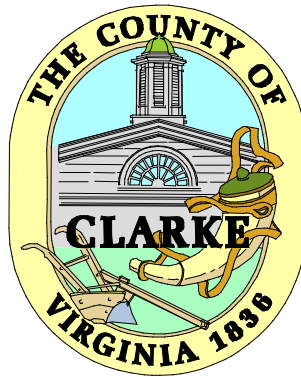


# Clarke County Economic Development Advisory Committee



March 20, 2024  
Regular Meeting Packet



# County of Clarke Economic Development Advisory Committee

*Bev McKay, Christina Kraybill, Christy Dunkle, Elizabeth Pritchard, John Milleson, Mark Gribble, Christian Borel*

## Agenda

**1:00 pm, Wednesday, March 20, 2024**

Main Meeting Room Berryville-Clarke County Government Center  
101 Chalmers Court, 2<sup>nd</sup> Floor, Berryville, Virginia

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# Call to Order

# Adoption of Agenda

# Approval of Minutes

January 17, 2024 Organizational Meeting

Economic Development Advisory Committee  
January 17<sup>th</sup>, 2024                      Organizational Meeting                      1:00 pm

At an Organizational meeting of the Economic Development Advisory Committee held on Wednesday, January 17, 2024, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2<sup>nd</sup> Floor, Berryville, Virginia.

Members Present:     Christy Dunkle, John Milleson, Bev McKay, Mark Gribble, Christian Borel

Members Absent:     Christina Kraybill, Betsy Pritchard

Staff Present:         Michelle Ridings Brown, Indea Ford

Others Present:      Kelli Weaver, Rebecca Barnes, Connie Hutchinson

Press Present:        Mickey Powell

**1. Call to Order**

At 1:05pm, Chairman Milleson called the meeting to order.

**2. Organizational items**

- Elect 2024 Chair  
Michelle Ridings Brown called for nominations and election of the 2024 Chair

**Christy Dunkle made a motion, seconded by Bev McKay, to nominate and elect John Milleson as 2024 Chair. The motion carried by the following vote:**

Christian Borel	-	Aye
Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent

- Elect 2024 Vice-Chair  
Chairman Milleson called for nomination and election of 2023 Vice Chair

**Christy Dunkle made a motion, seconded by Bev McKay, to nominate and elect Mark Gribble as 2024 Vice Chair. The motion carried by the following vote:**

Christian Borel	-	Aye
Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent

Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent

- Set Meeting Dates, Time, and Location  
Third Wednesday at 1:00pm, Berryville-Clarke County Government Center Main Meeting Room:
  - o January 17, 2024 Organizational Meeting
  - o March 20, 2024
  - o April 17, 2024 – Spring Tour
  - o May 15, 2024
  - o July 17, 2024
  - o September 18, 2024
  - o October 16, 2024 – Fall Tour
  - o November 20, 2024
  - o January 15, 2025 – Organizational Meeting

By consensus, the Committee Members adopted the meeting schedule as presented.

### 3. Adoption of Agenda

**Christy Dunkle made a motion, seconded by Mark Gribble, to adopt the agenda as presented. The motion carried by the following vote:**

Christian Borel	-	Aye
Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent

### 4. Approval of Minutes

- September 20, 2023 – Regular Meeting

**Mark Gribble made a motion, seconded by Bev McKay, to approve the minutes of the September 20, 2023, Regular Meeting as presented. The motion carried by the following vote:**

Christian Borel	-	Aye
Christy Dunkle	-	Aye
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent


5. Virginia Tourism Corporation – Kelli Weaver

- Kelli Weaver gave the following presentation:

**VIRGINIA IS FOR LOVERS** | **CLARKE COUNTY EDAC**

January 2024

## PRESENTATION CONTACTS



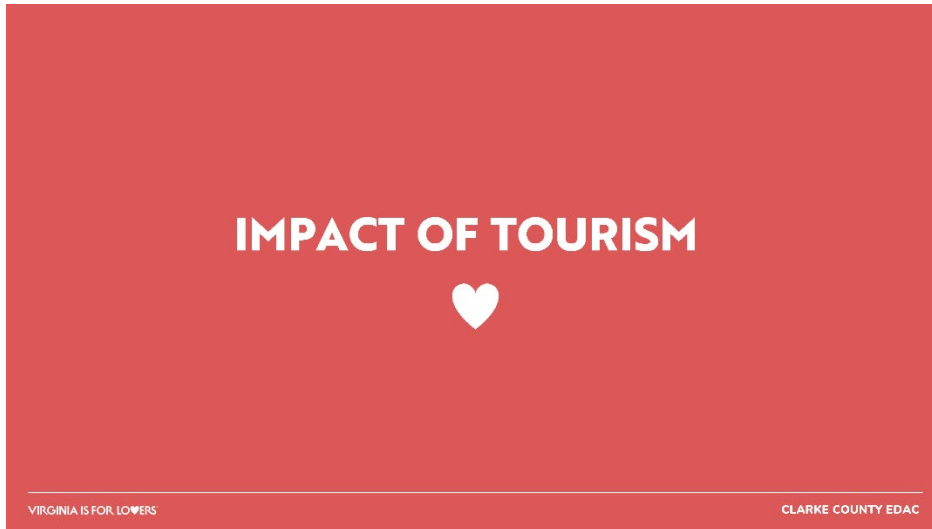
**KELLI WEAVER**  
DESTINATION DEVELOPMENT MANAGER  
Shenandoah Valley & Western Northern Virginia

kweaver@virginia.org  
(540)-679-6697

*Oak Hart Farm - Berryville, VA*

VIRGINIA IS FOR LOVERS CLARKE COUNTY EDAC





## TOURISM IS AN ECONOMIC DRIVER

VIRGINIA'S TOURISM INDUSTRY GENERATED **\$30.3B** IN VISITOR SPENDING IN 2022, A **20.3% INCREASE** FROM 2021.

**\$880** in tax collections offset for every Virginia household

**270.7K** jobs  
**\$8.6B** labor income (+16%)  
**\$2.2B** state and local tax revenue (+19.1%)

### ECONOMIC IMPACT CLARKE COUNTY, VA

<https://vatc.org/research/>

#### DIRECT IMPACT

\$3.1M - Lodging  
\$3.2M - Food & Beverage  
\$4.1M - Retail  
\$1.2M - Recreation  
\$4.3M - Transportation

#### EMPLOYMENT & REVENUE

\$3.9M - Labor Income  
\$400K - State Taxes  
\$700K - Local Taxes  
211 - Employment

#### \$15.8M TOTAL DIRECT SPENDING

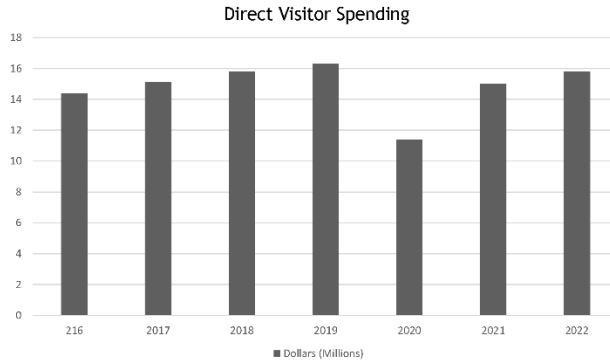
Increase of 5.6% since 2021

Source: *Tourism Economics*

VIRGINIA IS FOR LOVERS

## ECONOMIC IMPACT CLARKE COUNTY, VA

<https://vatc.org/research/>

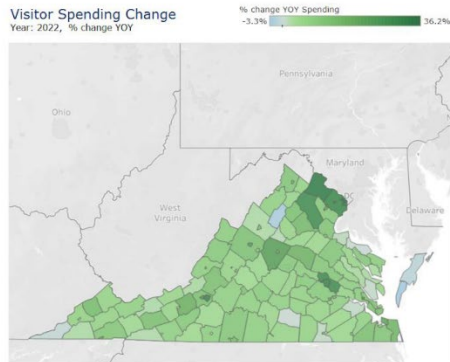


Source: Tourism Economics

VIRGINIA IS FOR LOVERS

## VISITOR SPENDING CHANGES CLARKE COUNTY, VA

<https://vatc.org/research/>



### SPENDING CHANGES

- Year: 2022, % Change YOY
- Increase of 5.6%

Source: Tourism Economics

VIRGINIA IS FOR LOVERS



## ECONOMIC IMPACT AG + AGRITOURISM

The economic impact of non-local visitors (50+ miles) on Virginia agritourism venues is estimated at \$1.0B.

- Spend **\$34.74** at agritourism venues (\$21.65)
- Spend **\$45.52** at wineries, breweries (\$24.88)
- Patron hotels/motels (\$225.2M), off-farm food service establishments (\$223.6M), and entertainment venues

Source: Virginia Tech (2015)

# STRATEGIC MARKETING



VIRGINIA IS FOR LOVERS

CLARKE COUNTY EDAC



## LEVERAGE RESOURCES FOR STRATEGIC MARKETING

### ENRICHED TRAVELER

Virginia's core audience seeks to be enriched through travel. They want to learn, experience, and create memories visiting a variety of attractions and destinations.

### TARGET MARKETS

VTC has strategically pursued visitors from high value, good value, and exploratory target markets.

