

Berryville-Clarke County Joint Committee on Economic Development and Tourism



April 28, 2023
Regular Meeting Packet



Berryville / Clarke County Joint Committee on Economic Development and Tourism

Agenda

10:00 am, Friday, April 28, 2023

Meeting Room AB Berryville-Clarke County Government Center
101 Chalmers Court, 2nd Floor, Berryville, Virginia

	<u>Page No.</u>
1. Call to Order	3
2. Adoption of Agenda	4
3. Approval of Minutes	5
• January 27, 2023 – Organizational Meeting	6
4. Discussion on Visitors Center at Barns of Rose Hill	13
5. Discussion of Previous Goal to Engage Stakeholders on the Feasibility of a Hotel in Berryville	14
6. Economic Development & Tourism Update	15
7. Next Meeting	16
• July 28 – Regular Meeting	
8. Adjourn	17
Reports in Packet	18
• Memorandum of Understanding between Berryville and Clarke County	19
• 2022-2023 Established Goals	27

Berryville-Clarke County Government Center
101 Chalmers Court
Berryville, VA 22611

Call to Order

Adoption of Agenda

Approval of Minutes:

January 27, 2023 – Organizational Meeting

Berryville-Clarke County Joint Committee on Economic Development and Tourism
January 27, 2023 Organizational Meeting 10:00 am

At a regular meeting of the Berryville-Clarke County Joint Committee on Economic Development and Tourism held on Friday, January 27, 2023, at 10:00 am in the Main Meeting Room, Berryville Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

1. **Members Present:** Harry "Jay" Arnold, Berryville Mayor and Town Council Representative; Doug Lawrence, Board of Supervisors Representative, David Weiss, Board of Supervisors Representative, Diane Harrison Town Council Representative
2. **Members Absent:** Christy Dunkle
3. **Staff Present:** Chris Boies, Felicia Hart
4. **Press Present:** None
5. **Others Present:** None
6. **Call to Order**

At 10:04 am, Doug Lawrence called the meeting to order.

7. **Organizational Items**

Elect Chair

Doug Lawrence called for nominations and the election of the 2023 Chair.

Jay Arnold moved to nominate and elect Diane Harrison 2023 Chair. The motion carried by the following vote:

Jay Arnold	-	Aye
Doug Lawrence	-	Aye
Diane Harrison	-	Aye
David Weiss	-	Aye

Following the vote, the meeting was turned over to Diane Harrison, 2023 Chair.

Elect Vice-Chair

Diane Harrison called for the nomination and election of the 2023 Vice-Chair

David Weiss moved to nominate and elect Doug Lawrence 2023 Vice-Chair. The motion carried by the following vote:

Jay Arnold	-	Aye
Doug Lawrence	-	Aye

Diane Harrison	-	Aye
David Weiss	-	Aye

Set meeting Date, Time, and Location

The following quarterly schedule was proposed to the committee:

- January 27, 2023 – Organizational Meeting
- April 28, 2023
- July 28, 2023
- October 27, 2023
- January 26, 2024

Doug Lawrence moved to approve the Meeting Dates, Time, and Location for 2023 as presented. The motion carried by the following vote:

Jay Arnold	-	Aye
Doug Lawrence	-	Aye
Diane Harrison	-	Aye
David Weiss	-	Aye

8. Adoption of Agenda

David Weiss moved to adopt the agenda as presented. The motion carried by the following vote

Jay Arnold	-	Aye
Doug Lawrence	-	Aye
Diane Harrison	-	Aye
David Weiss	-	Aye

9. Approval of Minutes

Doug Lawrence moved to approve the minutes October 28, 2023, as presented. The motion carried by the following vote:

Jay Arnold	-	Aye
Doug Lawrence	-	Aye
Diane Harrison	-	Abstain
David Weiss	-	Aye

10. Director of Economic Development & Tourism Goals Update

Felicia Hart, Director of Economic Development and Tourism gave the following update:

- The recent half day USDA training event was well attended; two other localities are now wanting to host the same event in their areas
- Discussion of a possible commercial kitchen at the Fairgrounds; this would be through a USDA grant. We will be following up with them on this

