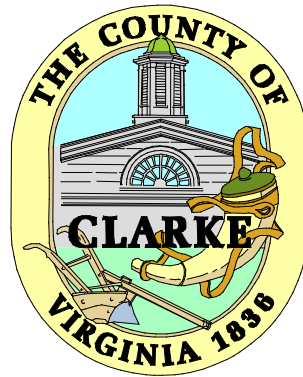


# Clarke County Economic Development Advisory Committee



May 15, 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, Ashley Hardesty*

## Agenda

**1:00 pm, Wednesday, May 15, 2024**

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

	<u>Page No.</u>
1. Call to Order	3
2. Adoption of Agenda	4
3. Approval of Minutes	5
– March 20, 2024 Regular Meeting	6
4. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson	13
– Clarke County Branding Updates	
– Clarke County Tourism Website	
5. Economic Development and Tourism Update by Michelle Ridings Brown	14
– VTC – DMO Marketing Leverage Grant	
– Workforce Development – Employer Expo, Widget Cup	
– ARPA Updates	
– Commercial Kitchen	
– Restaurant Week	
– Lockett’s Market	
6. Town of Berryville Update by Christy Dunkle	15
7. Berryville Main Street Update by Christina Kraybill	16
8. Next Meeting	17
– July 17, 2024 – Regular Meeting	
9. Adjourn	18
Reports in Packet:	19
– Experience Clarke County March 2024 Social Media Metrics	20
– Experience Clarke County April 2024 Social Media Metrics	24
– Restaurant Week Campaign Report	28

# Call to Order

# Adoption of Agenda

# Approval of Minutes

March 20, 2024 Regular Meeting



Ashley Hardesty - Absent

4. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson

Imagine Design presented the following research survey results and draft brand logo designs:

**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:**

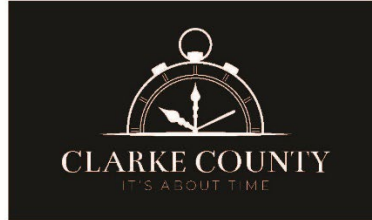
*Business photos. Clean, intuitive layout. Insider Tips & Recommendations. Virtual tours. Entertainment. Car show. White Post Antique Restorations. Trip-planning. Links to other area tourism sites. Blandy, Long Branch, Clermont, The Barns, Cool Spring Battlefield area, Dinosaur Land, Josephine City Museum, 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 TRAVEL INDUSTRY AND ECONOMIC DEVELOPMENT</small>	Client: Clarke County
	Date: March 12th, 2024
	Project: Clarke County Logo
	Submittal: First

Logo Draft 2.1



Logotype Reversed




<b>IMAGINE</b> FOR THE  OF TRAVEL <small>THE TRAVEL INDUSTRY AND ECONOMIC DEVELOPMENT</small>	Client: Clarke County
	Date: March 12th, 2024
	Project: Clarke County Logo
	Submittal: First

Logo Draft 3.1



Logotype Reversed



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

- Overall, the committee agreed the tag line “It’s About Time” was a good fit. However, a few members did not connect with the logo designs presented and felt they did not accurately represent Clarke County. Each logo was discussed, and both positive and negative feedback was provided.
  - o Imagine Design advised they would come up with some different designs.
  - o Christy Dunkle inquired whether the logo designs would appeal to the younger generation.

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

Michelle Ridings Brown provided the following update:

- The Love Local Campaign was completed using approximately \$2,000 of ARPA funds. Window clings and stickers were provided to local businesses and an online Valentines’ Day itinerary flipbook was created. A 16-day paid social media ad helped to boost the campaign, which reached almost 25,000 people and generated 1000 clicks/engagements, at a cost of \$0.25/click. Over 9,000 out-of-state people, from Maryland, West Virginia, Pennsylvania and Washington DC, we reached, as well.
  - o Christina Kraybill interjected that not all businesses could not use the stickers, as some items sold were not “crafted in Clarke County”.

- Michelle Ridings Brown responded that the logo design was already created and paid for by her predecessor, but next year the “crafted in” part of the logo could be removed to make it more versatile.
- Recently applied for a Virginia Tourism Corporation Marketing Grant of \$20,000, with a \$10,000 match. It is specifically for Designated Marketing Organizations, and L’Auberge Provençale agreed to be the County’s lodging partner. If awarded, these funds would be used for photography, brand awareness campaigns, and both digital and print advertising.
- Lodging meeting March 20. This is an annual meeting with businesses who collect transient occupancy tax (TOT). TOT helps support the Economic Development & Tourism department budget. The goal of this meeting is to collaborate with the lodging industry on the best ways to promote tourism and overnight stays in Clarke County.
  - Christy Dunkle asked if lodging businesses from the Town of Berryville would be in attendance.
    - Michelle Ridings Brown responded that they will and that she will also meet one-on-one with those who could not attend.
  - Bev McKay requested a list of all Airbnb’s.
    - Michelle Ridings Brown advised this a project that needs to be worked on. It would be good to include them as there is limited lodging, but they need to be licensed and operating correctly.
  - Christy Dunkle asked if there has been any further discussion of a hotel in Berryville.
    - Michelle Ridings Brown responded there has not and invited committee members to the next Industrial Development Authority (IDA) meeting to discuss it again. Ms. Ridings Brown suggested putting together a packet for potential developers.
      - Christy Dunkle and Johnny Milleson agreed to attend the IDA meeting on April 26.
    - Christina Kraybill questioned if a property could be developed for both permanent residents (apartments) and temporary lodging (hotel); onsite amenities could be used by both.
      - Michelle Ridings Brown replied that there is a market for that.

