

Historic Garden Week 2012

Publicity Report

Publicity Generated:

Traditional Press:

Piedmont Virginian, Spring 2012, Full page feature article

Orange Review, full page color article 4/19/2012

Madison Eagle b/w Reprint of Orange Review full page article 4/25

Albemarle Magazine feature article, full page, within a larger article on HGW regionally

103.7 Radio – Public Service Announcements running week prior to event; also in on-line calendar of events

Keswick Life full page article March 2012

OC Magazine, feature article April 25, 2012

[Orange Downtown Alliance](#)

www.orange-downtownalliance.org/allNews.cfm

Four outstanding *Orange* County properties with ties to James Madison will be featured on the 2012 *Historic Garden Week* tour, “Mr. Madison's Neighborhood”, ...

[Historic Garden Week is a perennial favorite | Daily Progress](#)

www2.dailyprogress.com/.../historic-garden-week-perennial-favorite-...

Apr 22, 2012 – University of *Virginia* tour: 10 a.m. to 5 p.m. Tuesday. Free. *Orange... Historic Garden Week*. Keswick tour: Noon to 5 this afternoon and 10 a.m. ...

[Guests to tour "Mr. Madison's Neighborhood" this Saturday | Star ...](#)

www2.starexponent.com/.../guests-tour-mr-madisons-neighborhood-...

Apr 26, 2012 – Beautiful homes and gardens will be on display during Saturday's Garden Club of Virginia's *Historic Garden Week in Orange County*.

[Orange - The Piedmont Virginian | Serving & Celebrating America's ...](#)

www.thepiedmontonline.com/page.cfm/go/upcoming-events/.../10

Farm and Garden. Garden Club of Virginia - *Historic Garden Week - Orange County* Apr. 28.
Garden Club of Virginia - *Historic Garden Week - Orange County*.

[Historic Garden Week Blooms in Virginia | NBC4 Washington](#)

www.nbcwashington.com/.../Bloom-Into-Historic-Garden-Week-in-...

Apr 23, 2012 – *Historic Garden Week in Virginia* is a state event that features hundreds of home and garden ... *Orange County* – Dolley Madison Garden Club .

[Mr. Waugh's Big Spirit Mr. Waugh's Big Spirit - Fluvanna Review](#)

www.fluvannareview.com/.../3508_May2012OCMagazine.pdf

File Format: PDF/Adobe Acrobat - [View as HTML](#)

Apr 28, 2012 – Cover designed by Marilyn Ellinger each year, the Dolley Madison Garden Club of *Orange County* hosts part of *Virginia's Historic Garden Week* ...

[Local News | Orange News](#)

www2.orangenews.com/news/

2 days ago – ... Madison Garden Club hosted its annual *Historic Garden Week* tour, *Orange County High School* partnered with the *Virginia Cooperative* ...

On-Line Presence

VA Tourism Special Event Page

Facebook (Historic Garden Week in Orange, Virginia)

Same Facebook page will serve for future years; we'll just keep building the audience. GCV is strongly encouraging Facebook presence. Facebook comes up as the top internet search result for *Historic Garden Week + Orange Virginia*.

Blogs/On Line Calendars

Montpelier included HGW on all calendar of upcoming events for a year, sent out a very widely distributed media alert on our behalf, put us on their blog two weeks prior to the event and issued a blast email about the event to all of their followers 48 hours before the event.

Orange also received benefit from a large amount of coverage generated by GCV where we were listed as one of the tours; I haven't listed all of them here. DMGC also benefited from internet posts by local businesses/sponsors. These were largely generated as tie-in's to brochure sponsorship or guide book advertising or simply local good will; the publicity committee cannot take credit for any of this (though grateful for it).

Finally, not all the calendars of events listings are given below. A sampling of the more interesting ones include:

[Event: 79th Annual Historic Garden Week Tour of Orange County](#)

www.visitorangevirginia.com/index.../annual_historic_garden_week

Event: 79th Annual *Historic Garden Week* Tour of Orange County. Date: Saturday, April 28, 2012. Time: 10:00am - 4:00pm. Location: Somerset Plantation ...

[Virginia Historic Garden Week 2012](#)

dc.about.com/od/specialevents/a/VAGardenWeek.htm

During *Virginia Historic Garden Week* people who are passionate about gardens and history can take a rare opportunity to step inside some of *Virginia's* most ...

[Annual Events and Festivals near Charlottesville and Orange, VA](#)

holladayhousebandb.com/annual-events.html

Historic Garden Week Where: Orange County When: Mid-April. The Garden Club of *Virginia* presents historic garden tours all over the state, and Orange County ...

[Dolley Madison Garden Club | Orange, VA 22960](#)

www.dolleymadisongardenclub.org/

Club Address: P. O. Box 1017, Orange, VA 22960. News for April 2012. *Historic Garden Week* this year is taking place on Saturday April 28th. It is a significant ...

