

Sponsoring Organizations

The Town of Orange
Rappahannock-Rapidan Regional Commission
Virginia Department of Transportation
Orange Presbyterian Church

Goals of the Living Towns Program*

- ◆ Share ideas for planning and quality of life in towns and villages—the original smart growth strategy.
- ◆ Help preserve the historic and natural heritage of the region.
- ◆ Participate in local and regional research and interpretation to make area history come alive.
- ◆ Work to build linkages and enhance networking among area communities.
- ◆ Integrate resources of the Department of Historic Resources, the Department of Housing and Community Development, Department of Conservation and Recreation, Department of Transportation and the Virginia Main Street Program in support of Living Town goals.
- ◆ With positive intent, integrate private, public and non-profit resources to build, maintain and enhance the identity of the region, and sense of place of its towns, rural communities and open spaces.

*With thanks and acknowledgment to the Northern Shenandoah Valley Regional Commission (NSVRC) which originated the Living Towns program in 1997

420 Southridge Parkway, S.106
Culpeper, VA 22701

Previous RRRC Living Towns
Host Communities

- '02 Town of Orange
- '03 Town of Warrenton
- '04 Town of Remington
- '05 Village of Marshall
- '06 Town of Gordonsville
- '07 Village of Sperryville
- '08 Town of Madison
- '10 Town of Culpeper
- '12 Town of The Plains

Rappahannock-Rapidan
REGIONAL COMMISSION



4.5 APA/AICP CM credits pending



10th Annual
RRRC Living Towns

2013

Town of Orange, VA

Tourism & Economic Development
“Capitalizing on Area Assets”



Thursday, August 22
Orange Presbyterian Church
162 West Main Street
Orange, Virginia

The purpose of the Living Towns annual workshop series is to bring together representatives of the region’s towns with those of public and private sector entities to network and exchange information on planning, revitalization and preservation of towns as vital economic living centers.



Above:

Orange County Courthouse
Circa 1859
Photo Courtesy of R. W. Dawson

On the cover:

Main Street
Orange, VA



Registration

4.5 APA/AICP CM credit Approved

Sign up for:

	Time	Price
<input type="checkbox"/> Living Towns Orange Workshop (cost includes morning coffee, lunch, walking tour & reception)	8:30-3:15	\$35.00*
*\$45.00 if received after August 14th		
<input type="checkbox"/> I also plan to attend the post-workshop reception	3:30-5:00	

Name

Position/Title

Organization

Address 1

Address 2

Phone

E-Mail

Questions? Please contact **Sue Hromyak** at
(540) 829-7450 or **planinfo@rrregion.org**
Space is limited! Please register no later than:
August 14, 2013

Please send registration and payment to:

Rappahannock-Rapidan
Regional Commission
420 Southridge Parkway, S. 106
Culpeper, VA 22701
Phone: 540-829-7450
Fax: 540-829-7452
<http://www.rrregion.org>

To register online go to:
www.rrregion.org

Thursday, August 22, 2013

- 8:30 Registration and Coffee**—Provided by local restaurant and caterers
- 8:50 Welcome and Introductions**
- Chuck Mason, Mayor, Town of Orange
 - Teel Goodwin, Chair, Orange County Board of Supervisors
 - Harry Hopkins, Vice-Mayor, Town of Orange, RRRC Chairman

- 9:00 Area Identity**
Moderator: Tom Woolfolk, Treasurer, Orange County Chamber of Commerce
- A. Maximizing Your Community's Tourism Potential**
Wirt Confroy, Director of Partnership Marketing Outreach, Virginia Tourism Corporation
- B. Capitalizing on Heritage & Historical Assets**
Sean O'Brien, PhD, Executive VP & COO
James Madison's Montpelier
- C. Bed & Breakfast Consortia**
Amy Hager, Administrator
Bed & Breakfast Association of VA (BBAV)

10:10 BREAK

- 10:15 Community Development**
Moderator: Sharon Elswick, Owner, The Holladay House, Orange, VA
- A. Built NRV - Tool for Public Engagement**
Kevin Byrd, AICP, Executive Director, New River Valley PDC
- B. Parks & Recreation and Economic Development**
Larry Miller, Director, Fauquier County Parks & Recreation Department
- C. Festivals & Niche Events**
David Lamb, Owner, Oakland Heights Farm

RRRC Living Towns

- 11:30 Walking Tour and Lunch**
- Lunch—A Taste of Orange—Enjoy a make-your-own boxed lunch featuring delicious selections from local Orange restaurants

1:00 Planner's Toolbox

Moderator: John Cooley, Director of Community Development, Town of Orange

A. Not-for-Profit/Producer Only Farmers Markets

Brad Jarvis, Madison County Extension Agent, Virginia Cooperative Extension

B. Local Transportation Committees

Susan Eddy, Chief of Planning, Fauquier Dept. of Community Development

C. Trails!

Dan Mahon, Outdoor Recreation Supervisor
Albemarle County

D. Ag as Economic Development

Spencer Neale, Director of Commodity Marketing, Virginia Farm Bureau Federation

- 3:15 Wrap-Up:** Page Sullenberger, Town of Orange Planning Commissioner

- 3:30 Reception at the Arts Center of Orange**
All invited. Please join us for refreshments and light hors d'oeuvres provided by Orange caterers featuring locally produced wines

Directions and Parking

To workshop at: Orange Presbyterian Church

From points north: Take Rt. 15 South to Town of Orange. Turn right onto Main Street and proceed to stop sign. Church is on your left.

From points south: Take Rt. 15 North to Main Street. Turn left at stop sign. Church is on your left.

From points west: Take Rt. 20 (which becomes Main St.) to Town of Orange. Church will be on right.

Parking is available at the church.

To Reception at the Arts Center of Orange

A short walk from Orange Presbyterian Church. Turn right out of parking lot onto Main Street. Follow 2 blocks. After you cross the RR tracks, Arts Center will be on your left with parking at Visitors Center on right.

Town of Orange

