



Kinsale Market ABC Grant Overview

Promoting Safe Boating and
Responsible Drinking



Purpose of the Grant



- FUNDED BY THE VIRGINIA ABC ALCOHOL EDUCATION AND PREVENTION GRANT PROGRAM



- FOCUS: PROMOTE SAFE BOATING AND REDUCE ALCOHOL-IMPAIRED BOATING INCIDENTS



- EMPHASIS ON PUBLIC AND COMMUNITY ENGAGEMENT

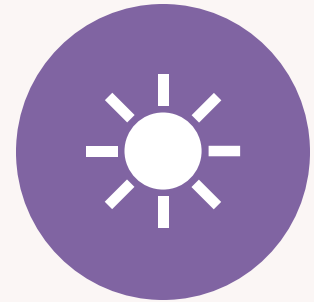
Challenge



TIMING OF THE GRANT
PERFORMANCE PERIOD



JULY 1- MAY 15



LIMITED THE ABILITY TO FULLY
CAPTURE THE SUMMER
SEASON IN 2024 AND 2025



Develop Messaging and Campaign

The Summer 2024

Local Scoop

Best-Kept Secrets of the Northern Neck,
Middle Peninsula & Greater Williamsburg

The best things in life are FREE.

It's a Family Affair

TODD AND KARA PATTERSON WITH SONS,
YANKEE POINT MARINA
OFF THE CORROTOMAN RIVER, LANCASTER

SEE PAGE 48



ENJOY THE RIDE,
STAY ALIVE.
STAY SOBER
ON THE WATER.



BROUGHT TO YOU BY



Offering a wide variety of high-quality,
locally-sourced products including fresh
produce, meats, cheeses, ice, and more!

OPEN MONDAY THRU SATURDAY - 10AM TO 7PM

KINSALEMARKET.COM

11 Steamboat Landing | Kinsale, Virginia 22488



This program is made possible through a grant funded by the
Virginia Alcoholic Beverage Control Authority. The opinions expressed do not
necessarily represent the views of Virginia ABC.



VIRGINIA'S DESTINATION
EVERYTHING VIN
IN THE NORTHERN



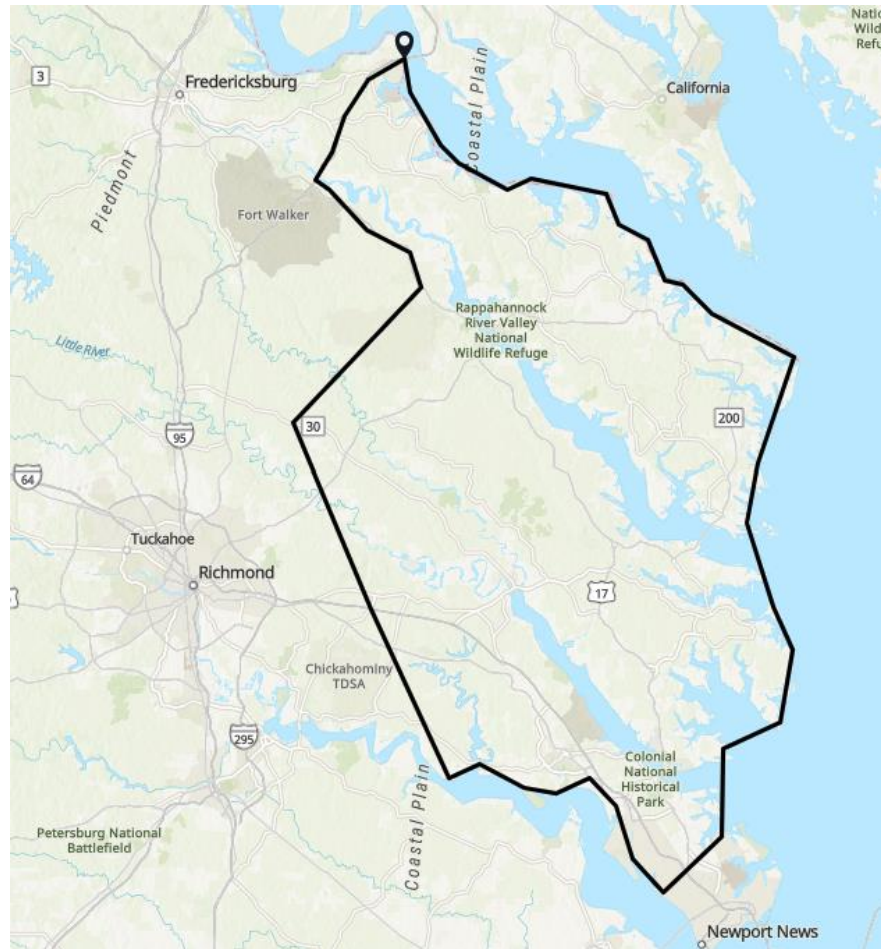
HUMBLE STORE is a lifestyle and
in a fully restored 1890's general store
planted in bucolic Kinsale, Virginia.
Specialty Goods are an ever rotating
of vintage, antiques, art, mid-century
so much more. **Plan your excursion to**
- we're adding great finds every week
Humble Community as we continue to
rejuvenate an important piece of history

