

CONTRACT

THIS CONTRACT, made this 16th day of July, 2015, by and between the Northampton County Tourism Grant Committee, a sub-committee of the County of Northampton, hereinafter called "Grantor", and Eastern Shore Eventacular, Inc., of P. O. Box 102, Cape Charles, Virginia 23310, hereinafter called "Grantee".

On or before June 1, 2015, the Grantee submitted a proposal entitled, "*23rd Annual Eastern Shore Birding and Wildlife Festival*"; said proposal as well as the Grantor's program entitled "2016 Northampton County Tourism Grant Program", are made parts of this Contract by reference.

It is mutually understood and agreed by the parties hereto that the notice inviting Grantees to provide proposals as published; the Contract Documents and Specifications; the Proposal; all proceedings by the Grantor relating to the subject matter of this Contract; all of which documents are hereinafter referred to as Contract Documents and are a part of this Contract by reference the same as if each had been fully set out and attached hereto.

In consideration of the following mutual agreements and covenants to be kept by each party:

a. The Grantee agrees to furnish and pay for all labor, mechanics, tools, materials, equipment, machinery, supplies, works, facilities, testing, means, methods, techniques, transportation, superintendence, insurance, taxes, utilities and services necessary to perform all items set forth in strict compliance with the Contract Documents for a sum not to exceed Three Thousand and 00/100 Dollars (\$3,000.00), subject to adjustment as provided in said documents.

b. The Grantor agrees to pay the Grantee in accordance with the provisions of the accepted proposal and other Contract Documents. Payment of the grant funds to the Grantee under this Contract will be made by one of the two methods as set out below:

(i) FULL PAYMENT UPON COMPLETION OF PROJECT. The Grantor will issue the full grant award upon completion of the Project as outlined in the Grant Proposal. The Grantee is responsible for submitting receipts and an invoice totaling the grant award no later than sixty (60) days following the completion of the Project to the Grantor. If receipts are less than the grant award, Grantee must repay the difference to the Grantor.

(i) INSTALLMENT PAYMENTS. An initial advance representing thirty percent (30%) of the grant award can be requested. After supplying any receipts or other documentation relative to the purchases made with the 30% advanced funding, subsequent advances of 30% and the final 40% will be made by the County, each installment payment to be made following receipt of the corresponding documentation being forwarded to the County by Grantee.

c. It is mutually agreed by each party hereto that all provisions of the Contract Documents shall be strictly complied with and conformed to the same as if rewritten herein, and that no substitution or change in said documents shall be made except upon written consent of the Grantor in the form of a Change Order, and such allowance shall in no manner be construed to release either party from any specified or implied obligations of said Contract Documents.

d. This Contract is let subject to the following special provisions:

(i) Payment: Any requests by the Grantee for payments or issuances of award funds will be made to the Grantor who must approve any such requests for payments or issuances of award funds and certify that they are in compliance with this Contract. The Grantor will issue a check to the Grantee not later than thirty (30) days from date of receipt of invoices and related documentation.

e. The Grantee is required to provide to the Grantor a quarterly report, detailing the progress of project status, until completion of project status. Upon completion of the project, the Grantee is required to supply the performance metrics reporting to the Grantor as required in the Grant Program and detailed in the Grantee's proposal.

f. Time Performance. Unless noted below as a Special Condition(s), the Grantee is to complete all work by December 31, 2015. If the Grantee is unable to meet this deadline, it must petition the Grantor for an extension. Failure to complete the work by the required deadline will result in the termination of the Contract.

SPECIAL CONDITION(S): _____

IN WITNESS WHEREOF, the parties hereto affix our signatures and seals at Eastville, Virginia, the day and year first above mentioned.

GRANTOR:

NORTHAMPTON COUNTY TOURISM GRANT
COMMITTEE, A SUB-COMMITTEE OF THE COUNTY
OF NORTHAMPTON

By: Katherine H. New
Title: County Administrator

ATTEST:

By: Janice Williams

Title: Asst to the
County Admin.

GRANTEE:

EASTERN SHORE EYENTACULAR, INC.

By: Gregg Passell

Title: President

ATTEST:

By: Shanna Cells

Title: V. President

EASTERN
SHORE

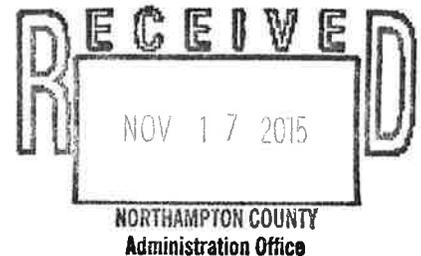


BIRDING
& WILDLIFE
FESTIVAL

Eastern Shore Birding & Wildlife Festival
c/o Eastern Shore Eventacular, Inc.
P.O. Box 102
Cape Charles, VA 23310-0102

November 10, 2015

Mrs. Katherine Nunez, County Administrator
Northampton County Administration
P.O. Box 66
16406 Courthouse Road
Eastville, VA



RE: Tourism Grant Award Invoice

Dear Ms. Nunez,

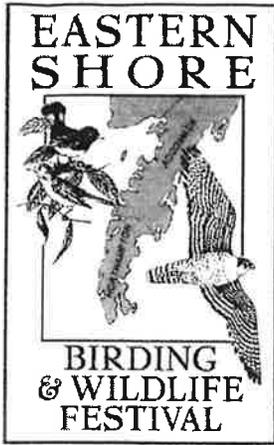
Enclosed please find a report of the 23rd Annual Eastern Shore Birding and Wildlife Festival, held October 8 through 11, 2015. Also included is a Birding Festival program that was provided to all festival participants.

The festival was a success according to our metrics used for purposes of the Northampton County Tourism Grant application. We projected over 300 paid registrations in 3 years (by 2017); in fact, we reached 310 paid registrations in 2015. Much of this success was due to the support of Northampton County, Cape Charles, Virginia Tourism Corporation, and MANY individuals and businesses both on and off the Eastern Shore. We truly appreciate the support of Northampton County this year.

Please consider this letter and associated documentation to be the invoice for the Eastern Shore Eventacular, Inc. Birding Festival grant award in the amount of \$3,000. In case you need it for your records, the organization information is: Eastern Shore Eventacular, Inc., P.O. Box 102, Cape Charles, VA 23310. EIN # 46-4642901.

Very truly yours,

Roberta Kellam



23RD ANNUAL EASTERN SHORE BIRDING & WILDLIFE FESTIVAL

OCTOBER 8-11, 2015

EVENT REPORT

Highlights of the 23rd Annual Eastern Shore Birding and Wildlife Festival include:

- ***Over 300 Paid Registrations!***
- ***Oyster Roast Sold Out!***
- ***"Flight of the Raptor" Education Program for 2,838 Eastern Shore School Children!***
- ***Social Hour Sponsored by the Cape Charles Business Association!***
- ***More than 40 Sponsors and Donors!***
- ***163 Registrants Out on the Water!***
- ***43% of Paid Registrations traveled from Out-of-State!***

In spite of some inclement weather, the 23rd Annual Eastern Shore Birding and Wildlife Festival experienced excellent attendance and great viewing of birds, butterflies and dragonflies during peak Fall migration. The Festival proceeds funded an ambitious education program which brought a live birds of prey program called the Flight of the Raptor to every elementary and middle school on the Eastern Shore of Virginia (except for the Chincoteague schools which were cancelled due to the coastal flooding of the prior week). Vendor exhibits and festival headquarters were located at the Fire Station in Cape Charles as in past years. The Festival activities included: (1) Field Trips and Boat Tours which required pre-paid registration; (2) Free educational programs for children at Kiptopeke State Park and the Cape Charles Fire Station; (3) Free public programs such as the Social Hour and Keynote Speaker on Friday night, all weekend long vendor exhibits, and the Flight of the Raptor demonstration on Saturday afternoon; and (4) an Oyster Roast on Saturday night in Oyster, Virginia.

FIELD TRIPS AND BOAT TOURS

Paid field trip registrations provide the sustainable financing to the festival activities. This year, 310 individuals from all over the country participated in field trips, with a total number of 182 bird species seen during the Festival weekend. This year's paid registration of 310 is a significant (37%) increase over last year's 227 paid registered participants. It should be noted that the Birding Festival does not rely on unpaid participants in determining festival impacts even though there were reportedly several dozen participants who participated in the free public activities.

Festival registration data showed that the majority (57%) of paid festival participants originated from Virginia. The 43% of festival participants originating from other states is not insignificant; amounting to 133 people traveling to Northampton County from all over the country, including Oregon, Wyoming, Texas, California, Iowa, Ohio, as well as the closer states such as New York, Pennsylvania, Maryland, Rhode Island and New Jersey. Approximately 45 participants came from our nearby "across the bay" cities of Norfolk, Virginia Beach and Chesapeake.

Approximately 20 participants were from the Eastern Shore. All together, 245 festival participants, 4 vendors, and 45 guides and agency staff required lodging due to travel. Lodging was a constraint for this year's festival due to hotel rooms being blocked for 2 large weddings. Anecdotally, it was noted that some participants had to obtain hotel accommodations across the Bay.

