

# 2015 Achievement Awards Virginia Association of Counties

## APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 1, 2015.** Please include this application form with electronic entry.

### PROGRAM INFORMATION

Locality: Botetourt County

Program Title: "What's Your Bot-e-Type?"

Program Category: Communications (Public Relations)

### CONTACT INFORMATION

Name: Lisa Moorman

Title: Tourism Manager

Department: Parks, Recreation, and Tourism

Complete Mailing Address: 16 East Main Street, Box 4, Fincastle, VA 24090

Telephone # 540-473-1167

Fax # 540-473-8605

E-mail: lmoorman@botetourtva.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR CHIEF ADMINISTRATIVE OFFICER

Name: Kathleen D. Guzi

Title: County Administrator

Signature: 



## **Virginia Association of Counties 2015 Achievement Awards**

### **Project Title**

**“What’s Your Bot-e-Type?”**

### **Challenge**

In recent years, tourism initiatives have become a major focus of localities in order to attract visitors and future residents and businesses. Botetourt County officials have recognized that the County’s marketing efforts needed to be advanced into the 21<sup>st</sup> century in order to capture all generations and types of visitors. Recognizing that the County was lagging behind, County tourism staff decided to develop a comprehensive marketing plan for the County in an attempt to fully leverage and promote the County’s natural, cultural, and historical resources. Instead of attacking the issue in a piecemeal approach, staff embarked on a bold and innovative path to fully overhaul Botetourt’s tourism efforts. As a result, County staff partnered with two regional marketing firms and local tourism-related business owners and non-profit directors to develop a new path for Botetourt County tourism. The result has been “What’s Your Bot-e-Type?”, which launched in late 2014. “What’s Your Bot-e-Type?” represents the County’s largest multi-platform marketing approach, utilizing a fully interactive website, social media, print media, and television. Furthermore, the County has partnered with tourism-related businesses and others in the County to serve as tourism ambassadors, promoting the efforts of the entire tourism community in Botetourt County to citizens and visitors alike. These partnerships have

multiplied the contacts and reach of the campaign beyond the abilities of the County's tourism staff. As the program approaches its first anniversary, the successes are already evident; "What's Your Bot-e-Type?" has put Botetourt County on the map for the next generation.

### **Goals and Objectives**

The objective of this project was to create a coordinated approach towards improvement and expansion of our tourism website along with additional production of a tourism brochure and development of a new advertising campaign to promote the unique assets of Botetourt County. This project was needed in order to pursue our strategy of expanding tourism for our county and was in line with our Tourism Strategic Plan. More specifically, we wanted to develop an advertising campaign and website to utilize similar content, graphics and promotional themes to promote visitation to Botetourt County as a destination for outdoor recreation, leisure activity, history, wine, and the small town experience. Website analytics have allowed us to continue to track results and compare them with benchmarks and determine if we are reaching our target audience. With our overall project, we hoped to increase our website visitation by 5% in the next year.

Additional measurable objectives:

- Increase visitation to Botetourt County
- Promote and increase interest and participation in tourism initiatives and events
- Increase education and promotion of county's assets locally and regionally
- Increase expenditures and overall economic impact in our county and region.

## **Project Description**

In order to accomplish the goals of the project, County staff applied for grant funding from the Virginia Tourism Corporation's Marketing Leverage Program. The overall grant was for development of a new advertising concept, redesign of our tourism website, development of a new visitor guide and advertising campaign, and new photography and videography. This overall project was needed in order to pursue our strategy of expanding tourism for our county and was consistent with our Tourism Strategic Plan.

Anstey Hodge Advertising Group developed our visitor guide and advertising campaign and co-developed our marketing message. Firefli Media, Inc. redesigned our tourism website and co-developed our marketing message.

While Botetourt County does not have one main "attraction," there are many types of things to do in the county, so a marketing message was created to continue utilizing our brand while capturing the essence and commonality, but also the uniqueness, of what we have to offer the visitor to our area. "What's Your Bot-e-Type?" is a call-to-action for each visitor to "find his/her Bot-e-Type": **Adventure, Culture, Flavor, History, Sports.**

Our message reflects Botetourt County as a location for friends, families, and individuals to enjoy. With abundant history, outdoor recreation, wineries, a brewery, and small towns, Botetourt County offers a rural respite with activities and sites that serve to educate and reconnect families and friends and provide experiences of which memories are made. With interstate 81, The Blue Ridge Parkway, route 460, route 11 and route 220, the county offers major connections to other travel destinations for an extended vacation experience in our region. As a result, a number of products were developed in order to promote our message.

### ***Visitor Guide***

The new guide reflects new photography, a detailed map and specific information regarding attractions and amenities in Botetourt County. Tabs along the side of the guide were created to reflect the types and die-cut to represent the mountain ranges surrounding Botetourt County. The goal was to create a fresh, colorful, informative guide to capture and entice visitors to want to visit the county to find their Bot-e-Type. The new visitor guide will be used as a fulfillment piece for visitor requests and has been made available also in the form of a flipbook on our website.

### ***Website***

The tourism website was redesigned to improve the functionality of our website and more specifically, to expand the content and look of the existing website, include mobile-ready and responsive capabilities, information regarding new initiatives, a new content management system, expand search engine optimization, and include new photography and videography. The “What’s Your Bot-e-Type?” campaign is strongly reflected. Each type (i.e. adventure, culture, flavor, history, sports) is identified by color and symbol and the site also allows visitors to become engaged in finding their “Bot-e-Type” through participation in an online quiz. The website has been designed to coordinate with our visitor guide and advertisements and provides a platform for videos introducing each of our “types,” social media and other links, news, events, a downloadable flipbook, and opt-in capabilities for receipt of our e-newsletter.

### ***Videography and Photography***

Photos and five videos, one for each “Bot-e-Type,” were produced to evoke an emotional response while relaying specific information regarding tourism assets in Botetourt County. These videos may be found on our website ([www.visitbotetourt.com](http://www.visitbotetourt.com)).

Local residents participated as tour guides introducing visitors to each of the “Bot-e-Types” and providing an invitation to the county. Locals were also utilized as talent for photography and videography.

### ***Advertisements***

The advertisements were developed to cohesively complement the visitor guide and help forward our message to potential visitors at a regional level and beyond. Advertisements encourage visitors to find their Bot-e-Type and to visit our website ([www.visitbotetourt.com](http://www.visitbotetourt.com)) for detailed information, to request additional information, or to view or download our visitor guide.

### ***Photography***

Photos were produced to relay specific information regarding tourism assets in Botetourt County. Local residents were utilized as talent, giving them ownership in the project.

### **Staff and Budget**

Two full-time County staff members plus consultants and volunteers from tourism community

Total project design/production as itemized below = \$52,810. We were additionally able to leverage \$58,737 to support advertising placements through the Virginia Tourism Corporation MLP grant funding.

- Visitor Guide design & map = \$6,650
- Website = \$20,400
- Videography = \$8,000
- Ad Campaign = \$5,700
- Printing = \$8,060
- Photography = \$4,000

## **Target Audience**

The Office of Tourism used a combination of the Virginia Tourism Corporation's Visitor Study profile of the Shenandoah Valley visitor and the study profile completed by the Roanoke Valley Convention and Visitor's Bureau to define target audience and markets for Botetourt County. However, because the Blue Ridge Parkway also traverses through Botetourt County, this visitor profile information was also considered.

Following review of the information obtained from the three visitor profiles, the Botetourt County Office of Tourism determined the target market for our project to be primarily Generation X and Baby Boomers with our secondary market being Generation Y's:

Age of visitors	63% of visitors are from 25-65
Average travel party size	2.9 people
Status / Education	Married/High school graduate/college educated
Income level	\$50,000+
Average length of stay	2 days
Spending per party	\$155.60

The traveler to Botetourt County is a leisure traveler, with specific interests in outdoor recreation, wineries, and history. Our visitor drives his/her own car and coming from primary markets including Virginia, North Carolina, Maryland, Pennsylvania, New York, Florida and Washington D.C. and is seeking a rich mix of culture and outdoors. The average visitor travels primarily in the summer months with additional increase in travel in the month of October.