[James Madison's Montpelier - National Trust for Historic Preservation](#)

www.preservationnation.org/travel-and-sites/sites/.../montpelier.html

Montpelier is in the heart of *Virginia's* Blue Ridge Mountains. ... *Historic Garden Week*: "The spring advances – The flowers are blooming – the trees ... The Orange County Tour, entitled "Mr. Madison's Neighborhood," includes stops at James ...

[Historic Garden Week "Mr. Madison's Neighborhood" in Orange, VA ...](#)

wap.local.com/.../historic-garden-week-mr-madisons-neighborhood.a...

Apr 28. Mr. Madison's Neighborhood, the 2012 *Historic Garden Week* tour in *Orange, Virginia*, features four historic properties associated with James Madison's ...

[James Madison's Montpelier](#)

montpelier.org/blog/

Apr 22, 2012 – *Historic Garden Week*: “The spring advances – The flowers are blooming ... celebrate the Garden Club of *Virginia's Historic Garden Week* along with sister ... The *Orange County Tour*, entitled “Mr. Madison's Neighborhood,” ...

http://eventful.com/harrisonburg/events/categories/singles_social/pick-dates?t=2012042800-2012042823

[Local Attractions near The Inns at Montpelier, Orange, Virginia](#)

www.innsatmontpelier.com/area.html

Orange County Historical Society & Historical Research Center ... Virginia Garden Week. Recreation ... Extensive menu of American Foods with a historic flair.

[Annual events | The Hook - Charlottesville's weekly newspaper ...](#)

Recommendations:

- Please include  [Historic Garden Week in Orange, Virginia](#) on any club publications where the website URL is also printed (Garden Week Brochures, tickets, guide book text, handouts at events, on website, back of items we sell...it is free and repetition is key to building audience and is a year long thing). For example

<http://www.dolleymadisongardenclub.org>
 [Historic Garden Week in Orange, Virginia](#)

- We received excellent on line publicity from a number of companies that were sponsors of our brochure or advertisers in the Guide Book. Consider encouraging this by offering reciprocal links with our website

and facebook page and exclusive presence in the “goodie bag” as benefits of advertising (if we goodie bag again)

- Goodie Bags...if we do this again please ask that all items be one piece and no larger than 8.5x4 The bags themselves can be considered a spot an advertiser might want to donate.
- There were more visitors from Fairfax County than anticipated. Next year a concerted effort will be made to identify media outlets and solicit coverage for Northern Virginia.
- We made a list of addresses we could capture (through checks and guest books) of 2012 ticket buyers. Recommend we mail a GCV HGW post card to these people the last week in March apprising them of the dates of this year’s event and where to buy tickets. (GCV is planning on doing an email to purchasers of e-tickets with the same idea in mind).
- Recommend we distribute fewer guidebooks (Stonefire Station, for example, was giving out Guidebooks and not brochures whenever they had guidebooks in stock...this has to be expensive for the Club).
- Recommend we distribute the poster *later* than usual (6 weeks out). Distribution proximate to the event may encourage more vendors to post it because the event is felt to be “soon”.
- Almost certainly our on-line ticket sales will increase as a percentage of tickets sold. Recommend we feature the on-line ticket site in all publicity and in all printing. Also recommend we ask GCV for demographic information on buyers of Orange tickets this year. I believe we lost out on attendance from some statewide ticket buyers because we were the last weekend and it was cold out (and they had already been touring for a week). I believe returning to the first weekend will help attendance.
- Recommend publicity and advertising work together in advance of advertising season to see if we can get corporate sponsors to cover the cost of a banner for main street in Orange and in Gordonsville, and get some brochure space swaps against advertising/PSA’s etc.
- Recommend increasing the size of the brochure to 11x17 folding down to the same size it is now. The inside could be devoted to a larger map (a frequent request at the ticket booth) and both properties, and brochure sponsors, could be located on the map. This would also allow for more sponsors (right now we are space limited). Possibly it would let us decrease the brochure sponsorship price slightly to increase the total number of advertisers (and gross receipts). It would also be possible to list the “goodie” on the list of sponsors below the map (ie. XYZ Restaurant free coffee with Orange HGW ticket) to drive our visitors to

local businesses. The majority of Clubs are now using this larger format for similar reasons. By decreasing slightly the weight of the paper we may not have an increase in costs for this change (and lots more space for larger photos and more sponsors).

- Because our properties don't always lend themselves to tour buses, suggest a new initiative to encourage group sales. For example, if members of abc federated garden club buys 9 tickets we'll give them a 10th (effectively a 10% discount with a minimum purchase of 9). No tour operator. Would require a snail mailing to area garden clubs of all varieties, perhaps to master gardener organizations, other? Focus on Harrisonburg north and west to DC. Would require a budget for postage.
- Have one more member serve on the publicity committee to share the effort. This is a yearlong effort.

Budget: Zero