Part of the success of this year's festival registration must be attributed to the number of boat trips and kayak trips provided to birding locations on the seaside. 163 people registered for kayaking or boating trips, and trips filled almost as soon as they were added.

EDUCATIONAL PROGRAMS FOR CHILDREN/FAMILIES

The Eastern Shore Soil and Water Conservation District has developed a "Family Wildlife Explorer" program that is the theme for all of the educational programs. Children collect "stamps" in their booklet when they complete an educational activity at the various locations around Kiptopeke State Park and the Cape Charles Fire Station. After collecting all of the stamps, children turn in their booklet for a free gift. Participating agencies that provide activities and stamps for the children include the Nature Conservancy, the Virginia Department of Game and Inland Fisheries, the Virginia State Parks, the Virginia Coastal Zone Management Program and other local partners. Approximately 110 children participated in the Family Wildlife Explorer program.

FREE PUBLIC PROGRAMS

The Cape Charles Business Association sponsored a very well-attended Social Hour on Friday afternoon at the Cape Charles Fire House. This enabled festival participants to mingle and shop while enjoying food and beverages. After the Social Hour, the festival activities moved over to the Palace Theatre for a presentation of awards to the students who participated in the Birding Festival Poster Art Contest, sponsored by the Virginia DEQ CZM program, and a Keynote Speaker presentation. Keynote Speaker Mr. Jeff Bouton of Leica Sport Optics presented an entertaining talk about the history of Birding to a full house at the Palace Theatre. The Flight of the Raptor, a live bird of prey demonstration, was held twice on Saturday at the Cape Charles Town Park. This free (to the public) program was enjoyed by hundreds of people, in spite of some iffy weather. This year, an estimated 500 people visited the fire station throughout the weekend,, and vendor sales were reported to be very high.

FLIGHT OF THE RAPTOR AT ALL EASTERN SHORE SCHOOLS

The Flight of the Raptor is an educational program that allows children to have up close encounters with captive hawks, owls and falcons, in order to learn about scientific concepts such as migration, predation, adaptation, and conservation. Many of the children of the Eastern Shore would not have the opportunity to attend the Birding Festival, so the Birding Festival comes to them with the Flight of the Raptor program. The anticipated success of this year's Birding Festival enabled us to schedule the Flight of the Raptor program at all of the Eastern Shore schools during the week prior to and following the Birding Festival weekend.

OYSTER ROAST AT THE HARVEY BUILDING IN OYSTER, VA

Thanks to the generous donations of ESLAND, Perdue, Ocean Cove Seafood, Ballard Seafood, Picketts Harbor Farm, and many others, the Birding Festival was able to host a traditional oyster roast for festival attendees, guides, donors, and the general public. This event was very successful and may become an annual tradition.



Northampton County Tourism Grant Committee



GRANT FUNDING APPLICATION

SECTION A: APPLICANT INFORMATION

Date: *May 28, 2015*

Name of Project:

23rd ANNUAL EASTERN SHORE BIRDING AND WILDLIFE FESTIVAL

Name of Organization: *Eastern Shore Eventacular, Inc.*

Address: *P.O. Box 102, Cape Charles, Virginia 23310*

Contact Person & Title: *Roberta Kellam, Executive Director, and Bonnie Mahl, Chair*

Telephone Number: *757-442-4050*

Email Address: sophieandfolly@yahoo.com and bonnie.mahl@esswcd.org

SECTION B-2: EVENT PROJECT INFORMATION

A. Description of EVENT, including location, time and day(s) of event (attach additional pages as needed). Detail if an entrance/admission fee will be required for EVENT:

The 23rd Annual Birding and Wildlife Festival (“Birding Festival”) will be headquartered in Cape Charles, Virginia, and will offer guided hikes, boat trips, owl prowls, speaker events and activities for families from October 9 to 11, 2015. A full schedule of events from the 2014 Birding Festival is attached. The 2015 Birding Festival will be substantially similar to last year, but new trips will be added in response to growing demand. Vendor exhibits and festival headquarters will again be located at the Fire Station in Cape Charles. Field Trips and Boat Tours require pre-paid registration. The registration fees and sponsorship contributions support a variety of free public education programs that are held as part of the Birding Festival: (1) Free educational programs and prizes for children at Kiptopeke State Park and the Cape Charles Fire Station; (2) Free public programs such as the Keynote Speaker on Friday night, vendor exhibits, free admission to Kiptopeke State Park on Saturday and the Flight of the Raptor demonstration at Cape Charles Central Park on October 10, 2015; (3) Bird Poster Art Contest for all high school students on the Eastern Shore; and (4) live birds of prey demonstration called “Flight of the Raptor” provided to all schools on the Eastern Shore of Virginia throughout the week before and after the Birding Festival.

B. Provide the marketing plan for the EVENT, including the intended target audience for the EVENT. Include any samples of ads, displays, flyers or other media materials. Also provide estimated attendance level(s) and if a prior year’s EVENT, please provide past attendance level(s).

In order to broaden the reach of the education purpose of the Birding Festival, we are pursuing significant new marketing avenues to reach the “educated tourist” and “bird tourist” niches throughout the United States. As in the past, the Birding Festival will continue to market to the Hampton Roads and Greater Washington DC region where travelers often make last-minute decisions to make weekend travel plans. In addition, the marketing objective for the birding festival is to target the Birder tourism sector through media created specifically for birders and ecotourists. Marketing materials are designed to project the image of the wild, natural Eastern Shore, with ample outdoor recreational opportunities, majestic spectacles of bird migration, and vast expanses of protected lands. The festival itself is a tool for marketing the region as a premier destination for birders in the shoulder seasons of spring and fall by introducing birders to locations where they can come back and go birding on their own.

Festival registration data from the 2014 Birding Festival showed that 227 registered participants from all over the country participated in fee-based

activities at the Birding Festival. A number of birders who did not participate in fee-based activities were also seen at the festival; demonstrating that targeted outreach to birders has potential for further success. The majority (61%) of festival participants originated from Virginia; while 25% came from the northeastern states of New York, Pennsylvania, Maryland, Rhode Island and New Jersey. The remainder included travelers from California, Texas, Georgia, Tennessee, North and South Carolina, Florida and British Columbia. Approximately 40 participants came from our nearby “across the bay” cities of Hampton, Virginia Beach and Chesapeake. 30 participants registered within 3 days of the Festival, demonstrating a short-term travel plan opportunity for nearby birders who watch the weather forecasts.

The Birding Festival rack card is attached, along with advertisements published in Birdwatcher’s Digest and Cornell Lab of Ornithology’s “Living Bird” magazine. Electronic advertisements and e-mail blasts are not yet prepared. The Birding Festival poster, to be placed at key traveler stops along the Eastern Shore of Virginia, will be prepared this summer utilizing the winning artwork from the Student Poster Art contest.

Media Outlet	Ad Type, Size and Frequency	Readership / reach	2015 Placement Date
Bird Watcher’s Digest (BWD) Print Magazine (includes publication in digital version eBWD & the BWD app).	Half page, color, one issue (5.25” x 4”)	40,000 circulation	June 11 mail; June 23 on-sale (July/August Issue)
Birdwatcher’s Digest e-Blast	One-to-one communication to subscribers with body text, headline, image, internal images, and videos; Basic coding and design included.	38,000 e-mails	August 15, 2015
Cornell Lab of Ornithology	Digital Marketing: Link on All About Birds website	Minimum 100,000 page views	July 16-September 16, 2015
Cornell Lab of Ornithology, Living Bird magazine	1/3 page, color, one issue	50,000 circulation	Summer 2015 (mails July 31, 2015)
Local advertising	ES News Sticker, WESR, ES Post, esva.net banner, Virginian Pilot	Local	September 2015
Online Festival	Cornell Lab of		<i>Feb. 1, 2015,</i>

Listings:	Ornithology, American Birding Association, Bird Watchers Digest		<i>completed</i>
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C. Total estimated cost of project: \$30,000

D. Amount of funds requested in the grant application: \$3,000

E. Is this a one-time EVENT or is it a recurring EVENT or is it scheduled to be a recurring EVENT?

This is a recurring event, now in its twenty-third year. It is held annually on Columbus Day weekend in October, during the peak period fall bird migration.

F. Is this EVENT coordinated with any other events or tourism-related activities? If so please explain.

- This year, the Birding Festival will coordinate with the U.S. Fish and Wildlife Service’s celebration of “National Wildlife Refuge Week,” a week-long celebration of the U.S. National Wildlife Refuge System that begins on Sunday, October 11, 2015 with a fee-free day. The Birding Festival will begin at the Eastern Shore of Virginia National Wildlife Refuge on October 9 and end at the Chincoteague National Wildlife Refuge on October 11. U.S. Fish and Wildlife Service will utilize social media to co-promote our events.
- The Birding Festival will participate in Virginia Tourism Commission’s “Virginia Green” certification in order to be identified as an environmentally-responsible Tourism Event, with special designation by the Virginia Department of Environmental Quality and listing on the Virginia Tourism Commission on-line guide to Green events.
- Artisan Trail: The Birding Festival is a member of the Virginia Artisan Trail Network, which offers a unique opportunity to form strategic alliances with artisans, venues, galleries and retailers across the state, while connecting points of interest, restaurants, and accommodation locations in the related communities in order to enhance regional tourism activity. The ACV Artisan Trail Network is an innovative program to leverage ACV’s broad-based grassroots membership into a coordinated marketing and outreach campaign to strengthen local communities while strengthening Virginia’s craft industry. We hope to further expand the festival into bird-related arts and crafts.
- Virginia Oyster Trail: The Birding Festival will be holding an Oyster Roast as part of Festival activities, on October 10, 2015, at the Harvey Building in Oyster. This event will enable the Birding Festival to be promoted through the Virginia

Tourism Commission's dedicated Oyster Trail website and related promotional materials.

