

Economic Development Advisory Committee
January 17th, 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, 2nd 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

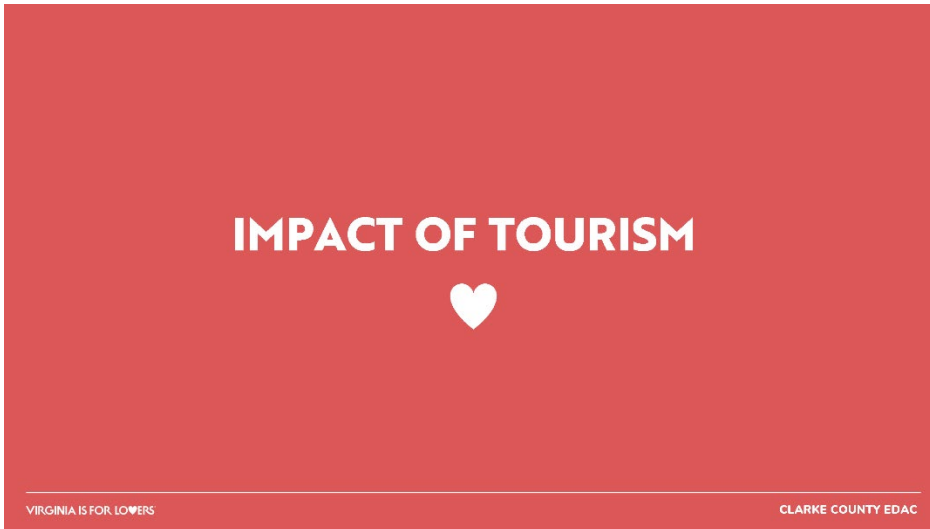


KELLI WEAVER
DESTINATION DEVELOPMENT MANAGER
Shenandoah Valley & Western Northern Virginia

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

Oak Hart Farm - Berryville, VA

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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

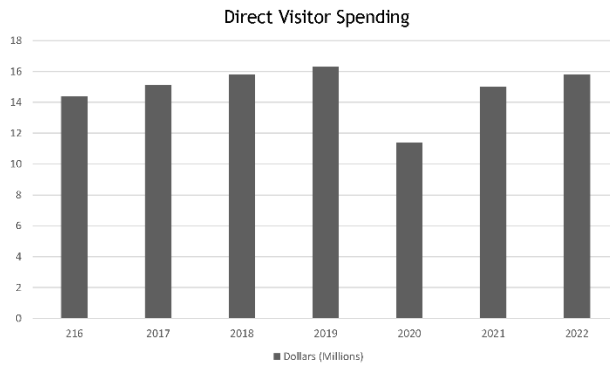
Increase of 5.6% since 2021

Source: *Tourism Economics*

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ECONOMIC IMPACT CLARKE COUNTY, VA

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

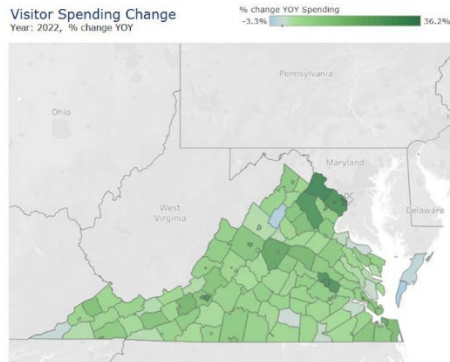


Source: Tourism Economics

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VISITOR SPENDING CHANGES CLARKE COUNTY, VA

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



Source: Tourism Economics

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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



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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.

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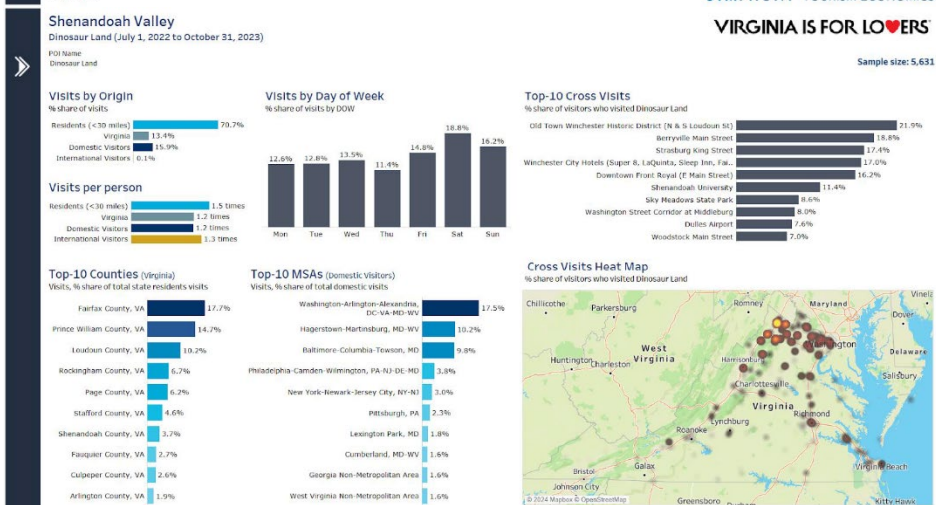
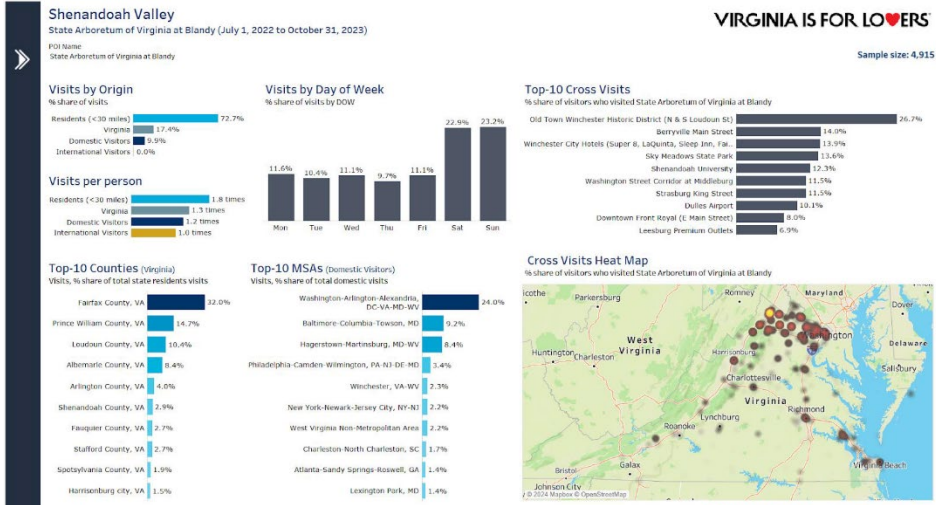
GET CONNECTED WITH BRANDING