VIRGINIA IS FOR LOVERS

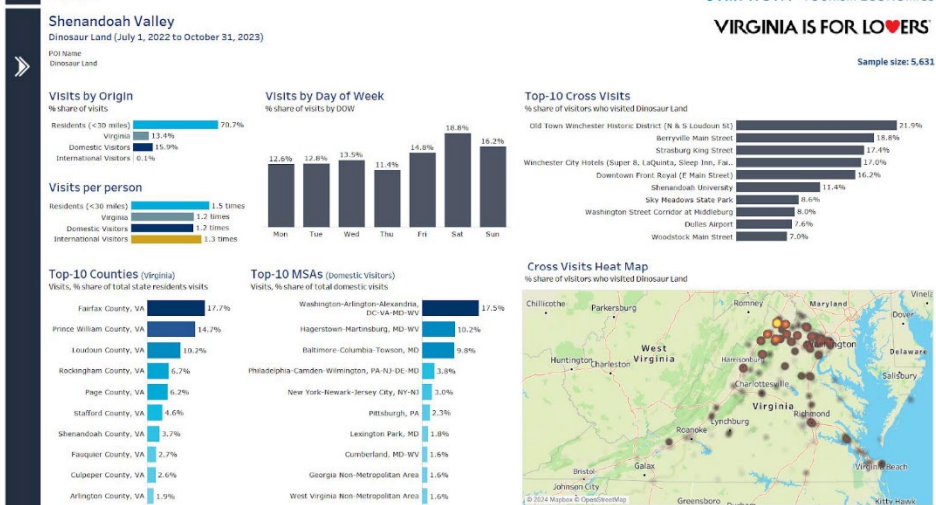
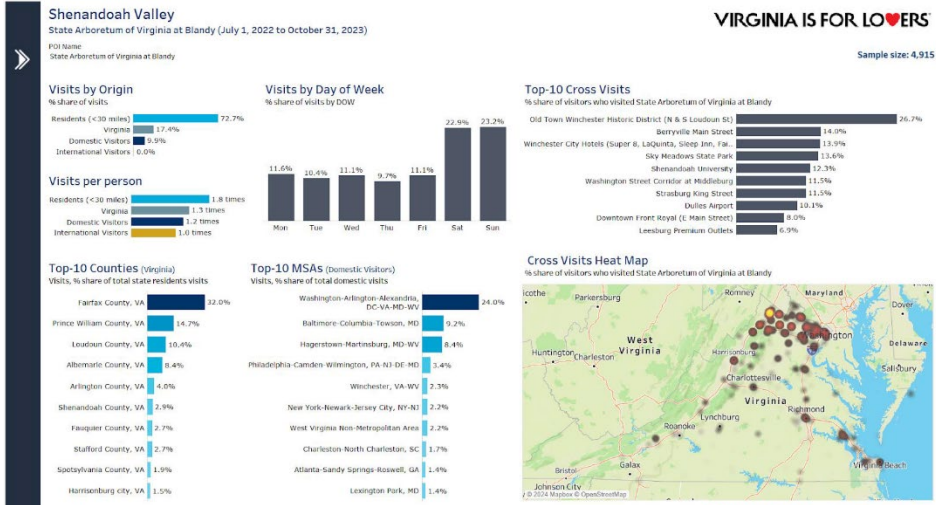
## GET CONNECTED WITH BRANDING

<https://vatc.org/advertising/brandinitiatves/>

**BENEFIT:** Gain recognition and grow awareness in new and existing markets

**MESSAGING:** Virginia is for...







## MAXIMIZE EFFORTS WITH MARKETING RESOURCES

- Industry Advertising Co-Op Programs
- Virginia Welcome Centers
- Public Relations team, Press Hits
- Travel Data and Profiles
- Groups, meetings and sports markets
- Content calendar



## GRANTS & FUNDING RESOURCES

### 2024 GRANTS CALENDAR

- Marketing Leverage - February 2024
- Special Events and Festivals - February 2024
- Microbusiness MLP – June 2024

### MARKETING LEVERAGE PROGRAM

**ELIGIBILITY:** DMO's, lodging, attractions, businesses, etc.  
**AMOUNT:** \$20,000 (1:1 match), \$50,000 (2:1 match)

- Reimbursable grant program designed to leverage marketing funds
- Requires a research-based and measurable marketing plan

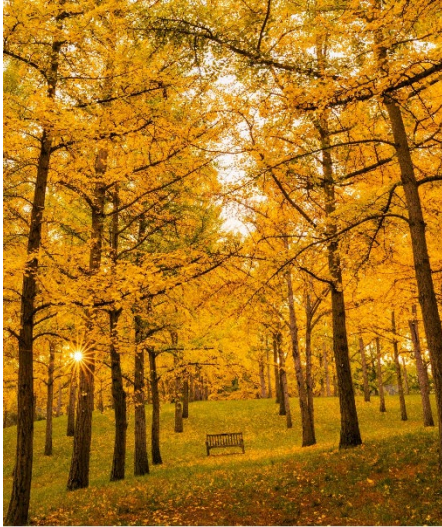
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## DESTINATION DEVELOPMENT



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CLARKE COUNTY EDAC



## DRIVE 2.0

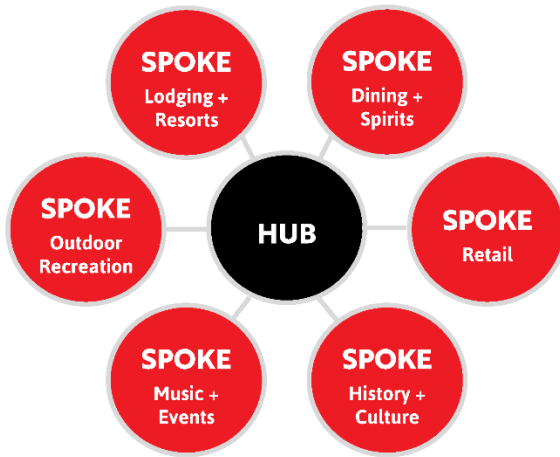
2020-2025 STRATEGIC TOURISM PLAN  
**REGIONAL PLAN: SHENANDOAH VALLEY**

This strategic plan is a result of conversations with Virginia's tourism industry and tourism partners as we look to the future and plan for success. It focuses on answering two key questions:

- What should we be promoting?
- What should we be building?

### OPPORTUNITIES FOR GROWTH

Outdoor Recreation	Women Travelers
Agritourism	History and Heritage
Arts and Music	



## MAXIMIZE YOUR POTENTIAL: **HUB & SPOKE**

Bundle and package enticing experiences to increase the appeal of your destination's attractions and offerings

Results in an increase in average spending and overnight stays

Makes your destination competitive

VIRGINIA IS FOR LOVERS



## ATTRACT AND RETAIN **THROUGH TOURISM ZONES**

### ABOUT

- May apply to existing or new tourism-related businesses
- Contain requirements and benefits
- Passed by local ordinance

### BENEFITS

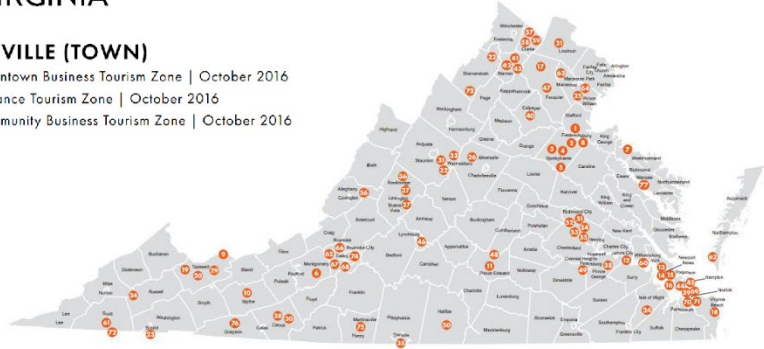
- Offer tax incentives and provide regulatory flexibility
- Stimulate business attraction, growth, and increased employment opportunities

VIRGINIA IS FOR LOVERS

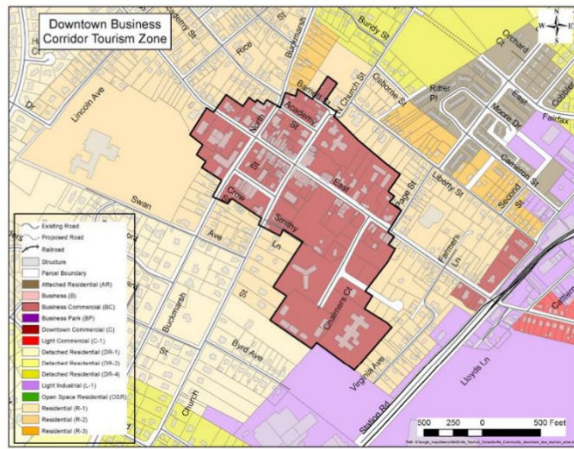
## TOURISM ZONES IN VIRGINIA

### BERRYVILLE (TOWN)

- 57 Downtown Business Tourism Zone | October 2016
- 58 Entrance Tourism Zone | October 2016
- 59 Community Business Tourism Zone | October 2016



VIRGINIA IS FOR LOVERS



57 Downtown Business Tourism Zone | October 2016

THANK YOU!



VIRGINIA IS FOR LOVERS

CLARKE COUNTY EDAC

## 6. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson

- Out of 58 vendor RFP submissions, Imagine Design & Marketing were selected to design the new tourism brand and build a new tourism website for Clarke County.
- Imagine Design & Marketing gave an introduction and creative brief presentation.
- A Clarke County SWOT analysis was reviewed.
- Stakeholder questionnaires were provided to committee members and need to be completed and emailed to Michelle by January 30.

## 7. Economic Development and Tourism Update by Michelle Ridings Brown

Michelle Ridings Brown provided the following update:

- Restaurant Week will be March 18-23, 2024; there are 14 Clarke County food establishments participating, offering specials and discounts during that week. We have done several photoshoots for the participating establishments and will be doing a paid social media campaign. Table tent cards and window clings will be ordered for the establishments to display.
    - Chairman Milleson asked if all Clarke County restaurants were approached to participate.
      - Michelle Ridings Brown responded yes, but some opted out.
  - The Winter Itinerary and Holiday Gift Guide flipbooks did well and increased social media followers.
  - The Employer Expo will be May 8 at Shenandoah University. We will be collaborating with Frederick County and Winchester. Employers can do on site interviews and applications with attendees they wish to hire.
  - The Widget Cup will be April 11 at Millwood High School. It is an annual competition for high school teams drawn from students attending public schools in Frederick County, Clarke County, and Winchester, Virginia. Participating students solve a real-life business problem for a local employer by using skills acquired through Career and Technical Education (CTE) and Science, Technology, Engineering and Math (STEM) courses.
  - The Northern Shenandoah Valley Coalition is a workforce regional program that we are working on alongside Frederick County and Winchester. We will be hiring a social media person and looking at a website redesign. This helps to attract regional workforce talent and encourage people to relocate.
  - The Love Local campaign will launch on February 1. It is going to be a brand that we use to encourage people to buy local. We are going to use this launch to promote Valentine’s Day in Clarke County, with an online flipbook romantic getaway and \$250 social media spend.
  - Anybody that needs to complete a conflict of interest form, they need to be turned in by February 1; otherwise there will be a \$250 penalty fee.
- Chairman Milleson asked Bev McKay if there is a replacement lined up for the open EDAC committee seat.
    - Bev McKay responded that Doug Lawrence is trying to find a candidate.

