

PROCLAMATION

Skip Sugar Day February 4, 2015

WHEREAS, obesity is a disease that is impacting the Town of Leesburg and the Nation; and

WHEREAS, obesity rates for adults have more than doubled over the past 35 years and obesity rates for children have more than tripled since 1980; and

WHEREAS, currently 68.5% of Americans are obese or overweight; and

WHEREAS, obesity has been linked to more than 60 chronic diseases such as cardiovascular disease, diabetes, kidney disease, cancer, arthritis, and mental health issues; and

WHEREAS, estimated costs related to obesity in the U.S. is nearly \$200 billion per year with lost productivity due to job absenteeism estimated at \$153 billion annually; and

WHEREAS, U.S. food and beverage industry spends nearly \$2 billion annually to market sugar-laden food and beverages to children; and

WHEREAS, the average American consumes approximately 152 lbs. of sugar per year doubling the incidence of diabetes over the past 20 years with one out of every three children on the path to Type 2 diabetes by 2050.

THEREFORE, PROCLAIMED by the Council of the Town of Leesburg in Virginia that February 4, 2015 is “Skip Sugar Day” in the Town of Leesburg.

BE IT FURTHER PROCLAIMED that the Council supports the community screening of the movie “FED UP” and urges the citizens of Leesburg to pay attention to their health, food choices, and lifestyle to help them live longer and healthier lives and reduce the risks of obesity.

PROCLAIMED this 24th day of November, 2014.

Kristen C. Umstattd, Mayor

David S. Butler, Vice Mayor

Kelly Burk

Thomas S. Dunn, II

Katie Sheldon Hammler

Fernando "Marty" Martinez

Kevin D. Wright



Leesburg Town Council Update

Presented By: Beth Erickson

11/24/14

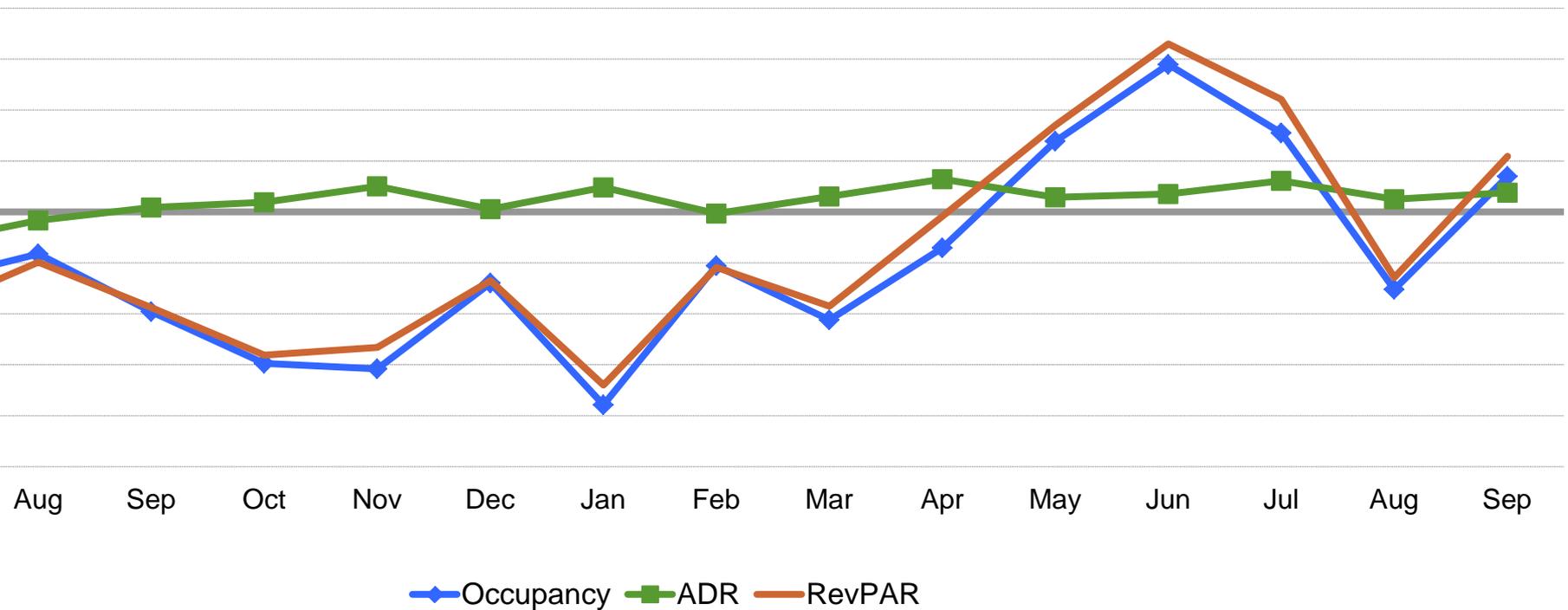
VisitLoudoun.org

Update FY15

- YTD Lodging Snapshot
- Epicurience Virginia Results
- Other Initiatives
- Media Report

