



90th Historic Garden Week

April 15-22, 2023
Tours Offered Statewide

Proceeds fund the restoration of Virginia's historic public gardens and a research fellowship program.

VaGardenWeek.org  



Foxglove Dalmation Rose





*90th Historic
Garden Week*
30 TOURS STATEWIDE

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Chatham
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Social Media: Facebook

Much more than a benefit, Historic Garden Week is a beloved springtime tradition for the people that come from all over the world to attend tours. HGW promotes tourism while showcasing communities both large and small across the commonwealth.

For more than a century the Garden Club of Virginia has been an advocate for our Commonwealth. GCV has held fast to its core: to educate, to beautify, to share a love of horticulture, to increase awareness of important environmental and conservation issues, and to preserve historic public landscapes. As we look toward the future, we will continue to build upon these tenets.



THE STATEWIDE ECONOMIC IMPACT OF HISTORIC GARDEN WEEK OVER THE PAST

50 years is estimated to be over \$518 million

Historic Garden Week in Virginia got it's inspiration when a flower show organized by the Garden Club of Virginia raised an impressive **\$7,000** to save trees planted by Thomas Jefferson on the lawn at Monticello.

Numerous national and international publications have written about Historic Garden Week, including *The Wall Street Journal & Garden & Gun*



Historic Garden Week has been recognized by the **American Bus Association**, **Virginia's Governors** and the **Virginia Tourism Corporation** as an important source of tourism to the state.

90% said they would recommend the tours to others



Historic Garden Week By The Numbers

Relationships



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20% OFF

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LANDSCAPING

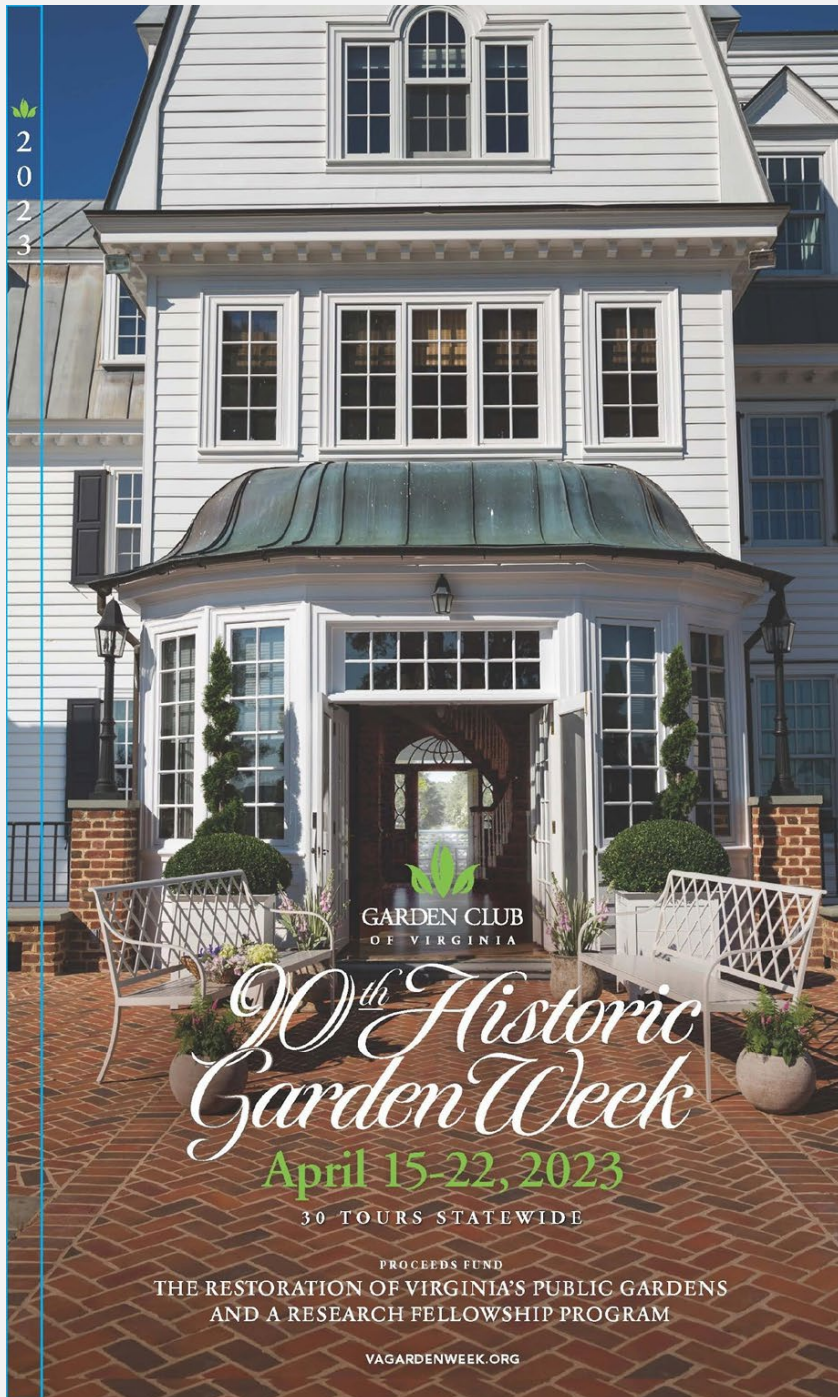
perennials with garden day ticket thru april 30th