- Go Virginia Small Business Resiliency Grant flyer in packet; several options for small businesses to take advantage of; Clarke County has 5 businesses that have taken advantage of this
- Report from Laurel Ridge Small Business Development Center in the packet; these show the number of local and regional businesses who have participated in some of their training programs as well as unemployment numbers for the first part of January
- Continue to update citizens on the VATI broadband project; All Points Broadband will be presenting at Board of Supervisors Regular Meeting on February 21st
- LVG Group site; pictures provided in the packet show the construction progress of the warehouse buildings
- Continue to meet weekly with the Frederick County and City of Winchester EDA's; there are many regional projects in the works.
- Staff recently hosted a get-together for local realtors to discuss Clarke County's needs and properties that are coming available.
- The Employer Expo will be held again this year, last year six Clarke County businesses participated. Tentative date of May 10 at the Winchester Senior Center
- Continue to work closely with Virginia Economic Development Partnership and Virginia Economic Developers Association; met with them last week in Winchester to discuss site visits. Both Cochran Lumber and C2 Management have worked through some of the programs they offer which has been beneficial for them
- Continue to work with Shaine Coleman making introductions to local businesses to find potential jobs for students. Shaine presented at the EDAC meeting last week, and is scheduled to present at the next IDA meeting on April 27
- Recently met with Christina Kraybill with regards to the Berryville Main street Program; some partnership opportunities have been discussed
- Clarke County's first ever Groundhog Day event will be held at the Ruritans Fairground building on February 2 in partnership with Valley Wildlife Center, Blue Ridge Wildlife Center and radio station Shenandoah Country Q102. School groups and seniors will be attending; flyer provided in packet
 - o Diane Harrison suggested that perhaps the event should have been planned for a weekend instead so that more people would have the opportunity to attend; was this a good use of funding?
 - Felicia Hart responded that the event cost is approximately \$300, but unfortunately some partners had other events booked for that weekend
- Continue to work with the Clarke County Farmers Market to help promote their events. Reid Dodson at Persimmon Ridge unfortunately closed his farm market; he will continue to work with the Clarke County Farm Market
 - o Doug Lawrence asked if there had been any further discussion about moving the farmers market back downtown
 - Felicia Hart responded – there is not a space big enough downtown to accommodate them as they have grown so big
 - Diane Harrison added that she doesn't believe we are representing our agriculture at the farmers market well enough and suggested encouraging more local meat and dairy sales
 - Felicia Hart responded – out of county vendor numbers are limited; a number of local farms are supported and encourage to sell their produce at the farmers market
 - David Weiss added that the bigger markets provide a better return on investment

- Felicia Hart added that the renovations to the Ruritans Horticulture building will allow the building to be used year round; the Farmers Market therefore could possibly be extended further into the season
 - Diane Harrison added that Shepherdstown Farmers Market has done something similar and runs a winter market once a month
- Love Local campaign; logo design in packet. ARPA funds were used to design the logo; stickers and other marketing materials will be made for use on items produced in Clarke County.
- Restaurant Week; logo design in packet. ARPA funds were used to design the logo. A date for this campaign is still to be determined
- Double sided map of Clarke County and Town of Berryville; design in packet. The maps will be printed in black and white. A need was identified for these maps, particularly in Pine Grove when trying to direct visitors to Berryville. These should be available within a couple weeks.
- Working with the Virginia 250 committee; early stage discussions. Hungry for History Food Week; a week-long event with historical cooking demonstrations, working with the Josephine School Museum and Clarke County Historical Association, and partnering with Winchester and Frederick County Historical Association, Belle Grove Plantation, the National Park Service and others.
- Continue to have a good working relationship with the Ruritans Fairgrounds; Betsy Pritchard is regularly updating me on new events as they sign leases. American Music Fest will be coming to the Fairgrounds; date yet to be confirmed. Ham Fest, Watermelon Pickers. Lockett's Fair, Juneteenth, Fiber Festival events will be held at the Fairgrounds again this year.
- The Fairgrounds are investing in necessary repairs and improvements. Heating and air conditioning is being installed in the horticulture building and the bathrooms are being upgraded inside the Ruritan building.
- Working closely with Blandy Experimental Farm and Long Branch; some big events coming up.