G. List all other funding sources and the amount being funded by each.

1. Ticket Sales - \$18,000 [projected]
2. Grant – Town of Cape Charles – [Requested \$2,500]
3. Sponsor – Virginia Department of Game and Inland Fisheries - \$5,000
4. Sponsor – Virginia Coastal Zone Management Program - \$1,500
5. Sponsor - Eastern Shore Soil and Water Conservation District - \$400

6. Sponsor – Family of Carmen Tarantino(photography contest) –\$250
7. Sponsor – ES Land (Oyster Roast) \$2,500

H. Are there other agencies or organizations working with the applicant on this project? Please list and briefly explain their involvement:

The Birding Festival committee includes representation from the (1) Town of Cape Charles, (2) the Nature Conservancy, (3) the Eastern Shore Soil and Water Conservation District, (4) the Virginia Coastal Zone Management Program, (5) the Virginia Department of Game and Inland Fisheries, (6) the Virginia State Parks/Kiptopeke State Park, (7) the Eastern Shore Tourism Commission, and (8) Eastern Shore Eventacular, Inc. Additional partners include (9) United States Fish and Wildlife Service, (10) Center for Conservation Biology at the College of William and Mary, (11) Virginia Department of Conservation and Recreation, and (12) Virginia Tourism Commission.

(1) The Town of Cape Charles provides financial assistance and in-kind and festival assistance, and marketing via town websites.

(2) The Nature Conservancy provides education and field trip assistance, and hosts field trips on Conservancy property.

(3) The Eastern Shore Soil and Water Conservation District provides a staff person, Bonnie Mahl, to Chair the Festival committee, financial support for the education program, and numerous other in-kind services.

(4) The Virginia Coastal Zone Management Program is a long-term partner of the Birding Festival and provides financial support, education program support, designs and produces the rack card, administers the Poster Art Contest, designs and produces the Posters, and numerous other in-kind services.

(5) The Virginia Department of Game and Inland Fisheries is a long-term partner of the Birding Festival and provides financial support, education program support, field trip support, and numerous other in-kind services.

(6) The Virginia State Parks/Kiptopeke State Park provides free and low cost accommodations for tour guides, manages the education program at the Park, supports numerous field trips at the Park, and numerous other in-kind services.

(7) The Eastern Shore Tourism Commission supports the event via its website and through the organization's Welcome Center, where rack cards and other displays are distributed to assist in marketing the festival.

- (8) Eastern Shore Eventacular, Inc. is the fiscal agent for the Birding Festival.
- (9) The United States Fish and Wildlife Service provides support and facilities for field trips and education programs.
- (10) Center for Conservation Biology at the College of William and Mary provides support for field trips and education programs.
- (11) The Virginia Department of Conservation and Recreation provides support for field trips, boat trips, and education programs.
- (12) The Virginia Tourism Commission co-markets the festival via its website; online calendar; Facebook postings and email blasts.

SECTION C: TOURISM IMPACT

A. How will this project enhance the ability of Northampton County to attract tourists from the target market, as identified in the Tourism Commission's Tourism Strategy?

The Tourism Strategy identifies the "Eco-tourist Market Profile" as aged 35-54 years old, 82% college graduates who spend \$1,000 to \$1,500 per trip. Furthermore, a 2011 study completed by the U.S. Fish and Wildlife Service found that 25% of Birders are in the income bracket above \$75,000 per year, and that traveling birders spend at least 50% of their trip costs on **food and lodging**. The Birding Festival program and marketing efforts focus on two primary target markets: (1) the educated, mature tourist from the Northeast/MidAtlantic geographic region interested in a unique weekend getaway experience; and (2) the niche market "Birder" tourist from all over North America.

The Birding Festival is working on an additional way to enhance the County's ability to attract the target market, and that is by educating the retail and hospitality industry about the unique needs of the birding tourism to enable businesses to improve their business potential within that niche market. The Birding Festival participates in the Cape Charles Business Association and the Northampton County Chamber of Commerce and conducts personal outreach to better prepare the business community to welcome the birder tourist to the County. Last year, local restaurants reportedly ran out of food or were unable to handle the numbers of birders seeking meals. That type of tourism infrastructure failure can ruin the reputation of a locality as a tourism destination.

B. What metrics will you use to gauge the success/failure of the project? If awarded, what is the Return on Investment?

Festival attendance is a primary measure of success, as documented by ticket sales, number of children's prizes distributed, and estimated head counts at the Flight of the Raptor program and in the Fire Station. The Birding Festival is seeking to grow attendance to at least 300 paid registrations per year within 3 years, from the 2014 attendance of 227 paid registrations. In order to be considered a success for 2015, the Birding Festival should attract at least 250 paid registrations. In addition, the Birding Festival attracted more than 100 children to the free education programs, and provided

free in-school Bird of Prey demonstration to Occohannock Elementary school and Cape Charles Christian School. The Birding Festival seeks to double the attendance of children at the Festival in 3 years (that is, 133 children in 2015), and expand the Bird of Prey demonstration to all schools on the Eastern Shore.

The following metrics may be used to gauge the economic impact and return on investment (ROI) of the Birding Festival:

- **Direct Financial Impacts:** The 2014 Birding Festival survey, completed with the assistance of the Northampton County High School Statistics class, showed that registered festival participants cumulatively spent approximately \$70,000 for **food and lodging** during the festival weekend. Note, this does not include the expenditures for goods, food and lodging by the approximately 50 volunteers, government agency staff, and out-of-town vendors; nor does it include the expenditures made by the festival itself for local goods and services.
- If the Birding Festival is successful in marketing the region as a premier Birding and Ecotourism destination, typical metrics of the tourism industry should note an increase in tourism for the months of September and October over the next three years. Metrics would include sales tax revenue and occupancy tax revenue in Cape Charles and Northampton County. Other metrics would include gate counts at Kiptopeke State Park and visitor numbers at the Eastern Shore of Virginia National Wildlife Refuge.

A. How does the project further the Tourism Strategy adopted by the Eastern Shore of Virginia Tourism Commission?

The Eastern Shore of Virginia Birding and Wildlife Festival is a significant part of the Tourism Strategy and is cited as an important tool to both promote the spring and fall shoulder seasons in Cape Charles, and establish the Eastern Shore as a premier ecotourism destination. The primary focus of the Birding Festival marketing strategy is to **develop awareness of the Eastern Shore as a major birding destination**, as noted in Strategy D of the Nature Tourism Section of the Tourism Strategy. The Tourism Strategy further commits to: “Support the growth and development of the Eastern Shore Birding and Wildlife Festival.” (See, Item 1, Strategy D, page 51 of ESVA Tourism Strategy.)

The Birding Festival has also incorporated portions of Strategy D, Item 3, into the overall operation of the Birding Festival and associated website and social media. The Birding Festival incorporates a sighting chart of bird species, advice for birders, and information about ecotour operators. The Birding Festival’s Facebook page, with 1,073 “Likes,” is maintained on a daily basis throughout the year in order to engage and educate birders on the abundant birding activities available on the Shore. Birding Festival staff markets the festival personally through attending other Birding Festivals, engaging with other birders

from all over the country on social media, and specific outreach to potential partners and vendors.

The following additional Sections of the Tourism Strategy are furthered by the Birding Festival:

1. Page 37: Strategy D, Develop spring and fall shoulder seasons for Cape Charles built around cultural events and appropriate recreational activities. 3.b. Relocate the Annual Birding and Wildlife Festival to Cape Charles.

The Birding Festival is now headquartered in Cape Charles.

2. Page 51: Strategy C, Foster the development and growth of eco-tourism companies.

The Birding Festival contracts with local ecotourism guides to provide tours during the Festival in order to assist in promoting the local ecotourism guide business.

D. Will the citizens of Northampton County receive benefits from this project that are not directly related to tourism? Please explain.

While some citizens who are employed in the hospitality, food, printing, sign-making and fuel industries in Northampton County may enjoy direct benefits of the Birding Festival, there are numerous indirect benefits to citizens of Northampton County. Our bank accounts are with a local credit union; we make direct purchases to County businesses for goods and services used in the festival. Revenue generated through taxable activities (purchases, food and lodging) that occur before, during and after the Birding Festival benefit the local government budget for services to the community.

The Birding Festival is a project of Eastern Shore Eventacular, Inc., a nonprofit 501(c)(3) corporation organized for charitable educational purposes. As such, the core benefits of the Birding Festival are intended to be educational – fully funding an expanding education program about birds and the local environment for children and adults, encouraging more of the County citizens to utilize the unique public outdoor assets that are available for public use, and sparking interest in the outdoor classroom for young and old.