2023 Guidebook Cover – Photo Shoot Behind the Scenes









2023
Historic Garden Week
Guidebook Cover



Karen Ellsworth
HGW Director
and
Editor of the Guidebook



HGW BOOT CAMP

This comprehensive website was designed to provide an easy "one stop shopping" location for all things related to Historic Garden Week and was created specifically for Tour Chairs, Co-chairs and their teams. It is intended to supplement the materials available in the 2023 HGW Google Drive folder, along with several years of digital history and information specific to your tour, accessed via Google Drive and your assigned Gmail address. We offer the support, institutional knowledge and experience of a State Historic Garden Week Committee that includes two seasoned staff members. You will be interacting with them and your fellow 2023 tour teams.





Marketing

HGW Marketing tools include photography, websites, news outlets, social media and partnerships with local tourism and economic development offices. The Historic Garden Week office handles statewide and national publicity and media relationships, allowing you to use these marketing tools to focus your efforts on promoting your tour **locally**.

<https://bootcamp.gcvirginia.org/marketing/>



Marketing

+ Learn More


GARDEN CLUB
OF VIRGINIA
*90th Historic
Garden Week*
30 TOURS STATEWIDE

[2023 Press Room](#)

[2023 Photo Credits](#)

[The Importance of Photographs](#)

[HGW Website Overview](#)

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[Link to HGW Resources on GCV Website](#)

[Social Media](#)

[Social Media Schedule](#)

[Individual Tour Logos for Social Media](#)

GARDEN CLUB
OF VIRGINIA

90th Historic Garden Week

April 15-22, 2023

Tours Offered Statewide

*Proceeds fund the restoration of Virginia's historic
public gardens and a research fellowship program.*

VaGardenWeek.org  

Old Town Alexandria
Saturday, April 21, 2023 | 10:00 am to 4:00 pm



Foxglove Dalmation Rose



Apply Avery Label Here
7" wide x 1" high

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<https://www.avery.com/blank/labels/94225/smw-paper?qty=1>

GARDEN CLUB
OF VIRGINIA

*90th Historic
Garden Week*
April 15-22, 2023

PROCEEDS FUND THE RESTORATION OF VIRGINIA'S PUBLIC
GARDENS AND A RESEARCH FELLOWSHIP PROGRAM

VAGARDENWEEK.ORG

front

**WE'RE FOR
EVERY TREE.**

**AND PROUD TO SUPPORT
THE GARDEN CLUB OF VIRGINIA
WITH OUR SHARED VALUES
OF STEWARDSHIP AND
PRESERVATION.**

Bartlett employees champion the trees, landscapes and property investments of the customers in their care. And that's one of the many reasons we've become the premier scientific tree and shrub care company in the world.

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back



Guidebook

October & November

- Editing in Google Docs and moving to layout

December

- Layout and proofing

All versions will be shared in Google Drive via assigned tour Gmail address

- Guidebook distribution list due Friday, 12/2
- Honor Roll for Guidebook recognition due Friday, 12/2
- No changes to the Guidebook layout after Friday, 12/16

January

- Final proofing of all aspects of the Guidebook



Bre Vassar

HGW State Committee

South Region Representative





Search














[Member Resources](#)

[GCV Home](#)

RESOURCE DOCUMENTS






Documents Categories

-  Annual Meeting and BOG
-  Artist Design Resources
-  Centennial Resources
-  Directory and Handbook
-  GCV Committee Files
-  Handbooks and Policy
-  Historic Garden Week Resources
-  Horticulture Resources
-  Kent-Valentine House Resources
-  Logos, Stationery and Brand Guidelines
-  Suggested Programs for Club Meetings

DIRECTORY

-  GCV Board of Directors
-  GCV Committees
-  GCV Past Presidents
-  Club Lookup
-  Club Officers
-  Club Committee Chairmen
-  Club Annual Reports

GCV ARCHIVED EVENTS

-  2021 Daffodil Day
-  2020 Conservation Forum: The Urban Landscape
-  2020 Annual Meeting
-  2020 Daffodil Day
-  2022 GCV Fall Symposium

<https://www.gcvirginia.org/members>

GCV Graphic Standards



THE GARDEN CLUB OF VIRGINIA

The Garden Club of Virginia (GCV) brand is a valuable asset. It differentiates GCV from other non-profits, and when used properly, it can boost awareness and involvement in the club. Consistent usage of the logo is one of the keys to maintaining the power of the GCV brand.