Humble
STORE

HOURS: Friday and Saturday 10am to 5pm |
148 GRIFFITHS CORNER RD | KINSALE, VA
804-472-7173 | HUMBLESTORE.COM

110 The Local Scoop | Get The Local Scoop every day at LocalScoopMagazine.com

Half-page ad in The Local Scoop magazine –
25,000 copies across 300 locations



Coverage Area for the
Local Scoop

Handed out
1008 custom
water bottles
with safety
messaging

Mentioned you in their story





Distributed 500
Boat Key Chains

Engage Local Media Platforms



Outreach Profile: 68,000 Listeners

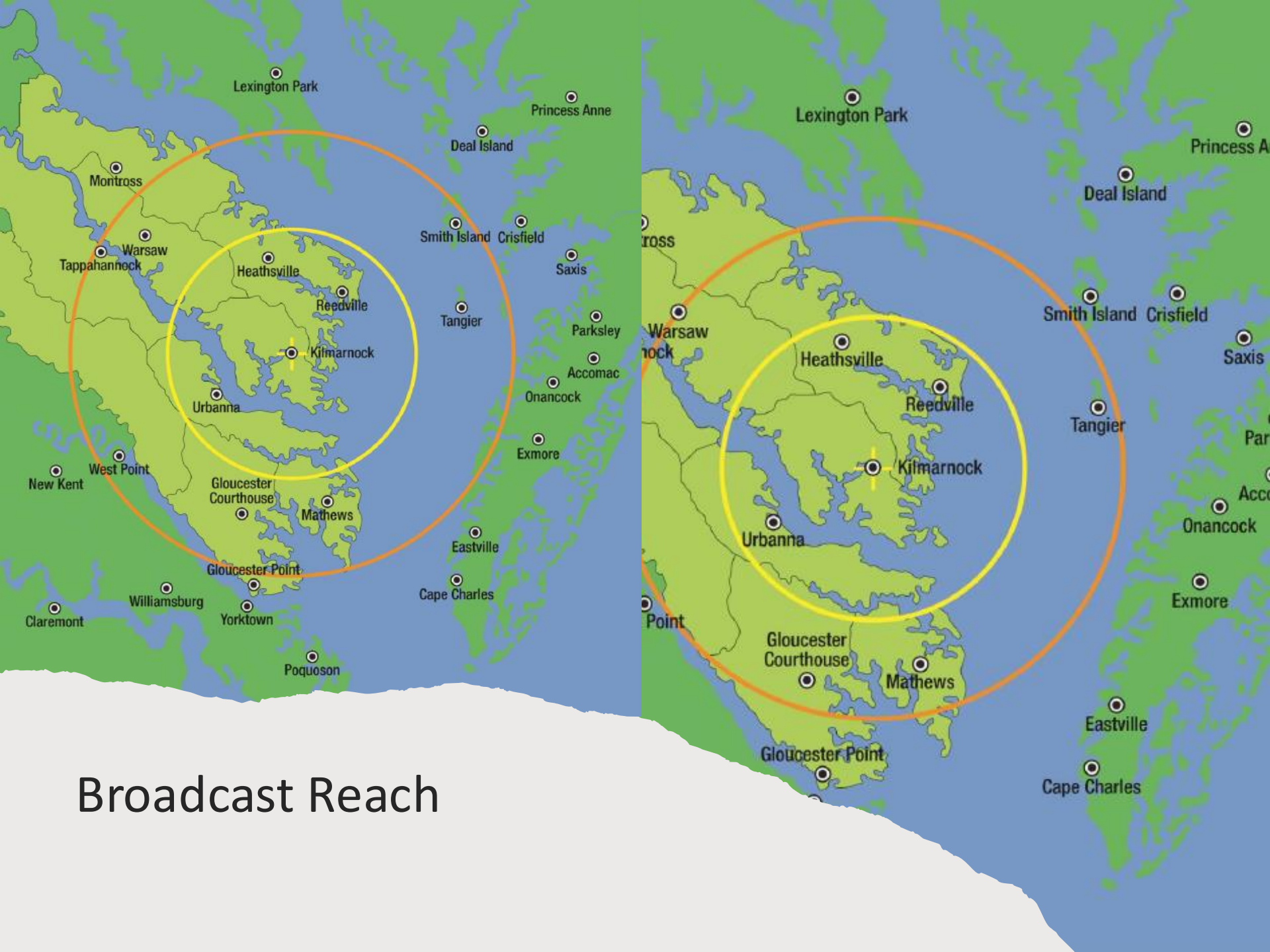
101.7 Bay FM

- Classic Hits
- Adults 35-64
- Second Household
- Employed Professionals
- High Household Income