## **Evaluation and Results of the Project**

### ***Jobs Created or Sustained –***

The Office of Tourism successfully increased full time staffing as projected from one full-time employee to two. VTC projections for jobs created or sustained reflected a 1% increase which was exceeded. The County saw growth in the number of tourism-supported jobs with a total of 449 jobs in the sector for 2013 as compared to 433 in 2012, a 3.7% increase.

### ***Visitor Spending and Taxes Generated –***

Local revenue due to travel-related taxes for the County reached almost \$1.5 million in 2013, a 6.3% increase over 2012 and the second highest increase of the 23 localities in the Shenandoah Valley tourism region. Total taxes generated by tourism totalled \$3.8 million compared to \$3.6 million in 2012. Expenditures were \$53.8 million in 2013 compared to \$51.4 million in 2012, a 4.8% increase.

### ***Average Occupancy –***

Using Smith Travel Data **Roanoke** MSA Region's Stats, the average occupancy in 2013 was 55.7, a 2% increase. Recent reports reflect the average occupancy in 2014 was 57, a 3.3% increase.

Events at the **Botetourt Sports Complex** generated 3,310 room nights in 2013 compared to 2,644 in 2012, a 25% increase. This increase exceeded expectations. Data gathered from 2014 reflected a 9.3% decrease due to rain outs and two less tournaments scheduled. Without rain outs, attendance would have been 3,344, a 1% increase.

### ***Leads generated through advertising –***

We are extremely pleased to report an 88.7% increase in our leads, which is significantly higher than projected.



### ***Website –***

The tourism website has allowed us to continue to track results and compare them with benchmarks to help determine if we are reaching our target audience. Our goal was to increase traffic to our website by 5% in the next year. We utilized QR codes, social media, and itineraries to encourage visitors to our website. As a result, Google analytics for January through December reflect a 35% increase from 2013 to 2014 which exceeded our goal. When comparing January through June, 2013 to the same time period in 2014, analytics reflect a 31% increase.

- 2012 = 12,114
- 2013 = 13,215
- 2014 = 17,816 (a 35% increase from 2013)

### ***Social Media –***

Facebook – In October, 2013 “likes” to our page = 588. As of February, 2015 “likes” have increased to 1,079, an 84% increase.

Twitter – We began tracking followers in June, 2014 with a total of 371. As of February, 2015 our followers have increased to 430, a 16% increase.

### ***Tourism related businesses –***

Comparing the 2013 to 2012 season, a local outfitter reported a 3% increase in overall revenues despite inclement weather for a significant portion of the season and lower visitor count (9,200). 2014 revenues increased 19% and the total of visitors as compared to the previous year increased 33% (12,250). Our local historical museum saw a 3.8% increase in visitation.

## **Conclusion**

Our program continues to provide visitors and our community with a current and comprehensive awareness of the assets and amenities in Botetourt County. We are continuing to see great results from this project and are progressing forward with the campaign. Incorporating local talent for videos and photography has really given residents ownership and helped create tourism ambassadors within our county. The community and visitors are enjoying finding their “type” and feedback regarding the project continues to be positive and reflective of a sense of pride within our communities.

We have distributed our new brochure to area and regional tourism-related businesses, to the Botetourt Sports Complex for our visitors, and to regional visitor centers, Chambers of Commerce and Virginia State Welcome Centers. Efforts have been successful in achieving our outlined goals of increasing visitation to Botetourt County, promoting and increasing interest and participation in tourism initiatives and events, increasing education and promotion of Botetourt County’s assets locally and regionally, and increasing the economic impact of tourism in our county. Our continuing plan is to expand interest in Botetourt County with activities, events and packages that promote an extended stay experience and to promote the county through television advertisements and sweepstakes that drive traffic to our social media sites and website.

**“What’s Your Bot-e-Type?” Find it at [www.visitbotetourt.com](http://www.visitbotetourt.com)**

## **“What’s Your Bot-e-Type?” Judges’ Summary**

The objective of this project was to create a coordinated approach towards improvement and expansion of our tourism website along with additional production of a tourism brochure and development of a new advertising campaign to promote the unique assets of Botetourt County. This project was needed in order to pursue our strategy of expanding tourism for our county and was in line with our Tourism Strategic Plan. More specifically, we wanted to develop an advertising campaign and a website to utilize similar content, graphics and promotional themes to promote visitation to Botetourt County as a destination for outdoor recreation, leisure activity, history, wine, and the small town experience. Website analytics have allowed us to continue to track results and compare them with benchmarks and determine if we are reaching our target audience. With our overall project, we hoped to increase our website visitation by 5% in the next year. Additional measurable objectives:

- Increase visitation to Botetourt County
- Promote and increase interest and participation in tourism initiatives and events
- Increase education and promotion of county’s assets locally and regionally
- Increase expenditures and overall economic impact in our county and region.

In order to accomplish the goals of the project, County staff applied for grant funding from the Virginia Tourism Corporation’s Marketing Leverage Program and partnered with business and community leaders, serving as tourism ambassadors. The overall grant was for development of a new advertising concept, redesign of our tourism website, development of a new visitor guide and advertising campaign, and new photography and videography. This overall project was needed in order to pursue our strategy of expanding tourism for our county and was consistent with our Tourism Strategic Plan. The partnerships created have also multiplied the efforts and reach of the tourism staff members working on their own, improving outcomes in jobs creation and sustainability, visitor spending, average occupancy, leads, website traffic, social media traffic, and impact on tourism-related businesses.

### **“What’s Your Bot-e-Type?” Press Summary**

In recent years, tourism initiatives have become a major focus of localities in order to attract visitors and future residents and businesses. Botetourt County officials have recognized that the County’s marketing efforts needed to be advanced into the 21<sup>st</sup> century in order to capture all generations and types of visitors. Recognizing that the County was lagging behind, County tourism staff decided to develop a comprehensive marketing plan for the County in an attempt to fully leverage and promote the County’s natural, cultural, and historical resources.

As a result, Botetourt County tourism staff, working with regional marketing firms and local tourism-related business owners and non-profit directors, have developed and launched “What’s Your Bot-e-Type?” This program has involved a coordinated approach towards improvement and expansion of the tourism website along with additional production of a tourism brochure and development of a new advertising campaign to promote the unique assets of Botetourt County.

The results of the program have been staggering with improvements in almost every measured area. The partnerships created have also multiplied the efforts and reach of the tourism staff members working on their own, improving outcomes in jobs creation and sustainability, visitor spending, average occupancy, leads, website traffic, social media traffic, and impact on tourism-related businesses. As the program approaches its first anniversary, the successes are already evident; “What’s Your Bot-e-Type?” has put Botetourt County on the map for the next generation.

# What's Your Bot-e-Type?

  
BOTETOURT  
COUNTY OF VIRGINIA





Float down the James River with friends. Hike through a lush forest. Discover amazing artisans and their works. Take in a concert or movie at a historic theatre. Shop for antiques. Enjoy a variety of dining options—from ol’ school to farm-to-table. Lose your way down a scenic back road. Brush up on your history. Visit charming wineries that are developing a national reputation. Marvel at architecture dating back to the 1770s. Meet residents who double as tour guides. It’s all right here.

**What’s Your Bot-e-Type?**



Open Studios - Botetourt

Oriskany Church



**Voted one of the top 20 places to live in Rural America.**

Roaring Run

**Big On History, Nature and Community**

Nestled just north of Roanoke, Botetourt County offers American history blended with nature and modern attractions. View rolling hills, miles of hiking trails, scenic rivers, streams and historic towns, all surrounded by a majestic mountain backdrop. As one of Virginia’s oldest counties, Botetourt’s place in history is highlighted by visits from Lewis and Clark, well-maintained 18th-century architecture and, of course, the legendary Appalachian Trail and Blue Ridge Parkway.



Buchanan’s Mountain Magic Festival

**More Than a History Lesson, Botetourt Has Something For Everyone**

During your visit to Botetourt County, you can stroll through our three charming downtown areas, hike and bike trails alongside waterways, tour nearby vineyards or our brewery, watch a game at our modern sports complex, or simply kick back and take in the beautiful views.