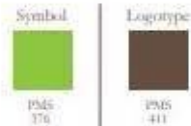
Logo elements

This is the proper configuration for the GCV identity. The main components of the logo include the logotype ("Garden Club of Virginia") and the symbol.



Color

Do not print the logo in any colors other than the accepted color combinations specified in this manual. The current approved Pantone Matching System (PMS) colors are to the right. (See page three for approved CMYK & RGB color builds.)



In any printed application, the full color logo is the preferred version, but black and reversed versions are available and can be used as shown.



COLOR PALETTE

The GCV color palette provides cohesiveness across communications through the use of vibrant colors. The palette consists of two primary colors and five secondary colors. Below are the approved Pantone Matching System (PMS) colors with their four-color (CMYK) printing and screen color (RGB) equivalents.

Primary		Secondary				
PMS 376	PMS 411	PMS 129	PMS 163	PMS 709	PMS 2582	PMS 641
C: 50 M: 1 Y: 84 K: 1	C: 0 M: 27 Y: 36 K: 22	C: 0 M: 10 Y: 77 K: 0	C: 0 M: 59 Y: 56 K: 0	C: 0 M: 64 Y: 34 K: 0	C: 46 M: 65 Y: 0 K: 0	C: 47 M: 4 Y: 22 K: 2
R: 161 G: 82 B: 25	R: 59 G: 80 B: 76	R: 255 G: 206 B: 84	R: 229 G: 119 B: 57	R: 211 G: 115 B: 125	R: 143 G: 196 B: 177	R: 10 G: 189 B: 215

FONT PALETTE

To help create a clear and consistent brand for GCV, a selection of typefaces are recommended for all communications.

Typefaces

- Headlines should be ALL CAPS

CENTURY GOTHIC BOLD
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z 1234567890

THIS IS A HEADLINE EXAMPLE

- Subheadlines may be ALL CAPS or Initial Caps

Century Gothic Regular - ALL CAPS
or Initial Caps
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

THIS IS A SUBHEADLINE EXAMPLE

This is a Subheadline Example

- Body Copy should be 10-12pt in size.

Garamond Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

This is an example of body copy. Lorem
cupitation per alia voluore endusam
quam, esplacestam fugi officia rehent
enibus cidenep errumapu reperci, quatit.



90th Historic Garden Week

YOUR TOUR NAME

Day & Date with Year
time here, include a.m. to p.m

Hosted by: Club Names Go Here



PROCEEDS FUND THE RESTORATION OF VIRGINIA'S PUBLIC GARDENS AND A RESEARCH FELLOWSHIP PROGRAM

VAGARDENWEEK.ORG

BROCHURE PRINTING 101

A Double Gatefold 4 x 9 Rack Brochure works well to handle content. If the piece is larger, it becomes more difficult to hold, overwhelming to read, and also more expensive to print. We encourage you to request a quote from Professional Printing Center in Chesapeake if you need help with the printing of your tour's brochure. They print HGW's state brochure as well as the HGW poster and will give any GCV club a 10% discount. Contact Erica Conner at EConner@ProfessionalPrinting.com or 757-547-1990 ext. 122.

Please mention these specifications (including sizing & folding) to the printer:

- Prints 4/4 (which means full color on 2 sides)
- 80-100# text white uncoated or coated paper (coated means glossy, they both typically cost the same)
- Price 3 quantities to understand price breaks, for example: 1000/1250/5000
- Be mindful of waste. Just because the pricing isn't much more, resist over ordering.

<p>FRONT COVER Use below image and below logo.</p>	<p>COVER FLAP Use for any tour details or use as a call to action to your website.</p>	<p>BACK COVER FLAP Use for map.</p>	<p>INSIDE FLAPS Use for an image of each home and any remaining details like addresses, directions if you think you need them or other tour details.</p>				<p>BACK This is prime real estate. Use to list your tour's sponsors and/or ads for your local brochure.</p>
---	---	--	---	--	--	--	--

4"W x 9"H

4"W x 9"H scores and folds open to 8"W x 9"H

8"W x 9"H scores and folds open to 15.75"W x 9"H

4"W x 9"H

Design Guidelines:

- Use the 90th Historic Garden Week Logo
- Add your city/location, date and Club name
- Include vagardenweek.org
- Set the fonts in GCV branded fonts of Garamond or Century if possible
- Use the 2023 flower, the Foxglove

Caution Regarding Ads

If you normally sell ads to include in your brochure, understand that printing a larger piece to make room for the ads could wind up costing more than the ads are bringing in. **Larger brochures cost more to produce.**

2023 Flower



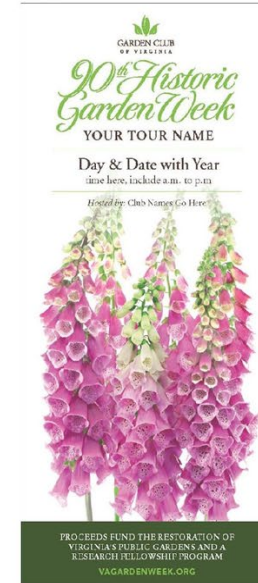
90th HGW Logo



Tips for Sponsor Listings

For sponsors, it is typical for higher level sponsors to be named first and in a larger font, with lower level sponsors underneath and with logos and/or fonts that get progressively smaller

Sample Cover Layout





Celebrating 81 Years of Preserving Virginia's Heritage

2014 Albemarle-Charlottesville Tour

Saturday, April 26th through Tuesday, April 29th

Tour proceeds fund the restoration and preservation of Virginia's historic gardens.