Questions & Comments

- Doug Lawrence asked for clarification on the Fibre Festival date
 - Felicia Hart responded that she doesn't have the date for it yet
 - Diane Harrison added that Fibre Fest is usually held in September/October
 - Felicia Hart added that it usually ties in with the quilt show at the park
- Diane Harrison asked what the Yes Clarke County website was
 - Felicia Hart responded that it is the Clarke County Economic Development website site and added that both the Economic Development and Tourism websites are going to be upgraded
 - Diana Harrison added that the current pictures are blurry and not inviting
 - Felicia Hart agreed and reiterated that the websites are being upgraded
- Diane Harrison asked if the Shenandoah Spirits Trail website still existed
 - Felicia Hart responded that it does not
 - Dianna Harrison suggested that the committee priority action list needs to be updated with correct website links
- Diane Harrison stated that she was looking at the Visit Shenandoah website and noticed that L'Auberge, Dinosaur Lane and Blandy Experimental Farm are the only Clarke County locations listed on the site

- Felicia Hart added that this is a “pay to pay” site run by the Shenandoah Valley Travel Association and those 3 businesses are the only ones in Clarke County that pay for a membership
 - Diane Harrison asked how much the membership costs are
 - Felicia responded with she thought approximately \$400
- David Weiss asked Felicia if the other business owners were made aware that this membership was an option.
 - Felicia Hart responded yes they are; the biggest challenge is getting the merchants to list their businesses on the Virginia Tourism website, which is free
 - Diane Harrison suggested that a workshop may be useful to guide business through this process
 - David Weiss asked what some of the reasons were for businesses not making use of this platform
 - Felicia Hart responded it’s a combination of available time and not being aware of the return on their investment
- Diane Harrison asked if an automated business license process was still under review to make it easier for citizens to obtain them
 - Doug Lawrence stated that he was unaware there were concerns about the business license application process
 - Diane Harrison added that the renewal process appears confusing but suggested that this item be taken off the action list if there are no concerns to be addressed
 - Doug Lawrence added that if someone has a Berryville business license they can operate in Clarke County and vice versa; no need for two business licenses
 - Diane added that the Town of Berryville notifies the county of current business licenses for machinery and tools tax purposes but it can sometimes be a long process; perhaps this process should be reviewed
 - David Weiss asked who issues the Town of Berryville business licenses
 - Diane Harrison responded that the business office issues them
 - Chris Boies informed committee members that this priority item was added to the list for information sharing purposes only as it is difficult to obtain information about new business that come into the town or the county; if there is a process issue that needs to be fixed then that should be a separate action item
 - Diane Harrison asked Felicia if obtaining business license information is improving
 - Felicia Hart responded that it is improving; it will be useful to get a minimum of two business license list updates per year to keep information as current as possible
 - Doug Lawrence stated that new business license information used to be provided by the town each month in the meeting packet; perhaps this could be done again
 - Felicia Hart agreed that monthly updates of new and closed businesses beginning April 1st would be helpful
 - Diane Harrison asked if we need to know whether businesses have paid their taxes
 - Felicia Hart added that she is not supposed to ask that question
 - Diana Harrison added that she believed that information is public