Chris Boies entered the meeting at 2:13pm.

- Currently working on a Spring Itinerary online flipbook and paid social media campaign.
- Visitor Center renovations are going to be done using ARPA funds to make the space more welcoming and easily accessible. Renovations must be completed by June 30; they are currently working on bids for construction.
- Business Retention and Expansion (BRE) visits with Virginia Economic Development Partnership have been taking place. These visits allow us to see how the County and State can help assist businesses. They toured C2 Management, Cochran’s Lumbar and Edgewood Dairy Farm. Berryville Graphics will be visited later in the month.
- Restaurant Week runs March 18 to March 23. Detailed social media metrics will be available at the next meeting. Approximately 90,000 people were reached in the first two weeks of the campaign.

Chairman Milleson asked for an update on the new committee member.

- Chris Boies responded that the Board of Supervisors recently appointed Ashley Hardesty to the committee.

**6. Next Meeting**

- April 17, 2024 - Spring Tour
- May, 15, 2024 - Regular Meeting

**7. Adjourn**

Chairman Milleson adjourned the meeting at 2:29pm.

---

Minutes Recorded and Transcribed by Indea G. Ford

# Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson

- Clarke County Branding Updates
- Clarke County Tourism Website

# Economic Development and Tourism Update by Michelle Ridings Brown

- VTC – DMO Marketing Leverage Grant
- Workforce Development – Employer Expo, Widget Cup
- ARPA Updates
- Commercial Kitchen
- Restaurant Week
- Lockett's Market

# Town of Berryville Update by Christy Dunkle

# Berryville Main Street Update by Christina Kraybill



# Next Meeting

July 17, 2024 – Regular Meeting

Adjourn

## Reports in Packet

- Experience Clarke County March 2024 Social Media Metrics
- Experience Clarke County April 2024 Social Media Metrics
- Restaurant Week Campaign Report