23rd Annual Eastern Shore
**BIRDING & WILDLIFE
FESTIVAL**
October 9th - 11th, 2015

Cape Charles, Virginia
esbirdingfestival.com

Boat, Hike, Bike or Walk / Birding with Expert Guides
Kiptopeke Hawkwatch / Fall Warbler Migration / Owl Prowls
Keynote: Jeff Bouton from Leica Sport Optics

VIRGINIA IS FOR LOVERS

AT ALTITUDE
GALLERY



| Sport Optics

photo credit: Gordon Campbell



EXPLORE BIRDING FESTIVALS

- Search the Database
- Submit a Festival
- How to Organize a Festival

ABA Birding Festivals

FESTIVAL SEARCH RESULTS

1 Festival(s) Found

Eastern Shore of Virginia Birding and Wildlife Festival

09 Oct 2015 – 11 Oct 2015

Experience spectacular Fall migration on the southern tip of the Delmarva Peninsula at our 23rd Annual Birding Festival. Guided field trips at Kiptopeke Hawk Watch and migration hot spots for songbirds. Boat trips through the marshes and seaside bays. Pre-registration required. Keynote speaker TBA.

Location

Cape Charles, VA, US

Organization Information

Organization Name: Eastern Shore Eventacular, Inc.

Contact Person: Roberta Kellam

Phone Number: 7167259164

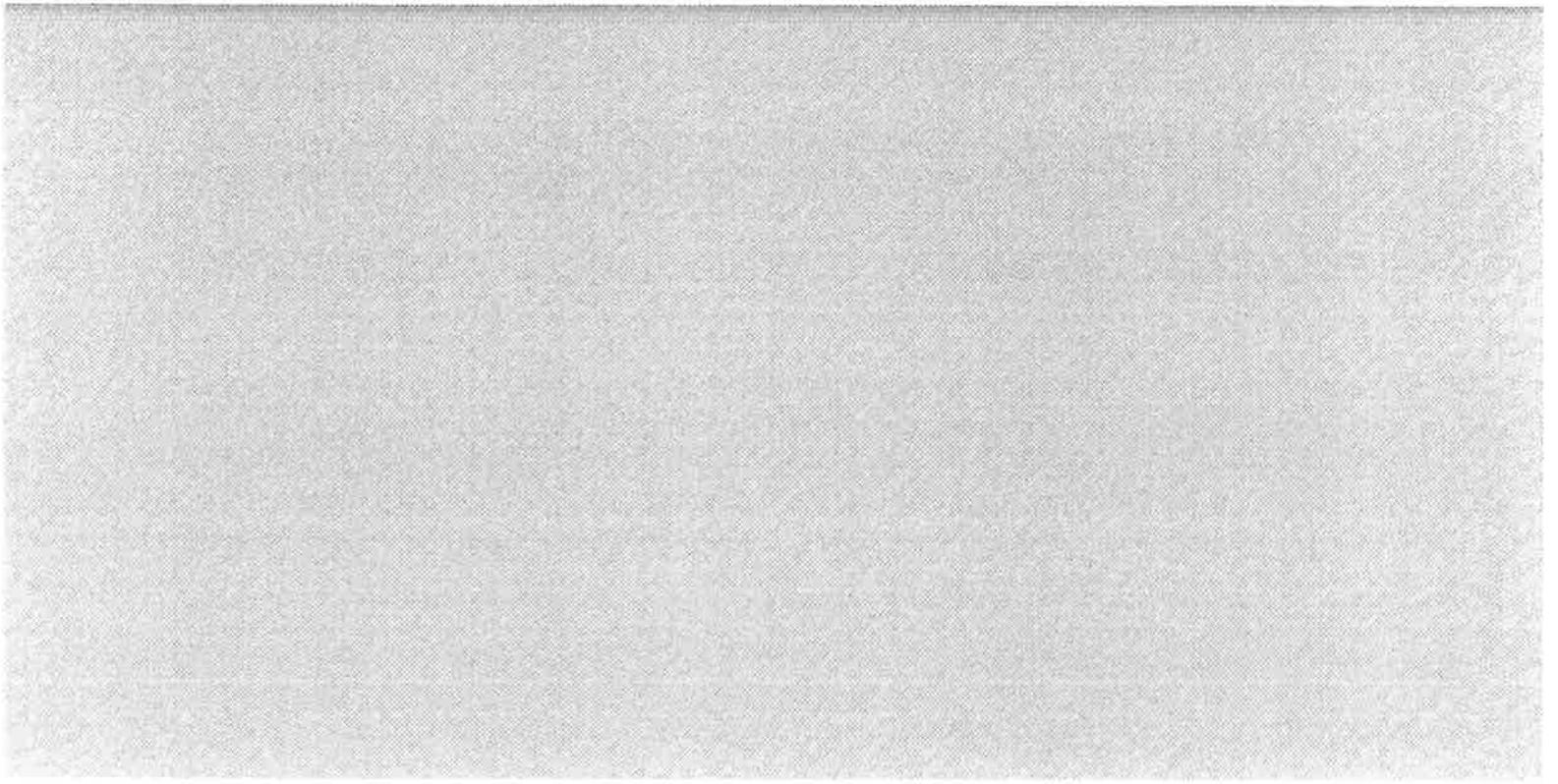
Website: <http://www.esbirdingfestival.com>

Search The Festivals Database

State: Country:
 Month:

The ABA Blog
 Blog Birding #236
 May 29, 2015

Grab this Headline Animator



EASTERN SHORE



BIRDING & WILDLIFE FESTIVAL

Artwork by
**Taylor
Lilliston**
Nandua
High School



Please note that there is a \$25 registration fee per participant. Children 15 & under are free with a registered adult, but must be registered for the trips.

Friday, October 10

Cobb Bay Bird Excursion - Eastern Shore Adventures

Are you the adventurous type? Join Capt. Buddy Vaughan for a boat tour of Cobb Bay and the surrounding marshes where you will be sure to see numerous shorebirds such as American Oystercatchers, Marbled Godwits, Whimbrels, various sandpipers, and many other species on their high tide roosts. You also will get a glimpse of several nearby barrier island inlet beaches where you may encounter roosting flocks of Royal and Caspian Terns. If the birds are acting skittish, look up and you may see a Peregrine Falcon overhead. Be sure to bring a snack, a drink, sunscreen and a couple of layers of clothing just in case the wind picks up. This three-hour trip, leaves Cyster harbor and has a 5-person capacity. A 10-minute personal vehicle trip 5 miles east of the Festival grounds is required.
Cost \$75

9:00 AM - 12:00 PM FULL

[Register](#)

Fisherman Island NWR Walk

Bring your camera and binoculars and join us for a 3-hour birding adventure on this extraordinary barrier island. Fisherman Island National Wildlife Refuge is one of only 17 sites in the United States classified as a "Wetland of International Importance." The Refuge is the southernmost barrier island, located at the mouth of the Chesapeake Bay, and separated from the Eastern Shore of Virginia by about one-half mile of water. A guided tour introduces visitors to the unique variety of wildlife found on the island as you pass through maritime forest, saltmarsh, dunes and beach habitat. This important migratory bird stopover is one you won't want to miss! Program capacity is 25. Board the bus from the Festival Grounds in Cape Charles.
Cost: \$15

9:00 AM - 12:00 PM FULL

[Register](#)

Chatham Vineyards

Explore a variety of habitats at Chatham Vineyards in Machipongo. Overlooking Church Creek, the farm boasts fields, woods and wetlands...and of course all those grapes. Chatham Vineyards is owned by the Wehner family and has been a working farm for four centuries. The family's commitment to stewardship is apparent in the abundance of wildlife seen here. Following the tour you can stop in the tasting room and sample the wines produced at the Winery. Plan on a picnic lunch after your tour. Bring your own or contact the Vineyard at (757) 678-5588 to make arrangements for a cheese platter. This 2.5-hour tour has a 20-person capacity. This trip requires a personal vehicle trip 16 miles north of the Festival Grounds.
Cost \$10

10:30 AM - 1:00 PM FULL

[Register](#)

Broadwater Bay Ecotours - Willis Wharf

Join Captain. Rick Kellam and explore the creeks and marshes of the Machipongo River and Parling Creek. These pristine waters are a great place to see

Saturday, October 11

Chelsea Farm Walk

This beautiful tract of land is located on Hungars Creek. The freshwater ponds, field and edge habitats and waterfront access provide an opportunity to view a variety of species. The 3-hour activity has a 25-person capacity, and requires a 40 minute personal vehicle trip
Cost \$15

7:00 AM - 10:00 AM 22 spots left

[Register](#)

Fisherman Island NWR Walk

Bring your camera and binoculars and join us for a 3-hour birding adventure on this extraordinary barrier island. Fisherman Island National Wildlife Refuge is one of only 17 sites in the United States classified as a "Wetland of International Importance." The Refuge is the southernmost barrier island, located at the mouth of the Chesapeake Bay, and separated from the Eastern Shore of Virginia by about one-half mile of water. A guided tour introduces visitors to the unique variety of wildlife found on the island as you pass through maritime forest, saltmarsh, dunes and beach habitat. This important migratory bird stopover is one you won't want to miss! Program capacity is 25. Board the bus from the Festival Grounds Headquarters in Cape Charles.
Cost \$15