**Whether you’re looking for adventure, romance, relaxation, or interested in experiencing a real-life history lesson, weekend trips turn into lasting memories.**



# TAKE A Three-Town Tour OF Botetourt County

Botetourt County combines three incorporated towns (Buchanan, Fincastle and Troutville) that offer a unique, classic small-town experience. While each town is only a short drive apart from the others, many visitors enjoy spending a full day exploring each one.

## Town of Buchanan

Nestled between the steep slopes of the Blue Ridge and Alleghany Mountains rests the town of Buchanan. A charming place to live, shop and stroll, the town has been an important stopping point for travelers since the 1700s. Incorporated in 1811, Buchanan features a historic movie theatre, town park, and more than 200 structures dating from the early 1800s through the 1950s, making up Botetourt County's largest Historic District. The Town of Buchanan is in the Virginia Civil War Trails Program. [townofbuchanan.com](http://townofbuchanan.com)



## Town of Fincastle

Incorporated in 1772 and on the National Register of Historic Places, Fincastle serves as the county seat for Botetourt County, and it's a fantastic place to visit for anyone who loves history. The entire area is a virtual museum of American architecture from the late 1770s through the 21st century. In fact, Meriwether Lewis and William Clark visited Fincastle, then on the edge of the Western frontier, before and after they were commissioned by President Thomas Jefferson to explore the Louisiana Purchase. As a result of the significant historical connection to Lewis & Clark, the Town of Fincastle has been nationally recognized and designated as a Lewis & Clark Community. [townoffincastle.org](http://townoffincastle.org)



## Town of Troutville

In 1890, Norfolk and Western took over a bankrupt railroad and built a station in what is now the town of Troutville. The area is named after brothers John, Jim and George Trout. An important shipping center in the 1890s, Troutville today is the perfect representation of "small-town America." Featuring its own town park, the area is also a well-known stopping point for hikers along the Appalachian Trail and is a nationally designated Appalachian Trail Community. [townoftroutville-va.gov](http://townoftroutville-va.gov)



See page 16 for a map of town amenities.

# Choose your own type

In Botetourt County, there are so many adventures to be had and discoveries to be made, you'll want to add an extra day to your visit.



The Appalachian Craftsman



View from the Blue Ridge Parkway

## Here, nature is always in full bloom

Whether you enjoy the occasional taste or are a wine connoisseur, The Wine Trail of Botetourt County features three wineries (Blue Ridge Vineyard, Fincastle Vineyard and Winery, Virginia Mountain Vineyards) that offer tours, tastings and seasonal events. If you enjoy locally crafted beer, visit the Flying Mouse Brewery. Botetourt is also home to a number of equestrian farms that offer lessons and educational activities, and agricultural farms where you can purchase and consume fresh and local produce and goods. Enjoy farm tours and annual events.

## Rooted in American History since the 1700s

While nationally known for our Civil War history and re-enactments, Botetourt County offers historic walking tours where you can witness original architecture from the 18th century. The Botetourt County Historical Museum serves as a repository for hundreds of one-of-a-kind artifacts and treasures. On The Wilderness Road, established in 1770, you can walk the same trails used by the earliest settlers. At Roaring Run, iron furnaces that were built before the Civil War still stand. Guided walking tours through historic Fincastle and the Town of Buchanan bring history to life with stops at local churches, Civil War trail markers and other historical sites.

## Artists, Galleries, and Workshops

### Open Studios - Botetourt

Annual art tour featuring county-based artists, including painters, sculptors, woodworkers and more. [openstudiosbotetourt.com](http://openstudiosbotetourt.com)

### The Appalachian Craftsman

Authentic traditional Appalachian mountain craftwork from wood and copper, including programs on mountain heritage and culture, by a local native craftsman. Kevin Riddle Eagle Rock (540) 884-2197 [theappalachiancraftsman.com](http://theappalachiancraftsman.com)

### Apple Barn Gallery

Carries artwork of P. Buckley Moss—framed and unframed prints, originals, giclées, pins, ornaments, cross stitch and more. 19781 Main Street, Buchanan (540) 254-6677

### Art Images - Ed Bordett

5 West Main Street, Fincastle (540) 473-1561 [edbordett.com](http://edbordett.com)

### Caldwell Mountain Copper

Copper vessels are made in the form of buckets, kettles, bowls, trays, etc. They are fashioned from flat sheets of copper using flat seams of dovetailing, hammering, and welding with silver. After cleaning, they are hand-polished. 2391 Lees Gap Road, Fincastle (540) 473-2167 [caldwellmtncopper.com](http://caldwellmtncopper.com)

### The Frame Shop and Gallery

Original artwork by local and regional artists, Civil War prints, pottery, stained glass, candles, Evergreen Flags, gifts and custom framing. 19806 Main Street, Buchanan (540) 254-6000

### Fincastle Gallery

#### Jacob Cress, Furniture Maker

Handcrafted custom and reproduction furniture and antique restoration. 110 Roanoke Street, Fincastle (540) 473-2974 [jakecress.com](http://jakecress.com)

### Gallery By the James

An artist-owned cooperative gallery featuring original works in pastels, oils, acrylics, watercolors, photography, collage, textiles, pottery, glass, jewelry and fine crafts. 19827 Main Street, Buchanan (540) 254-9708 [gallerybythejames.net](http://gallerybythejames.net)

### Old Trinity School Quilt Shop

This unique shop has reproduction fabrics from the 1780s through 1940s. They offer classes and demonstrations. 3200 Trinity Road, Fincastle (540) 992-1233 [trinityquilts.com](http://trinityquilts.com)

### Willie Simmons Woodturning

Beautifully made bowls, pepper mills, stools, and other spindle turnings, Christmas ornaments, tiny birdhouses, and vases. 329 Botetourt Road, Fincastle (540) 473-1215 [wpsimmons@aol.com](mailto:wpsimmons@aol.com) [wpswoodturning.com](http://wpswoodturning.com)



## Surround yourself with Art, Culture and Music

Take in a play or musical with Attic Productions at the D. Geraldine Lawson Performing Arts Center, enjoy a live performance or a movie at the historic Buchanan Theatre, tour the Apple Barn Moss Gallery, or visit the many antique, artisan and gift shops in the area.



Iron bridge near Eagle Rock

## Just a few miles away, there's even more

Additionally, a variety of regional attractions are only a short drive away. Like Natural Bridge, a national landmark and natural wonder shaped by Mother Nature over thousands of years. Then there's the famous Blue Ridge Parkway, one of America's longest scenic roadways. And in nearby Roanoke, you can visit the historic City Market, museums and other unique attractions.



Scan for a full list of area attractions

Coach accessible





## Farms, Orchards and Local Products

### Ann's Apple Butter

*It's homemade apple butter that's "smooth, spiced perfectly, and absolutely delicious!"*  
915 Etzler Road, Troutville  
(540) 992-1881  
appleannie-gb@juno.com

### Apple Barn Nichols Orchard

*Open seasonally in September and October. Selling harvested or pick-your-own apples since 1969.*  
1340 Apple Orchard Lane, Troutville  
(540) 992-3636  
applebarn-va.com

### Bryant Orchards & Country Store

*Selling fruits and vegetables. Open seasonally.*  
1464 Roanoke Road, Daleville  
(540) 529-4784

### Heritage Family Market

*Deli meats and cheeses, fresh baked items, spices and dry goods.*  
36 Botetourt Road, Fincastle  
(540) 473-2917

### Ikenberry Orchards and Country Store

*A 5th-generation family owned and operated business selling fruits and vegetables, meats, cheeses, jellies, jams, candies, and gifts.*  
2557 Roanoke Road, Daleville  
(540) 992-6166  
ikenberryorchards.com

### Jeter Farm

*Seasonal produce and farm activities.*  
181 Blue Ridge Boulevard, Blue Ridge  
jeterfarm@gmail.com  
jeterfarm.com