## 8. Next Meeting

- March 20, 2024 – Regular Meeting



9. Adjourn

- Chairman Milleson adjourned the meeting at 3:11pm

---

Minutes Recorded and Transcribed by Indea G. Ford

# Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson

# Clarke County Stakeholder Survey Results

## Respondents:

TwistedOakFarmBrewery.com

Loanoaktavern.com

Wildharecider.com

Sweetelephantbakeshop.com

Havenwoodfarm.com

Watermelonpark.com

Laubergeprovencale.com

Brazensheep.com

LockesMillGrains.com

Phmillerstudio.com

Clarkehistory.org

Mackintosh Fruit Farm

Unique Creations studio

Veramar Vineyard

Family Antiques

Twin Oaks Tavern Winery

Supervisor Bev McKay

Michelle Brown

## Summary of Survey Responses: (answers in *blue*)

### 1. Objectives of the new site:

*New customers. Local and greater than 30 miles away. Visitor experiences all in one place. Promotion of farms. Bring families and people of all ages from DC area. Encourage more Main Street shopping. Encourage the government to understand the need for more retail businesses.*

## **2. Primary targets/customers:**

*Greater than 30 miles away. NOVA, DC, MD, NC, WV, and surrounding Counties. Casual diners. Beer enthusiasts. Campers & tubers. Day-trippers from metro DC. Fresh produce lovers. Wine enthusiasts. Romantic weekend getaway seekers. People who want to chill and enjoy our beautiful scenery. People who want a Christmas Tree experience. Handmade item shoppers. Art supporters and crafters. History lovers.*

## **3. Unique selling points:**

*Spectacular views of Shenandoah Valley. Glorious sunsets. Healthy, wholesome outdoor experiences. Agritourism. Land preservation focus. Incredible natural beauty. Our history, i.e. Appalachian Trail, Shenandoah River, Historic Mills. Natural and Green. Ecotourism. U-pic opportunities.*

## **4. What should be featured on the Tourism Site:**

*Outdoor activities, History, Calendar of Events, Dining, Agritourism (Farms, Orchards, and Wineries), Shopping, Arts & Culture, and Lodging.*

## **5. What should the Home Page show:**

*Images and videos of attractions, landscapes, activities, and experiences to immediately captivate visitors. Escape to the Country. Small town atmosphere. Relax & Unplug. Things to do. Farm experiences. Outdoor recreation. Our History. Genuine, friendly People. Events. A Trail guide. Unique shops. Unique lodging. Maps.*

## **6. Other information to include:**


*Business photos. Clean, intuitive layout. Insider Tips & Recommendations. Virtual tours. Entertainment. Car show. White Post Antique Restorations. Trip-planning. Links to other area tourism sites. Blandy, Long Branch, Clermont, The Barns, Cool Spring Battlefield area, Dinosaur Land, Josephine City Museum, Boyce train station, Fairs, the Monastery and its gift shop, our Churches, Breweries and Cideries. Places to put-in on the River.*

Logo Draft 1.1

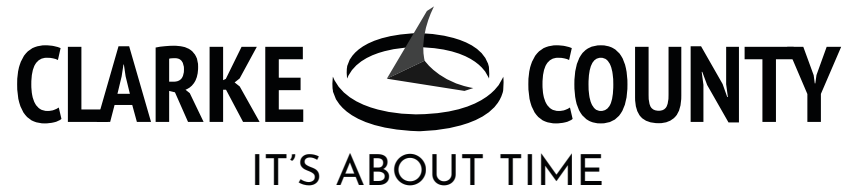


Logotype Reversed



<b>IMAGINE</b> FOR THE  OF TRAVEL <small>THE TOURISM BRANDING AND MARKETING AGENCY</small>	Client: Clake County
	Date: March 12th, 2024
	Project: Clarke County Logo
	Submittal: First

Logo Draft 2.1



Logotype Reversed



	Client: Clake County
	Date: March 12th, 2024
	Project: Clarke County Logo
	Submittal: First

Logo Draft 3.1



Logotype Reversed



	Client: Clake County
	Date: March 12th, 2024
	Project: Clarke County Logo
	Submittal: First

# Clarke County BRANDING proposal

Overall Theme == **Timeless, Natural Beauty**

Focuses on nature, the outdoors, and scenic beauty that is not going to change.

Invitations to visit.

**“Come to CLARKE COUNTY and feel the AHHH....”**

**“Visit CLARKE COUNTY and Calm your Soul”**

**“Explore CLARKE COUNTY and Connect with Nature”**

**“Take Time to Visit CLARKE COUNTY and see its Timeless, Natural Beauty”**

**Potential tagline:**

**CLARKE COUNTY**

**It's about time**

Based on the theme of 'Timeless, Natural Beauty', as well as evidence of Paleo-Indian civilization of the area below Bear's Den Rocks in Clarke County more than 12,000 years ago (i.e. 10,000 B.C.); <https://www.washingtontimes.com/news/2014/may/10/stone-circles-found-on-virginia-property/> Clarke County's unique 'claim to fame' is about time. This tagline works well with a logo featuring a sundial, pocket watch or post clock. Images of 'time' that all harken back to past, simpler times. Sundials at each local farm and in open areas of downtown & parks could be featured 'selfie spots' surrounded by wine barrels, flowers, pumpkins, etc. A town post clock could be placed in a prominent location in downtown Berryville. Customized pocket watches could be sold in local stores with, "Clarke County, it's about time" engraved on the back.

**Marketing messages:** Take time.... Make time.... Spend time. Time to Relax. Time to Explore. Time to Connect (with nature, the outdoors, family, each other). Time to Live (the Good Life). Time to Love (nature, each other). Time to Remember (history & landmarks, attractions). Time to Savor the Flavor (unique restaurants & cuisines). Time to Create (memories, crafts, art). Time to Shop (antiques, collectibles, one-of-a-kind items). Time to Drink it All In. Time to Stay & Play.

**Additional meaning:** "It's about time you visited Clarke County." We've been here all along... Just across the mountain... Waiting for you!!!



# Economic Development and Tourism Update by Michelle Ridings Brown

- Love Local Valentine’s Day Getaway
- Virginia Tourism Corporation DMO Grant
- Lodging Meeting
- Spring Itinerary
- Visitor Center Renovations
- VEDP BRE Visits
- Restaurant Week March 18-23, 2024

# Next Meeting

May 15, 2024 – Regular Meeting

April 17, 2024 – Spring Tour

Adjourn

## Reports in Packet

- SVTP January 2024 Social Media Metrics
- Experience Clarke County January 2024 Social Media Metrics
- Experience Clarke County February 2024 Social Media Metrics
- Love Local Valentine’s Day Campaign Report

# Social Media Insights for SVTP – January 2024


## Facebook:

Total Page likes – 7,583  
 Page Reach – 238,375  
 Content Interactions – 809  
 Link clicks – 2,700  
 Facebook visits – 1,583  
 New likes – 32

The top non-boosted post was on January 9<sup>th</sup>

**Virginia's Shenandoah Valley**  
 Published by Jessica Williams · January 9 at 6:00 PM · 🌐

Looking for that next winter travel destination, then look no further than Bryce Resort in #virginiasshenandoahvalley. Conveniently located less than two hours from Visit Washington DC, this winter-friendly destination offers skiing, snowboarding, winter hiking, and plenty of opportunities for rest and relaxation. #shenandoahvalley #wintergetaway



ONLYINYOURSTATE.COM

**Bryce Resort Is The Perfect Mid-Atlantic Winter Travel Destination**

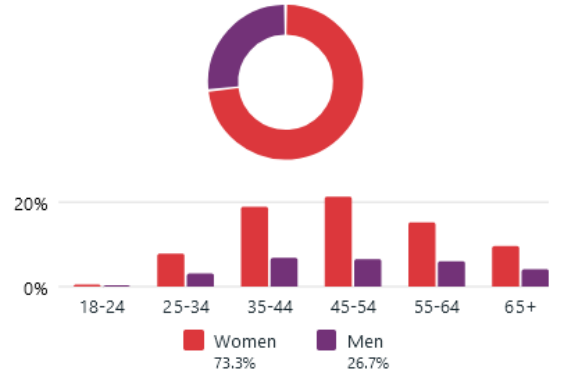
[See insights and ads](#) [Boost](#)

👍 2

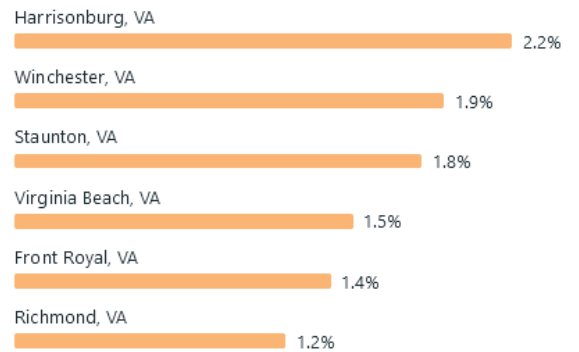
## Facebook followers ⓘ

7,583

## Age & gender ⓘ




## Top cities



Boosted post: January 23<sup>rd</sup> with 80,366 reach; 121,642 impressions

**Virginia's Shenandoah Valley**  
 Published by Jessica Williams · January 23 at 5:00 PM · 🌐

Winter transforms the Shenandoah Valley into a serene wonderland, offering outdoor lovers a unique playground for adventure. With hundreds of miles of hiking trails, plenty of exciting ski runs, and lots of post-adventure fun, plenty keeps you busy all winter. Gear up and embrace the chilly charm of winter in the Shenandoah Valley. #visitShenandoahValley #Virginiasshenandoahvalley #LoveVA #wintergetaway



SHENANDOAHVALLEY.ORG

**Winter Hiking and Skiing Wonders in the Shenandoah Valley - Shenandoah Valley** [Learn more](#)

[See insights and ads](#) [Boost](#)

**Instagram:**

316 total posts  
1 post, 4 stories  
5,400 accounts reach  
4,633 total followers  
1,617 Profile visits  
276 New followers

The Instagram post that received the largest number of people reached was a collaboration with RVAHikerGirl on January 26<sup>th</sup>. (1,618,053 plays; 64,897 likes; 50,000 shares)



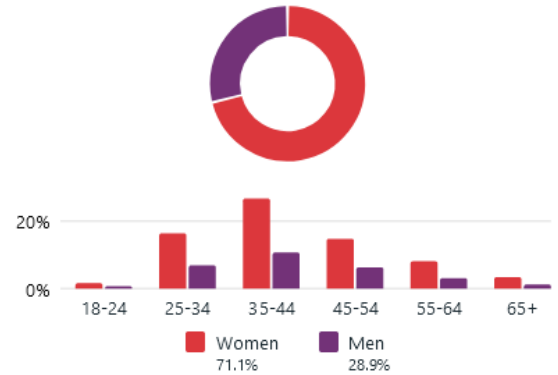
rvahikergirl and 4 others  
solomonmusicuk · bloom - the paper kites (SOL...