7:30 AM - 10:30 AM FULL

[Register](#)

Glebe Farm Hike

Glebe Farm, owned by Jack Westcoat, is a 900-acre bayside farm. This tour begins at a 25-acre old growth pine forest with a diverse understory and follows a natural trail to a sheltered riparian habitat of mixed bottomland hardwoods. Participants will travel past an inactive eagle's nest to a site where tidal mudflats, freshwater pond habitats and the Chesapeake Bay can be viewed. The 3-hour program have a 20-person capacity. A 30-minute personal vehicle trip 20 miles from the Festival Grounds is required.
Cost: \$15

7:30 AM - 10:30 AM 10 spots left

[Register](#)

Oak Grove Farm Hike

Join researchers from Old Dominion University on a walk through a relict old growth forest on the bayside of Northampton County, at the historic Oak Grove homestead. Radar based models show that this site includes an important woodland used by neotropical migrants during fall migration. This field trip offers a unique opportunity to visit a privately-owned, rarely birded, old growth forest during a peak period for observing migrant songbirds.
Cost: \$10

7:30 AM-10:00 AM FULL

[Register](#)

Wise Point Hike

Explore the peninsula's tip from the pine forest on the refuge to the beach near the Bridge-Tunnel. Wise Point is the area where many migrating neotropical species and monarch butterflies stop and refuel before crossing the Bay or flying to Central or South America. The 2-hour program has a 15-person capacity. A 16-minute personal vehicle trip south of the Festival Grounds is required
Cost: \$10

7:30 AM - 9:30 AM FULL

[Register](#)

Eyre Hall Hike

See description in Friday's schedule.

Cost: \$15

7:30 AM- 10:30 AM 12 spots left

Sunday, October 12

Brownsville Hike

The Brownsville Preserve is the headquarters of The Nature Conservancy of Virginia's program on the Eastern Shore and is a designated United Nations Biosphere Reserve. The diverse habitats of marshes, forests, thickets, grasslands and tidal creeks offer ample birding and other wildlife viewing opportunities. This walk may be moderately difficult at times.

Cost: \$15

7:30AM-10:30AM 4 spots left

[Register](#)

Wise Point Hike

Explore the peninsula's tip from the pine forest on the refuge to the beach near the Bridge-Tunnel. Wise Point is the area where many migrating neotropical species and monarch butterflies stop and refuel before crossing the Bay or flying to Central or South America. The 2-hour program has a 15-person capacity. A 16-minute personal vehicle trip south of the Festival Grounds is required
Cost: \$10

7:30 AM - 9:30 AM FULL

[Register](#)

Glebe Farm Hike

Glebe Farm, owned by Jack Westcoat, is a 900-acre bayside farm. This tour begins at a 25-acre old growth pine forest with a diverse understory and follows a natural trail to a sheltered riparian habitat of mixed bottomland hardwoods. Participants will travel past an inactive eagle's nest to a site where tidal mudflats, freshwater pond habitats and the Chesapeake Bay can be viewed. The 3-hour program have a 20-person capacity. A 30-minute personal vehicle trip 20 miles from the Festival Grounds is required.
Cost \$15

7:30 AM - 10:30 AM 3 spots left

[Register](#)

Eyre Hall Hike

Eyre Hall, a Bayside tract of over 600 acres on Cherrystone Creek, has impressive habitat diversity. You will see open fields, mature forests, freshwater marshes and ponds, tidal mud flats, open saltwater and beaches. Eyre Hall was built in 1760 by the 5 times great-grandfather of the present owners on land he acquired in 1750. Birders are invited to tour the garden on their own after the hike. The garden is open daily free of charge. The 3-hour program has a 20-person capacity. A 20-minute personal vehicle trip 12 miles north of the Festival grounds is required.
Cost \$15

7:30 AM - 10:30 AM 6 spots left

[Register](#)

Broadwater Bay Ecotours - Wachapreague

Captain Rick Kellam grew up exploring the

shorebirds like *Whimbrels* and *Marbled Godwits* along with *Terns* and *Black Skimmers*. Be sure to take some time to scan the mudflats and marshes from the viewing platform at the Wharf. This 2.5 hour trip has a 6-person capacity. A 35-minute personal vehicle trip north from the Festival Grounds is required.
Cost \$55.00

10:30 AM- 1:00 PM FULL

[Register](#)

American Oystercatcher - Citizen Science Field Work

ADVANCED***American Oystercatchers are striking birds which rely on undisturbed coastal habitats and are a bellwether for the health of shorebird populations and coastal ecosystems. Researchers have marked American Oystercatchers along the Atlantic Coast with uniquely coded leg bands. Post-breeding surveys seek to re-sight banded individuals to develop a complete picture of how these birds are using the coastal environment, quantify survival rates, and assess movement patterns. Join biologists with the Virginia Department of Game and Inland Fisheries to re-sight these uniquely marked birds on high tide roost sites located in the pristine marshes of Virginia's Eastern Shore. This is an exciting opportunity to contribute to ongoing research and conservation science.

NOTE***This trip will require advanced birding skills in challenging conditions. Participants must be able to walk on unstable surfaces and stand for extended periods of time. A limited number of scopes will be available but participants are encouraged to have their own so they can fully participate. Sites will be accessed by boat. Boat departure point will be determined just prior to trip based on weather conditions. Participants will be notified of departure location when they check in at the Festival Grounds. Bring a lunch.

Cost Free (Limited to 5 Participants)

After checking the tides, the time for this trip has been changed to an earlier departure time.

7:30am-1:30pm FULL

[Register](#)

Kiptopeke Hawk Observatory

Raptors, such as eagles, hawks and falcons, migrate down the Eastern Shore in great numbers. Since 1977, over 500,000 raptors have been recorded flying over Kiptopeke State Park. Come over and learn more about how to identify raptors in flight. The 1-hour program has a 30-person capacity. A 15-minute personal vehicle trip 10 miles south of the Festival Grounds is required. These presentations are being done by Coastal Virginia Wildlife Observatory.
Cost: \$5

11:00 AM - 12:00 PM 14 spots left

[Register](#)

Cobb Bay Bird Excursion

Eastern Shore Adventures

Are you the adventurous type? Join Capt. Buddy Vaughan for a boat tour of Cobb Bay and the surrounding marshes where you will be sure to see numerous shorebirds such as American Oystercatchers, Marbled Godwits, Whimbrels, various sandpipers, and many other species on their high tide roasts. You also will get a glimpse of several nearby barrier island inlet beaches where you may encounter roosting flocks of Royal and Caspian Terns. If the birds are acting skittish, look up and you may see a Peregrine Falcon overhead. Be sure to bring a snack, a drink, sunscreen and a couple of layers of clothing just in case the wind picks up. This three-hour trip, leaves Oyster harbor and has a 5-person capacity. A 10-minute personal vehicle trip 5 miles east of the Festival grounds is required.
Cost \$75

1:30 PM - 4:30 PM FULL

[Register](#)

Kiptopeke Butterfly Walk

Kiptopeke State Park has an excellent butterfly garden where many species of butterflies are often observed. The 2-hour program has a 20-person capacity and will start at the Birding Staging Shelter. A 15-minute personal vehicle trip 10 miles south of the Festival grounds is required.
Cost: \$10

1:30 PM - 3:30 PM 2 spots left

[Register](#)

Eyre Hall Hike

Eyre Hall, a Bayside tract of over 800 acres on Cherrystone Creek, has impressive habitat diversity. You will see open fields, mature forests, freshwater marshes and ponds, tidal mud flats, open saltwater and beaches. Eyre Hall was built in 1760 by the 5 times great-grandfather of the present owners on land he acquired in 1750. Birders are invited to tour the garden on their own after the hike. The garden is open daily free of charge. The 3-hour program has a 20-person capacity. A 20-minute personal vehicle trip 12 miles north of the Festival grounds is required.
Cost: \$15

2:00 PM - 5:00 PM FULL

Register

Magothy Bay Natural Area Preserve

This 286-acre preserve encompasses woodlands, forested wetlands and extensive salt marshes. These communities provide habitat for a variety of coastal species. Waterfowl, shorebirds and wading birds forage in the salt marsh for mussels, snails, fish and crustaceans. Diamondback terrapins and Clapper Rails are common on the mudflats. The woodlands provide excellent resting and foraging habitat for migratory songbirds. Warblers, orioles and other migratory songbirds utilize the abundance of trees and shrubs to rest and replenish energy reserves before crossing the Chesapeake Bay. Limit 20 participants.
Cost: \$10

8:00 AM - 10:30 AM FULL

[Register](#)

Bike Trail Walk

The Southern Tip Bike and Hike trail is a paved nearly flat trail that runs from the Eastern Shore of Virginia National Wildlife Refuge to Cedar Grove Road. This 2.5 mile trail follows the wooded strip along the east side of Rt. 13. The woods attract a variety of Neotropical and other migrants and a big sky allows good looks and migrating raptors and other birds overhead. Surveys have shown 13 different species of warblers along this trail. This trip meets at the Eastern Shore of Virginia National Wildlife Refuge Visitors Center. Limit 20 participants.
Cost: Free

