



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2024.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

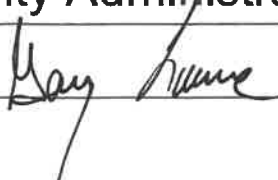
PROGRAM INFORMATION

County: Botetourt County
Program Title: BOCO Wild
Program Category: Parks & Recreation

CONTACT INFORMATION

Name: Tiffany Bradbury
Title: Director of Communications
Department: Communications
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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Gary Larrowe
Title: County Administrator
Signature: 



Botetourt County Goes "BOCO Wild"

Executive Summary:

Botetourt County is known for its stunning scenery and amazing outdoor recreation. For years, the County had hosted an annual fishing carnival for the youth. Attendance had been dwindling and when the COVID-19 pandemic hit, the event came to a screeching halt. This allowed the Botetourt County Parks and Recreation team to pause and rethink the entire event. Maybe instead of just focusing on fishing, this would be the perfect time to refocus the event on outdoor recreation and education. Our community has so much more to offer when it comes to outdoor adventures. After many hours of brainstorming and strategizing about what would be most impactful for the community, BOCO Wild was born! The event took Buchanan by storm in 2022 and since then it has had a new look along with new activities, and record-breaking attendance! WE are proud to collaborate with the Virginia Department of Wildland Resources and the Town of Buchanan to host this free event that also includes free fishing!

Background and Program:

For years, Botetourt County hosted a popular fishing carnival for the youth in our community. The Botetourt Fishing Carnival was a cherished event but came to a halt when the COVID-19 pandemic shut down all gatherings. During this hiatus, our parks and recreation staff began brainstorming how to reinvent the annual event. Mandy Adkins, the new Director of Parks and Recreation with experience at San Antonio Sports, led the effort. She and her team started dreaming big: what if the event included more than just fishing? What if it showcased all the great outdoor recreation



activities Botetourt County is known for?

That vision led to the creation of BOCO Wild! We collaborated with our partners at the Virginia Department of Wildlife Resources, as well as community partners and volunteers, to plan the event. A new look and branding guide was developed, featuring a logo that honors our rivers, mountains, and wildlife. We decided that BOCO Wild would remain free for the community but would also include a diverse array of outdoor activities. These activities encompass fishing instruction, wildlife education, hunting safety, river activities, rock climbing, boating education, and much more.

Since its inception in 2022, BOCO Wild has grown significantly, attracting over 800 attendees, more sponsors, and numerous volunteers. The entire Roanoke Valley region has taken notice and is also participating in the event!

Persons and Organizations Involved:

Botetourt County partnered with the Virginia Department of Wildlife Resources, the Town of Buchanan, VA, community organizations, outdoor recreation experts and educators, vendors, volunteers and sponsors like the Bank of Botetourt. Each year the event grows, and since it's revamp in 2022 it has more than doubled in attendance.

Expected Outcomes and Results:

COUNTY ADMINISTRATION
botetourtva.gov

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Following the rebranding of BOCO Wild, we have seen the event double in attendance, and we have received awards from the Public Relations Society of America along with an Addy for the branding/design. We have also been noticed by Visit Virginia's Blue Ridge and marketed as a destination event.

Replication:

Botetourt County is eager to collaborate with other localities interested in replicating an outdoor recreation festival like BOCO Wild. Engaging the community is crucial, as is partnering with a communications professional for branding. It's also important to work closely with your locality's emergency manager, secure sponsors through various sponsorship levels, and ensure you have a substantial pool of volunteers.

Conclusion:

In conclusion, Botetourt County is delighted with our decision to rebrand a beloved community event to launch BOCO Wild. This event has enabled us to showcase our outdoor recreation amenities and create lifelong memories for our attendees. Find out more at

www.botetourtva.gov/bocowild. You can view a photo album from the event by visiting our

Botetourt County Parks & Recreation Facebook page by [clicking here](#).