Albemarle Garden Club
The Charlottesville Garden Club
Roanoke Garden Club

www.vagardenweek.org



Historic Garden Week



Beauty in the Blue Ridge
Roanoke Home and Garden Tour

May 3, 2014 — 10am to 5pm
Rain or Shine

Presented by
Mill Mountain Garden Club
The Roanoke Valley Garden Club
The Garden Club of Virginia

Proceeds from this tour will benefit the restoration and preservation of Virginia's historic gardens.

Home and Garden Tour
Roanoke Home and Garden Tour
Roanoke Garden Club

www.vagardenweek.org



The Garden Club of Fairfax

presents
Fairfax County - Historic Vienna
Tuesday, April 29, 2014
10 a.m. to 4 p.m.



Historic Garden Week
83rd Annual House & Garden Tour

Tour proceeds fund the restoration and preservation of Virginia's historic gardens.



Historic Garden Week



Richmond County
Garden Club of the Northern Neck
Home and Garden Tour
Wednesday, April 30, 2014
10 a.m. to 5 p.m.

Historic Garden Week

NORTHERN NECK TOUR
IN RICHMOND COUNTY
EVERYTHING OLD IS NEW AGAIN!
WEDNESDAY, APRIL 30, 2014
10 am - 5 pm
TOUR BOOK SEE PAGE 147



THE UNOFFICIAL BROCHURE EAT / SEE

Richmond County VA
WEDNESDAY, APRIL 30, 2014
10 A.M. UNTIL 5 P.M.

presented by
The Garden Club of the Northern Neck

Historic Garden Week



April 26 - May 3, 2014

www.vagardenweek.org

Historic Garden Week



House & Garden Tours
Offered Statewide
April 26 - May 3, 2014

Tour proceeds fund the restoration and preservation of Virginia's historic gardens.

www.vagardenweek.org

Alexandria

Old Town
House and Garden
Walking Tour
Tuesday, April 26, 2014
10 a.m. to 4 p.m.



Green Acres is The Place to Be

Historic Garden Week
Saturday, April 26, 2014 - 10:00 a.m. - 5:00 p.m.



Green Acres is The Place to Be

Historic Garden Week
Saturday, April 26, 2014
10:00 a.m. - 5:00 p.m.



Professional Printing Center, Chesapeake

Erica Conner

Econner@ProfessionalPrinting.com

(757) 547-1990 ext. 122

GCV Member Clubs receive 10% off with
Professional Printing Center



Jean E. R. Gilpin
GCV Restoration Committee Chairman



GARDEN GOSSIP

RECORDING THE ACTIVITIES OF GARDENING IN VIRGINIA

VOL. III

WOODBERRY FOREST, VIRGINIA, OCTOBER, 1928

No. 6

THE COMPLETE
ARBOREAL SERVICE
In Town and Country



CONSULTING
TRIMMING
BRACING
TREATING CAVITIES

SPRAYING
FERTILIZING
GRAFTING AND
PRUNING FRUIT

Transplanting Large Trees
Taking Down Trees
Rectifying Soil Conditions
When It Concerns Trees, Call

UNDERWOOD BROTHERS
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RICHMOND, VIRGINIA

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GARDENS**
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Coniferous and Broad-Leaved Evergreens
Deciduous Trees and Shrubs
Roses, Perennial Plants
LARGEST COLLECTION IN TIDEWATER
VIRGINIA
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W. T. HOOD & COMPANY
"Old Dominion Nurseries"
Growers of

HIGH-GRADE NURSERY STOCK

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Plants and Flowering Shrubs for Spring planting. Red
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Richmond, Virginia

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With short handles. Ideal for gardening.
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Catalog Free

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RICHMOND, VIRGINIA

LECTURES

Magnolia, Middleton and Other Gardens Around
Charleston, South Carolina (with Slides)

By
MRS. J. THOMPSON BROWN
704 COLLEGE AVE. ROCK HILL, S. C.