### Murray Cider Company Inc.

*A family owned and operated apple juice processor.*  
103 Murray Farm Road, Roanoke  
(540) 977-9000  
info@murraycider.com  
murraycider.com

## Gardens and Bird Watching

### Glebe Hill Gardens

*Showcasing 1,400 varieties of daylilies and 800 varieties of hosta. Open daily to the public mid-June through mid-July and by appointment during remaining months. Offers some varieties for sale.*  
8 Glebe Hill Drive, Daleville  
(540) 992-1567  
GlebeHillGardens.com

### Woodpecker Ridge Nature Center

*A self-guided natural area offering birders and nature enthusiasts numerous opportunities for wildlife watching.*  
941 Stoney Battery Road, Troutville  
(540) 992-2743

## History, Genealogy and Museums

### Botetourt County Circuit Courthouse

*Genealogists from around the country find original, primary source documents dating back to the early 1700s.*  
1 W Main Street, Fincastle  
(540) 473-8274  
botetourt.org/about/history.php

### Botetourt County Historical Museum

*Serves as a repository for hundreds of artifacts and treasures that interpret the unique history of the county for visitors.*  
1 West Main Street, Fincastle  
(540) 473-8394  
info@bothistsoc.org  
bothistsoc.org

### Buchanan Historic Walking Tour

*The Town offers a free guided walking tour by appointment. This tour focuses on transportation and its impact on the evolution of the Town of Buchanan. Areas of interest include the James River & Kanawha Canal, the Civil War, the arrival of the railroad, the car and finally the interstate.*  
19753 Main Street, Buchanan  
(540) 254-1212  
townofbuchanan.com

### Fincastle Historic Walking Tour

*Visit local churches and historic sites, many of which pre-date the Civil War, and hear the story of fabled Fincastle, established in 1772. Guided tours available for a fee and by appointment. (540) 473-3077.*

*Self-guided tours are free with walking tour maps available at the Office of Tourism or Botetourt County Historical Museum.*

### Fincastle Library

*The Fincastle Library Research Room has a fine collection that includes family history books, Virginia County books, cemetery information, and books on Virginia history.*  
11 Academy Street, Fincastle  
(540) 473-8339  
co.botetourt.va.us/libraries

### Historic Fincastle, Inc.

*Incorporated in 1968 as a non-profit organization devoted to protecting and preserving the historic town of Fincastle. HFI offers guided and self-guided tours of historic sites and buildings in the town.*  
(540) 473-3077  
hisfn.org

## Scenic Driving Trails

### Blue Ridge Parkway

*469 miles of unspoiled roadway connecting the Great Smoky Mountains National Park in North Carolina to the Shenandoah National Park in Virginia.*  
Accessed from Route 43 in Buchanan and Route 460 in Blue Ridge

### The Wilderness Road

*About the early migration and settlement of America, there are four main and two spur segments that make up the Wilderness Road. Virginia's Heritage Migration Route*  
wildernessroadva.org



Swinging Bridge—Buchanan

## Shopping

### Apple Barn II Gifts & Collectibles

*Featuring Cat's Meow, Department 56, Willow Tree and more.*  
12 Boone Drive, Troutville  
(540) 992-3551  
ab2va@aol.com  
applebarngifts.com

### The Barefoot Peddler

*A family owned and operated purveyor of unique finds, select antiques and charming hand-painted furniture.*  
19645 Main Street, Buchanan  
(540) 892-4107  
barefootfinds.com

## Shopping (continued)

### Buchanan Antiques

A treasure-trove of jukeboxes, advertising, toys, furniture and more.  
Main Street, Buchanan  
(540) 254-2801

### Cackleberry Ridge Gifts & Home Decor

Featuring Amish furniture.  
81 Stoney Battery Road, Troutville  
(540) 966-5646

### Crow's Nest Primitives

Primitive furniture, gifts and home decor.  
4735 Read Mountain Road, Cloverdale  
(540) 992-3786

### Fireside Books

A book lover's paradise specializing in collectibles, rare books as well as current authors.  
19721 Main Street, Buchanan  
(540) 254-3200

### Gene's Old & New

Extensive collection of antiques and handmade furniture.  
775 Blue Ridge Boulevard, Roanoke  
(540) 312-9300

### Harris Hall of Antiques

Distinctive antiques, art and decorative accessories.  
5016 Roanoke Road, Troutville  
(540) 966-2120

### Kelly's Real Deals Antiques

If antiques you seek and things unique, come take a peek.  
3838 Lee Highway, Troutville  
(540) 992-5096

### More Than Clothes

Women's fashions, shoes and accessories.  
291 Arrington Lane, Roanoke  
(540) 992-6080

### The Olde White House

Primitive furniture, gifts and home decor.  
5877 Cloverdale Road, Roanoke  
(540) 977-2490

### Outdoor Trails

Camping, hiking equipment and sporting goods.  
Botetourt Commons,  
28 Kingston Drive, Daleville  
(540) 992-5850  
outdoortrails.com

### Penelope Fashions

Women's fashion boutique.  
Botetourt Commons,  
52 Kingston Drive, Daleville  
(540) 966-2050

### Pickers Paradise

Antique furniture, smalls, pinball games, advertising and more.  
19817 Main Street, Buchanan

### Purgatory Emporium

Explore more than 4,000 square feet of retail space with treasures from the past and present.  
19762 Main Street, Buchanan  
(540) 254-2801  
purgatoryemporium.com

### Southern Past Times

Primitive decor and gifts.  
4333 Lee Highway, Troutville  
(540) 992-4162

### WillowPod Provisions & Gifts

90 Town Center Street, Suite 105, Daleville  
(540) 992-3200



## Theatre

### Attic Productions

**D. Geraldine Lawson Performing Arts Center**  
Attic Productions is the community theater in Botetourt County and is housed in the new Geraldine Lawson Performing Arts Center.  
7490 Roanoke Road, Fincastle  
(540) 473-1001  
atticproductions.info

### Buchanan Theatre

Placed on the National Register of Historic Places, the theatre plays host to exciting musical groups, film festivals and movie showings throughout the year.  
19778 Main Street, Buchanan  
(540) 254-1155  
buchanantheatre.com

## Venues

### Camp Bethel

Offering camp & conference center space on 470 acres bordering the Appalachian Trail.  
328 Bethel Road, Fincastle  
(540) 992-2940  
campbethelloffice@gmail.com  
campbethelvirginia.org

### Greenfield Education and Training Center

A 40,000-square-foot facility for group meetings, retreats, conferences, and special events. It offers eight meeting rooms, including an 85-seat lecture hall, computer lab, and formal conference room.  
57 South Center Drive, Daleville  
(540) 966-3984

### The Kyle House

An exquisite and historic 1830 Victorian house and wedding chapel available for special events.  
Schaal's Catering  
101 E Main Street, Fincastle  
(540) 343-2577  
info@schaalsevents.com  
schaalsevents.com/kyle.php

### Santillane

This Greek Revival house is on the National Register of Historic Places and serves as a location for weddings and special events and as a B&B.  
99 Housman Street, Fincastle  
(540) 473-3898  
santillane.com

## Wine and Brew

### Flying Mouse Brewery

Botetourt County's first local craft brewery.  
221 Precast Way, Troutville  
(540) 992-1288  
frank@flyingmousebrewery.com  
flyingmousebrewery.com



# The Wine Trail of Botetourt County

The Wine Trail of Botetourt County features three family-run vineyards offering tours, tastings and special events throughout the year.

[botetourtwinetrail.com](http://botetourtwinetrail.com)

### Blue Ridge Vineyard

1027 Shiloh Drive,  
Eagle Rock  
(540) 798-7642  
wine@blueridgevineyard.com  
blueridgevineyard.com

### Fincastle Vineyard and Winery

203 Maple Ridge Lane,  
Fincastle  
(540) 591-9000  
info@fincastlewine.com  
fincastlewine.com

### Virginia Mountain Vineyards

4204 Old Fincastle Road,  
Fincastle  
(540) 473-2979  
info@vmvines.com  
vmvines.com



## Recreation & Sports

### Andy Lane/Tinker Cliffs Trail

A 6.6-mile (round trip) day hike. Many spots along the cliffs offer excellent views of McAfee Knob and the Catawba Valley.