## Visits

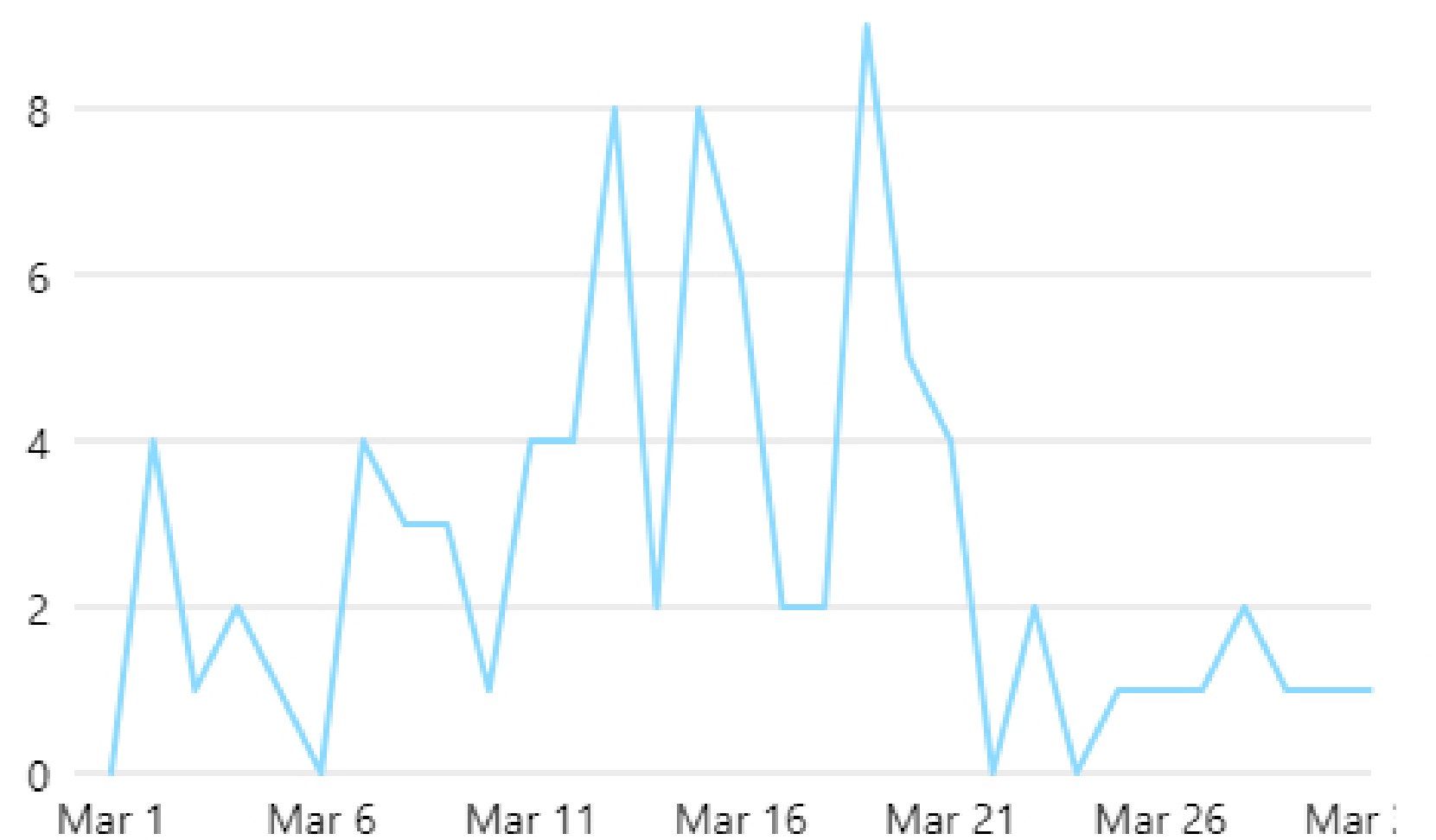
Facebook visits ⓘ

2.7K ↑ 50.1%



Instagram profile visits ⓘ

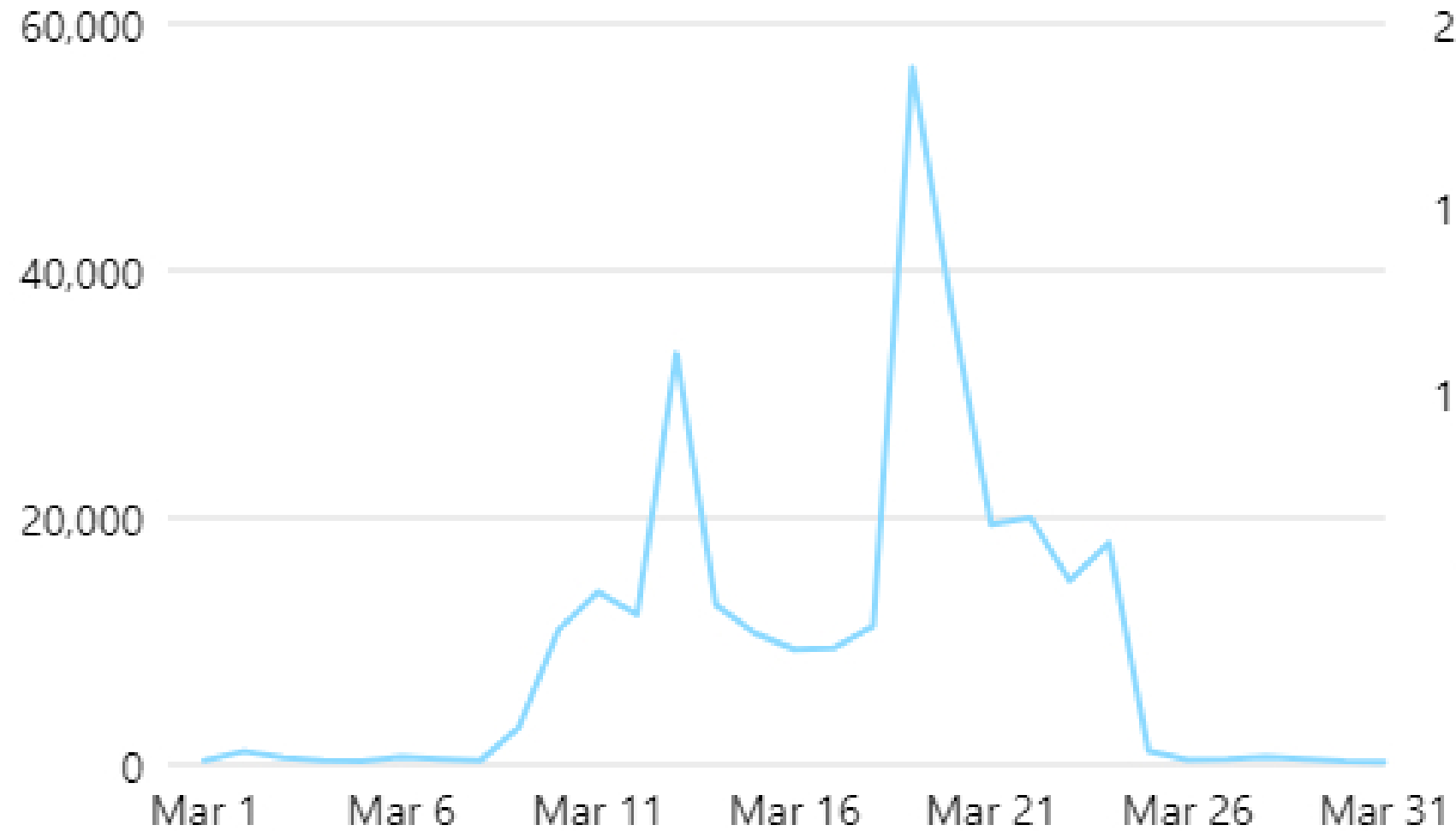