*Like everything else, with achievement
grows potentiality, and with power,
the assurance and daring to do more.*









Photos by Roger Foley



Photo by Roger Foley



Photo by Roger Foley

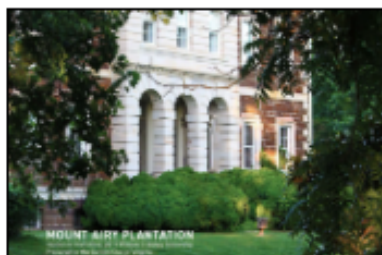






Photo By Quinn Dombrowski





**Mount Airy Plantation,
Richmond County**

Hayden M. Hammons, Louisiana State University
2019 William D. Rieley Fellow
[Full Report](#)



Farmington, Charlottesville

Dania Khalifat, Al Ahliyya Amman University and the University of Massachusetts
2019 Rudy J. Favretti Fellow
[Full Report](#)



**Sherwood Forest Plantation,
Charles City County**

Mary Fesak, Clemson University and the College of Charleston
2018 Rudy J. Favretti Fellow
[Full Report](#)



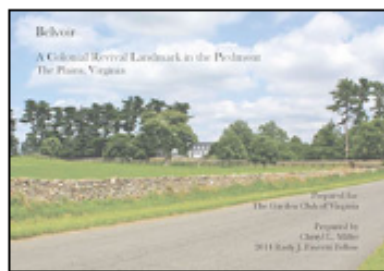
Shirley Plantation, Charles City County

Penelope Cottrell-Crawford, University of Arizona
2018 William D. Rieley Fellow
[Full Report](#)



Westover, Charles City County

Krista Reimer, University of Pennsylvania
2017 Rieley Fellow
[Full Report](#)



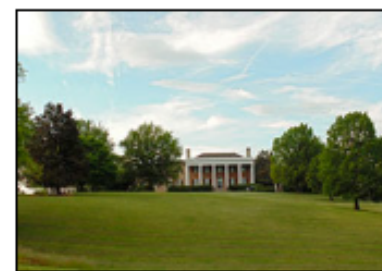
Belvoir, The Plains

Cheryl Miller, Boston Architectural College
2014 Favretti Fellow
[Full Report](#)
[Site Plan](#)



George Washington Masonic National Memorial, Alexandria

James Carroll, City College of New York
2014 Rieley Fellow
[Full Report](#)
[Site Plan](#)



Carter Hall, Millwood

Megan Turner, University of Georgia
2013 Favretti Fellow
[Full Report](#)
[Site Plan](#)



GARDEN CLUB
OF VIRGINIA | RESEARCH
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[HOME](#) [PROGRAM](#) [STIPEND](#) [TESTIMONIALS](#) [ARCHIVES](#) [2022 FELLOWSHIPS](#) [CONTACT](#)

*...to build a comprehensive record of Virginia's important
historic gardens and landscapes*

gcvfellowship.org

This nation and all who seek to preserve the best of the past, are richer for the foresight, dedication and teamwork of the members of the Garden Club of Virginia.



Karen Ellsworth
HGW Director
and
Editor of the Guidebook

GARDEN CLUB
OF VIRGINIA

90th Historic Garden Week

Lexington



This self driving tour showcases just some of the many fine homes and gardens in Lexington. Mulberry Hill, one of the most impressive manor homes in the region includes portions of the home dating to 1777. It features beautiful gardens, spectacular specimen trees and shrubs, and historical interiors. Belfield, a property which sits adjacent to Mulberry Hill, features a stunning Charles Gillette garden. Other properties included on this tour are closer to town where visitors will enjoy newly refurbished gardens and unique architectural features. Visitors will appreciate the various owners' commitment to preservation, environmentalism and sustainability.

Info

Date

Saturday April 22, 2023
10 a.m. - 4:00 p.m.

Host

The Blue Ridge Garden Club

Price

\$25 pp in advance at VAGardenWeek.org

Location

106 East Washington Street, Lexington, VA,
USA, Lexington Visitor Center
[Get a map](#)

Questions?

Lexington@VAGardenWeek.org



Thank you to our Sponsors on
Smith Mountain Lake!

American National Bank

Younger Construction
Commonwealth Home Health Care
Davis Storage
Witherspoon Rose Culture

Counseling & Psychological Services
Scott & Isa Wintrade
Harris, Harvey & Neal
Joseph Carbone, MD
M&W Flower Shop

Foxglove
First City
Riverside
KFC Bacon
Averett U

GARDEN CLUB
OF VIRGINIA

90th Historic Garden Week

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[Tour Schedule](#) ∨

[Tour Guidebook](#) ∨

[Tickets](#)

[Photos](#)

[Pressroom](#)

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Pressroom

PDF Documents

(available for download)

[Historic Garden Week 2023 Press Release](#)

[Garden Club of Virginia Economic Impact Brochure](#)

[2022 Historic Garden Week Guidebook](#)

[HGW By The Numbers](#)

[Historic Garden Week in Virginia Photography Credits](#)

[Points of Contact for the Media](#)

Flickr Image Libraries

(available for download)



Flickr Image Libraries

(available for download)