8:30 AM- 11:30 AM 14 spots left

[Register](#)

Beginning Birding

ID Basics and Brennan Farm Field Trip

Identification Basics will help you become a better birder. The 45-minute workshop will be held at St Charles Catholic Church - Following the workshop head out in the field to sharpen your skills at Brennan Farm (participants will need personal vehicles to Brennan Farm) Limited to 25 participants.
Cost \$15

9:00 AM- 12:00 PM 12 spots left

[Register](#)

Cobb Bay Bird Excursion - Eastern Shore Adventures

Are you the adventurous type? Join Capt. Buddy Vaughan for a boat tour of Cobb Bay and the surrounding marshes where you will be sure to see numerous shorebirds such as American Oystercatchers, Marbled Godwits, Whimbrels, various sandpipers, and many other species on their high tide roasts. You also will get a glimpse of several nearby barrier island inlet beaches where you may encounter roosting flocks of Royal and Caspian Terns. If the birds are acting skittish, look up and you may see a Peregrine Falcon overhead. Be sure to bring a snack, a drink, sunscreen and a couple of layers of clothing just in case the wind picks up. This three-hour trip, leaves Oyster harbor and has a 5-person capacity. A 10-minute personal vehicle trip 5 miles east of the Festival grounds is required.
Cost \$75

9:00 AM- 12:00 PM FULL

[Register](#)

Chesapeake Bay Bridge Tunnel- Tour

Visit the islands created by the Chesapeake Bay Bridge-Tunnel Authority. These can be hotspots for peagic and other birds not generally seen from land. The 3-hour programs have a 30-person capacity. Board the bus from the Festival Grounds. Important: Registration for this event will not be considered until this form has been received. [Click here for CBBT Security Form](#)

Cost \$30

9:00 AM - 12:00 PM 10 spots left

[Register](#)

SouthEast Expeditions Kayak Trip

Join SouthEast Expeditions for a Kayak paddle. The trip is from 10am-12pm and costs \$45 for the 2-hour tour. To sign up please contact SouthEast Expeditions 757-331-2680. <http://www.southeastexpeditions.net>

Cherrystone Aqua Farm Tour

Aquaculture is a major industry here on the Eastern Shore of Virginia. Come learn and see first hand how oysters and clams are grown on the Eastern Shore. Tours will be at 10am and 2pm and are free with registration. Tours are limited to 20 people and last about an hour.
Cost: FREE

10am & 2pm

[Register](#)

Intro to Raptor ID

This workshop will be a series of hands-on manipulations and visual presentations designed to introduce participants to the basics of raptor identification and fall raptor migration along the Delmarva Peninsula. This workshop will be held at St Charles Catholic Church. Limited to 30 participants.
Cost FREE

10:30 A.M. - 12:00 P.M. 18 spots left

[Register](#)

Broadwater Bay Ecotours - Wachapreague

Captain Rick Kellam grew up exploring the backwaters and barrier islands on the Eastern Shore. Join Rick in his 24-foot boat and discover the hidden treasures and wildlife found around the barrier islands and in the pristine marshes. The 2.5-hour trip has a capacity of 6 and leaves from Wachapreague outside the Island House Restaurant. The fee is \$55 per person. A 1-hour personal vehicle trip 50 miles north from the Festival grounds is required.

backwaters and barrier islands on the Eastern Shore. Join Rick in his 24-foot boat and discover the hidden treasures and wildlife found around the barrier islands and in the pristine marshes. The 2.5-hour trip has a capacity of 6 and leaves from Wachapreague outside the Island House Restaurant. A 1-hour personal vehicle trip 50 miles north from the Festival grounds is required.
Cost: \$55

9:00 AM - 11:30 AM FULL

[Register](#)

Cobb Bay Bird Excursion - Eastern Shore Adventures

Are you the adventurous type? Join Capt. Buddy Vaughan for a boat tour of Cobb Bay and the surrounding marshes where you will be sure to see numerous shorebirds such as American Oystercatchers, Marbled Godwits, Whimbrels, various sandpipers, and many other species on their high tide roasts. You also will get a glimpse of several nearby barrier island inlet beaches where you may encounter roosting flocks of Royal and Caspian Terns. If the birds are acting skittish, look up and you may see a Peregrine Falcon overhead. Be sure to bring a snack, a drink, sunscreen and a couple of layers of clothing just in case the wind picks up. This three-hour trip, leaves Oyster harbor and has a 5-person capacity. A 10-minute personal vehicle trip 5 miles east of the Festival grounds is required.
Cost: \$75

9:00 AM - 12:00 PM FULL

[Register](#)

Fisherman Island NWR Walk

Bring your camera and binoculars and join us for a 3-hour birding adventure on this extraordinary barrier island. Fisherman Island National Wildlife Refuge is one of only 17 sites in the United States classified as a "Wetland of International Importance." The Refuge is the southernmost barrier island, located at the mouth of the Chesapeake Bay, and separated from the Eastern Shore of Virginia by about one-half mile of water. A guided tour introduces visitors to the unique variety of wildlife found on the island as you pass through maritime forest, saltmarsh, dunes and beach habitat. This important migratory bird stopover is one you won't want to miss!

Program capacity is 25. Board the bus from the Festival Grounds in Cape Charles.

Cost \$15

9:00 AM - 12:00 PM 1 spot open

[Register](#)

Dragonflies

Search for the bright jewels of the invertebrate world. Migrants like Black Saddlebags and Green Damers will be joined by other late season colonates. Start to work on your odonate life list. Zoologists from the Virginia State DCR Natural Heritage program will lead this trip. This 2.5-hour program will meet at the festival HQ (501 Mason Ave. Cape Charles, VA). And will require a personal vehicle trip (locations to be determined).
Cost \$10

10:30 AM - 1:00 PM 3 spots left

[Register](#)

Kiptopeke Hawk Observatory

Raptors, such as eagles, hawks and falcons, migrate down the Eastern Shore in great numbers. Since 1977, over 500,000 raptors have been recorded flying over Kiptopeke State Park. Come over and learn more about how to identify raptors in flight. The 1-hour program has a 30-person capacity. A 15-minute personal vehicle trip 10 miles south of the Festival Grounds is required. These presentations are being done by Coastal Virginia Wildlife Observatory.
Cost: \$5

11:00 AM - 12:00 PM 8 spots left

[Register](#)

Maplewood Gardens

Phil Custis, owner and operator of this 100-acre farm, have gardens with thirty species of plants that are a working example of a butterfly's paradise. The hike crosses bridges spanning a freshwater stream that cuts through a pine and hardwood forest and leads to a large woodland pond. Ferns carpet the pine-needled floor as the trail follows the stream and wildlife darts for cover around dogwood, holly, and fallen trees. The 3-hour program has a 20-person capacity. A 30-minute personal vehicle trip 25 miles north from the Festival grounds is required.
Cost \$15.00

1:00 PM - 4:00 PM FULL

[Register](#)

[Register](#)

Cape Charles Natural Area Preserve

This site has a variety of habitats that host many migratory songbirds as well as butterflies, dragonflies and amphibians. With boardwalks and trails that traverse meadow habitat, maritime forest and a freshwater marsh and pond, this trip will provide for great diversity. The trail culminates with an overlook of the Chesapeake Bay. This 2-hour trip has a 20-person capacity and requires a 4 minute personal vehicle trip

Cost:\$10

2:00 PM - 4:30 PM **FULL**

[Register](#)

Taylor Pond Walk at Kiptopeke State Park

Taylor Pond is a fresh water pond at Kiptopeke State Park. The area around the pond is reclaimed farmland that has been planted with persimmons, wax myrtles, buttonbush and other scrub shrubs. This is great songbird habitat. Also, near the pond is one of Eastern Shore Native Plant demonstration gardens with various examples of native plants found on the Eastern Shore.

Cost:\$15

2:00 PM - 5:00 PM **6 spots left**

[Register](#)

Photography Field Workshop

Join Ron Wrucke, photographer and Eastern Shore resident for a photography tour and field workshop. Let Ron show you his favorite spots for capturing top quality wildlife images while sharing tips and tricks. Participants will tour "off the beaten path" areas of the Bay Creek Resort and Club via golf carts. Get a head start on this year's photo contest! Be sure to check out Ron's website at <http://easternshoreimaging.com/> to view beautiful photos of wildlife photographed at Bay Creek. This trip requires a personal vehicle trip of 5 minutes from the Festival HQ. Participants 12. *Note this tour is geared specifically for photographers. This trip will meet at the Bay Creek Pro Shop.

Cost: Free

2:00 PM - 4:00 PM **FULL**

[Register](#)

Broadwater Bay Ecotours -

Willis Wharf

Join Captain Rick Keilm and explore the creeks and marshes of the Machipongo River and Parting Creek. These pristine waters are a great place to see shorebirds like Whimbrels and Marbled Godwits along with Terns and Black Skimmers. Be sure to take some time to scan the mudflats and marshes from the viewing platform at the Wharf. This 2.5 hour trip has a 6-person capacity. A 35-minute personal vehicle trip north from the Festival Grounds is required.