**Difficulty level: strenuous**  
Trailhead located on Catawba Road, east of Daleville and past the Botetourt County Convenience Center

### Appalachian Trail

A 2,184-mile long public footpath stretching from Maine to Georgia and traversing scenic lands of the Appalachian Mountains. Public access points in Town of Troutville and near exit 150 on Route 220 in Daleville.

### Apple Orchard Falls Cornelius Creek Loop

One of the most popular hikes in the Jefferson N.F. You're either next to streams or within sight of a stream for about 90% of this hike. The falls are the highlight of this trail.

**Difficulty level: moderate**  
Washington & Jefferson National Forest  
Trailhead located on Route 43, Narrow Passage Road, East of Buchanan

For additional trails - [visitbotetourt.com](http://visitbotetourt.com)

### Ashley Plantation

The Ashley Plantation Golf Course is the only 27-hole public access facility in the Roanoke Valley, featuring picturesque views of the Blue Ridge Mountains and a beautiful Georgian-style clubhouse.

919 Greenfield Street, Daleville  
(540) 992-4653  
[ashleyplantation.com](http://ashleyplantation.com)

### Bike Route 76

This bicycle route was designated in 1976 to celebrate the nation's 200th birthday. The route travels from sea to shining sea, covering a distance of 4,250 miles and taking riders across country roads, through cities and towns, over mountains and rivers, in a variety of climates and landscapes.

Indicated throughout the county by



### Botetourt Golf and Swim Club

An 18-hole Championship golf course nestled in a park-like setting surrounded by breathtaking views of the Blue Ridge and Alleghany mountains.  
2414 Country Club Road, Troutville  
(540) 992-1451

### Greenfield Trail System

A 125-acre park with access to hiking, horseback riding, children's playground and sports fields. Within the park you can find the Cherry Blossom Trail and the Greenfield Equestrian Trail.

Trailheads located on International Parkway within the Botetourt Center at Greenfield and Preston Parkway within the Greenfield Recreation Park

### Prestige Gymnastics

Gymnastics and activities for children through adults.  
2726 Lee Highway, Troutville  
(540) 759-1403  
[prestigegymnasticsacademy.com](http://prestigegymnasticsacademy.com)

### Roaring Run Falls

This hike visits a cascading stream and scenic waterfalls and standing pre-Civil War iron ore furnace.

**Difficulty: easy**  
450 Roaring Run Road,  
State Road 621, Eagle Rock

### Twin River Outfitters

A full-service canoe livery that offers canoe, kayak and tubing trips on the James. Also hosts overnight camping floats.  
653 Lowe Street, Buchanan  
(540) 261-7334  
[canoevirginia.net](http://canoevirginia.net)

Enjoy the sights and sounds of 45 miles of the Upper James, including 14 pristine miles designated as a Virginia Scenic River. See the mountains like you've never seen them before on The Upper James River Water Trail.



Coach accessible



## Botetourt Sports Complex

### Where the Sports-Types play

The Botetourt Sports Complex is a state-of-the-art sports facility located within the 125-acre Greenfield Recreation Park and just minutes from I-81 and only 20 minutes from downtown Roanoke.

The Sports Complex features four championship-level softball and youth baseball fields, all with beautiful 360-degree panoramic views of the Blue Ridge Mountains. The fields are arranged around a central, three-story tower for tournament operations, scorekeeping, concessions and restrooms. All fields are equipped

with high-resolution lighting, communication to tower, enclosed in-ground dugouts with water fountains and restrooms, dedicated bullpens and seating for 250.

The Sports Complex also provides free high-speed Wi-Fi, batting cages, a children's playground, paved parking and a ½-mile paved walking track. Future planned enhancements include additional playing fields, a locker room and a team meeting room facility.

160 Preston Parkway, Troutville  
(540) 992-0011  
[botetourtva.gov/sportscomplex](http://botetourtva.gov/sportscomplex)

## Parks

### Greenfield Recreation Park

The 125-acre Greenfield Recreation Park features five recreational soccer fields, a 5k regulation cross-country course, an 18-hole championship-level Disc Golf Course and access to an additional 7 miles of natural surface walking trails, including some equestrian. Future planned enhancements include picnic facilities, a community recreation facility, tennis courts and a greenway to connect the park with adjacent schools, businesses and attractions.  
97 Preston Parkway, Troutville

For additional information on Botetourt County parks, visit [botetourtva.gov/recreation](http://botetourtva.gov/recreation)

### Blue Ridge Park

The 35-acre Blue Ridge Park features two ball diamonds with two-story press boxes, a soccer field, two basketball courts, two tennis courts, concessions, restrooms, two picnic shelters, two children's playgrounds and a ¾-mile natural surface walking trail.  
409 Park Drive, Roanoke

### Boxley Park

The 30-acre Boxley Park features two ball diamonds, two soccer fields, restrooms and a ¾-mile natural surface walking trail.  
1386 Colonial Road, Blue Ridge

### Buchanan Park

The 9-acre Buchanan Park features a softball field and soccer field and two tennis courts. The park complements additional recreational facilities located on the adjacent Buchanan Elementary School grounds that include two ball diamonds, a soccer field, a picnic shelter, concessions, restrooms and two children's playgrounds.  
255 School House Road, Buchanan

### Botetourt County Schools

Additional athletic fields and recreational amenities are located at each of the County's seven elementary schools and are open to the public during non-school hours.

## The Upper James River Water Trail

[www.upperjamesriverwatertrail.com](http://www.upperjamesriverwatertrail.com)



Flavor

# We have lots of dining options

No matter your taste or budget, Botetourt County can satisfy any palate.



## Bella Pizza and Italian Restaurant

Mountain View Plaza (Route 11)  
2716 Lee Highway, Troutville  
(540) 966-5980  
italianbellapizza.com

## Bellacino's

Pizza, subs and salads.  
1176 Roanoke Road, Daleville  
(540) 966-2222  
bellacinos.com

## Best Wok

Chinese cuisine; dine in or take out.  
2704 Lee Highway, Troutville  
(540) 966-1400

## Buchanan Fountain and Grille

19771 Main Street, Buchanan  
(540) 254-1800

## C L Asia

Chinese and Japanese cuisine;  
dine in or take out.  
Botetourt Common  
36 Kingston Drive, Daleville  
(540) 992-2299  
clasia2010.com

## Copper Top Restaurant

Casual bar and grill.  
630 Lowe Street, Buchanan  
(540) 520-7211

## Country Cookin'

2775 Lee Highway, Troutville  
(540) 992-5512  
countrycookin.com

## Cracker Barrel

3153 Lee Highway South (Route 11),  
Troutville  
(540) 966-5438  
crackerbarrel.com

## Don Ho's Restaurant

Casual bar and grill.  
365 Lee Highway, Hollins  
(540) 966-1111

## Frank's Pizza

41 Summers Way, Roanoke  
(540) 992-6066

## Good Times Café

Casual bar and grill.  
18768 Main Street, Buchanan  
(540) 254-1001

## Greenwood Restaurant

Home-style diner.  
8176 Lee Highway North, Troutville  
(540) 992-3550

## Leonardo's Pizza and Subs

151 Botetourt Road (Route 220),  
Fincastle  
(540) 473-1433  
leonardospizzasubs.com

## Lil Cucci's Pizza

1396 Roanoke Road, Daleville  
(540) 966-5923  
lilcuccisdaleville.com

## Maw and Paw's Diner

Home-style diner.  
14683 Church Street, Eagle Rock  
(540) 884-3240

## North Star Restaurant

Home-style diner.  
15898 Lee Highway, Buchanan  
(540) 254-2380

## Pizza Hut

470 Roanoke Road, Daleville  
(540) 992-3602  
pizzahut.com

## Pomegranate Restaurant and Gathering Place

Fine dining including gluten-free,  
dairy-free and vegetarian options.  
Live music venue.  
106 Stoney Battery Road, Troutville  
(540) 966-6052  
pomegranateva.com