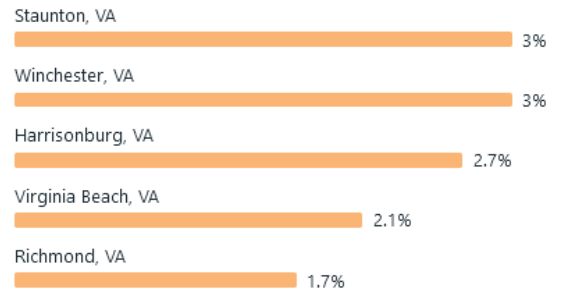
Instagram followers ⓘ

4,633

Age & gender ⓘ



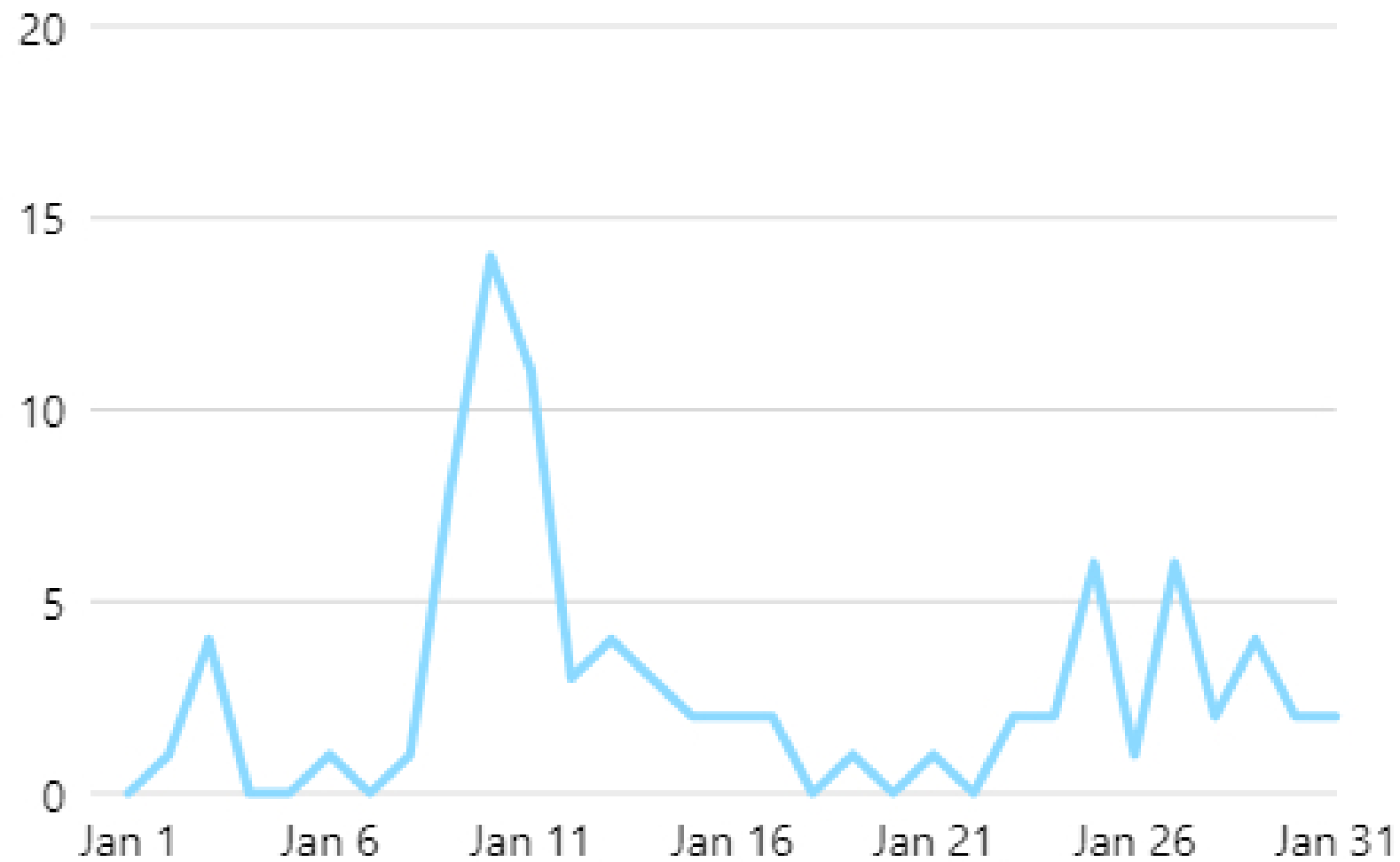
Top cities



## Follows

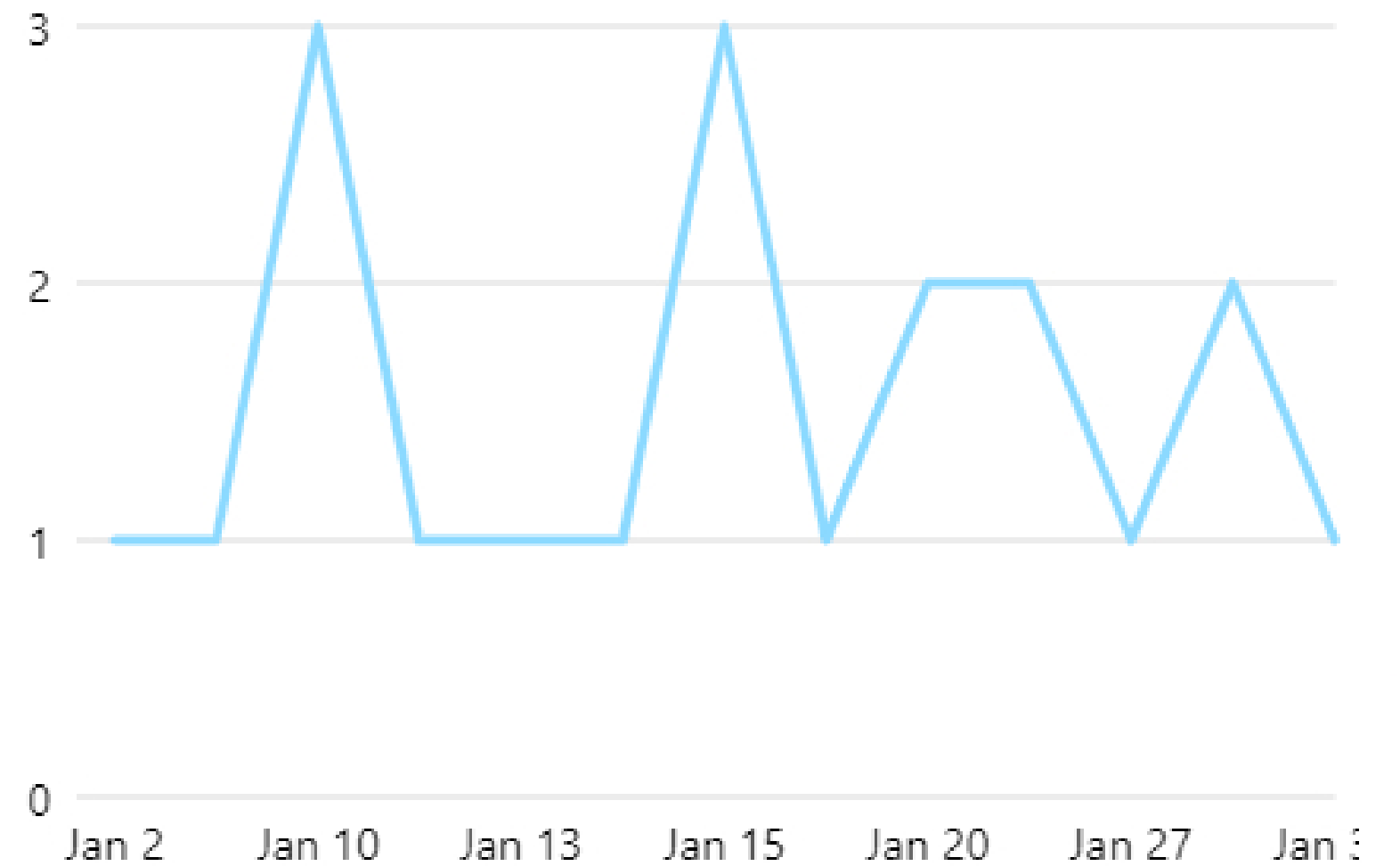
### Facebook follows ⓘ

85 ↑ 57.4%