83 ↑ 2.5%



## Reach

Facebook reach ⓘ

176.6K ↑ 30.3%



Instagram reach ⓘ

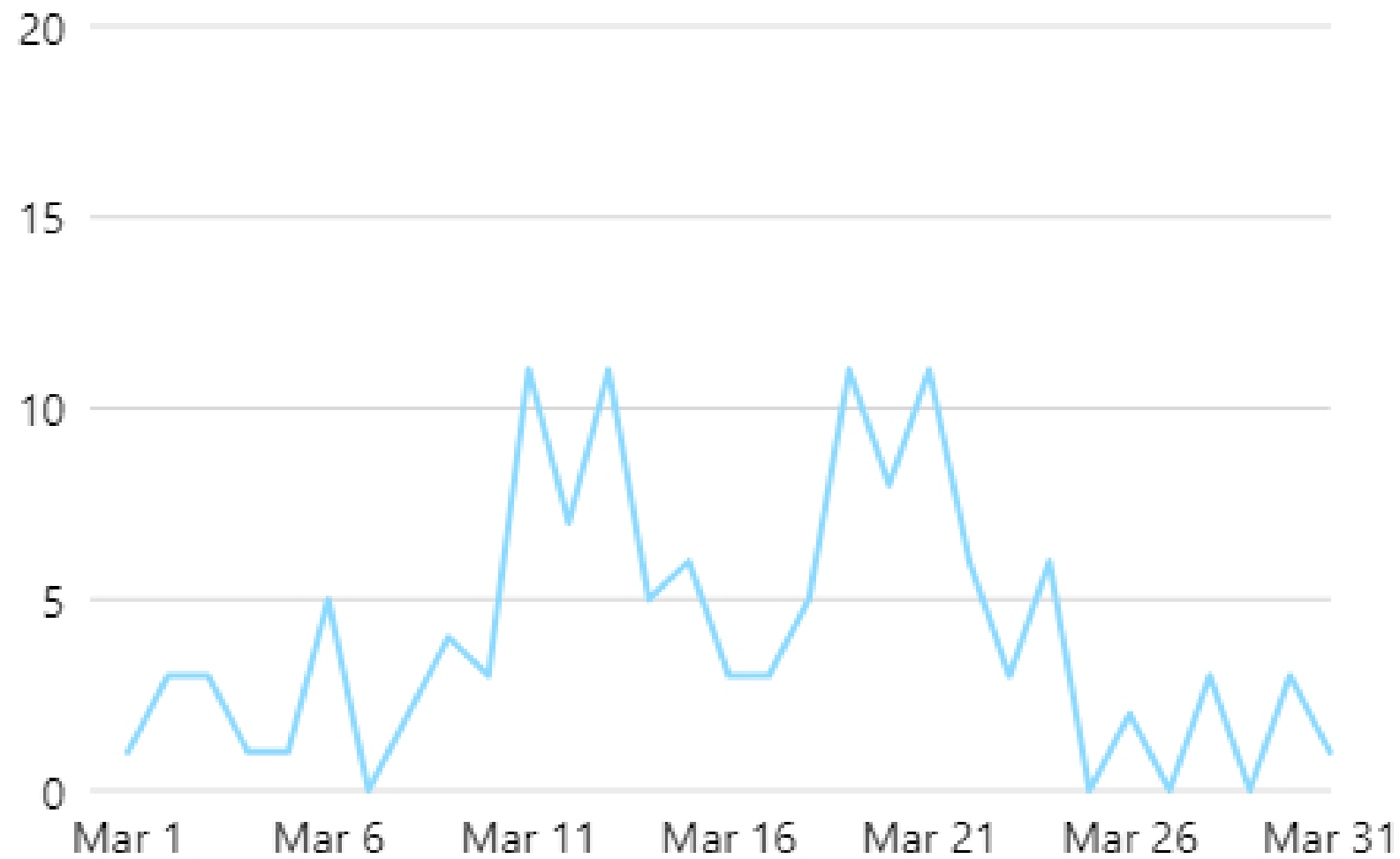
33.9K ↑ 642.3%



