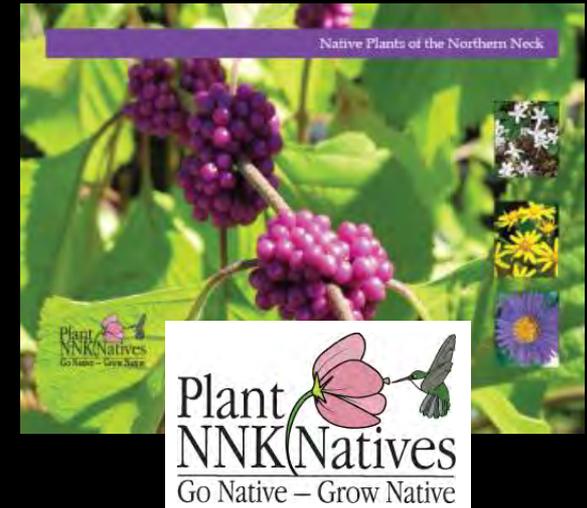
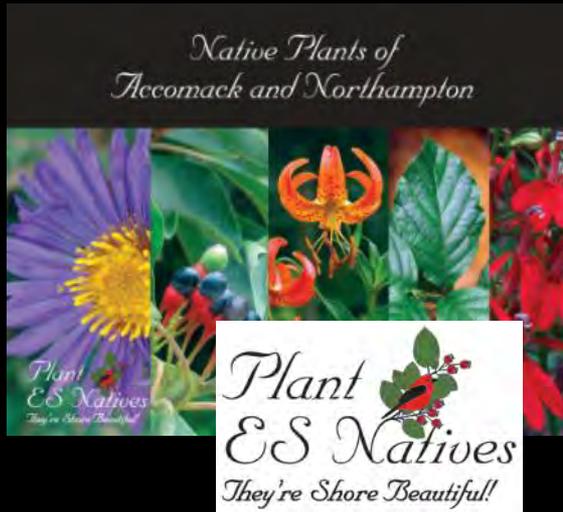


Regional Marketing Campaigns



Hampton Roads Region:
Needs Assessment and Strategic Plan

George Washington Region:
Funding begins Oct 2015



Middle Piedmont Region

Virginia Native Plant Partners

Chairs:

VA Coastal Zone Management Program
VA Dept of Game and Inland Fisheries

Albemarle County
Alliance for the Chesapeake Bay
Chesapeake Bay Foundation
Chesapeake Bay National Estuarine
Research Reserve of VA
Chesapeake Conservation Landscaping Council
Flora of Virginia
Hampton Roads PDC
Lewis Ginter Botanical Garden
Norfolk Botanical Gardens
Northern Neck PDC
Northern Virginia Regional Commission
Piedmont Environmental Council
VA Audubon Council
VA Dept of Agriculture and Consumer Affairs
VA Dept of Conservation and Recreation
VA Dept of Environmental Quality
VA Dept of Forestry



VA Dept of Transportation
VA Institute of Marine Science
VA Master Gardener Program
VA Master Naturalist Program
VA Native Plant Society
VA Nursery and Landscape Association
VA Society of Landscape Designers
VA Soil and Water Conservation Districts
Wetlands Watch
Williamsburg Botanical Garden





Virginia Native Plant Partners

Priorities:

- 1) Support development of a Virginia conservation landscaping certification;
 - 2) Develop new strategies to help increase the availability of native plants including a framework and guidelines for native plant seed collection/propagation; and
 - 3) Develop new coordinated/collaborated state-wide native plant marketing strategies.
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Virginia Native Plant Partners



Draft Action Plan Goals:

Goal 1: Enhance knowledge of the value of native plants.

Goal 2: Increase Virginia grown native stock, and consumer access to native plants.

Goal 3: Increase demand and use of plants native to Virginia by:

- Landscape and land use professions (inc. engineers, L.A.'s , anyone who specify for land development/use)
 - Homeowners
 - Landscaping and demonstration restoration projects on public lands (state, federal) and also private (landowners or non-profit ownership)
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Virginia Native Plant Marketing Collaboration

Goal 1	<i>Increase collaboration and coordination among partners engaged in native plant education, communication and marketing.</i>		
	Page X	X Years of By X Month/Year	Strategy: Offer forums and tools that foster and support partner relationship building and collaboration to advance the goals of the partnership.
		X Years of By X Month/Year	Strategy: Identify and secure resources – financial, policy and legislative – to support partnership goals and activities.
		X Years of By X Month/Year	Strategy: Garner support for partnership efforts through enhanced visibility.

Native Plant Availability

Goal 2	<i>Increase Virginia Grown native plant stock by 25% (this percentage to be discussed and determined).</i>		
	Page	X Years of By X Month/Year	Strategy: Establish a rapport with growers in Virginia.
		X Years of By X Month/Year	Strategy: Determine native plant stocks at Virginia nurseries and interest and barriers to growing more natives.
		X Years of By X Month/Year	Strategy: Determine Propagation Protocol Needs.
		X Years of By X Month/Year	Strategy: Determine three-five native species for growers to propagate as a test market, which will increase the state-wide availability of these species.
		X Years of By X Month/Year	Strategy: Increase the availability of native plants at local plant retailers by compiling and share a comprehensive list of growers who specialize in propagating native plants.
		X Years of By X Month/Year	Strategy: Interview/survey national chains or “Box Store” buyers to determine if and what native plants they already provide. (table?)
		X Years of By X Month/Year	Strategy: Arrange pitches/presentations at state-level sales office for Home Depot, Lowes, Walmart etc. (table?)

Goal 3	<i>Increase the availability of native plants at local plant retailers by # or %. (this percentage to be discussed and determined).</i>		
	Page	X Years of By X Month/Year	Strategy: Establish a long-term relationship or personal rapport with owners and managers of local garden centers.
		X Years of By X Month/Year	Strategy: Increase the availability of native plants at local plant retailers by suggesting three-five native species for providers to sell as a test market, which will increase the statewide availability of these species.
		X Years of By X Month/Year	Strategy: Identify economically viable alternatives to currently marketed known invasives.