104.9 Wigo

- Country
- Adults 35-64
- Homeowners
- Employed Professionals
- Households with Children
- Household with Pets





Broadcast Reach

Real Media, Inc

- 160 Commercials promoting the campaign



Predicted Coverage Area for **WNNT 107.5 FM**, Warsaw, VA

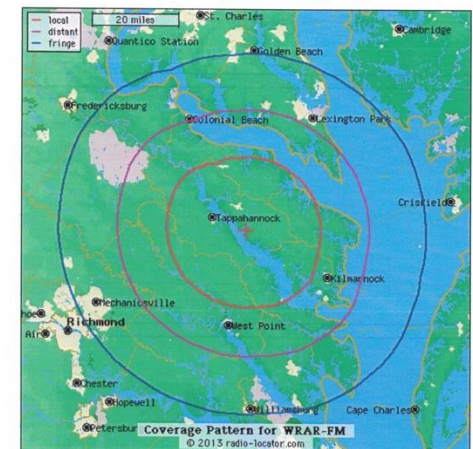


You can also view this coverage map as an [interactive Google map](#)

How are these maps drawn? What do they mean?

For the answer to these and other questions, please see our [Coverage Maps FAQ](#)

Predicted Coverage Area for **WRAR 105.5 FM**, Tappahannock, VA



You can also view this coverage map as an [interactive Google map](#)