<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

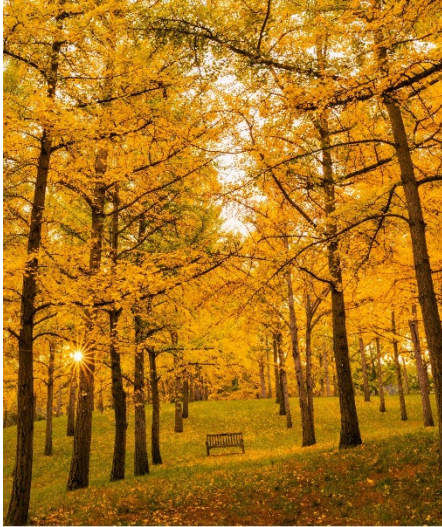
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DESTINATION DEVELOPMENT



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DRIVE 2.0

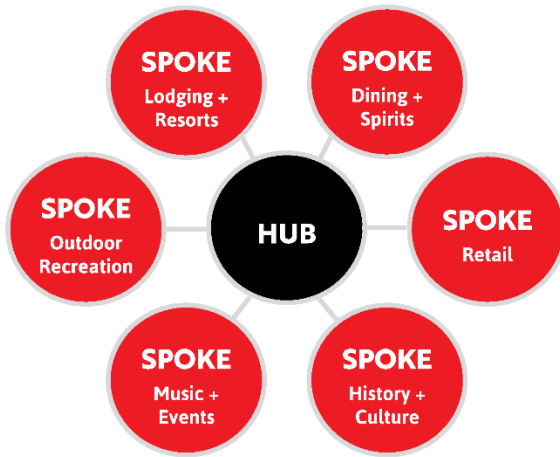
2020-2025 STRATEGIC TOURISM PLAN
REGIONAL PLAN: SHENANDOAH VALLEY

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

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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

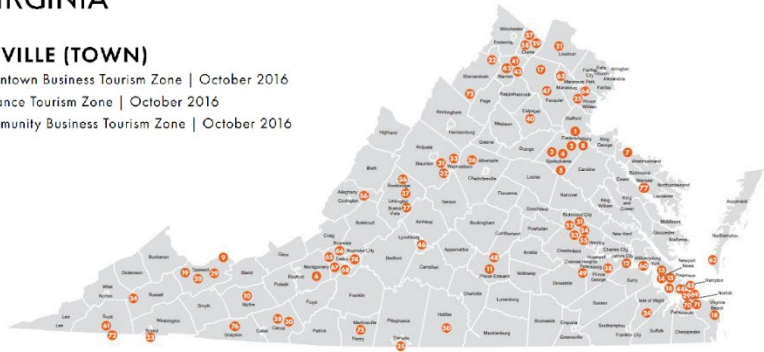
- Offer tax incentives and provide regulatory flexibility
- Stimulate business attraction, growth, and increased employment opportunities

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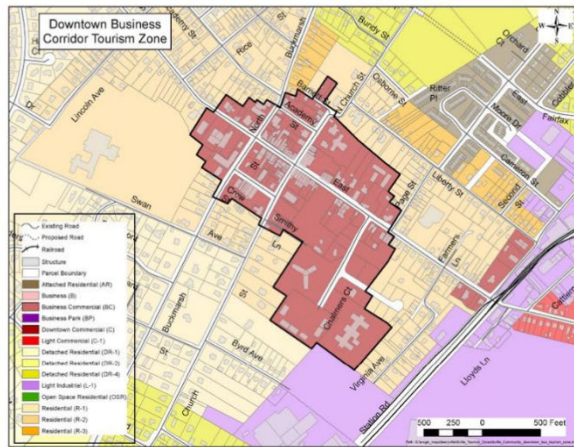
TOURISM ZONES IN VIRGINIA

BERRYVILLE (TOWN)

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



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57 Downtown Business Tourism Zone | October 2016

THANK YOU!



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