### Instagram follows ⓘ

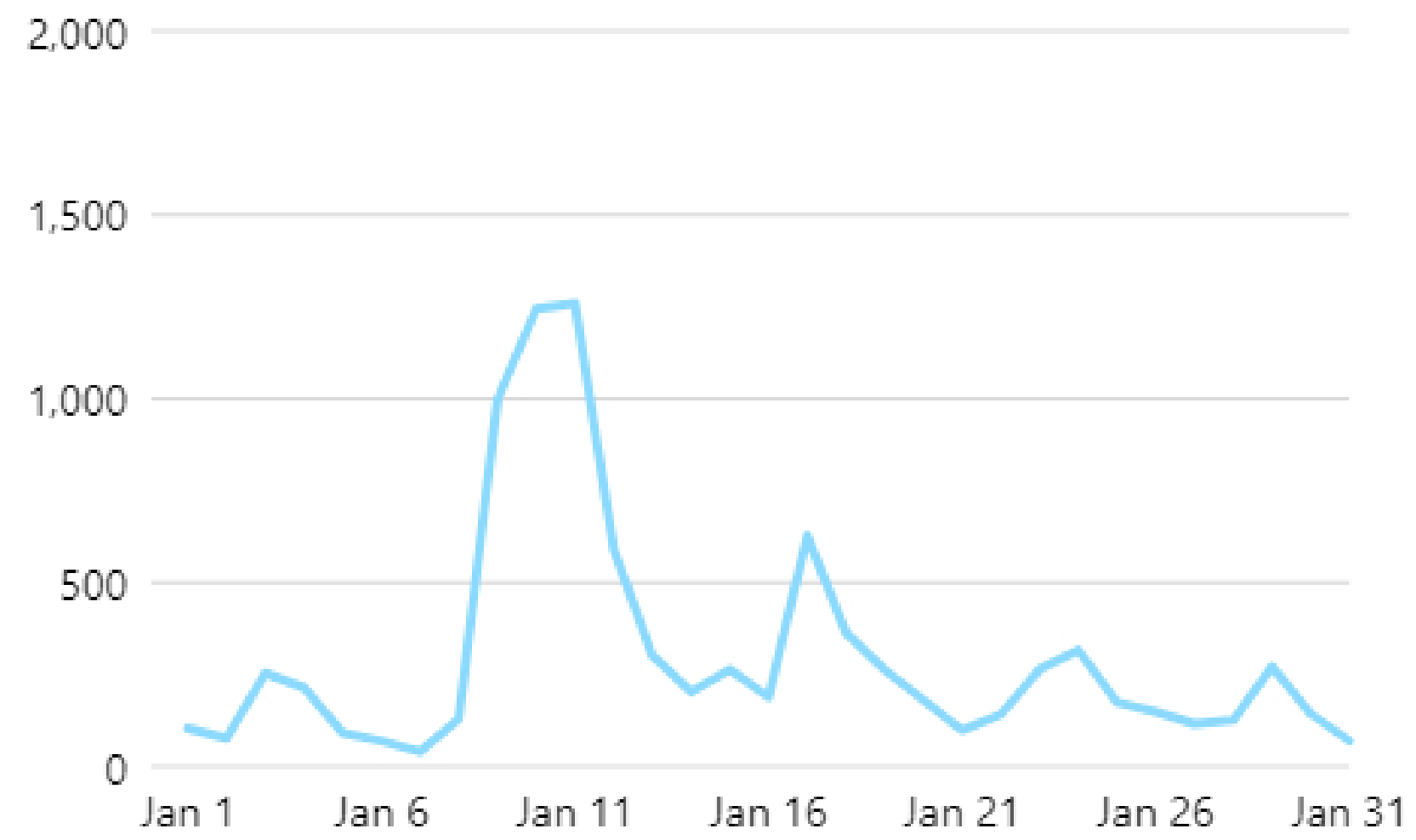
20 0%



## Reach

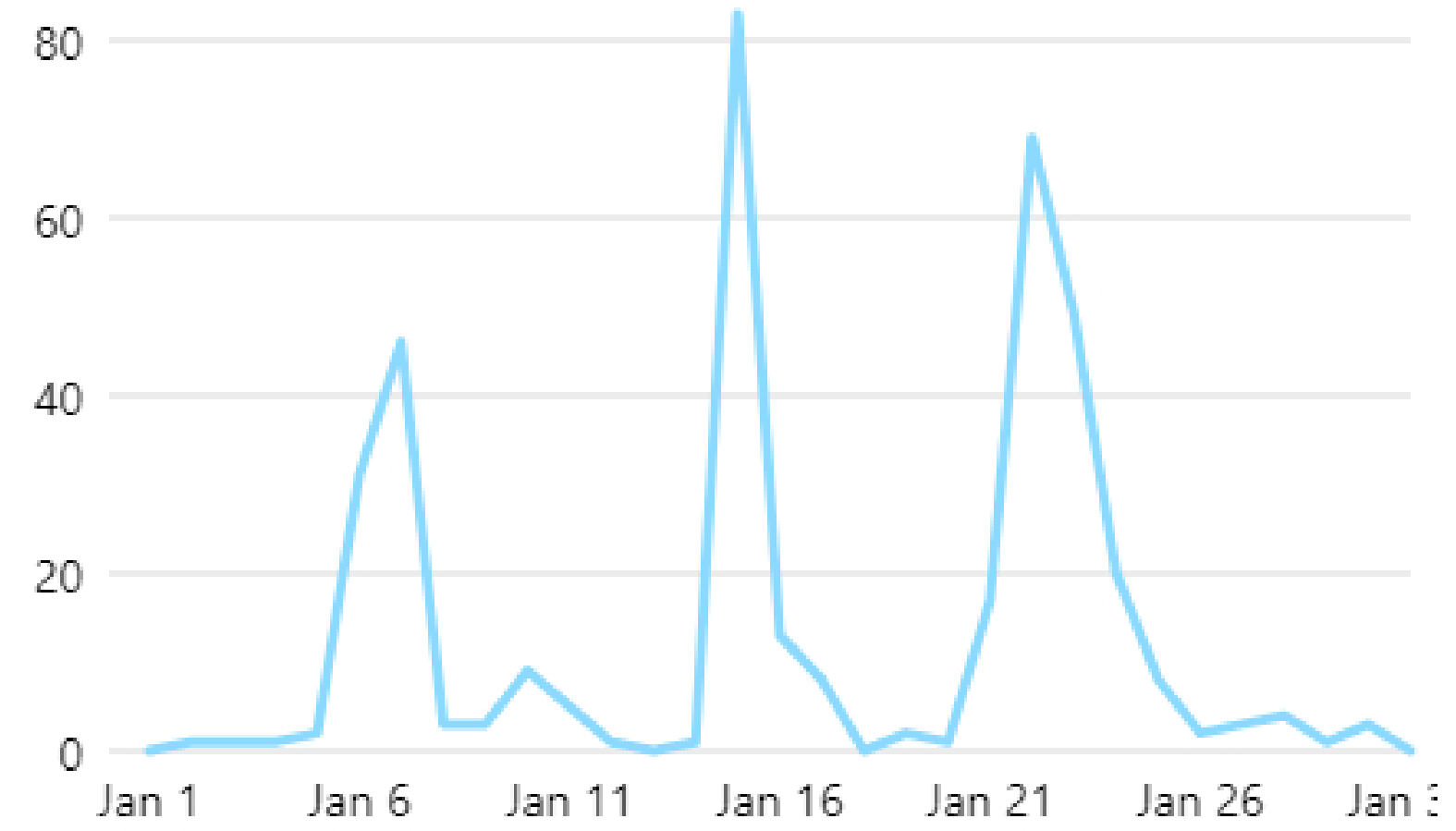
### Facebook reach ⓘ

5.6K ↓ 50.1%



### Instagram reach ⓘ

144 ↑ 5.1%





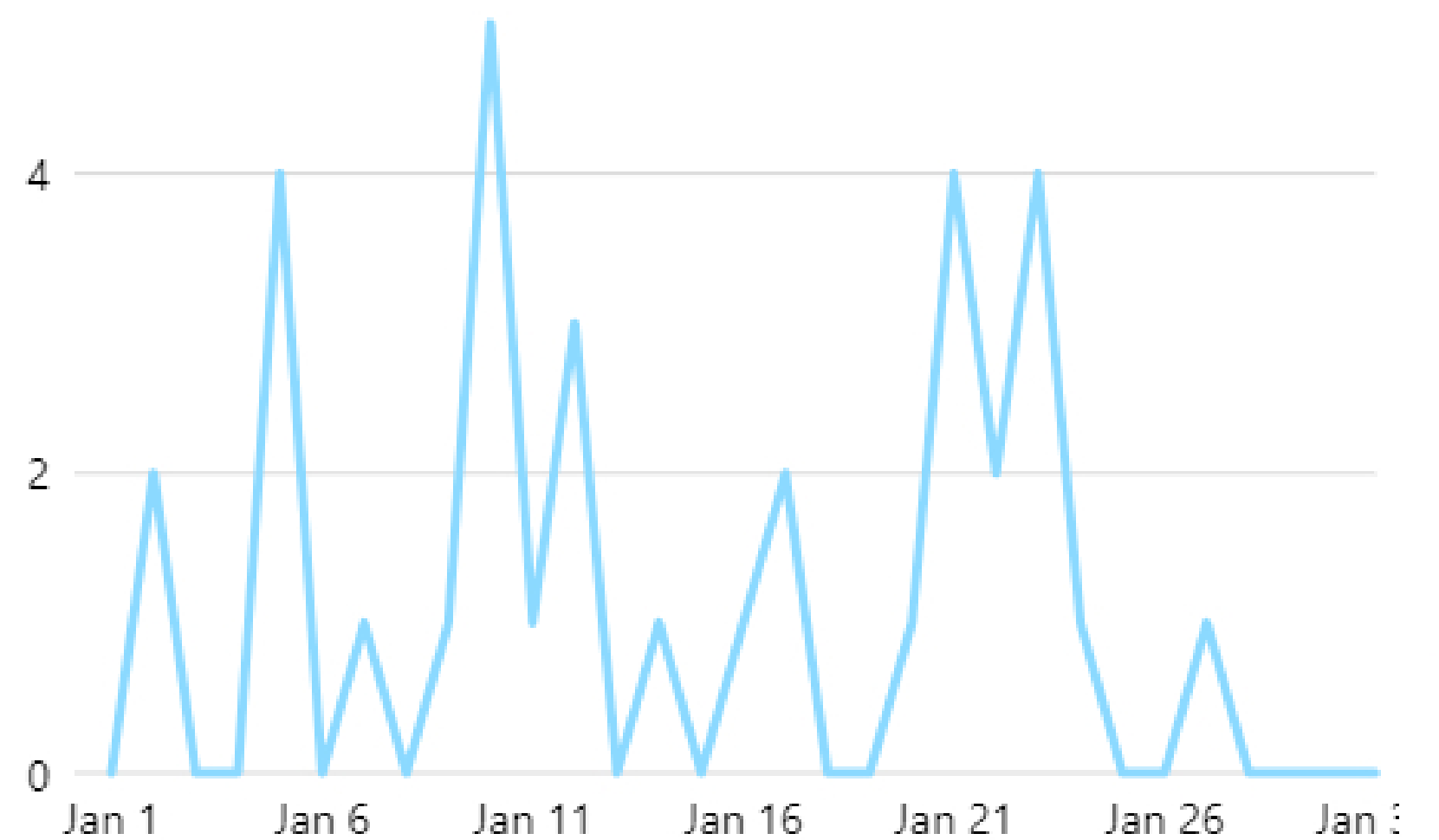
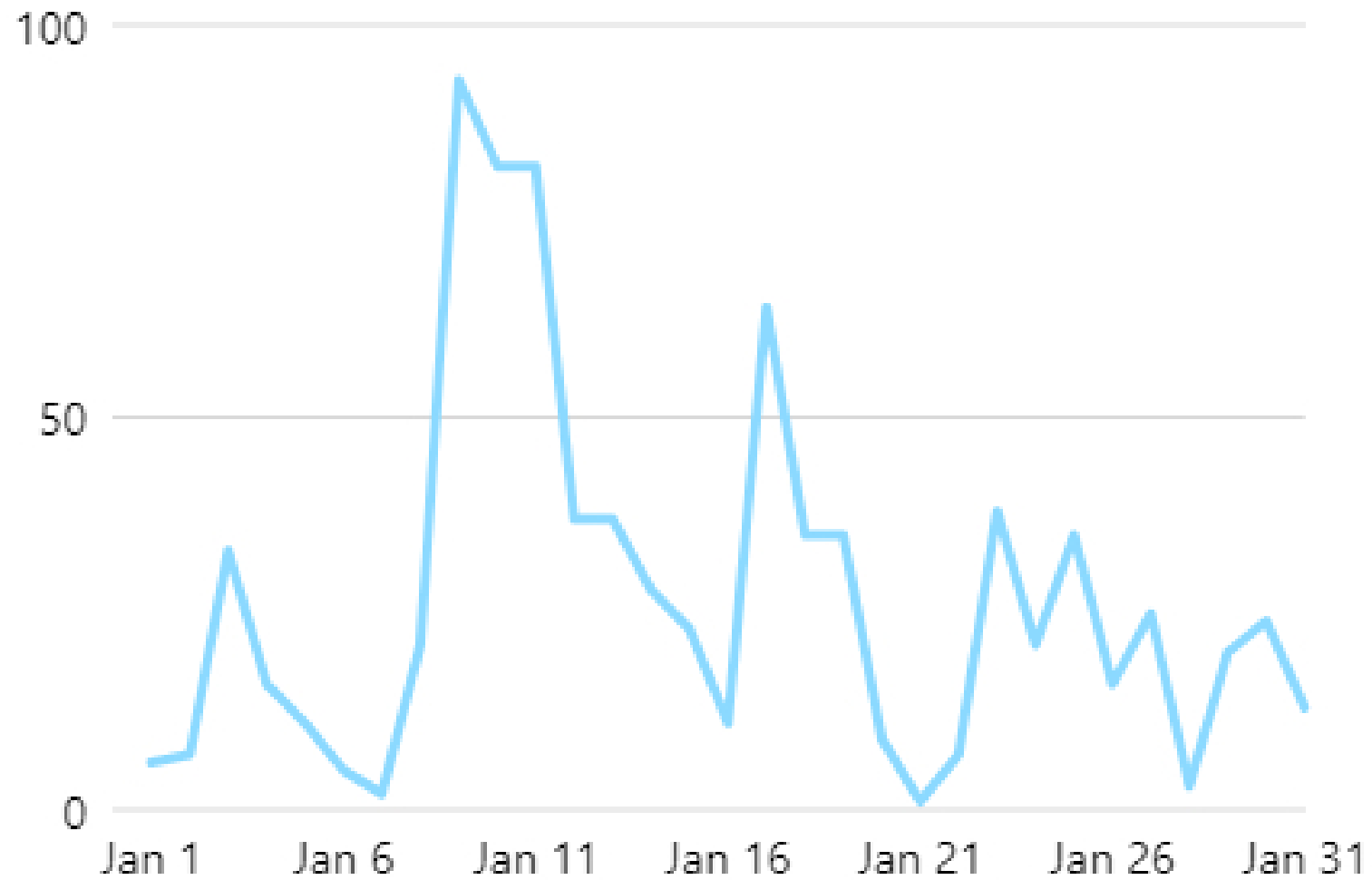
## Visits