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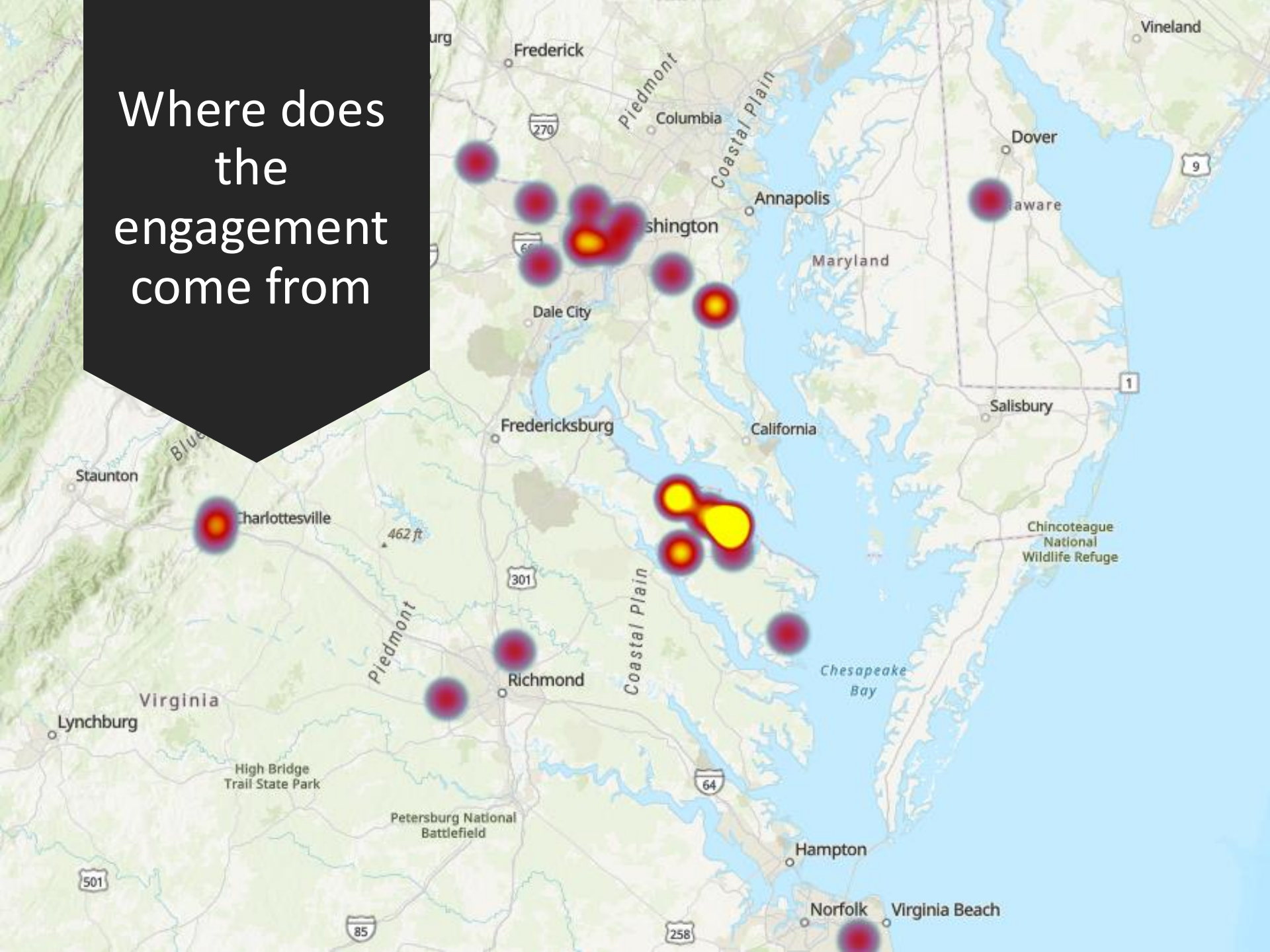
Partner with Community Events



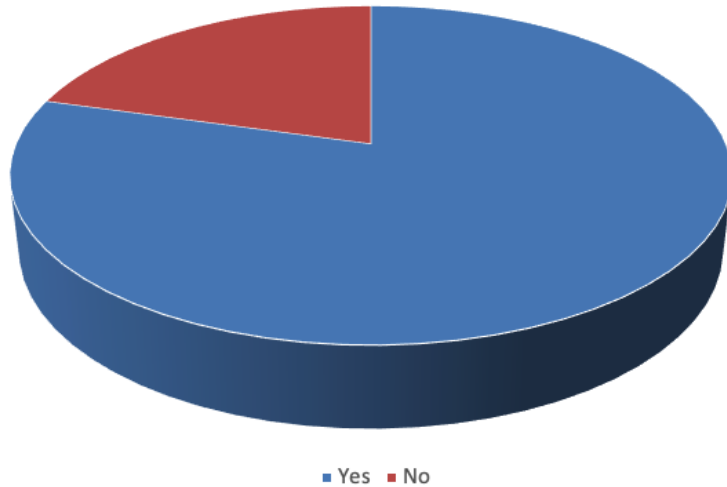
The Message
and Data was
captured at
Kinsale
Market and
throughout
the region



Where does
the
engagement
come from



Have you ever operated a watercraft



Hosted space at
local farmers
markets




Visibility at 5 regional music concerts where we talked about Boater Safety



250-300 Visitors per event



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- A large, solid red circle is positioned on the left side of the slide, partially cut off by the edge.
- Project Lead: Tommy Hicks
 - Email: eth4@icloud.com
 - Phone: 804-335-4234

Special thanks to Virginia ABC
and all community partners!

A decorative purple dashed line is located in the bottom right corner of the slide.