## Follows

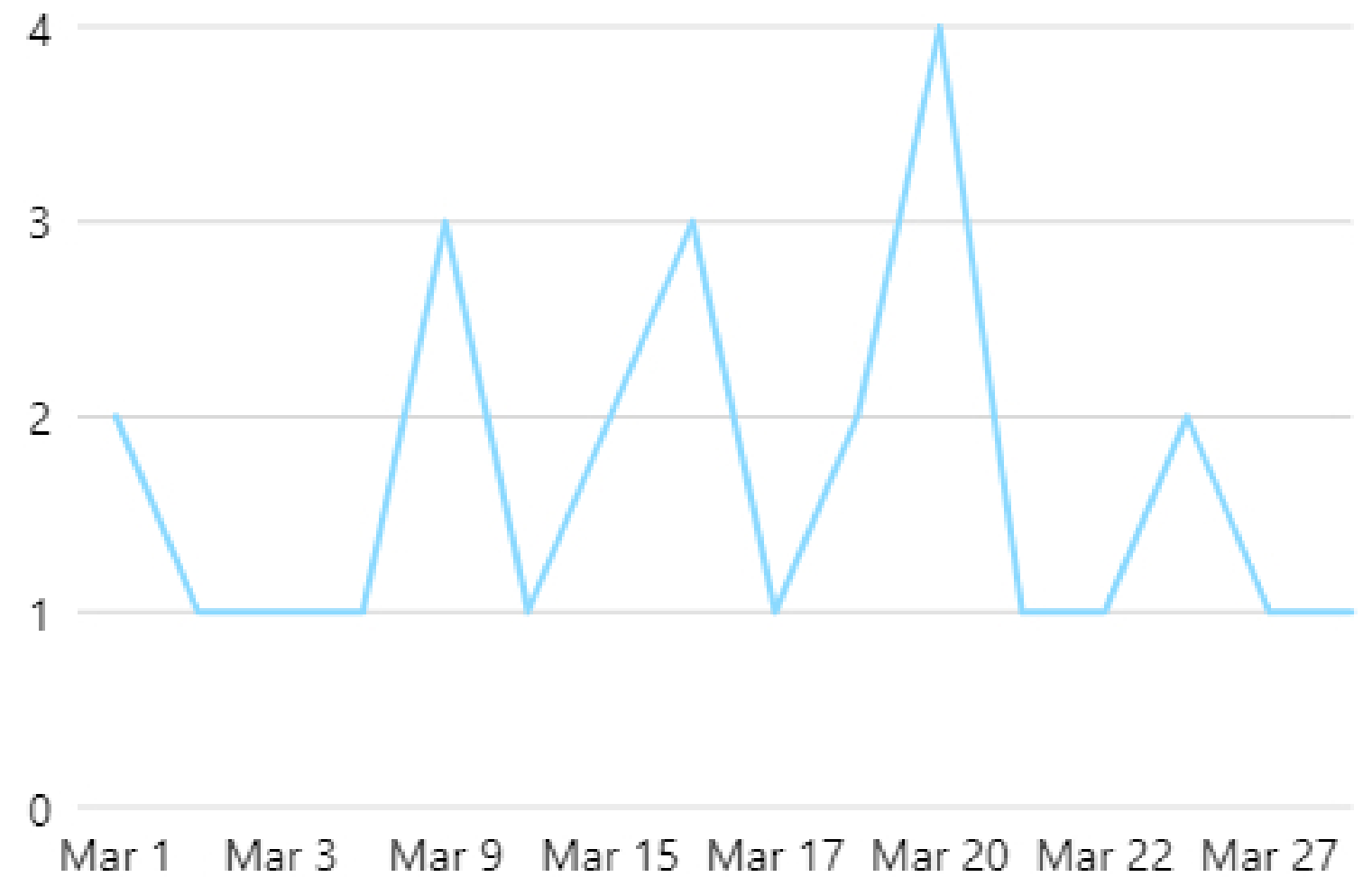
### Facebook follows ⓘ

128 ↑ 42.2%



### Instagram follows ⓘ

27 ↓ 25%