### Facebook visits ⓘ

840 ↑ 16.8%

### Instagram profile visits ⓘ

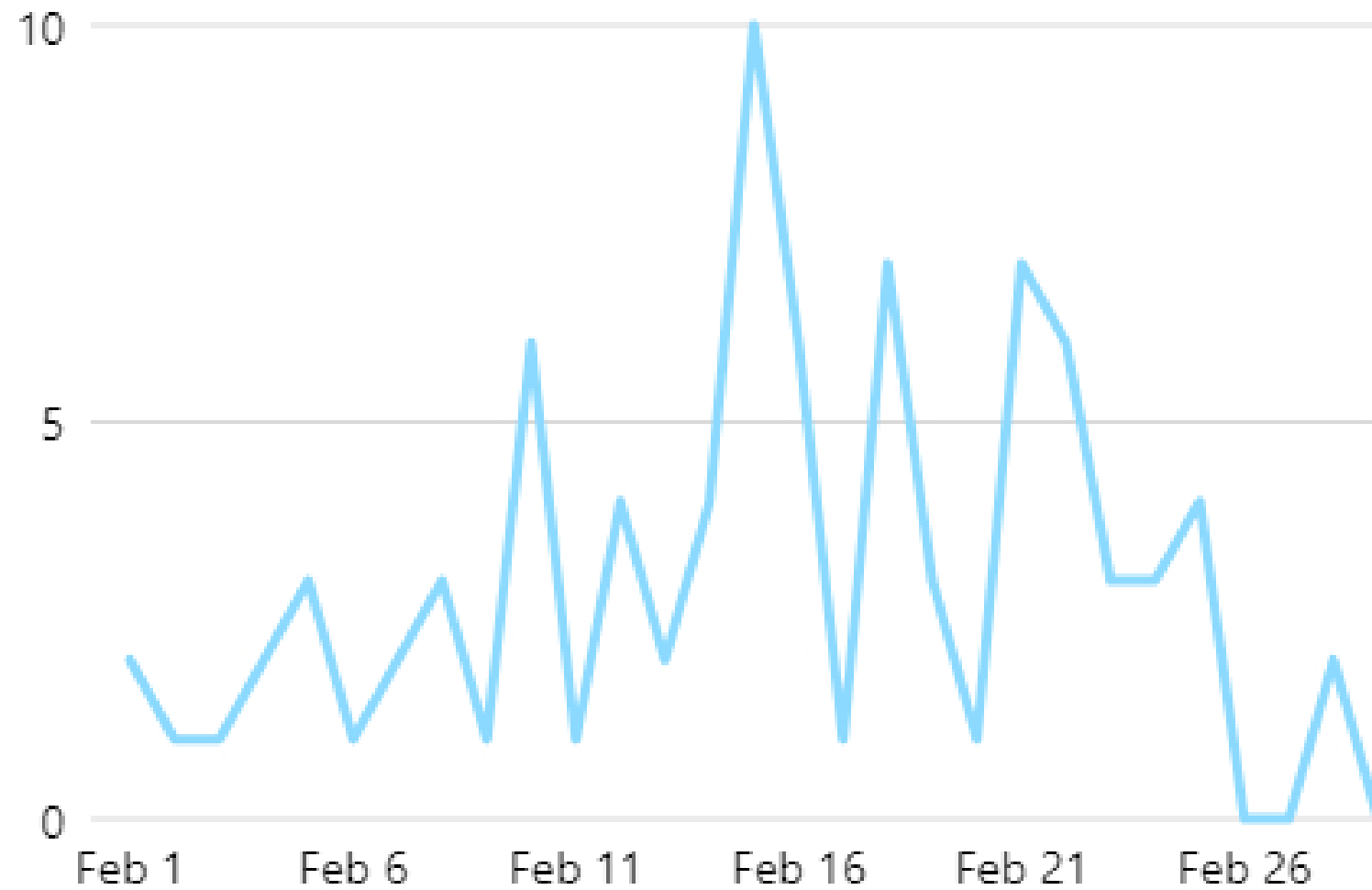
34 ↑ 21.4%



## Follows

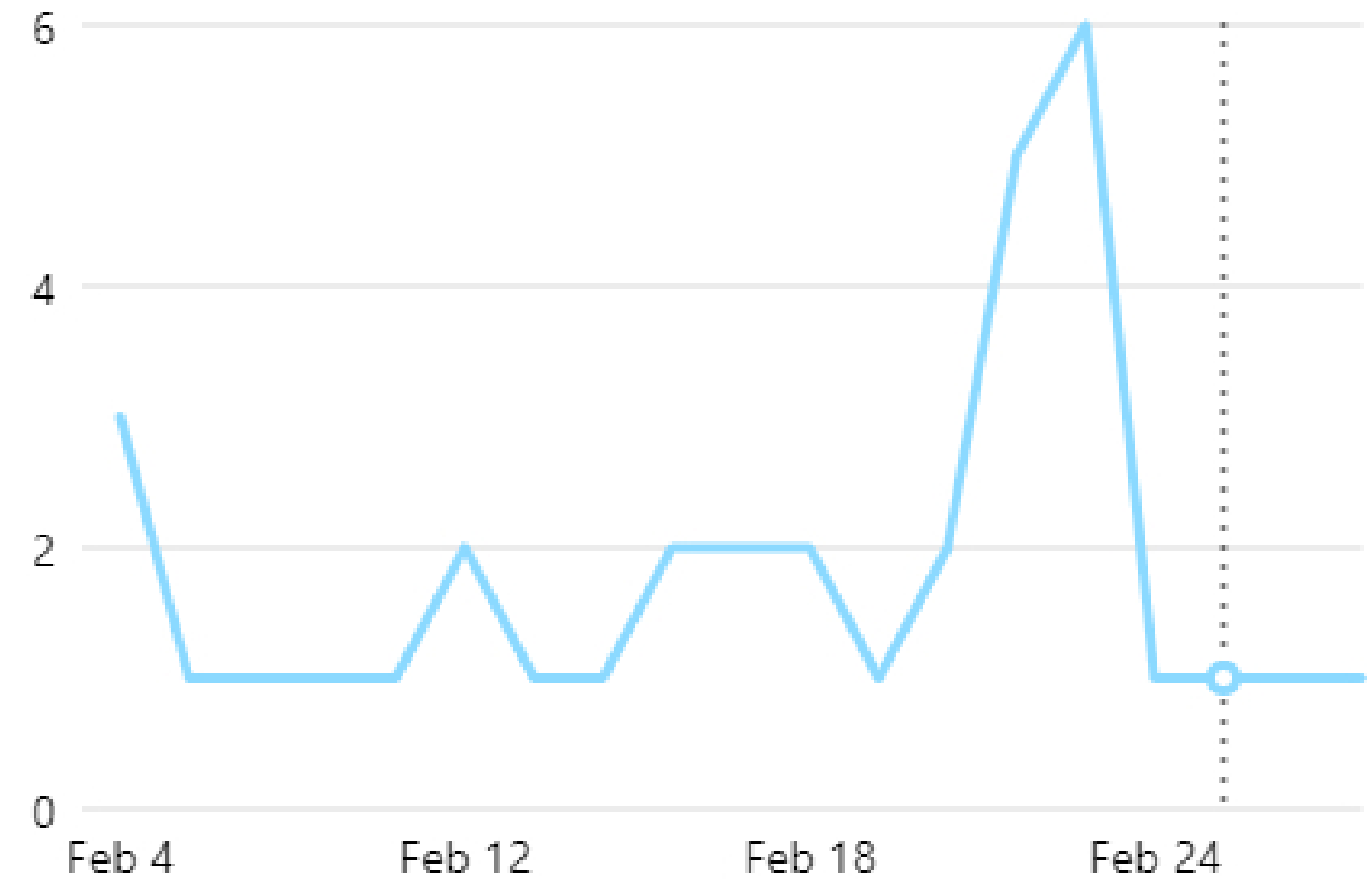
### Facebook follows ⓘ

86 ↑ 2.4%



### Instagram follows ⓘ

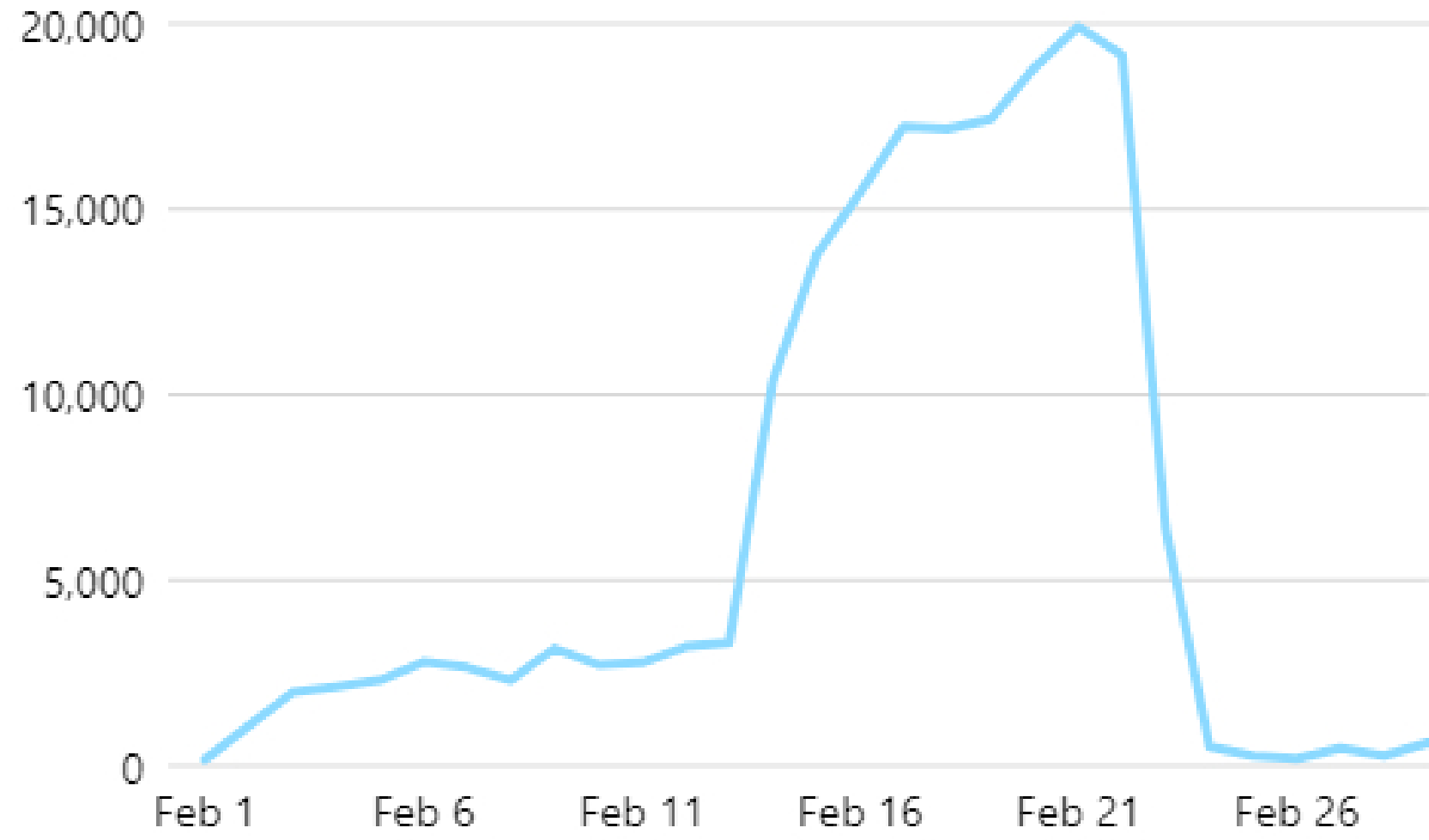
35 ↑ 84.2%



## Reach

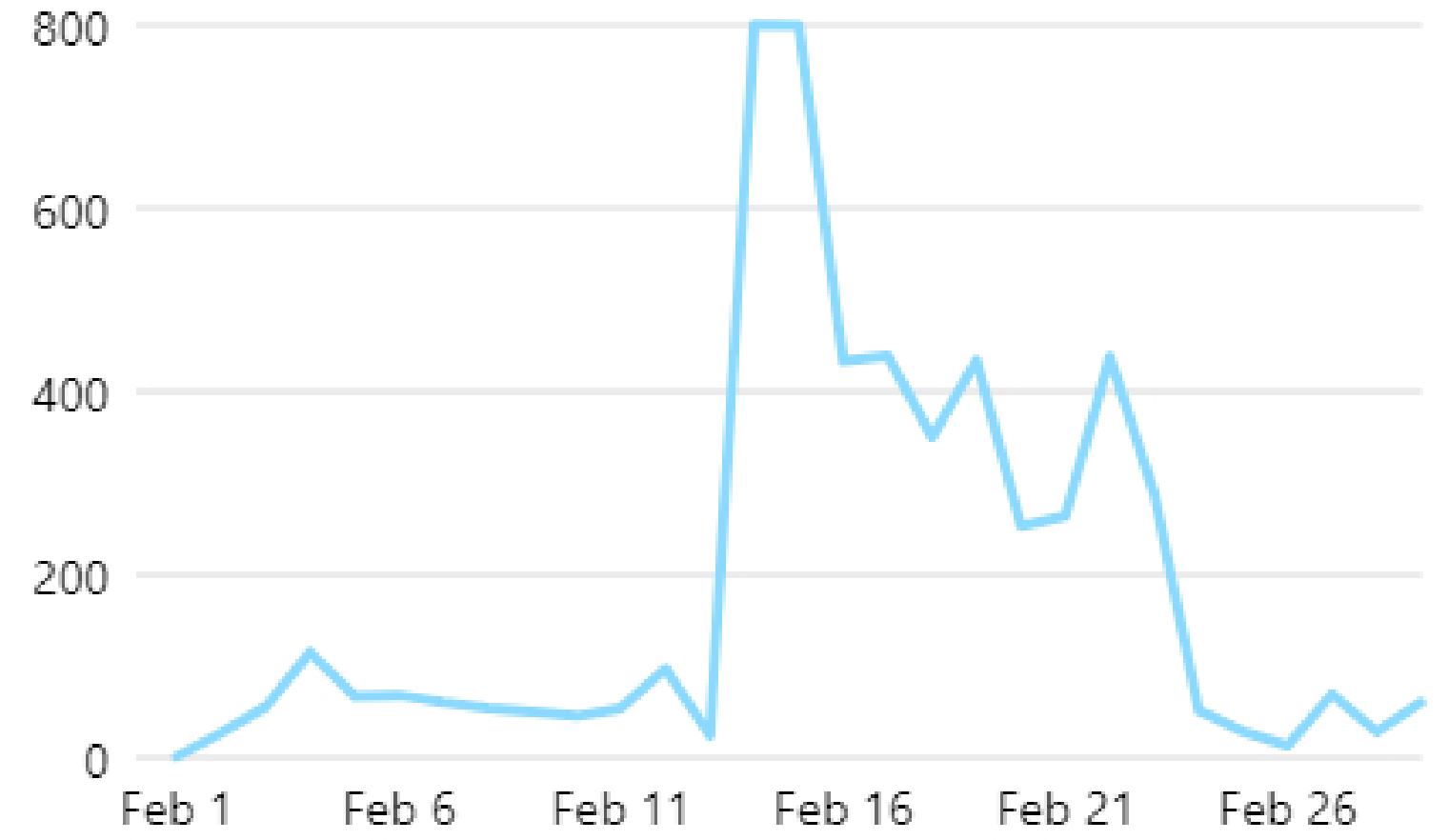
### Facebook reach ⓘ

135.6K ↑ 2.3K%



### Instagram reach ⓘ

4.6K ↑ 3.1K%



## Visits

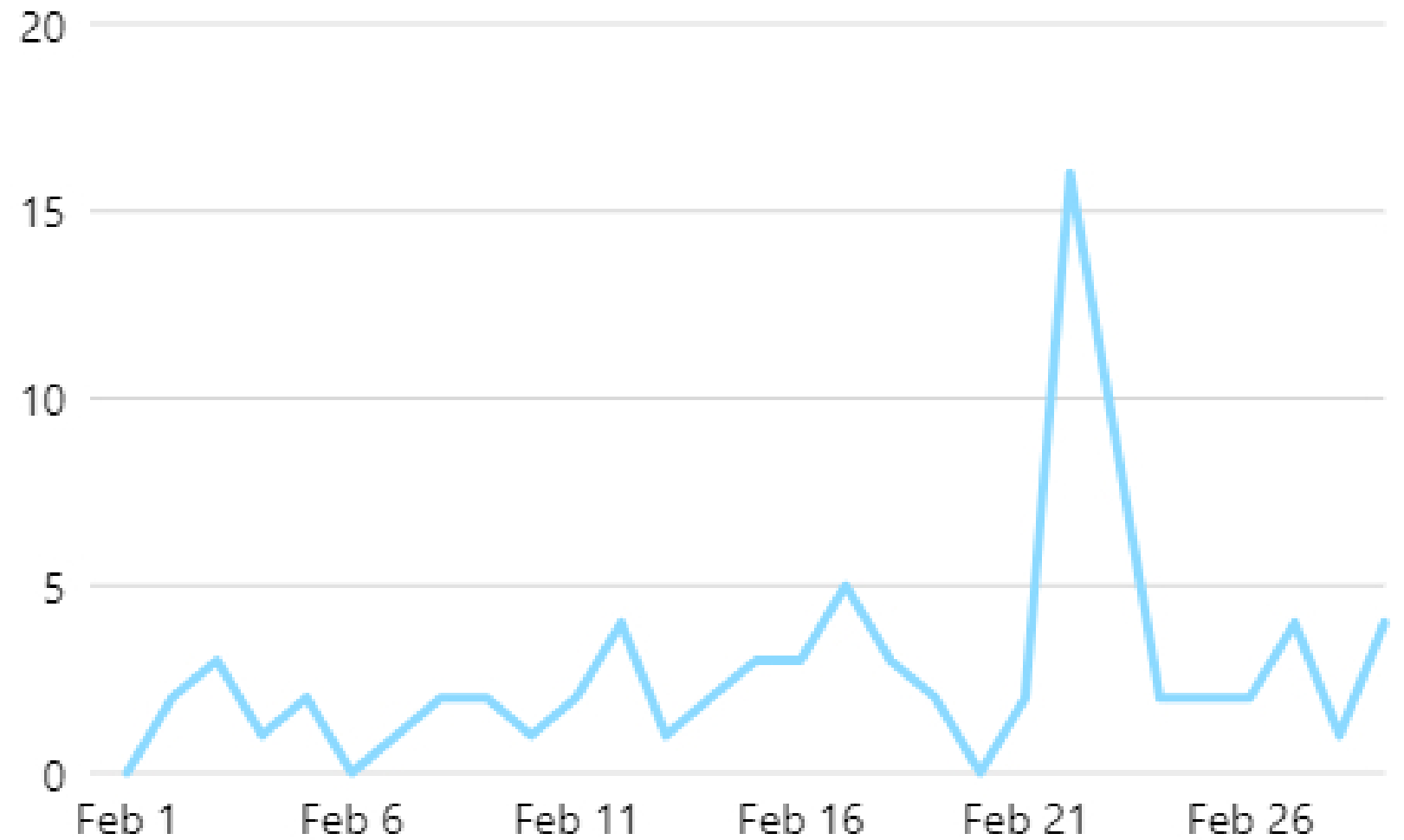
### Facebook visits ⓘ

1.7K ↑ 110.6%



### Instagram profile visits ⓘ

81 ↑ 153.1%





## LOVE LOCAL SOCIAL MEDIA CAMPAIGN

- \$239.60 Paid Social Media Spend during February 2-18, 2024
  - \$959.89 20,000 Count - Love Local Stickers (Distributed to Hospitality Biz)
  - \$480.52 75 Window Clings –QR code to Experience Clarke County Facebook Page
  - \$500.00 Love Local Logo Creative Design
- \$2,180.01 ACTUAL TOTAL for the Love Local ARPA FUNDED Budget of \$2,250.00



Experience Clarke County, Virginia

Published by Indea Grace · February 2 at 4:09 PM ·



Bring your sweetheart to Clarke County to celebrate an exceptional Valentine's Getaway. Relax and reconnect together in small town Americana. Clarke County is a place to hang your heart and share your love. Click here for our Love Local Valentine's Itinerary.

FLIPSNAACK.COM

Love Local\_Clarke CountyVA

Learn more

## Performance i

Link clicks i

1,004

Cost per Link Click i

\$0.25

Reach i

24,801

## Activity

### Post engagements

1123

### Link clicks

1004

### Post reactions

100

### Post shares

11

### Post saves

4

### Post comments

4

### Follows or likes

1