- o Doug Lawrence added that personal property and real estate taxes are public information but he does not believe that business license tax information is
 - o Felicia Hart that in different localities department are typically siloed and that kind of information is not shared publicly
- Diane Harrison asked if there were any financial reports that show progression in economic development and tourism; or are we pouring into a black hole? Is there a way to track progression, e.g. is tax revenue increasing, are the number of new businesses in the area increasing?
 - o Felicia Hart responded that these numbers would come from the Commissioner of the Revenue. Felicia added that from a tourism standpoint progress is hard to measure; the state provides a yearly report that will be provided to the committee once it is received.
- Diane Harrison asked if local business foot traffic is tracked after events hosted at the Fairgrounds
 - o Felicia Hart responded that yes it is; some businesses report an increase while others do not. It really depends what type of event is being held and the kind of marketing the local businesses are investing in
 - o David Weiss added that he recalls that in past the town had not been made aware of some events that took place at the Fairgrounds and as a result were unprepared for the increase in foot traffic. This experience was utilized to improve coordination efforts between the Fairground and the local businesses
 - Felicia Hart added that yes, the dialogue is there and early meetings are being had with the merchants to help them prepare and make necessary connections with local businesses. Conversations have been had with the visitors center about setting up a table at fairground events; displaying the new brochures that help direct visitors to the downtown businesses
 - o Doug Lawrence added that road traffic flow between the Fairgrounds and downtown Berryville has been an issue in the past; the Sheriff’s department sets out traffic cones to help guide the traffic safely through town and back out to Route 7
 - o Felicia Hart added that additional signage is in the works, as well as the installation of 6/7 outdoor real estate boxes stocked with the Experience Clarke County brochures for people to take. We are also looking at installing a community calendar to encourage return visits for upcoming events
 - o Diane Harrison suggested that a QR station at the Fairgrounds instead of paper brochures would help reduce trash volumes
 - o Felicia Hart added that we are also looking at banners and additional marketing materials that can be set up at the fairgrounds, in accordance with rules and regulations
 - o Doug Lawrence that long-term the county needs to correct the zoning for the Fairgrounds
 - o Committee members discussed ideas for traffic patterns after Fairground events
 - o Chris Boies redirected the discussion back to the original question of metrics; the Virginia Tourism numbers are not perfect but it is the best metric that we have and is comparative from year to year.
 - o Jay Arnold suggested looking at food taxes during the months that events are held as a way to keep track

- Chris Boies added it may be difficult to get an accurate comparison due to the inconsistency of operating days/hours
- Felicia Hart reiterated that the Fairgrounds are seeing a good return on investment now; 10% of the total rental fee for each event is put into a line item for sustainability.
 - Doug Lawrence added that most of the buildings were painted this summer
 - Felicia Hart added that nearly \$160k has been invested in maintenance and repairs
- Committee discussed putting together a plan for an additional exit at the Fairgrounds to help traffic flow during events
- Doug Lawrence added that there needs to be better light for people coming out of the parks. The lighting currently in places does not always work

11. Additional Discussion:

- Chris Boies directed the committee’s attention to the agreement on page 43 of the packet; the Town is responsible for providing the funding for FY21, FY22 and FY23. Chris requested the FY24 funding amount be provided to him so that it can be entered as a revenue number in the County budget.
 - Doug Lawrence added the funding has been going up \$1000 a year; suggested doing this again for FY24
- David Weiss added that a large focus of Tourism is to direct people to the Town of Berryville; which is what we want
 - Felicia Hart agreed and added that Berryville is the heart of the County
 - Diane Harrison agreed that it is a good thing, but added that there are also a lot of other places in the County that bring people in that we don’t want to forget, such as the trail and the mills
 - Felicia Hart added that these are the destinations that people come to first and by providing them with the maps we can educate them and direct them to the Town of Berryville
- Felicia Hart added that there is a lack of available public bathrooms for visitors
 - Diane Harrison added that this is being addressed
- Doug Lawrence added that it may be helpful to review how other localities fund economic development and tourism

6 Next Meeting

The next scheduled meeting is April 28, 2023

7 Adjournment

At 11:24 am, Diane Harrison adjourned the meeting.

Minutes Recorded by Chris Boies and Transcribed by Indea Ford

Discussion on Visitors Center at Barns of Rose Hill:

Discussion on Previous Goal to Engage Stakeholders on the Feasibility of a Hotel in Berryville:

Economic Development & Tourism Update

Next Meeting:

July 28, 2023 – Regular Meeting

Adjourn

Reports in Packet:

- Memorandum of Understanding
- (2022-2023) Established Goals

**Memorandum of Understanding (MOU)
Between The Town of Berryville and Clarke County
Regarding Economic Development and Tourism**

WHEREAS, the Town of Berryville and Clarke County have previously entered into a MOU regarding economic development and tourism and now wish to update that document; and

WHEREAS, the Town of Berryville and Clarke County over the past four decades have worked cooperatively to promote a unique and highly successful land use philosophy that focuses growth and development within the Town while preserving the County's natural, historical, and agricultural resources; and

WHEREAS, the County's small land area, close proximity to four surrounding urban growth areas, and limited access to public water and sewer capacity make the sharing of Economic Development resources a necessity; and

WHEREAS, the future of economic development – including business, retail, industry, agriculture, and Tourism – in Clarke County is dependent upon effective collaboration and cooperation between the Town and County;

AND WHEREAS, the Town and the County recognize that combining resources and creating unified points of contact for Economic Development and Tourism will enable our communities to more efficiently address the needs of new and existing businesses, streamline regulations and regulatory processes, and more effectively market our unique assets.