Cost \$55

2:30 PM - 5:00 PM **FULL**

[Register](#)

[Return to top of page](#)

Cost \$55,00

10:30 AM - 1:00 PM **FULL**

[Register](#)

Kiptopeke Hawk Observatory

Raptors, such as eagles, hawks and falcons, migrate down the Eastern Shore in great numbers. Since 1977, over 500,000 raptors have been recorded flying over Kiptopeke State Park. Come over and learn more about how to identify raptors in flight. The 1-hour program has a 30-person capacity. A 15-minute personal vehicle trip 10 miles south of the Festival Grounds is required. These presentations are being done by Coastal Virginia Wildlife Observatory.

Cost: \$5

11:00 AM - 12:00 PM **6 spots left**

[Register](#)

American Oystercatcher - Citizen Science Field Work

ADVANCED**American Oystercatchers are striking birds which rely on undisturbed coastal habitats and are a harbinger for the health of shorebird populations and coastal ecosystems. Researchers have marked American Oystercatchers along the Atlantic Coast with uniquely coded leg bands. Post-breeding surveys seek to re-sight banded individuals to develop a complete picture of how these birds are using the coastal environment, quantify survival rates, and assess movement patterns. Join biologists with the Virginia Department of Game and Inland Fisheries to re-sight these uniquely marked birds on high tide roost sites located in the pristine marshes of Virginia's Eastern Shore. This is an exciting opportunity to contribute to ongoing research and conservation science. NOTE**This trip will require advanced birding skills in challenging conditions. Participants must be able to walk on unstable surfaces and stand for extended periods of time. A limited number of scopes will be available but participants are encouraged to have their own so they can fully participate. Sites will be accessed by boat. Boat departure point will be determined just prior to trip based on weather conditions. Participants will be notified of departure location when they check in at the Festival Grounds. Bring a lunch.

Cost: Free (Limited to 5 participants)

After checking the Tides, the time for this trip has been changed to an earlier departure time.

8:30 AM- 2:30 PM **CANCELED DUE TO WEATHER**

[Register](#)

Dragonfly Fieldtrip and Workshop

Join experts in odonates as they discuss the natural history and identification of these winged jewels. This 3 hour workshop has a 20 person capacity and includes a field trip to see the dragonflies of the Eastern Shore. This workshop will be held at St. Charles Catholic Church. The field portion will require a personal vehicle trip (locations TBA)

Cost:\$15

1:00 PM - 4:00 PM **16 spots left**

[Register](#)

Sparrow Talk & Walk

at the Eastern Shore of Virginia National Wildlife Refuge

Join Fletcher Smith from the Center for Conservation Biology at the College of William and Mary for a classroom sparrow identification workshop with a short walk around the Eastern Shore of Virginia National Wildlife Refuge to practice your skills.

Cost: \$15

1:30 PM - 4:30 PM **FULL**

[Register](#)

Kiptopeke Hawk Observatory

Raptors, such as eagles, hawks and falcons, migrate down the Eastern Shore in great numbers. Since 1977, over 500,000 raptors have been recorded flying over Kiptopeke State Park. Come over and learn more about how to identify raptors in flight. The 1-hour program has a 30-person capacity. A 15-minute personal vehicle trip 10 miles south of the Festival Grounds is required. These presentations are being done by Coastal Virginia Wildlife Observatory.

Cost: \$5

2:00 PM - 3:00 PM **27 spots open**

[Register](#)

Oak Grove Hike @ Oak Grove Farm

Join researchers from Old Dominion University on a walk through a relict old growth forest on the bayside of Northampton County, at the historic Oak Grove homestead. Radar based models show that this site includes an important woodland used by neotropical migrants during fall migration. This field trip offers a unique opportunity to visit a privately-owned, rarely birded, old growth forest during a peak period for observing migrant songbirds.

Cost: \$10

2:00 PM - 4:00 PM **1 spot open**

[Register](#)

Brannan Farm Marsh and

Woodland Hike

This beautiful 500-acre Bayside farm on Jacobus Creek has a diverse habitat of open fields, mature forests, freshwater ponds and marsh and tidal mudflats. The 3-hour program has a 25-person capacity. A 20 minute personal vehicle trip north of the Festival grounds is required.

Cost:\$15

2:00 PM - 5:00 PM **15 spots open**

[Register](#)

Eastern Shore of Virginia National Wildlife Refuge Butterfly Workshop and Walk

Meet at the Eastern Shore of Virginia NWR Visitor Center and experience the other migration that is in progress. Monarchs and 60 other species of butterflies and skippers might be seen along the Refuge trails on this colorful walk. The 1-hour program has a 20-person capacity. A 16-minute personal vehicle trip south of the Festival Grounds is required.

Cost: \$10
2:00 PM - 4:30 PM **FULL**
[Register](#)

[Cape Charles Natural Area Preserve](#)
See description in Friday's schedule.
Cost: \$10
2:00 PM - 4:30 PM **FULL**
[Register](#)

[Chesapeake Bay Bridge Tunnel Tour](#)
See description above.
Cost: \$30
2:00 PM - 5:00 PM **18 spots open**
[Register](#)

[Baywoods Trail at Kiptopeke State Park](#)
The Baywoods Trail passes through open fields forest and early successional habitats. Look for both resident and migrating songbirds and keep an eye overhead for the many raptors that pass through here.
Cost: \$15
2:00 PM - 5:00 PM **20 spots open**
[Register](#)

[Cobb Bay Bird Excursion - Eastern Shore Adventures](#)
Are you the adventurous type? Join Capt. Buddy Vaughan for a boat tour of Cobb Bay and the surrounding marshes where you will be sure to see numerous shorebirds such as American Oystercatchers, Marbled Godwits, Whimbrels, various sandpipers, and many other species on their high tide roosts. You also will get a glimpse of several nearby barrier island inlet beaches where you may encounter roosting flocks of Royal and Caspian Terns. If the birds are acting skittish, look up and you may see a Peregrine Falcon overhead. Be sure to bring a snack, a drink, sunscreen and a couple of layers of clothing just in case the wind picks up. This three-hour trip, leaves Oyster harbor and has a 5-person capacity. A 10-minute personal vehicle trip 5 miles east of the Festival grounds is required.
Cost: \$75
2:00 PM - 5:00 PM **FULL**
[Register](#)

[Eyre Hall Hike](#)
See description in Friday's schedule.
Cost: \$15
2:00 PM - 5:00 PM **16 spots left**
[Register](#)

[Chelsea Farm Walk](#)
See description above.
Cost: \$15
2:00 PM - 5:00 PM **25 spots left**
[Register](#)

[Broadwater Bay Ecotours - Wachapreague](#)
See description above.
3:00 PM - 5:30 PM **FULL**
[Register](#)

[Magothy Bay Natural Area Preserve](#)
See description above.
Cost: \$10
3:00 PM - 6:00 PM **FULL**
[Register](#)

[Cape Charles Walking Tour](#)
Join a local expert on Saturday at 3:30 pm for a 1.5-hour walking tour of historic Cape Charles with its Chesapeake Bay beach habitat and beautiful Victorian homes.
Cost: \$5
3:30 PM - 5:00 PM **FULL**
[Register](#)

[Owl Prowl - Eastern Shore of Virginia NWR \(changed to the Cape Charles Natural Area Preserve\)](#)
This outing is a good opportunity to experience nocturnal wildlife activity. This 2-hour activity has a 20-person capacity. The Cape Charles Natural Area is a 5 minute drive from the Festival the Headquarters.
Cost: \$10
7:30 PM - 9:30 PM **FULL**
[Register](#)

[Owl Prowl \(sounds of the night\) - GATR Track Mockhorn Island Natural Area Preserve](#)
This outing is a good opportunity to experience nocturnal wildlife activity. This 2-hour activity has a 20-person capacity. The GATR Tract is a 15-minute personal vehicle trip south of the Festival grounds and the group will meet at the Visitor Center.
Cost: \$10
8:00 PM - 10:00 PM **FULL**
[Register](#)

[Owl Prowl - Kiptopeke State Park](#)
This outing is a good opportunity to experience nocturnal wildlife activity.

- c. Move the Applaud the Sun parties to the Bayfront, and consider establishing a daily tradition of sunset gatherings in summer ("Best sunset east of the Pacific.")
- 8. Develop cultural events focused around the Bayfront.
- 9. Study the feasibility of establishing a wide variety of day camps for children (ranging from art, music, and dance to swimming, golf, sailing, etc.), freeing their parents to pursue other resort and recreational activities.
- 10. Support development of a recreational trail system for bicycles and other non-motorized vehicles to link the town to the various attractions that surround it.
- 11. Work with Cherrystone Campground to promote Cape Charles' attractions to its campers using on-site brochure display racks and price-sensitive promotions.



Strategy D: Develop spring and fall shoulder seasons for Cape Charles built around cultural events and appropriate recreational activities.