## Details



Goal

Get more website visitors



Daily budget

\$16.00



Duration

16 days



Start date

Feb 2, 2024



End date

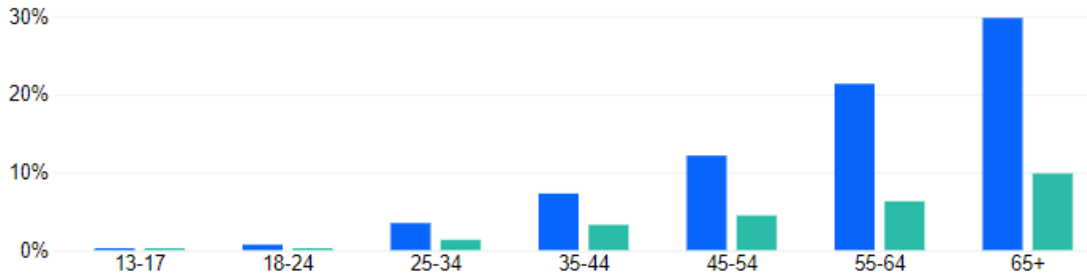
Feb 18, 2024

## Audience

This ad reached **24,801** people in your audience.

People Placements Locations

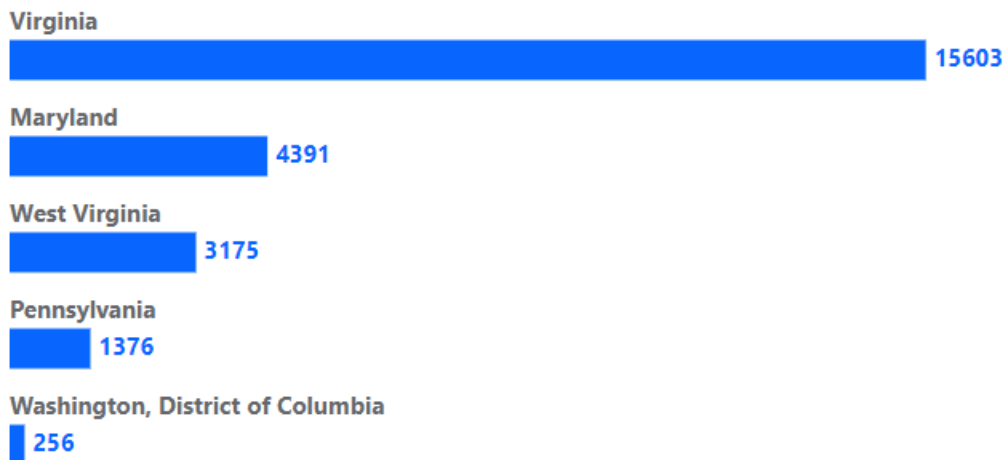
74.6% Women 25.4% Men



## Audience

This ad reached **24,801** people in your audience.

People Placements Locations



## Audience

This ad reached **24,801 people** in your audience.

People **Placements** Locations

Mobile app Feed **14372**

Mobile suggested videos feed **4383**

Mobile in-stream video **3855**

Audience Network **1200**

Facebook Stories **816**

Facebook Reels **664**

Marketplace mobile **472**

Instagram Feed **432**

Desktop Feed **320**

Desktop right column **272**

Desktop in-stream video **56**

Instagram Reels **56**

Facebook Search Results on mobile devices **56**

Instagram Stories **48**

Profile feed **24**

Marketplace desktop **16**

Desktop web Instagram Feed **4**

Mobile web Feed **1**

Facebook Search Results on desktop devices **1**



## Valentine's Day Itinerary Digital Flipbook:

[https://www.flipsnack.com/CFA8BE88B7A/love-local\\_clarke-countyva/full-view.html](https://www.flipsnack.com/CFA8BE88B7A/love-local_clarke-countyva/full-view.html)



Looking for a place to celebrate your couplehood that is as intimate as your love? We've got a place you can hang your heart in Clarke County. Treat yourselves to small town Berryville, adorable and sweet as your honey, soft and cozy as a hug with fun things to experience together. We invite you to come visit and celebrate your Valentine's Day!