YTD Lodging Snapshot

Monthly Percent Change



Epicurience Virginia 2014

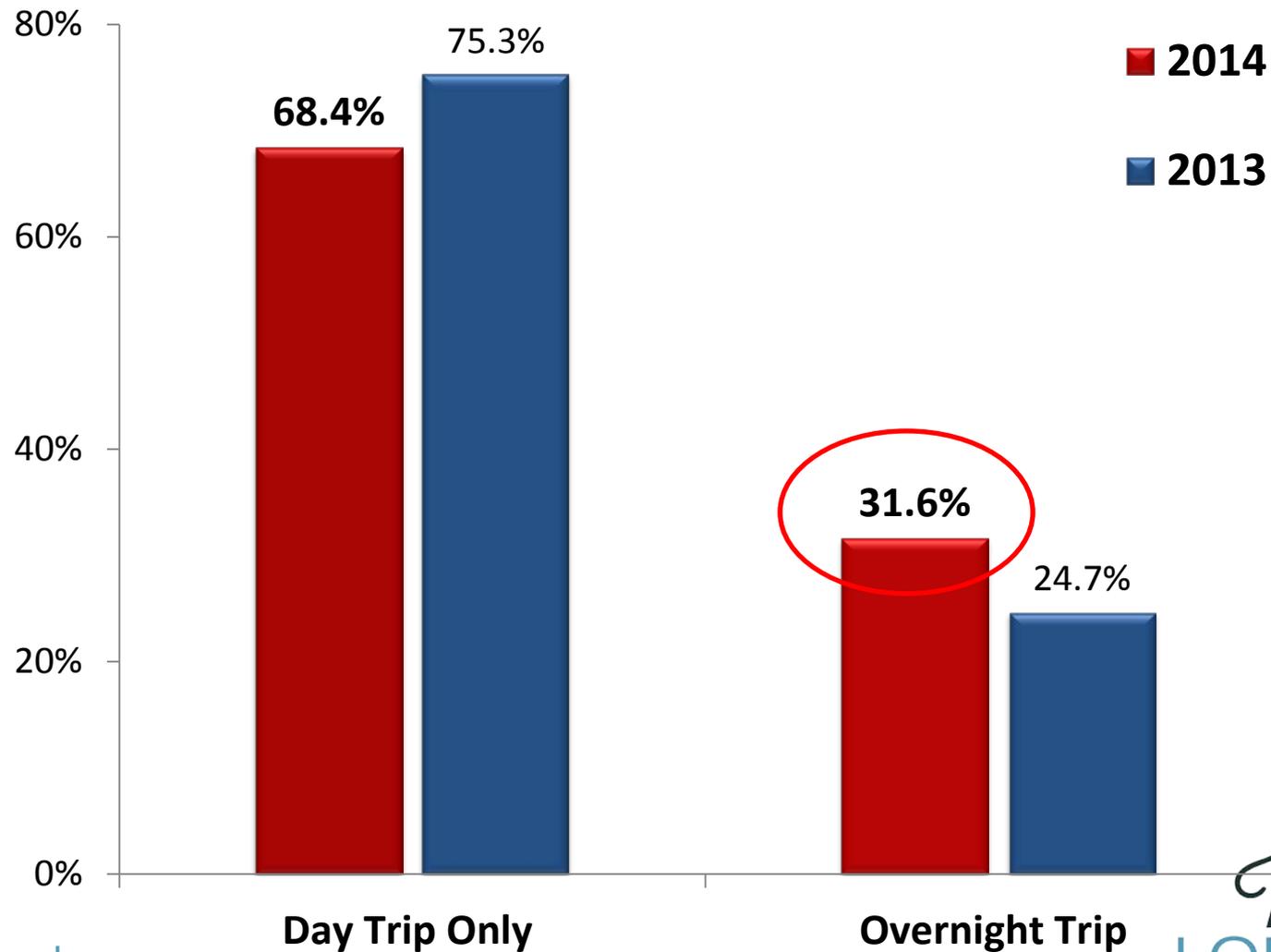


Epicurience Virginia 2014

2k+ attendees (a 75% increase from last year)

- Overnight trips increased by 7% to 31.7%
(almost tripling the # of overnight stays)
- Avg spending per travel party: **\$689.68**
- 75% were new visitors to the event
- > 55% visited other attractions in Loudoun

Epicurience Virginia 2014



Virginia Grand Tasting Village



Chef Demonstrations



Virginia Wine Education



VIP Experience



Loudoun Wine Blending



Butchering Demonstration



Visit
LOUDOUN

Opening Night Event



EPICURIENCE VIRGINIA OPENING NIGHT RECEPTION

Virginia is for Food & Wine Lovers!