## Rancho Viejo

Mexican cuisine.  
Outdoor dining available.  
412 Roanoke Road, Daleville  
(540) 966-5030

## Shoney's

2673 Lee Highway, Troutville  
(540) 992-6400  
shoneys.com

## Thai Oudone Valley Grill

Chinese and Thai cuisine.  
Take out or dine in.  
5983 Cloverdale Road, Roanoke  
(540) 977-1255

## Three L'il Pigs

Specializing in pork barbeque  
entrées. Outdoor dining available.  
Botetourt Commons,  
120 Kingston Drive, Daleville  
(540) 966-0165  
threelilpigsbbq.com

## Top Dawgs Pub & Deli

40 Summers Way, Roanoke  
(540) 966-5642

## Town Center Tap House

Family-friendly sports bar and grill  
featuring 40 beers on tap.  
90 Town Center Street, Daleville  
(540) 591-9991  
towncentertaphouse.com

## White Oak Tea Tavern

A historic pub-style tearoom, circa  
1783, offering locally blended teas,  
"Paesano" chicken salads and bagel  
sandwiches. (Lunch only)  
5690 Roanoke Road, Troutville  
(540) 992-6901  
whiteoakteas.com

## Coffee Shops/Sweets

### Cupcake Cottage and Sweet Treats

1805 Roanoke Road, Daleville  
(540) 966-1123

### Land of a Thousand Hills

Coffee, teas and sweets. A purchase  
of coffee offers hope to developing  
coffee communities around the world.  
90 South Center Drive, Suite 106,  
Daleville  
(540) 966-3233  
landofathousandhills.com

### Mill Mountain Coffee & Tea

Offering coffee, tea, breakfast,  
lunch, and a full menu of espresso  
and specialty drinks.  
20 Kingston Drive, Daleville  
(540) 996-1002  
millmountaincoffee.com



Scan for a full list of  
area dining options

## Lodging

# Our Welcome mat is always out

Here, finding the perfect place to stay is easy and convenient. We have a variety of great lodging options, unique bed and breakfasts, and rustic campgrounds.



Santillane



## Camping

### Middle Creek Campground

Middle Creek is a private campground located outside of Buchanan and borders the Jefferson National Forest. Amenities include an outdoor pool, laundry, showers and restroom facilities and on-site store.

1164 Middle Creek Road, Buchanan  
(540) 254-2550  
info@middlecreekcampground.com  
middlecreekcampground.com

### North Creek Campground

Operated by the National Forest Service, this camping site has 14 single units and 1 double unit. Each unit has a parking spur, tent pad, wooden picnic table and a fireplace and lantern post. North Creek can accommodate recreation vehicles up to 22 feet,

and features: vault toilets, central hand pumps for water, central garbage container and a trailer waste disposal system.

Open March 15-November 30  
Operated by Glenwood and Pedlar Ranger Districts  
(540) 291-2188  
www.fs.usda.gov

### Twin River Outfitters - Camping

Offering riverfront camping on the Upper James River Water Trail at multiple locations. Accommodates both drive-in and paddle-in campers. Reservations are required for all camp sites.

Open April-October  
(540) 261-7334  
canoevirginia.net/james-river-campground

Modern Hookups  
 Primitive Hookups

## Hotels and Motels

### Comfort Inn

2545 Lee Highway, Troutville  
(540) 992-5600 or (800) 628-1957  
comfortinn.com

### Holiday Inn Express

3200 Lee Highway South, Troutville  
(540) 966-4444  
ihg.com/holidayinnexpress

### Hollins Motel

1231 Lee Highway, Troutville  
(540) 992-2971

### Howard Johnson

437 Roanoke Road, Daleville  
(540) 992-1234  
hojo.com

### Quality Inn

3139 Lee Highway South, Troutville  
(540) 992-5335  
qualityinn.com

### Red Roof Inn

3231 Lee Highway South, Troutville  
(540) 992-5055  
redroof.com

### Super 8

446 Roanoke Road, Daleville  
(540) 992-3000  
super8.com

## Travelodge

2619 Lee Highway, Troutville  
(540) 992-6700  
travelodge.com

## Wattstull Inn

130 Arcadia Road, Buchanan  
(540) 254-1551  
wattstullinn.net

## Bed and Breakfasts

### Fincastle Gallery Bed and Breakfast

Located in the 19th-century home of Jake Cress, Furniture Maker. A one-bedroom accommodation with private kitchen and entrance.  
110 Roanoke Street, Fincastle  
(540) 473-2974  
fincastlebedandbreakfast.com

### Fincastle Vineyard Bed and Breakfast

Located on 80 acres of woodlands, pasture, and vineyards.  
203 Maple Ridge Lane, Fincastle  
(540) 591-9000  
fincastlebb.com

## Santillane

This Greek Revival house is on the National Register of Historic Places and serves as a location for weddings and special events and as a B&B.  
99 Housman Street, Fincastle  
(540) 473-3898  
santillane.com

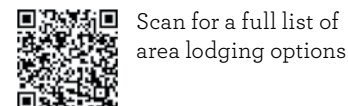
## Shenandoah Gateway Farm

Located on a 57-acre farm. Bring your horse and ride to the nearby trail head to the Blue Ridge Parkway.  
544 Pico Road, Buchanan  
(540) 254-2989  
ShenandoahgatewayfarmBnB.com

## Cabins/Cottages/Inns

### Bruce's Bend on Craig Creek

The property is in the mountain/creek area. It is perfect for a peaceful yet full family vacation.  
Eagle Rock/Oriskany  
(540) 815-5235  
vrbo.com/461020



Scan for a full list of area lodging options

## Buchanan Rail Car Inn

Stretching 85' from end to end, this vintage 1934 Hiawatha Dining Car has been converted for a unique lodging experience.  
128 15th Street, Buchanan  
(540) 463-2575  
amcbryde.com/railcar

## The Cottage at Springwood

Nestled in a walnut hollow by a babbling brook in the James River Valley. Available for rental by the night, weekend or the week.  
2290 Trebark Road, Buchanan  
(540) 473-2789  
thecottageatspringwood.com

## Cottage on Craig Creek

Secluded waterfront retreat offering a perfect retreat for the whole family.  
Eagle Rock/Oriskany  
(540) 798-5134  
vrbo.com/335245

## Eagle's Nest at Roaring Run

Located on the banks of Craig Creek just 5 miles from the James River and is great for couples, small families, and small groups of fishermen or friends.  
Eagle Rock/Oriskany  
(540) 921-7438  
JamesRiverOutdoorCo.com  
vrbo.com/447320

## Heavenly Haven Cabin at Craig Creek

Unique cedar cabin with tongue-and-groove knotty wood pine, trademarks of the Mennonite builder.  
Eagle Rock/Oriskany  
(540) 904-4682  
vrbo.com/155982

## James River House

This historic vacation rental, circa 1870, has been completely renovated to provide a unique lodging experience for family or group.  
Buchanan  
(540) 261-7334  
tro@canoevirginia.net  
canoevirginia.net