## Sweetheart Dinners



THE BUTTERY

L'AUBERGE  
PROVENCALE

SUECATS BISTRO



SWEET BASIL THAI

ZEN RAMEN

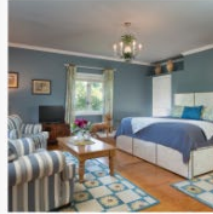
NIK'S

#EXPERIENCECLARKECOUNTYVA

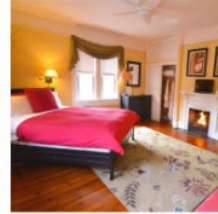


## Cozy Accommodations

You'll be treated like a king and queen when you stay at these lovely lodging establishments.



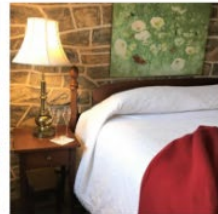
L'AUBERGE PROVENCALE



WAYPOINT HOUSE B&B



ROSEMONT MANOR



SMITHFIELD B&B

#EXPERIENCECLARKECOUNTYVA



## Holding Hands Together

Spend time together, holding hands and enjoying each others company.



Have a spot of tea and some treats at The Tea Cart.



Find your secret garden at Blandy Experimental Farm, The State Arboretum of Virginia



Tour Long Branch Historic House and Farm, circa 1811.



Stroll Berryville Main Street's boutique shops and eateries.



Spend an evening together and fill your souls with the rhythm of music.

#EXPERIENCECLARKECOUNTYVA



## Cheers to Love

Relax, sip and give good cheer to your love.



WILD HARE CIDER



CAMINO REAL



HORSESHOE CURVE  
BAR & RESTAURANT



LONE OAK TAVERN



TWIN OAKS TAVERN  
WINERY



VERAMAR VINEYARD

#EXPERIENCECLARKECOUNTYVA



# Sweet Kisses & Petals

Valentine's Day wouldn't be complete without flowers and sweets.



SPONSELLER'S FLOWER SHOP



THE SWEET ELEPHANT BAKE SHOP

# The Morning After

Don't go home hungry, take your time heading back.



CORDIAL COFFEE & WAFFLES



BREAKFAST AT PINE GROVE RESTAURANT



BRUNCH AT THE BUTTERY

#EXPERIENCECLARKECOUNTYVA  

## Window Cling

