewing’s Origin Beer Lab.

Suggested attire: Clothes and shoes comfortable for walking

Location: Town of Ashland in Hanover County

Drive time from hotel: 30 minutes



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(continued)

GET YOUR NAILS DIRTY: VOLUNTOURISM AT SHALOM FARMS

Through sustainable agriculture and hands-on experiences, Shalom Farms works with neighboring communities to ensure access to healthy food, and the support to live healthy lives. Volunteers are essential to this 12-acre Powhatan County farm's efforts to grow and distribute healthy produce. Shalom welcomes group and individual volunteers of all ages, sizes and abilities. From planting and harvesting, to weeding and field preparation, volunteers are hard at work at the farm almost every day. In 2018, Shalom produced and distributed 400,000 servings of produce with the help 16,482 volunteer hours. During this FAM, MATPRA guests will participate in Shalom's robust volunteer experience which includes education and farming.

Suggested attire: Comfortable closed-toe shoes and clothes you don't mind getting dirty

Location: Powhatan County

Drive time from hotel: 20 minutes



RESTORATIVE HAPPY HOUR(S) AT AURA SPA & SALON

The Hilton Richmond Short Pump provides guests with a place to rejuvenate. Aura Spa and Salon is a luxurious destination for relaxation – without having to leave the hotel. Following a busy morning at Marketplace, MATPRA guests will be treated to a custom sampling of the spa's services including a Turkish Hand Renewal, Mineral Foot Soak, Immune Boosting Chair Massage, Acupressure Facial, and Lip Facial. Aura invites you to be pampered over champagne and small bites.

Suggested attire: Comfortable clothes

Location: Hilton Richmond Short Pump Hotel in Henrico County's Short Pump district

Drive time from hotel: N/A



16th Annual MATPRA Media Marketplace FAM TOUR OPTIONS

(continued)

INDEPENDENCE: A GOLF CLUB WITH ABOVE-PAR ACTIVITIES

How often do you come across a golf club that offers laser tag, art classes, cooking classes, and even fishing? Independence Golf Club in Powhatan County is NOT your average club. It's open to the public and guests don't ever have to step foot on the golf course. Live music and outdoor movie nights are offered throughout the summer. Guests can even rent accommodations right beside the driving range. MATPRA visitors will get a taste of all there is to do at this beautiful expansive facility. Foot Golf, the new Ropes Course and golf lessons via a state-of-the-art simulator are on the menu this September alongside small bites and beers from Tavern 19, the Independence restaurant. Independence FAM participants will not participate in the Short Pump dine-around. This excursion will be immediately followed by dinner at neighboring Wild Ginger restaurant, a Richmond Region favorite.

Suggested attire: Clothes and closed-toe shoes comfortable for walking and other activities

Location: Powhatan County

Drive time from hotel: 25 minutes



CALLING ALL THRILL SEEKERS

Kings Dominion Amusement Park is Virginia's ultimate destination for fun. With more than 60 rides, shows, and attractions, there's everything a visitor needs to create lifelong memories. Thrill-seekers can get their fix with one of the East Coast's largest collection of roller coasters – 12 in all. Come face-to-face with dinosaurs at Dinosaurs Alive! featuring 43 life-sized animatronic dinosaurs or soak up the sun in the newly expanded Soak City, an all-inclusive 20-acre water park. Families love the zany rides at Planet Snoopy, featuring Snoopy and the entire PEANUTS™ gang. In 2018, Kings Dominion debuted a new annual tradition, WinterFest. At WinterFest, the park is transformed into a winter wonderland full of enchantment, cheer and classic family fun. This FAM kicks off with lunch. We'll then tour the park and enjoy some rides. The FAM finale will include a special Winterfest experience.

Suggested attire: Clothes and closed-toe shoes comfortable for walking and other activities

Location: Hanover County

Drive time from hotel: 30 minutes



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FAM TOUR OPTIONS

(continued)

ANTIQUES, UNIQUES & BEAUTIFUL BLOOMS: A TASTE OF POWHATAN

Enjoy the rural charm of Powhatan County at some of the area's delightful stops! This FAM kicks off with a tour of Chadwick & Son Orchid Farm which specializes in growing orchids and boarding customers' orchids between bloom cycles. In the words of Washington Post Magazine's Gardening Columnist Adrian Higgins, "Art Chadwick is meeting a need that is both absurdly obvious and, in the world of horticulture, spectacularly unmet. He babysits the orchids that you bought and bloomed and are now watching decline in a stupor of regret, shame and despair." Visitors love exploring the greenhouses at Chadwick's and are always amazed at the enormity of the boarding operation where more than 13,000 plants are currently being grown for customers. The sales area offers the largest selection of blooming orchid plants in the region. Afterward, we'll meander through Powhatan's Vintage Antique Shack and stumble upon some treasures. We'll then raise a glass to our shopping successes and orchid expertise at the brand new Three Crosses Distilling.

Suggested attire: Clothes and shoes comfortable for walking

Location: Powhatan County

Drive time from hotel: 25 minutes



TAKE THE ROAD TO REVOLUTION

On this excursion, former Virginia Tourism Corporation Communications Director and MATPRA member Richard Lewis will guide MATPRA guests through the Richmond Region portion of Virginia's Road to Revolution Heritage Trail. Patrick Henry gave his famous "Give me liberty or give me death" speech at Richmond's St John's Church, but it was in neighboring Hanover County where Patrick Henry lived, worked, worshiped, and developed the values expounded in his March 1775 speech. Visitors will explore Scotchtown, Patrick Henry's home, as well as other sites frequented by Patrick Henry: Hanover Tavern, one of the few surviving colonial-era taverns in the U.S., and Polegreen Church, the birthplace of religious freedom in America.

Suggested attire: Clothes and shoes comfortable for walking

Location: Hanover County

Drive time from hotel: 35 minutes



16th Annual MATPRA Media Marketplace FAM TOUR OPTIONS

(continued)

FALL FAMILY FUN

Hanover County is a sea of orange in the fall when the pumpkin patches are at their peak. On this FAM, we'll discover the best way to spend a beautiful fall day in VA. Lloyd Family Farms and Hanover Vegetable Farm pull out all the stops for pumpkin season. Prepare yourself for some good ol' fashioned fun at two festive farms. Hayrides, horses, corn mazes, Halloween haunts and corn cannons are in store. Save room in your suitcase for a pumpkin of course.

Suggested attire: Clothes you don't mind getting dirty and closed-toe shoes comfortable for walking

Location: Hanover County

*Drive time from hotel: 20 minutes out, 25 minutes return
(20 minutes between farms)*



PUT ON YOUR HIKING BOOTS

Powhatan State Park is a baby as far as state parks go. Established as recently as 2013, Powhatan State Park is 1,565 acres of Virginia beauty with 2 miles of riverfront along the James River and 7 miles of multi-use trails (hiking, biking, horse riding) through a number of diverse habitats including field edge, upland pine and mature hardwoods. Overnight visitors can camp out or spend the night in one of the park's yurts. Other amenities include a canoe-in campground, wildlife observation areas, picnic shelters and a playground. MATPRA guests will be treated to a guided hike along the James led by a Park Ranger, as well as an archery lesson at the archery range.

Suggested attire: Clothes and closed-toe shoes comfortable for hiking

Location: Powhatan County

Drive time from hotel: 40 minutes