NOW THEREFORE, BE IT RESOLVED THAT the Town of Berryville and Clarke County agree to work cooperatively to implement the following action items:

1. **Joint Management of Economic Development and Tourism.** The Town and County shall jointly manage the Economic Development and Tourism efforts in Clarke County and the Town of Berryville on an ongoing basis.
2. **Single Points of Contact for Economic Development and Tourism.** Both the Town and County agree that it would be best if the business community dealt with a single point of contact for Economic Development and Tourism. The point of contact will be the Clarke County Director of Economic Development & Tourism. The Town Director of Community Development will serve as the primary liaison to the County Director of Economic Development & Tourism for economic and tourism activities in the Town.
3. **Joint Committee for Economic Development and Tourism.** The Berryville/Clarke County Joint Committee for Economic Development and Tourism shall consist of two members of the Board of Supervisors and two members of the Town Council. The Committee shall elect a Chair and Vice Chair annually, rotating between the Town and County. For example, when the Chair position is held by an elected representative of the Town, the Vice Chair position shall be held by an elected official of the County. In the following year the Chair position would be held by an elected official of the County and the Vice Chair position held by an elected official of the Town. The Committee shall

Director of Economic Development & Tourism

General Definition of Work

Performs complex professional and administrative work developing and directing a broad range of tourism, marketing and business development programs, services, and activities for the County and the Town of Berryville, serves as the primary point of contact for both entities concerning economic development and tourism matters; does related work as required. Work is performed under the general supervision of the County Administrator. Supervision is exercised over all department and contract personnel.

Qualification Requirements

To successfully perform this job, an individual must be able to satisfactorily perform each essential function. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Minimum Requirements: Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in marketing, business, agricultural science, or related fields and experience in tourism, economic development, and/or marketing.

Preferred Requirements: Prefer minimum of five (5) years of experience working in economic development for a municipality or a state or quasi-governmental agency associated with economic development, or in a progressively-responsible role with a private-sector economic development firm. Extensive experience with rural economic development issues, agriculture/agribusiness, tourism, and broadband internet access is desirable.

Essential Functions/Typical Tasks

Planning, directing, and supervising economic development and tourism activities; supporting existing business and industry; recruiting new business and industry including traditional agriculture, agri-business, agri-tourism, eco-tourism, recreational tourism, and cultural and historic tourism; conducting market research and analysis; promoting workforce retention and training; serving as liaison between business, industry, local, regional, state, and federal regulatory agencies; preparing and maintaining files and records.

(The following are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

Director of Economic Development & Tourism

Departmental: 5%

- Directs and administers the Economic Development office; develops and administers annual department budget; monitors expenditures and maintains budget records; coordinates the procurement of goods and services related to the department in compliance with applicable procurement regulations.
- Coordinates work activities; organizes, prioritizes, and assigns work; monitors status of work and inspects completed work; assists with complex/problem situations, provides technical expertise.
- Applies for and manages grants for economic development and tourism activities.