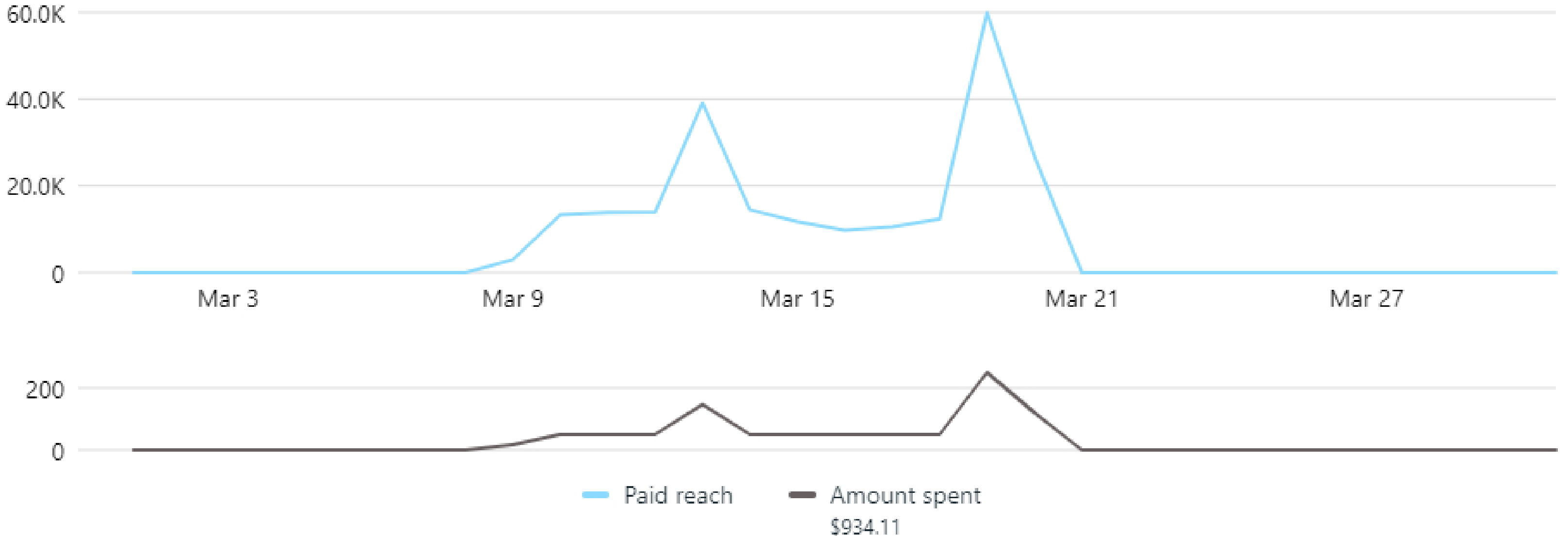
## Ad trends

Paid reach ⓘ

161,106 ↑ 50.7%

Paid impressions ⓘ

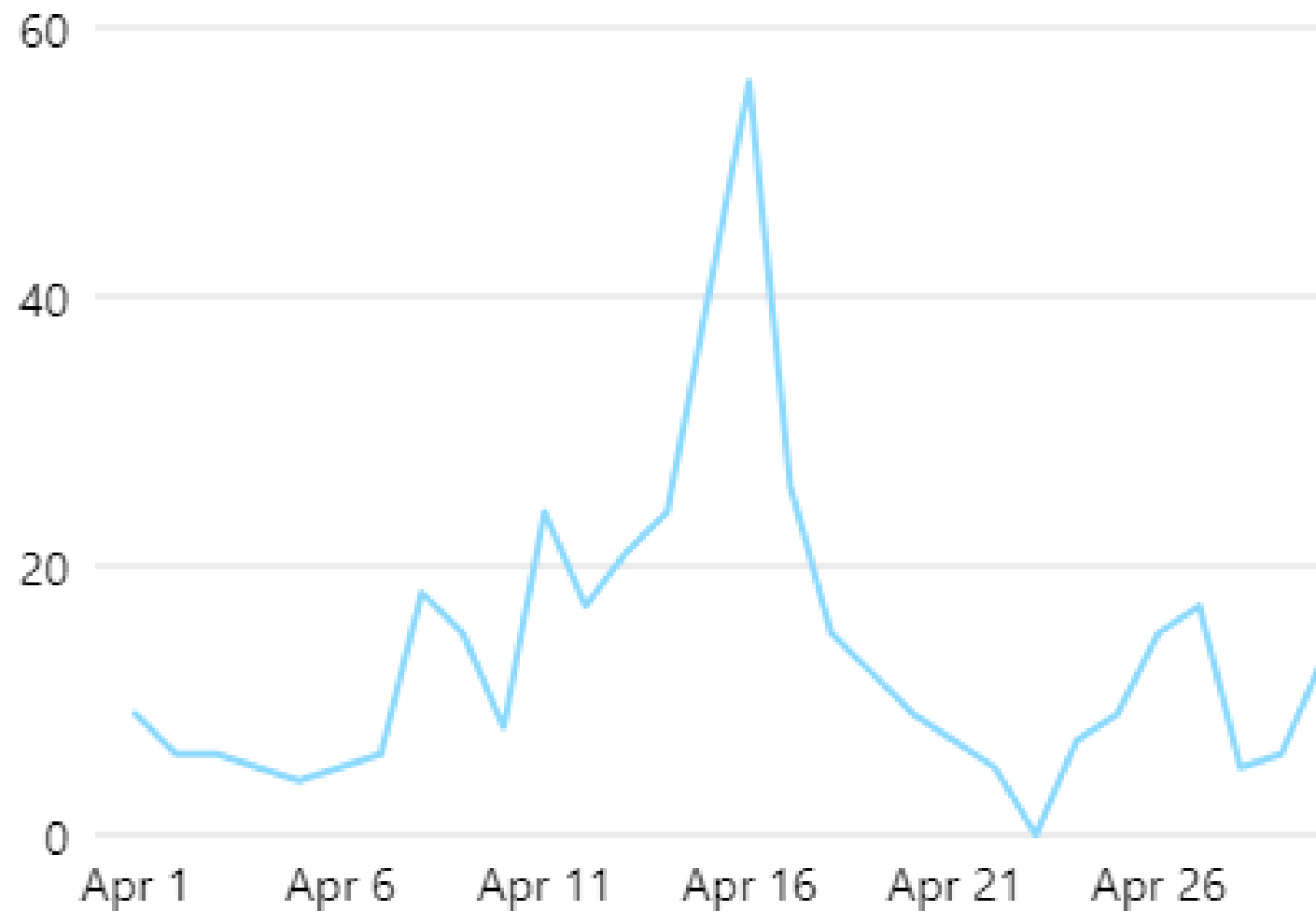
253,577 ↑ 66.2%