EPICURIENCE VIRGINIA Virginia is for Food & Wine Lovers!



The Marshall House
Friday, August 29, 2014

Brought to you by:
FORTESSA TABLEWARE SOLUTIONS **VIRGINIA IS FOR LOVERS**

Enjoy farm-to-table cuisine artfully prepared using signature Virginia products. Taste award winning Loudoun and Virginia wines while strolling the garden and grounds of The Marshall House. Meet the farmers, producers, and winemakers in person and learn how these unique Virginia products get from vine to glass and farm to fork.

Stations and Featured Partners:



Rivers and Bay:
Rappahannock River Oyster Co.
& Paradise Springs Winery

From the Farmstead:
Caromont Farm, George's Mill Farm
& Foggy Ridge Cider

Hending the Flock:
Border Springs Farm Lamb
& Barbourville Vineyards

Pasture Raised:
Ayrshire Farm & Taraara Winery

The Whole Hog:
Spring House Farm
& Stone Tower Winery



Picked from the Patch:
Willowood Farm
& Carocin Creek Distilling Co.

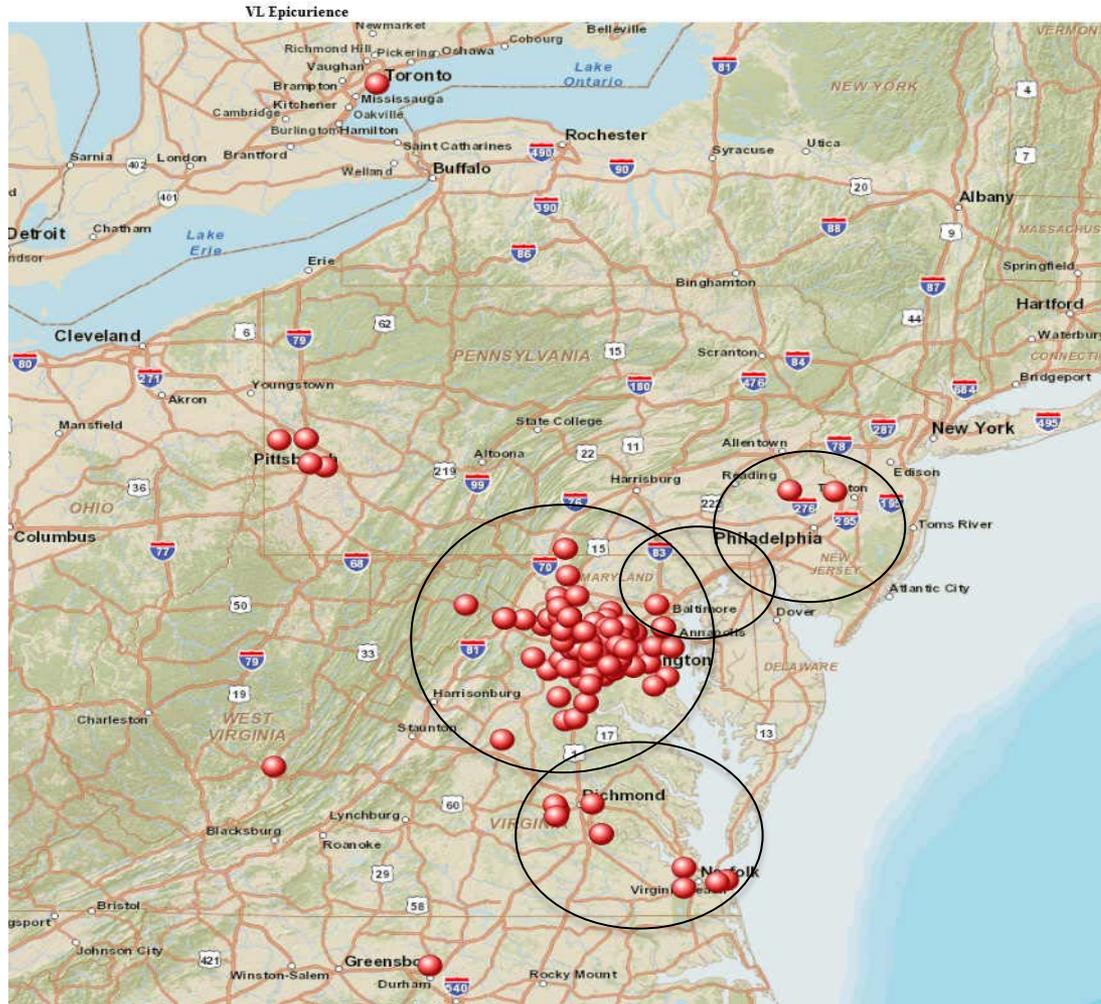
Bovine Bounty:
Ayrshire Farm & North Gate Winery

The Upper Crust:
Mom's Apple Pie, Co. & Fabbioni Cellars



Catering and design by Seasoned to Taste and Karen Harper-Fuog Catering.