Public Bodies / External Agencies: 30%

- Provides professional, technical support and serves as the primary point person for:
 - o Economic Development Advisory Committee [EDAC]
 - o Industrial Development Authority [IDA]
 - Manages the IDA's bonding process including receiving and processing applications, presenting applications to the IDA, ensuring compliance with state code requirements, and managing ongoing records of approved bonds in conjunction with the IDA Clerk.
 - Develops and manages economic development incentive programs including the Waterloo Fee Subsidy Program.
- Serves as liaison on behalf of the County and Town and coordinates program with:
 - o Appropriate local, state, and federal agencies;
 - o The general public on economic development and tourism matters as appropriate;
 - o Establishes and maintains effective and functional professional relationships with economic development agencies and associations including, but not limited to Berryville Main Street, Top of Virginia Chamber of Commerce, GOVirginia, Virginia Economic Development Partnership, Virginia Economic Developers Association, Lord Fairfax Small Business Development Center, Lord Fairfax Workforce Development Center, Shenandoah Valley Tourism Partnership, Shenandoah Valley Travel Association, Virginia Tourism Corporation, the Barns of Rose Hill, Northern Shenandoah Valley Regional Commission, Berryville/Clarke County Joint Committee on Economic Development and Tourism, Blue Ridge Association of Realtors, and the Economic Coalition of the Northern Shenandoah Valley in order to facilitate business outreach efforts.

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Director of Economic Development & Tourism

- Attends meetings and events, serves on committees, and makes speeches or presentations as needed. Responds to questions from citizens and provides information to the public.

Economic Development: 30%

- Develops and implements long- and short-term plans, goals, and objectives for the County and Town consistent with the Clarke County Economic Development Strategic Plan and other tourism and economic development plans subsequently developed.
- Researches, compiles, and/or monitors various statistical, demographic, or administrative data; makes applicable calculations; analyzes data and identifies trends; prepares/generates reports and charts; maintains records.
- Develops and implements business development/retention initiatives including a coordinated program of site visits and check-ins with an aim to develop business champions and promote a strong business climate. Provides technical assistance to existing businesses that are interested in expansion.
- Serves as primary point of contact for any new potential business prospects seeking to locate in the County or Town. Responsible for coordinating prospect site visits and meetings with County and Town staff and leaders.
- Serves as a facilitator for business owners to aid in navigating the County and/or Town's land use regulatory process. Responsible for understanding and conveying information on the County's and Town's zoning and permitting processes to potential new businesses and to businesses seeking to expand.
- Identify, and advocate for, needed infrastructure improvements (water, sewer, roads, broadband internet) to promote economic development activities in areas identified in the County and Town Comprehensive plans.
- Property Listing:
 - o In conjunction with Town and County officials and local realtors, helps identify and maintains a current list of properties and structures available for sale or lease within the County and Town.
 - o In conjunction with the County and Town zoning administrators, provides guidance on these properties and structures in coordination with the property owners, listing agents, etc.

ddh/2022

Director of Economic Development & Tourism

Tourism: 35%

- Coordinates the overall County and Town tourism programs including the marketing of travel and tourism destinations, events, hospitality facilities, and services to tourists and travel media.
- Develops and implements Clarke County's overall tourism marketing message, as well as marketing, advertising, media and public relations strategies and tactics.
- Designs, creates, produces and distributes tourism marketing materials not limited to visitor handouts, flyers and brochures, maps, banners, ads, rack cards, visitor guides, photography, videos, electronic pieces and other such pieces as needed.
- Serves as Clarke County's Destination Marketing Organization (DMO) point of contact for the State of Virginia.
- Facilitates productive relationships with the media, community groups, businesses, local event planners and various constituencies including but not limited to, regional and state tourism officials to promote Clarke County and the Shenandoah Valley.
- Promotes citizen involvement in tourism activities through marketing, educational activities and volunteerism.
- Works with the Clarke County Visitors Center at the Barns of Rose Hill representatives to address their needs, marketing materials and representation of Clarke County.
- Promotes area attractions and community events to visitors while educating the local community through blogs, stories, social media, website, photos, and other outlets as required/needed. Develops and maintains a positive public image of Clarke County through community outreach and media releases.
- Participates in radio talk shows, videos, and public presentations; provides current information to press; and represents Clarke County in regional tourism activities; serves on committees that enhance tourism and foster economic development.
- Manages all administrative aspects of tourism, including purchasing, budget development and maintenance to insure compliance and maintain fiscal integrity, and preparation of reports required by governing bodies. Assists with the pursuit and management of all grant applications and funding.
- Designs, develops and conducts familiarizations tours of Clarke County area for media, event planning, tour operators, travel agents and regional and state tourism offices.
- Attends meetings, seminars, conventions and workshops to further knowledge, staying informed of the ever-changing tourism industry, and information exchange.