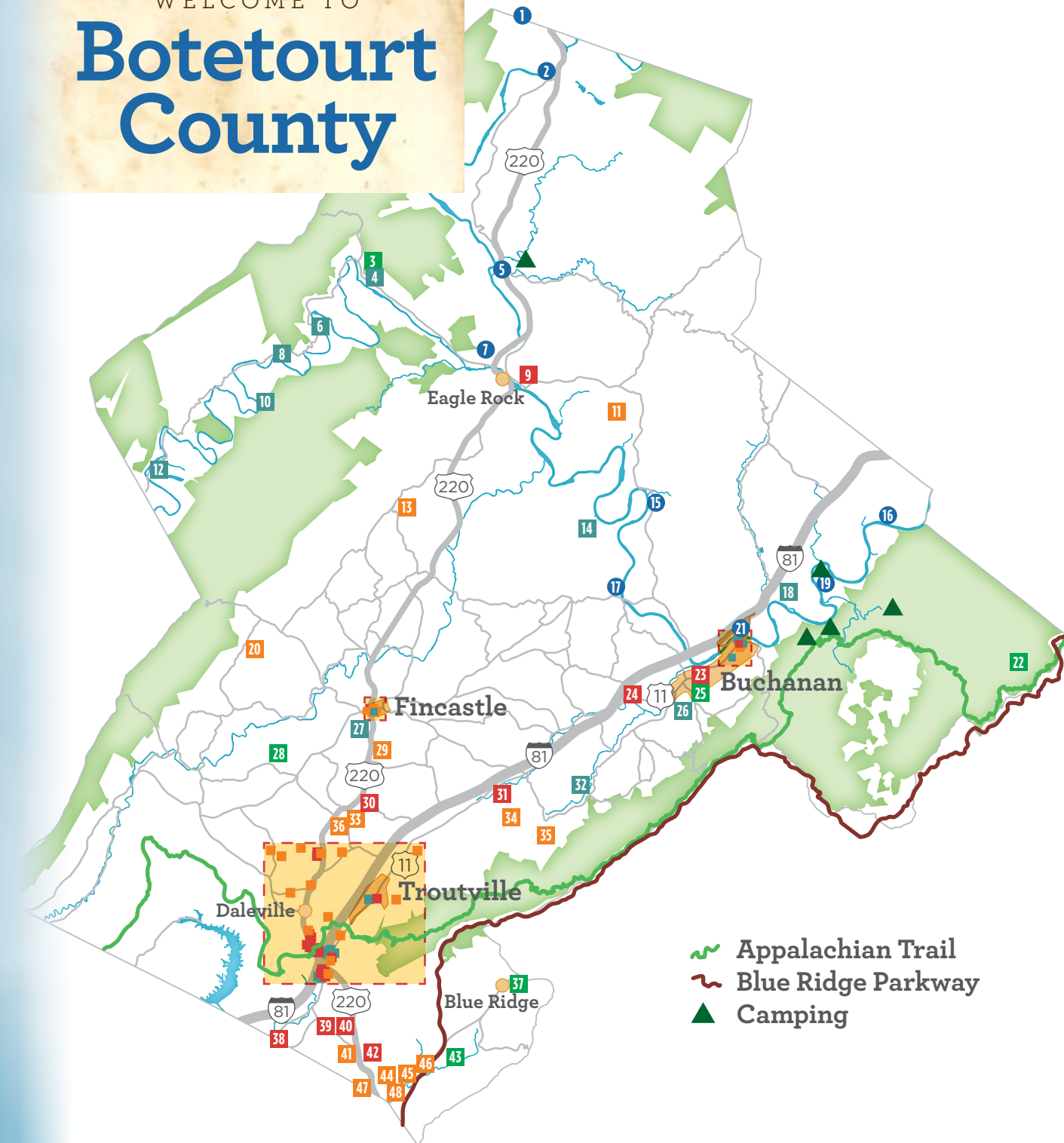
## The Squirrel's Nest

A quaint, historic log cabin overlooking the James River.  
Buchanan  
(540) 597-3188 or (540) 793-1506  
squirrelsnest@outlook.com  
vrbo.com/482749

## Olde Surber Station

A 19th-century restored mountain farmhouse on scenic Craig Creek.  
Eagle Rock/Oriskany  
(540) 567-2000  
vrbo.com/143738

WELCOME TO  
**Botetourt County**



**Artists, Galleries, and Workshops**

- 20 Caldwell Mountain Copper
- 33 Old Trinity School Quilt Shop

**Farms, Orchards and Local Products**

- 45 Jeter Farm
- 44 Murray Cider Company Inc.

**Shopping**

- 48 Crow's Nest Primitives
- 46 Gene's Old & New
- 36 Harris Hall of Antiques
- 41 More Than Clothes
- 47 The Olde White House

**Theatre**

- 29 Attic Productions
- D. Geraldine Lawson Performing Arts Center

**Venues**

- 35 Camp Bethel

**Wine and Brew**

- The Wine Trail of Botetourt County
- 11 Blue Ridge Vineyard
- 34 Fincastle Vineyard and Winery
- 13 Virginia Mountain Vineyards

**Recreation & Sports**

- 22 Apple Orchard Falls
- 28 Botetourt Golf and Swim Club
- 3 Roaring Run Falls

**Parks**

- 43 Blue Ridge Park
- 37 Boxley Park
- 25 Buchanan Park

**Dining**

- 38 Don Ho's Restaurant
- 39 Frank's Pizza
- 23 Good Times Café
- 31 Greenwood Restaurant
- 9 Maw and Paw's Diner
- 24 North Star Restaurant
- 40 Thai Oudone Valley Grill
- 42 Top Dawgs Pub & Deli
- 30 White Oak Tea Tavern

**Hotels and Motels**

- 18 Wattstull Inn

**Bed and Breakfasts**

- 32 Fincastle Vineyard Bed and Breakfast
- 27 Santillane
- 26 Shenandoah Gateway Farm

**Cabins/Cottages/Inns**

- 6 Bruce's Bend on Craig Creek
- 8 The Cottage at Springwood
- 14 Cottage on Craig Creek
- 10 Eagle's Nest at Roaring Run
- 12 Heavenly Haven Cabin at Craig Creek
- 4 Olde Surber Station

**River Recreation**

- 1 Swinging Bridge Upper James River Water Trail Access Points
- 16 Alpine
- 19 Arcadia
- 21 Buchanan
- 7 Craig Creek
- 5 Gala
- 15 Horseshoe Bend
- 2 Iron Gate
- 17 Springwood

**Buchanan**

**Artists, Galleries, and Workshops**

- 16 Apple Barn Gallery
- 6 The Frame Shop and Gallery
- 5 Gallery By the James

**History, Genealogy, and Museums**

- 12 Buchanan Historic Walking Tour

**Shopping**

- 14 The Barefoot Peddler
- 15 Buchanan Antiques
- 8 Fireside Books
- 13 Purgatory Emporium
- 10 Pickers Paradise

**Theatre**

- 11 Buchanan Theatre

**Recreation & Sports**

- 2 Twin River Outfitters

**Fincastle**

**Artists, Galleries, and Workshops**

- 5 Art Images - Ed Bordett
- 9 Fincastle Gallery
- Jacob Cress, Furniture Maker
- 1 Willie Simmons Woodturning

**History, Genealogy, and Museums**

- 3 Botetourt County Circuit Courthouse
- 4 Botetourt County Historical Museum
- 10 Fincastle Library

**Farms, Orchards and Local Products**

- 7 Heritage Family Market



**Parks**

- 3 Buchanan Town Park

**Dining**

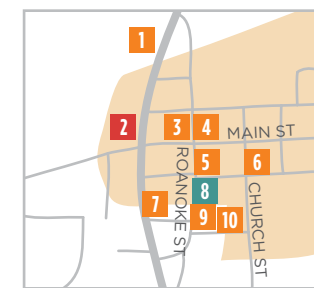
- 4 Copper Top Restaurant
- 9 Buchanan Fountain and Grille

**Bed and Breakfasts**

- 17 Buchanan Rail Car Inn

**Cabins/Cottages/Inns**

- 7 James River House
- 1 The Squirrel's Nest



**Venues**

- 6 The Kyle House

**Dining**

- 2 Leonardo's Pizza and Subs

**Bed and Breakfasts**

- 8 Fincastle Gallery Bed and Breakfast

**Troutville/Daleville**

**Farms, Orchards and Local Products**

- 8 Apple Barn Nichols Orchard
- 21 Bryant Orchards & Country Store
- 11 Ikenberry Orchards and Country Store

**Gardens and Bird Watching**

- 9 Glebe Hill Gardens
- 17 Woodpecker Ridge Nature Center

**Shopping**

- 16 Apple Barn II
- 15 Cackleberry Ridge Gift & Home Decor
- 24 Kelly's Real Deals Antiques
- 29 Outdoor Trails
- 28 Penelope Fashions
- 20 Southern Past Times
- 10 WillowPod Provisions & Gifts