2023 Historic Garden Week
Tour Photos

2023 Historic Garden Week Tour Photos



Historic Garden Week in
Virginia Scenes

YouTube Video Links



Spring Flower Arranging with Garden Club of Virginia

Mentioned in the news

LINKS

Garden & Gun: "The Flower Power of Historic Gardens"

Veranda: "The 10 Best Flower Festivals to Attend This Year" - Historic Garden Week is #3

Veranda Magazine 2022: "Can the Garden Save Us? How the Power of Nature Can Change Life As We Know It"

Flower Magazine: "Favorite Plants for a Southern Garden"

Virginia Living: Historic Garden Week 2022

MAY | JUNE 2021

FLOWER

HOUSE | GARDEN | LIFESTYLE

*Come
into the*
GARDEN

+

TUSCAN FIELDS
IN BLOOM

8 *Easy Steps
to a Colorful
Bouquet*

HELLO,
LEMON YELLOW!





Terri Lowman
HGW Marketing and Program
Coordinator



Marketing tools



Historic Garden Week in Virginia



@historicgardenweek

Social Media Insights

- Content overview
- Trends
- Audience
- Post reach
- Engagement
- Reactions
- Shares
- Comments
- Benchmarking
- Top-performing organic posts





Benefits





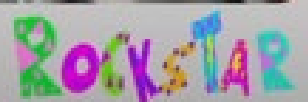


historicgardenweekroan... 12h



@BGSAYERS

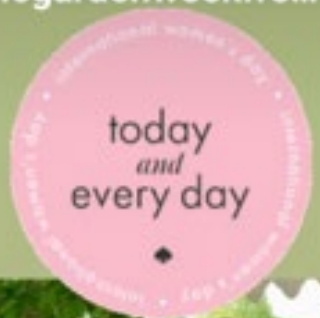
@HISTORICGARDENWEEK



@VAGARDENWEEK.ORG



historicgardenweekfre... 29m



@VAGARDENWEEK.ORG



TICKETS *Now Available!*
Historic Garden Week April 23-30



historicgardenweek Thanks for sharing@kathywirtala!

We love to see the beautiful & informative HGW 2021 Guidebook at retail outlets across the state. Tag us when you see the Guidebook in your area of Virginia!

The Historic Garden Week in Virginia Guidebook is out, and it is beautiful 🌿

Local friends can get one at the Visitor's Center, Kenmore, Monkees & Whittingham downtown. There are so many great garden tours planned in our Central VA region, and around the Commonwealth. The Guidebook is also available to view on the vagardenweek.com website. You may want more than one ticket when you see what's planned for HGW April 17-24! #hgw2021

Edited · 83w

Follow other HGW tour social media pages & repost



Orange Co
Saturday, April 23



Staunton
Saturday, April 23



Albemarle County - Charlottesville
Sunday, April 24

West

Itinerary



Lynchburg
Tuesday, April 26



Harrisonburg
Wednesday, April 27



historicgardenweek If you love the mountains and foothills, Historic Garden Week's west itinerary is for you. These tours feature old and new, small and large properties, and showcases the owners' engagement with the land, respect for history and a commitment to conservation. Tickets and tour details are available using the link in our bio.

#HGW2022 #restoration #preservation #conservation
PC- Amanda Smithson, RL Johnson, Carla Passarello, Virginia Gillock

33w



historicgardenweek



historicgardenweek The Burwell-Morgan Mill in Millwood, VA was originally completed in 1785. Located on a tributary of the Shenandoah River, the Mill produced flour and grist and was operational until 1953. At the request of the Clarke County Historical Association, who acquired the mill in 1964, the Garden Club of Virginia began work on the grounds around the mill in 1972 utilizing funds from Historic Garden Week. The Mill is open for tours. Plus, visitors can enjoy the surrounding 4 acres with its scenic walks and native plantings. Use this link to read more: <https://bit.ly/3RoyoT9>
#gcvirginia #restoration #preservation #BurwellMorganMill #shenandoahriver #nativeplants #scenicwalks

10w

[View insights](#)

[Boost post](#)



Liked by [historicgardenweekfredericksbg](#) and 114 others

AUGUST 30



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for the North Region

First Bank, Winchester
 McEarney Associate Realtors, Inc.,
 Mason Montague Bavin and Vici Boguess,
 Old Town Alexandria
 Mount Vernon, Alexandria

HONOR ROLL OF LOCAL SPONSORS
for the South Region

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 Martinsville Henry County EDC's
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 Roanoke-Fincastle Tour Chairs:
 Beth Sayers & Pam Moskal,
 Roanoke-Fincastle
 Stone House Farms, Martinsville
 Tizzone Wine Bar, Roanoke-Fincastle

HONOR ROLL OF LOCAL SPONSORS
for the West Region

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 JW Townsend Landscapes, Albemarle
 Richard D. & Carolyn W. Jacques Foundation,
 Lynchburg
 Keswick Hall, Albemarle
 LH Gardens, Albemarle
 MaryLouise Coolidge, Albemarle
 Mitford Museum, Albemarle
 Piedmont Community Health Plan, Lynchburg
 South River Irrigation LTD, Albemarle
 The David E. Post Family Foundation, Albemarle
 The Shops at Stonefield, Albemarle
 Van Yahres Tree Company, Albemarle
 Virginia National Bank, Albemarle
 Wildan Foundation, Albemarle