Epicurience Virginia 2014



Radio/TV/Print

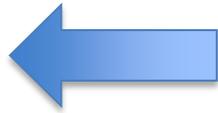
9,720,059 Impressions

Leverage \$2 : \$1

PR & Media Coverage



\$2 Million + in coverage
> 132M impressions



1. Epicurience -- Loudoun County, Va.



This **Labor Day weekend epicurean extravaganza** is all about the finest wining and dining in Washington, D.C.'s Wine Country. From farm-to-table cuisine to award-winning Virginia wines, it's an edible adventure. The weekend's main event is the Epicurience Virginia Grand Tasting, a day-long showcase on the grounds of historic Morven Park featuring winemakers and farmers; beer, wine, spirits and gourmet food tastings; demos by chefs including Nathalie Dupree and Scott Drewno. There are also wine and cider seminars and a wine blending competition where attendees can work with a Loudoun winemaker. The rest of the weekend will feature a whole host of other events including a Summer of

Let's Talk Live

Entertainment, style, fitness and health

ENTERTAINMENT, WATCH THE SHOW

Epicurience Virginia

August 21, 2014 - 01:01 PM

It's not often that you get a chance to try your hand at wine-making, but at Loudoun County's Epicurience Virginia festival, you can do just that!

Trevor Baratko, a wine columnist for the Loudoun Times Mirror, and Jordan Harris, the winemaker and general manager at Tarara Winery, joined us to discuss Epicurience Virginia and to demonstrate how to create a wine blend.



PR & Media Coverage

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Epicurience Virginia: A Wine & Food Festival in Loudoun County, VA

By Rachel Cooper
Washington, DC Expert

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Epicurience Virginia is a food and wine festival held on Labor Day weekend at multiple venues throughout Loudoun County, Virginia. The event highlights the region's culinary offerings

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REAL ESTATE NEIGHBORHOOD GUIDES VISITOR'S GUIDE BEST OF WASHINGTON TOP DOCTORS TOP LAWYERS BARS RESTAURANTS EVENTS

Friday and Saturday
September 19 and 20 | 12 pm to 5 pm

National Museum of the American Indian

Best Bites Blog Restaurant Finder Reviews 100 Best Restaurants Cheap Eats Best of Breakfast/Brunch Great Bars Kijana Online

FOOD & RESTAURANT NEWS

BEST BITES

The Week in Food Events: Women and Whiskey at Roofers Union, Epicurience Virginia Festival

Plus Bethesda's annual pie baking contest.
By Anna Spiegel

Newsletters
Get DINING OUT delivered to your inbox every Wednesday Morning.
enter your email address

Friday and Saturday
September 19 and 20

Epicurience Virginia in Loudoun County this weekend

Posted: Aug 30, 2014 12:07 PM EDT
Updated: Aug 30, 2014 3:13 PM EDT
By Kellee Azar, myfoxdc - email

LIVE

FOX 5 VIRGINIA WINE & FOOD FESTIVAL
7:17 71° LEESBURG, VA

Virginia Food and Wine Festival - Fabbio Cellars

FOX 5 VIRGINIA WINE & FOOD FESTIVAL
7:40 72°

Epicurience Virginia 2014



Weddings in Loudoun Tour



Holiday Sweepstakes

Enter to win!

Shop at one of four unique locations

Drop your bags inside your deluxe hotel room

& Relax at the spa, knowing that we're picking up the tab!

We know the holidays are exhausting. That's why we're offering four lucky winners incredible Shop, Drop, & Relax experiences in Loudoun County!

Choose from one of our overnight shopping and spa packages and you could win!

Visit LOUDOUN
- DC's Wine Country™ -

Dulles Town Center
Leandrosiana Resort

Middleburg
Middleburg Country Inns

Downtown Leesburg
Comfort Suites

Loudoun Corner Premium Outlets
Comfort Suites

Good luck!

Check your email December 12th to see if you've won!

Like this? Like us on Facebook!

Visit LOUDOUN
- DC's Wine Country™ -

Media Report



Leesburg Town Council Update

Presented By: Beth Erickson

11/24/14

VisitLoudoun.org