- 1. Build on Cape Charles' vibrant cultural scene to stage a wide array of artistic and musical events:
 - a. Promote the Historic Palace Theater as a regionally significant performing-arts center and community theater.
 - b. Support the Cape Charles Consortium for the Arts & Humanities in making Cape Charles a permanent annual venue for the Virginia Arts Festival.
 - c. Work with the Cape Charles Consortium for the Arts & Humanities to develop events using the Gazebo as a stage for musical performances such as jazz concerts, classical-music performances, and Christmas carols.
- 2. Work with Bay Creek to promote fall golf weekends by developing innovative pricing strategies and packages.
- 3. Market the fall and spring as peak eco-tourism seasons, offering the best of the Shore's unique natural wonders without the summer heat or insects.
 - a. Promote Cape Charles as a base from which to enjoy the fall and spring bird migrations.
 - b. Work with the Eastern Shore Chamber of Commerce to re-locate the Annual Birding and Wildlife Festival to Cape Charles.

Chincoteague

Goal 1: Differentiate Chincoteague from other East Coast beach resorts by emphasizing its wholesome family appeal, small-town atmosphere, outdoor recreational opportunities, and undeveloped island beauty.

Strategy A: Work with Chincoteague stakeholders to strengthen the town's existing brand and highlight the island's key differentiators.

Core Assets of the Chincoteague brand (with an * next to key differentiators):

- A traditional fishing village abounding with history and natural charm.

NATURE TOURISM

ECO-TOURISM

Goal 1: Establish the Eastern Shore as a premier East Coast destination for eco-tourism and responsible nature-oriented activities.

Background

- a) The Virginia Coast Reserve, 670 square miles of seaside marshes and barrier islands, is an ecological gem of international importance.
- b) Seaside and bayside waters provide excellent recreational opportunities for boaters.
- c) The Eastern Shore lies along one of the primary migratory paths for neo-tropical songbirds and raptors, as well as a winter home for dozens of species of waterfowl.
- d) Bird and deer hunting remain major recreational pursuits on the Eastern Shore due to the preservation of large tracts of farm and forest land, marsh and waterways.
- e) The waters surrounding the Eastern Shore offer some of the best fishing nationwide.

Eco-tourist Market Profile

- Age: 35-54 years old.
- Gender: 50% female and 50% male.
- Education: 82% are college graduates.
- Party composition: A majority (60%) of experienced eco-tourists prefer to travel as a couple.
- Trip duration: The largest group of experienced eco-tourists (50%) prefer trips lasting 8-14 days.
- Expenditure: Experienced eco-tourists are willing to spend more than general tourists; the largest group (26%) are prepared to spend \$1,000-\$1,500 per trip.
- Important elements of trip: Top three responses:
(1) wilderness setting; (2) wildlife viewing; (3) hiking/trekking

--Survey by HLA and APA Consulting firms

Strategy A: Task the Eco-Tourism Committee to develop and launch an Eco-Tourism Association on the Eastern Shore.

1. Establish the mission, goals, benefits, organizational structure, and operational

- processes of the new Association.
2. Take a complete inventory of eco-tourism-related businesses on the Shore and invite qualifying local businesses to join Association.
 3. Reach out to businesses that have existing or potential interest in eco-tourism development.
 4. Create a forum to facilitate communication between the various guides, land-use managers, and other Association members.
 - a) Create an on-line forum and information resource for Eco-Tourism Association members:
 - Event updates and opportunities.
 - Educational opportunities.
 - Significant wildlife sightings
 - Land-use management updates
 - Eco-tourism strategy discussions
 5. Develop a tiered incentive program for Eco-tourism Association members based on their level of certification (see below) and participation in Eco-tourism Alliance activities.

Strategy B: Encourage responsible eco-tourism by instituting a rigorous operator/guide-certification process.

Successful eco-tourism goes far beyond taking visitors into the natural environment. Because eco-tourism is a low-impact activity by its very nature, it demands that operators provide a high-dollar experience. In equal parts, it consists of customer service, entertainment, education, and safety. Nowhere is this truer than on the Eastern Shore because much of the Shore's appeal is inaccessible to the average visitor without a guide.

1. Task the Eco-Tourism Committee to form a Certification Sub-Committee to work with the Eastern Shore Community College, universities with local ecological-research facilities, managers of major land holdings on the Eastern Shore, Chambers of Commerce, and relevant state and federal agencies to develop guidelines for a tiered certification program.
2. Build on the existing Virginia Eco-Tourism Certification program to develop an Eastern Shore-specific curriculum that includes Ecology, Cultural History, Leave-No-Trace Practices, Land-Use Management, Sediment Transport, Coastal Processes, and other topics as determined by the curriculum advisors. Other components of the curriculum should include Safety and Emergency Procedures and Customer Service.
3. Work with land managers to increase access to coastal lands and islands for certified guides. Encourage ongoing training by granting certified guides increased land access and privileges as they graduate to higher tiers within the certification system.
4. Operators/guides who receive certification should be eligible to receive benefits (varying according to their level of certification) that may include the following:
 - a. The right to use the Eastern Shore brand on their marketing materials.
 - b. The right to utilize eco-tourism easements and launch facilities provided by state and federal agencies, the CBBT, and participating landowners.

- c. Inclusion in packaged vacations that include accommodations, meals, and activities provided by Eastern Shore-certified operators.
 - d. Preferential placement in marketing materials and advertising.
 - e. Referrals from chambers of commerce, hotels and B&Bs, and visitor-information centers.
 - f. Preferential access to eco-tourism events, training, and development programs.
5. Transition control of the Guide Certification Program to the Eco-Tourism Association (when appropriate) on condition of the adoption of stringent quality and compliance safeguards.



Strategy C: Foster the development and growth of eco-tourism companies.

- 1. Encourage both counties to offer tax incentives to companies specializing in eco-tourism and related activities.
- 2. Assist in the development of an eco-tourism infrastructure and facilitate the ability of certified eco-tourism companies to operate on the Eastern Shore.
- 3. Identify opportunities for local entrepreneurs to expand the Shore's catalog of eco-tourism experiences such as aerial tours, horseback riding, SCUBA diving, sailing, hiking, biking, surfing, etc.
- 4. Encourage both counties to provide increased access to the Chesapeake Bay by acquiring coastal property for public use, with a focus on beach access.
- 5. Work with the counties to increase access to major land tracts by incorporating provisions for the creation of public-trail easements into zoning and proffer policies.



Strategy D: Develop awareness of the Eastern Shore as a major birding destination.

- 1. Support the growth and development of the Eastern Shore Birding and Wildlife Festival.
- 2. Increase visibility of the Eastern Shore loop of the Virginia Birding and Wildlife Trail.
- 3. Create an Eastern Shore Birding website, linked to the Eastern Shore Tourism site, to educate birders of all skill levels regarding the opportunities available on the Eastern Shore.
 - a. Create a downloadable sighting chart including all bird species with verified sightings on the Shore (coordinate with Radar Ornithology?).
 - b. Provide links to eco-tourism operators who provide birding specific experiences.
 - c. Provide advice for birders interested in visiting the major birding locations on the Shore's
 - d. Install "Bird-cams" that allow Web-users to view real-time video of nesting ospreys, tern colonies, etc.
 - e. Post migration updates, similar to the fall-foliage sites used in the North-East, to provide information about peak bird-watching dates.
 - f. E-mail alerts to give birding enthusiasts information about significant sightings or opportunities.

- g. Create and promote birding packages that include accommodations, a certified guide, boat tours, access to birding easements, bird-tagging operations, etc.

Strategy E: Develop a large-scale annual eco-tourism event on the Shore to highlight the unique natural, cultural, and recreational resources available.

1. Create a multi-day paddling event highlighting the new water trail systems on both the Seaside and the Bayside.
2. Coordinate events with museums, parks, and wildlife refuges.
3. Include the scientific community to encourage public understanding of the importance of the ongoing research on the Shore.
4. Include activities for children and adults of all ages.

Strategy F: Develop a Bike-Trail System on the Eastern Shore.

Background: Cyclists fit the demographic for the Eastern Shore brand: They are well educated; have plenty of disposable income; and generally support the philosophy behind geo-tourism and conservation.

1. Establish an Eastern Shore Bike Trail Steering committee. The steering committee will identify and involve stakeholders to coordinate planning efforts between the Virginia Department of Transportation, the Accomack Northampton Transportation District Commission (ANTDC), Accomack and Northampton Counties Parks and Recreation Departments and each county's Planning Commission to gather resource data and support community-level planning efforts.
2. Encourage the development of community stakeholder organizations to begin planning efforts that define potential community bike-trail routes, develop funding options and begin right-of-way acquisition.
3. Begin discussions with the Transportation District Commission and the new leaseholder for the railroad to obtain conceptual support for using portions of the railroad right of way for biking use. Concurrently, determine the status of the right of way between Eastern Shore Refuge and Cape Charles.
4. When community bike-trail routes are defined, incorporate detailed plans and associated funding requirements into County Capital Improvement Plans.
5. Encourage both Counties' Park and Recreation Departments to support bike tours on Virginia's Eastern Shore and inform bikers of all bike-trail planning efforts.
6. Encourage the growth and development of existing bicycle events on the Shore such as the MS 150 and the CBES Between the Waters Ride
7. Work with the Chesapeake Bay Bridge Tunnel Commission to re-instate the "Fun Day on the Bay" family bike and walk event.

Strategy G: Establish the Eastern Shore as the premier paddling destination in the Mid-Atlantic.

1. Foster the growth of the existing sea kayak industry on the Shore.
2. Increase public awareness on a local, regional, and national level of the existing