Honor Roll of Local Sponsors

\$1,000

\$3,000

\$5,000

GARDEN CLUB
OF VIRGINIA

*90th Historic
Garden Week*

30 TOURS STATEWIDE

Getting started





Marketing

HGW Marketing tools include photography, websites, news outlets, social media and partnerships with local tourism and economic development offices. The Historic Garden Week office handles statewide and national publicity and media relationships, allowing you to use these marketing tools to focus your efforts on promoting your tour **locally**.

historicgardenweekfreder...

Following

Message



200 posts

787 followers

160 following

Historic Garden Week in FXBG

Nonprofit organization

Sponsored by the Garden Club of Virginia, the nation's only statewide home and garden tour. Fredericksburg's 2023 Tour is Tuesday, April 18, 10-5.

www.vagardenweek.org

Followed by [cornettpeggy](#), [roanokegardenclubs](#), [betsysale](#) + 62 more



Sponsors



Featured



Tour Homes



Countdown



Garden Tou...



Tour Tickets

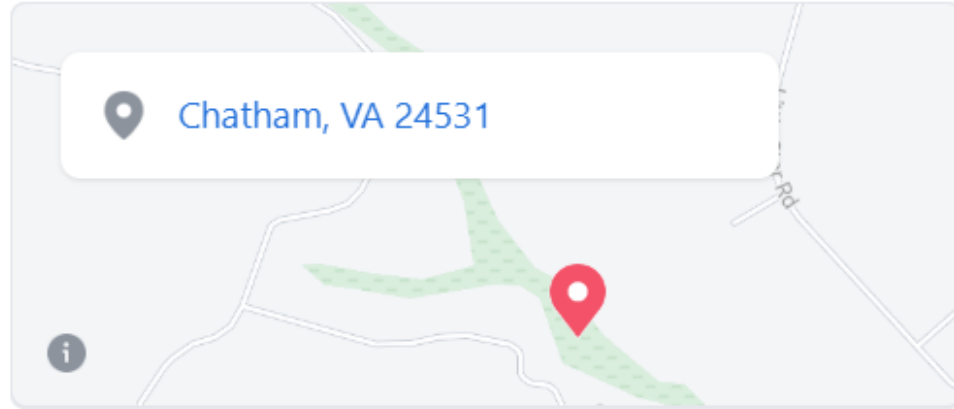


Tour Broch...



About

See all



i The 2023 Historic Garden Week tour will be held Thursday, April 20. Hosted by The Chatham Garden Club, The Garden Club of Danville, and Gabriella Garden Club.

👍 585 people like this

✓ 628 people follow this

📍 11 people checked in here

🌐 <http://www.vagardenweek.org/main/tourdetails?id=342>

💬 [Send message](#)

✉ danville-chatham@vagardenweek.org



90th Historic Garden Week

30 TOURS STATEWIDE



90th Historic Garden Week

April 15-22, 2023

Tours Offered Statewide

Proceeds fund the restoration of Virginia's historic public gardens and a research fellowship program.



Historic Garden Week in Danville

@HistoricGardenWeekinDanville · Nonprofit organization



Danville/Chatham tour April 20

 [Shop on Website](#)

Have you saved the date for Historic Garden Week 2023? Mark your calendar and start reviewing info on all 30 tours taking place April 15-22. Learn about each at <https://www.vagardenweek.org/tours/> #HGW2023 #springinva #makeyourHGWplans



Historic Garden Week 2023
April 15 - 22



Have fun

Be creative

Build enthusiasm!



Amy Walker

HGW State Committee Facebook Expert

90th Historic Garden Week

Social Media Schedule 2023

FB: HistoricGardenWeekinVA IG: @historicgardenweek

Albemarle/Charlottesville	1/18	Western Itinerary	3/1
Old Town Alexandria	1/20	Middle Peninsula	3/3
Ashland/Hanover County	1/23	Middleburg	3/4
Clarke County	1/27	Old Towne Portsmouth	3/6
Danville/Chatham	1/30	Norfolk	3/8
Northern VA Itinerary	2/1	Northern Neck	3/10
Eastern Shore	2/3	Central Itinerary	3/13
Fredericksburg/Prince George	2/6	Petersburg	3/15
Gloucester/Mathews	2/8	Richmond/Westhampton	3/17
Hampton/Newport News	2/10	Richmond/Historic West Avenue	3/20
Harrisonburg	2/13	Richmond/Westhampton/3 Chopt	3/22
Eastern Itinerary	2/15	Roanoke	3/24
James River Plantations	2/17	Southern Itinerary	3/27
Lexington	2/20	Staunton	3/29
Little Oak Spring	2/22	Warren County/Front Royal	3/31
Lynchburg	2/24	Warrenton	4/3
Martinsville	2/27	Virginia Beach	4/5
		Williamsburg	4/7



Tickets go on sale	February 6
Guidebook Release	February 15
Recognize & Tag Sponsors	Springtime

Recommendations for post frequency:

Dec-Jan: 2-3 times per month / Feb-March: Every week
April: 3-4 times per week

MAIN HASHTAGS: #HGW2023 #Restoration
#Conservation #Preservation



*Historic
Garden Week*
Impact!

