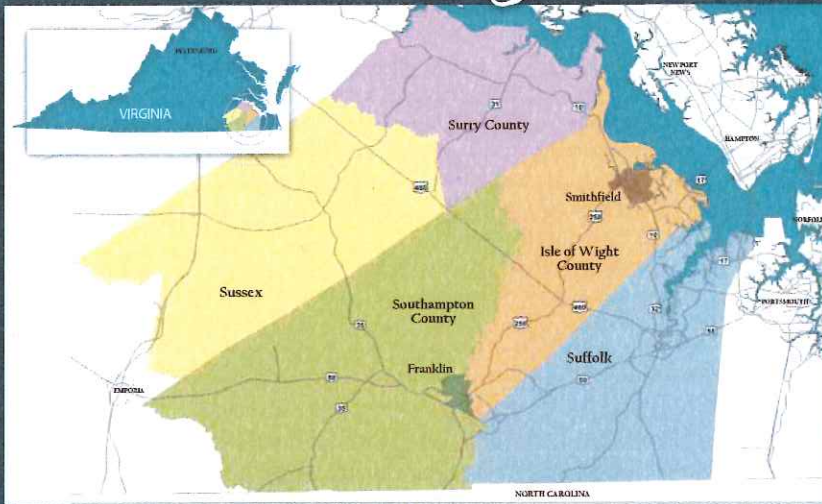


The path to Virginia's pork & peanuts



The southeastern region of Virginia has long been known for its peanuts, salt-cured hams and pork products. The **Salty Southern Route** is a newly created *thematic driving tour* taking visitors on a journey through this picturesque area to experience this rich cultural tradition first-hand.

The trail was conceived and is managed by the Salty Southern Route marketing team, comprised of representatives from the tourism or economic development departments of the cities of Franklin and Suffolk, the town of Smithfield, and the counties of Isle of Wight, South-

ampton, Surry and Sussex. A representative from Virginia Tourism Corporation also serves on the team.

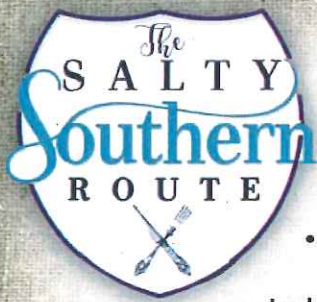
There is *no cost* to be included on the trail, however participating businesses (*attractions, shops, restaurants, events and lodgers*) must meet the program's criteria and will be included at the discretion of the marketing team.

The goal of the trail is to promote a rich cultural experience for visitors as they meet the people and discover the traditions behind the delicious foods this area produces. The team has produced a website (**SaltySouthernRoute.com**) and will promote this site on all social media platforms as well as with regular posts on a Salty Southern Route blog, distribution of news releases, and other marketing efforts.

Specific businesses along the route will be promoted occasionally at the discretion of the marketing team, however efforts will be made to ensure that all regions are represented.



SaltySouthernRoute.com



Salty Southern Route Participant Benefits:

- Listing on the Salty Southern Route website to include a photo, link to business' website or Facebook page, description and contact information.
- Free Salty Southern Route window decal
- Cross linking opportunities between the Salty Southern Route website and Virginia Tourism Corporation's Online Trip Planner
- Inclusion in the trail's related marketing promotions (*exclusive exposure may be available at a later date per opt-in sponsorships*)
- Use of Salty Southern Route logo for promotional materials, digital advertising, etc.
- Networking opportunities with small business owners, local government, tourism, economic development and marketing professionals

Salty Southern Route Participant Criteria:

- The focus of the trail is on the authenticity and unique quality of the local pork and peanut industry. The trail celebrates the cultural diversity of the region and reflects positively on the agricultural heritage of the areas.
- Participating sites (attractions, shops galleries, restaurants, farms, museums, etc.) must provide interpretation through exhibits, written materials, tours, demonstrations, etc. for visitors to experience.
- Participating sites must agree to be featured on the Virginia Tourism Corporation website (Virginia.org) and on the Salty Southern Route website (SaltySouthernRoute.com).
- Participating sites must maintain regular, specific operating hours and must be open more than two days per week. *Businesses that are open by appointment only will not be listed on the trail.*
- Participating sites must be safe, clean and tidy. If owners have pets, they must be conscientious about visitor's sensitivities. Public restrooms encouraged.
- All participating sites must be well marked with a business sign and a Salty Southern Route decal must be displayed. The decal will be provided to the sites by the Salty Southern Route marketing team.
- All participating sites must agree to an annual site visit to ensure compliance with these criteria. A site inspection is required for all new businesses interested in participating on the Salty Southern Route.
- Adequate parking must be easily accessible. *Areas only accessible by four-wheel drive vehicles will not be included on the Salty Southern Route.*
- ADA compliant sites will be designated on the Salty Southern Route.
- Participating sites must be in proximity to the main arteries of the Salty Southern Route.
- Participating historic sites must be related to the peanut and pork heritage through crafts, agriculture, tours, festivals or events.
- Participating retail establishments and galleries must include pork and/or peanut merchandise.
- Participating restaurants must be independent eateries which feature locally-sourced foods and products from Virginia as part of their standard menu. At a minimum, each restaurant must feature a signature dish or daily special made from locally-sourced peanuts and/or pork from Virginia.
- Participating lodgers can include bed and breakfasts, farm stays, campgrounds, fishing or hunting lodges, rental cabins, and historic inns or properties. National chains can be included at the sole discretion of the Salty Southern Route marketing team. Lodging facilities are encouraged to include some type of pork or peanut information in their rooms or lobby.
- Participating events must have an aspect of peanut or pork in their theme and can include craft fairs, demonstrations, educational experiences, cultural events including dance, music, theater or other entertainment (such as storytelling). Participating events must take place on an annual or regular basis and must have a proven three-year track record of success.
- Participating business owners must agree to these terms and criteria of the Salty Southern Route through written agreement by signing and submitting the Salty Southern Route Participant Contract. The contract will be provided and must be approved by a representative of the Salty Southern Route marketing team.
- Business owners, managers or their designees of approved sites are required to attend regional hospitality, marketing and customer service training programs to ensure a positive visitor experience. These training programs will also offer participants the opportunity to meet and network with others represented on the Salty Southern Route.

Program disclaimer: All participating Salty Southern Route business owners are solely responsible for complying with the zoning regulations, ordinances, health and business licensing requirements, as well as any required or discretionary insurance liability coverage, in addition to taking steps to reduce/eliminate risk due to negligence.