## Visits

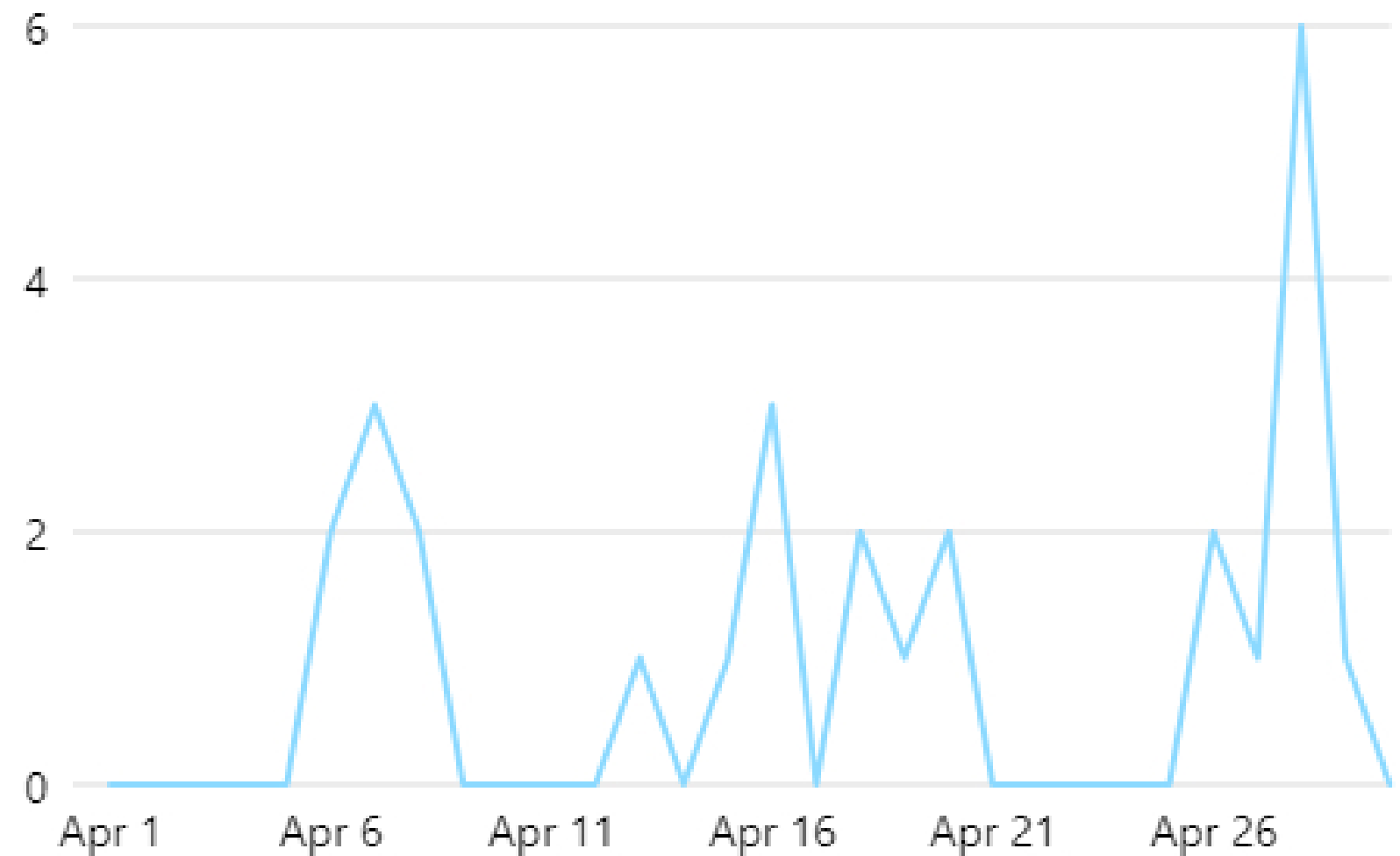
### Facebook visits ⓘ

410 ↓ 84.6%



### Instagram profile visits ⓘ

27 ↓ 67.5%