ddh/2022

Director of Economic Development & Tourism

- Spearheads economic development efforts to recruit new attractions and hotels to the market that drive visitation and help capture overnight demand. Develops relationships and works directly with private investors/developers to strengthen tourism infrastructure.
- Performs other related tourism duties as needed or requested.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Comprehensive knowledge of modern principles and practices of economic development, small business development and tourism.
- Comprehensive knowledge of the principles and practices of public and business administration.
- Ability to attract industry and business to the County and the Town of Berryville.
- Ability to plan, assign and coordinate the work programs of office and technical staff.
- Ability to prepare clear and comprehensive financial, administrative, and analytical reports.
- Ability to communicate ideas clearly and concisely, both orally and in writing.
- Ability to establish and maintain effective working relationships and to foster collaboration among County and Town officials, staff, businesses, and the general public.

PHYSICAL REQUIREMENTS:

This work requires:

- Sedentary, requires little to up to 25 pounds of exertion
- Standing, walking, speaking, or hearing
- Using hands to finger, handle or feel, climbing or balancing, stooping, kneeling, crouching or crawling
- Reaching with hands and arms, pushing or pulling and lifting
- Repetitive motions
- Close vision, distance vision, ability to adjust focus, depth perception, color perception and peripheral vision
- Vocal communication to express or exchange ideas by means of the spoken word
- Hearing to perceive information at normal spoken word levels

ddh/2022

Director of Economic Development & Tourism

- Preparing and analyzing written or computer data
- Operating motor vehicles
- Observing general surroundings and activities;
- No exposure to environmental conditions
- Generally, in a moderately noisy location (e.g. business office, light traffic).

SPECIAL REQUIREMENTS:

Conflict of Interest Disclosure
Possession of a valid state driver's license.

Employee's Signature:

Date:

Manager's Signature:

Date:

Print Employee's Name:

Priorities:

approved September 2021

- 1) Complete redo of the Economic Development website
- 2) Set up quarterly meetings with the Berryville Main Street President and Barns of Rose Hill Director to discuss/work out
 - a. Partnership opportunities
 - b. Cross promotion of events (at the fair grounds and in the community)
 - c. Ways to gather data from our visitors
 - d. How they provide additional support to a broader business base
 - e. Ways to enhance the visitors' experience while at the Barns of Rose Hill
 - f. Regular Meet/Greet with businesses and another for new residents
- 3) Enhance our regional participation and opportunities with groups like
 - a. Economic Coalition of the Northern Shenandoah Valley
 - b. Shenandoah Valley Travel Association
 - c. Shenandoah Valley Tourism Partnership
 - d. Shenandoah Spirits Trail
 - e. Virginia Economic Development Authority (VEDA)
 - f. Virginia Economic Development Partnership (VEDP)
- 4) Manage and maintain websites and social media highlighting Clarke County. This includes blog posts, stories and photography for sites including
 - a. YesClarkeCounty
 - b. Clarke Tourism
 - c. Clarke Connect
 - d. Virginia Tourism Commission
 - e. Shenandoah Valley Tourism Partnership
 - f. Shenandoah Valley Travel Association (2 sites)
 - g. Shenandoah Spirits Trail
 - h. Virginia Economic Development Authority (VEDA), and
 - i. Virginia Economic Development Partnership
- 5) Enhance relationships between County/Town departments to more easily share information –
 - a. New business licenses
 - b. Current business licenses
 - c. Potential rezoning requests
- 6) Work with businesses to highlight employment and training opportunities. This could include
 - a. Social media listings/shares
 - b. Virtual Job Fair opportunities
 - c. Listings on the Virginia Employment Commission site
 - d. Listings on the Top of Virginia Job Opportunities site,
 - e. Introduction to the workforce training at Clarke County Schools, and
 - f. Any other outlets as needed/determined
- 7) Continuation of
 - a. Engaging stakeholders on potential hotel in Berryville
 - b. Continue efforts on business attraction, retention and growth – to include
 - i. Assistance
 - ii. Promotions
 - iii. Training and any needed support
 - iv. Potential co-op space
 - c. Continue dialogue with property owners of vacant properties and developable land
 - d. Continue relationship with Blue Ridge Association of Realtors