**Venues**

- 6 Greenfield Education and Training Center

**Wine and Brew**

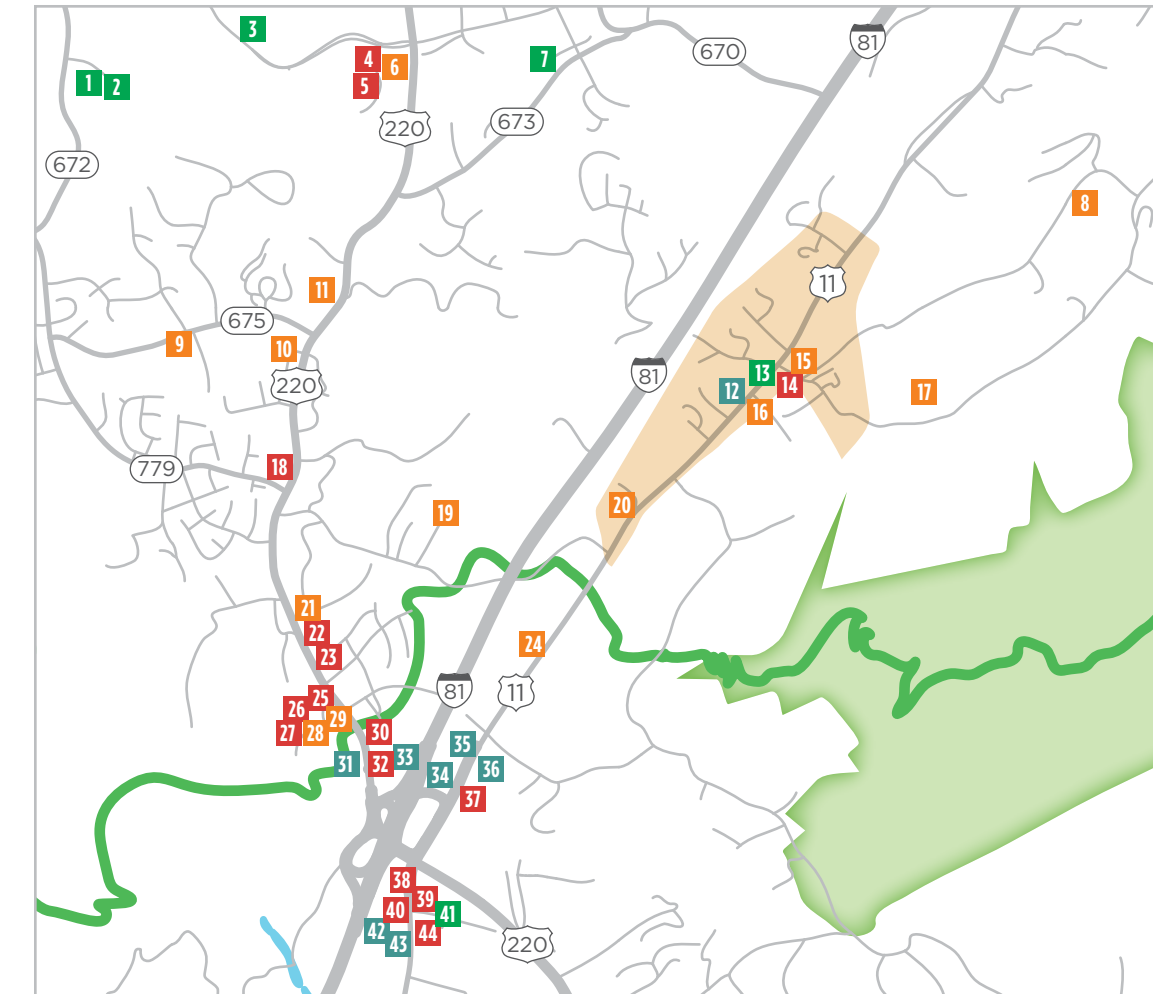
- 19 Flying Mouse Brewery

**Recreation & Sports**

- 7 Ashley Plantation
- 2 Botetourt Sports Complex
- 3 Greenfield Trail System
- 41 Prestige Gymnastics

**Parks**

- 1 Greenfield Recreation Park
- 13 Troutville Town Park



**Dining**

- 44 Bella Pizza and Italian Restaurant
- 23 Bellacino's
- 39 Best Wok
- 25 CL Asia
- 38 Country Cookin'
- 37 Cracker Barrel
- 22 Lil Cucci's Pizza
- 30 Pizza Hut
- 14 Pomegranate Restaurant and Gathering Place
- 32 Rancho Viejo

**Coffee Shops/Sweets**

- 40 Shoney's
- 27 Three L'il Pigs
- 4 Town Center Tap House
- 18 Cupcake Cottage and Sweet Treats
- 5 Land of a Thousand Hills
- 26 Mill Mountain Coffee & Tea

**Hotels and Motels**

- 43 Comfort Inn
- 36 Holiday Inn Express
- 12 Hollins Motel
- 31 Howard Johnson
- 34 Quality Inn
- 35 Red Roof Inn
- 33 Super 8
- 42 Travelodge

# When you're ready to visit, we're here to help

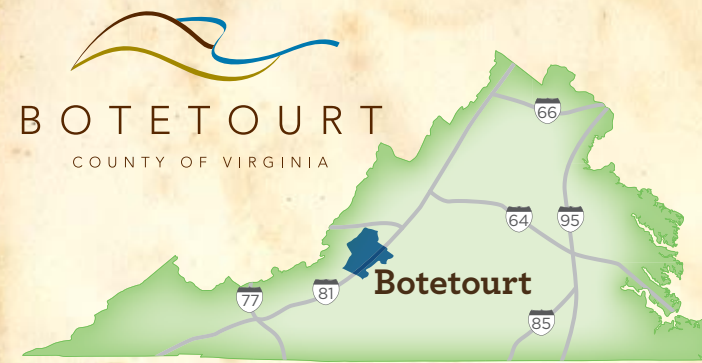
Be sure to make the Botetourt County Office of Tourism your first stop for information to help you get the most out of your adventure. The Office is open 8:30 am to 5 pm, Monday through Friday, and located at 16 East Main Street in Historic Fincastle. We look forward to meeting you.

Special thanks to the following for grant support: Virginia Tourism Corporation, Blue Ridge Vineyard, Fincastle Vineyard & Winery, Virginia Mountain Vineyards, and the incorporated Towns of Buchanan, Fincastle, and Troutville.  
Photos provided by Jon Beard, Richard Boyd, Sam Dean, Rick Foster, Robert Houpt, Dan Jones, and Clarence Renshaw.



16 East Main Street, Box 4 | Fincastle, VA 24090 | (540) 473-1167 | [travel@botetourtva.gov](mailto:travel@botetourtva.gov) | [visitbotetourt.com](http://visitbotetourt.com)

Map of Botetourt



## What's Your Bot-e-Type?

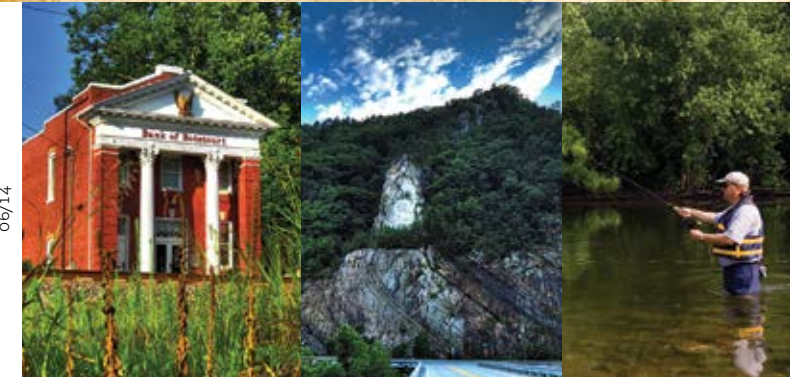
Art. History. Antiques. Theatre.  
Wine. Hiking. Paddling. Cuisine.

[Botetourt County of Virginia Visitors Guide](#)



**Botetourt County Office of Tourism**  
16 East Main Street | Fincastle, VA 24090

06/14



**Botetourt County  
Office of Tourism**  
16 East Main Street  
Box 4  
Fincastle, VA 24090