The background of the slide is a soft-focus image of several tall stalks of pink foxglove flowers. The flowers are bell-shaped and arranged in dense clusters along the stems. The overall color palette is light and airy, with various shades of pink and green.

Engage

- Frequency/Scheduling
- Tagging
- Stories

The background of the slide features several stalks of pink foxglove flowers. The flowers are bell-shaped and arranged in dense, vertical clusters. The color is a soft, pale pink, and the centers of the flowers are a lighter, almost white color. The overall appearance is delicate and natural.

Excite

- Pictures
- Information
- Promote ideas

The background of the slide features a dense cluster of pink foxglove flowers with yellow centers, set against a light, hazy background. The word 'Action' is written in a large, green, cursive font across the top half of the image.

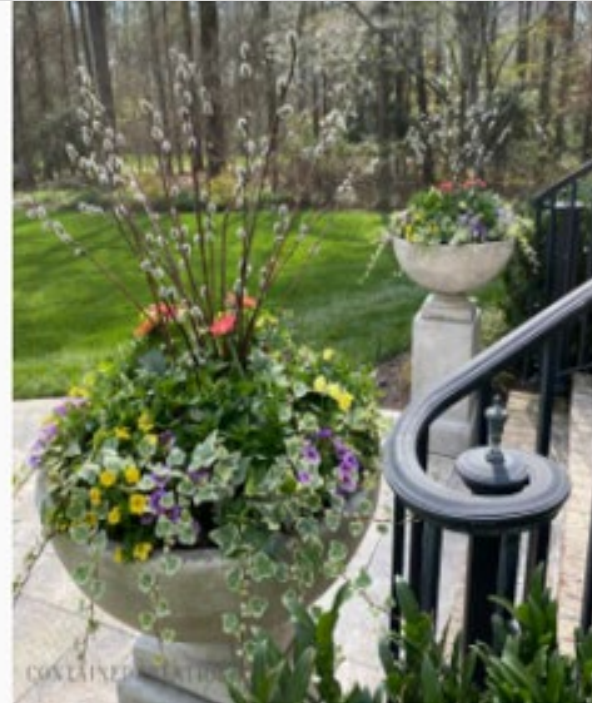
Action

- Tour date(s)
- HGW weblink
- Ticket link



Prepare to
Impact!

#HistoricGardenWeek
#90thanniversary
#Flowerstagram
#LoveVA
#Viriniagardens
#Restoration
#Conservation
#Preservation
#Gardens
#BeautyBreak
#SpringInVA
#gcvirginia
#homeandgarden
#springevent





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VaGardenWeek.org  



Foxglove Dalmation Rose





Andrea Butler
GCV Executive Director



Historic Garden Week's Economic Impact



A vision for
visitors to
Virginia



First HGW Program



Follow the Green Arrow



And the surveys say...





Annual Impact: \$12.5M

50-year Impact: \$518M



Historic Garden Week

April 23-30, 2022

TOURS STATEWIDE

SHOWCASING
128 PRIVATE PROPERTIES
ON 28 DIFFERENT TOURS

INTERIORS ARE BACK
TOURS OFFER ACCESS TO THE MOST BEAUTIFUL
HOMES AND GARDENS ACROSS VIRGINIA

PROCEEDS FUND THE RESTORATION OF
VIRGINIA'S HISTORIC PUBLIC GARDENS
AND A RESEARCH FELLOWSHIP PROGRAM

VAGARDENWEEK.ORG



Virginia 
is for lovers.



VIRGINIA
IS FOR
BEACH
LO  ERS™



Virginia 
is for lovers.



**VIRGINIA
IS FOR
LOVERS[®]**



GARDEN CLUB
OF VIRGINIA

*Historic
Garden Week*

#VirginiaIsForHistoricGardenWeekLovers

May the Garden Club of Virginia long live to beautify,
and glorify, the blessed Old Dominion!





GARDEN CLUB
OF VIRGINIA

HISTORIC GARDEN WEEK

QUESTION AND ANSWER



November 17:

Initial editing of Guidebook tour descriptions - Karen
Finalized tour logistics for Guidebook & ticketing – Terri

December 2:

Guidebook distribution –Terri
Honor Roll Sponsors – Terri
Guidebook layout by Region – Karen

December 16:

No changes to the Guidebook layout after today

December 26 - 30 Kent – Valentine House is closed