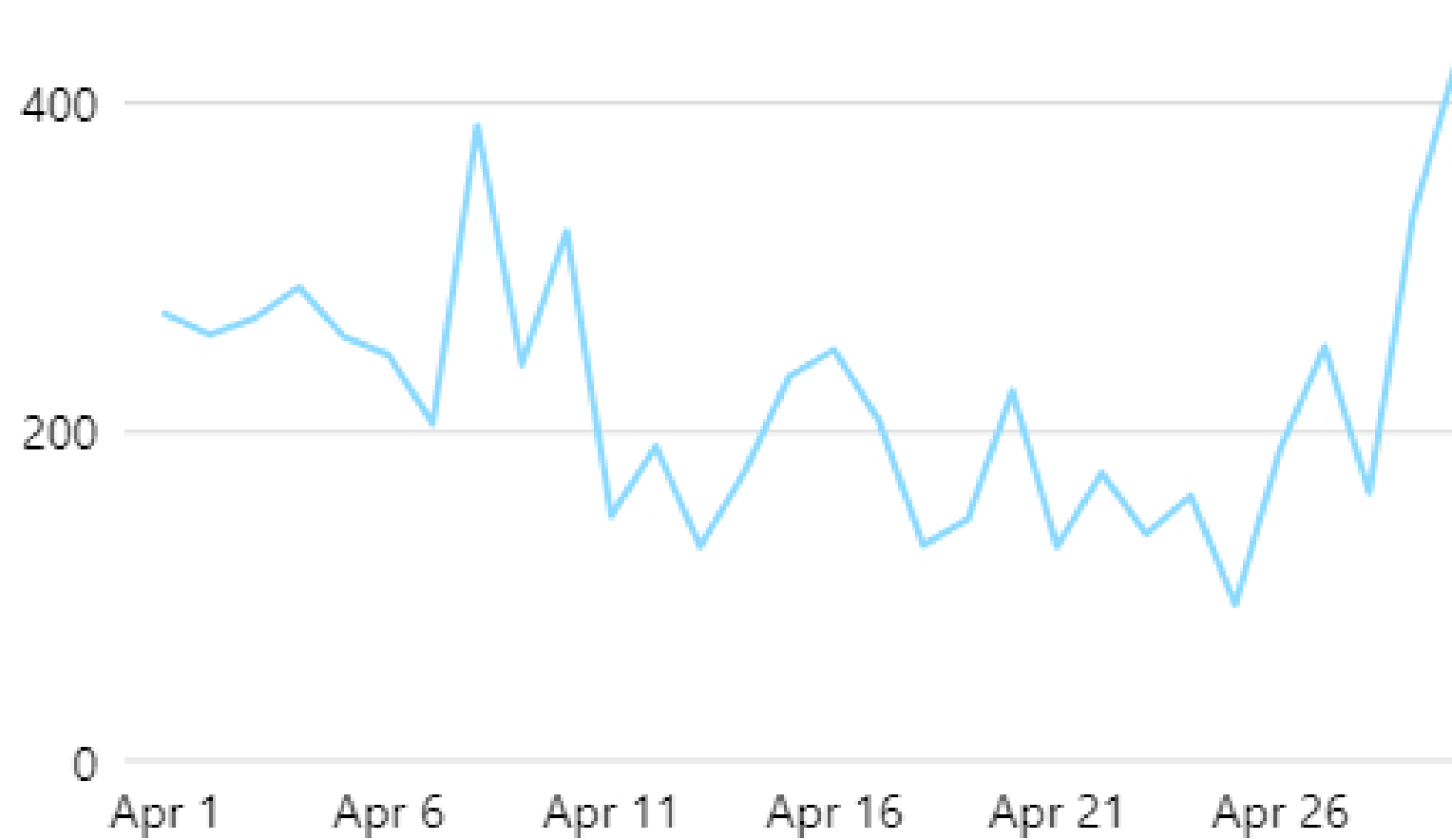




## Reach

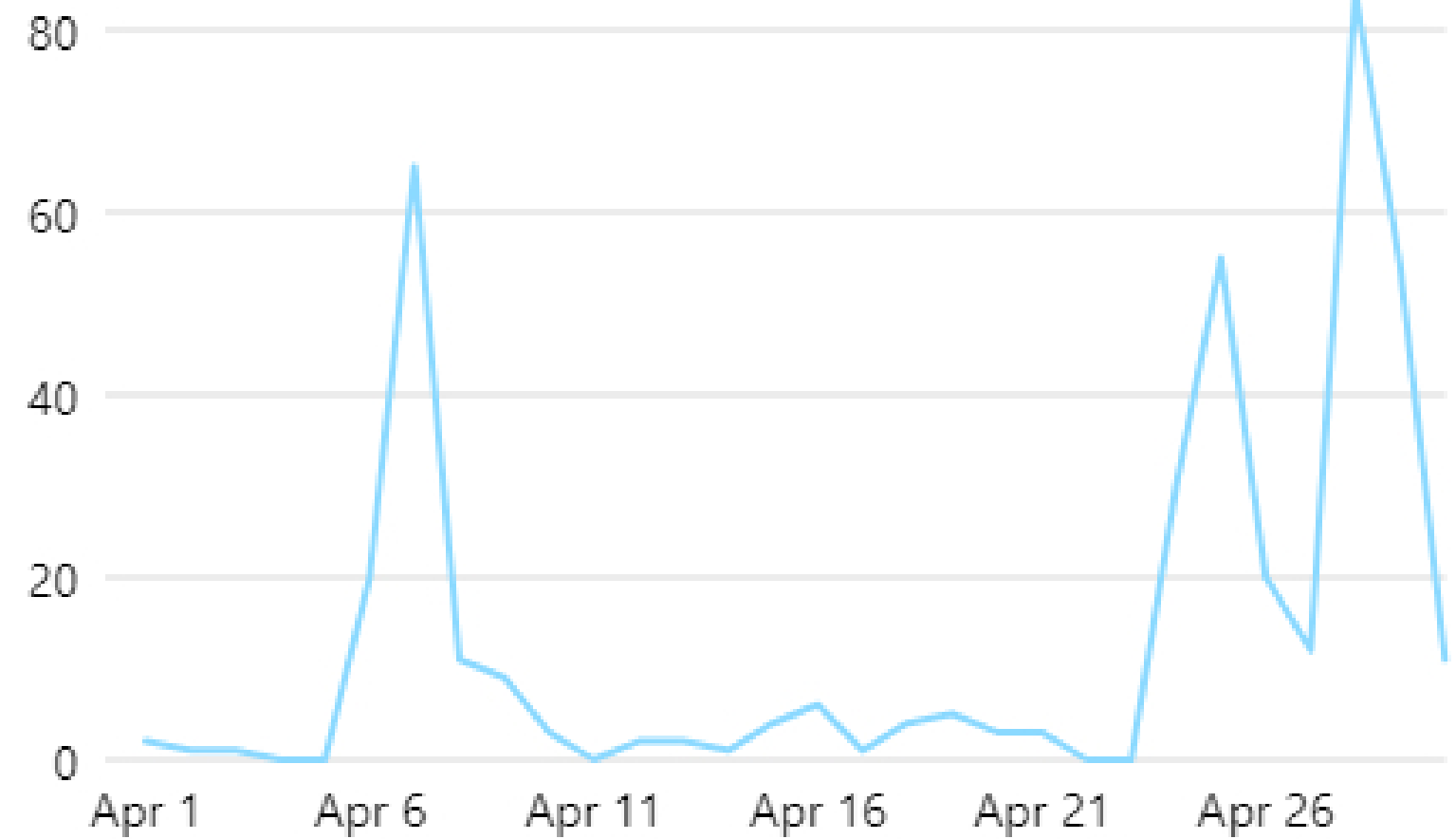
Facebook reach ⓘ

3K ↓ 98.3%



Instagram reach ⓘ

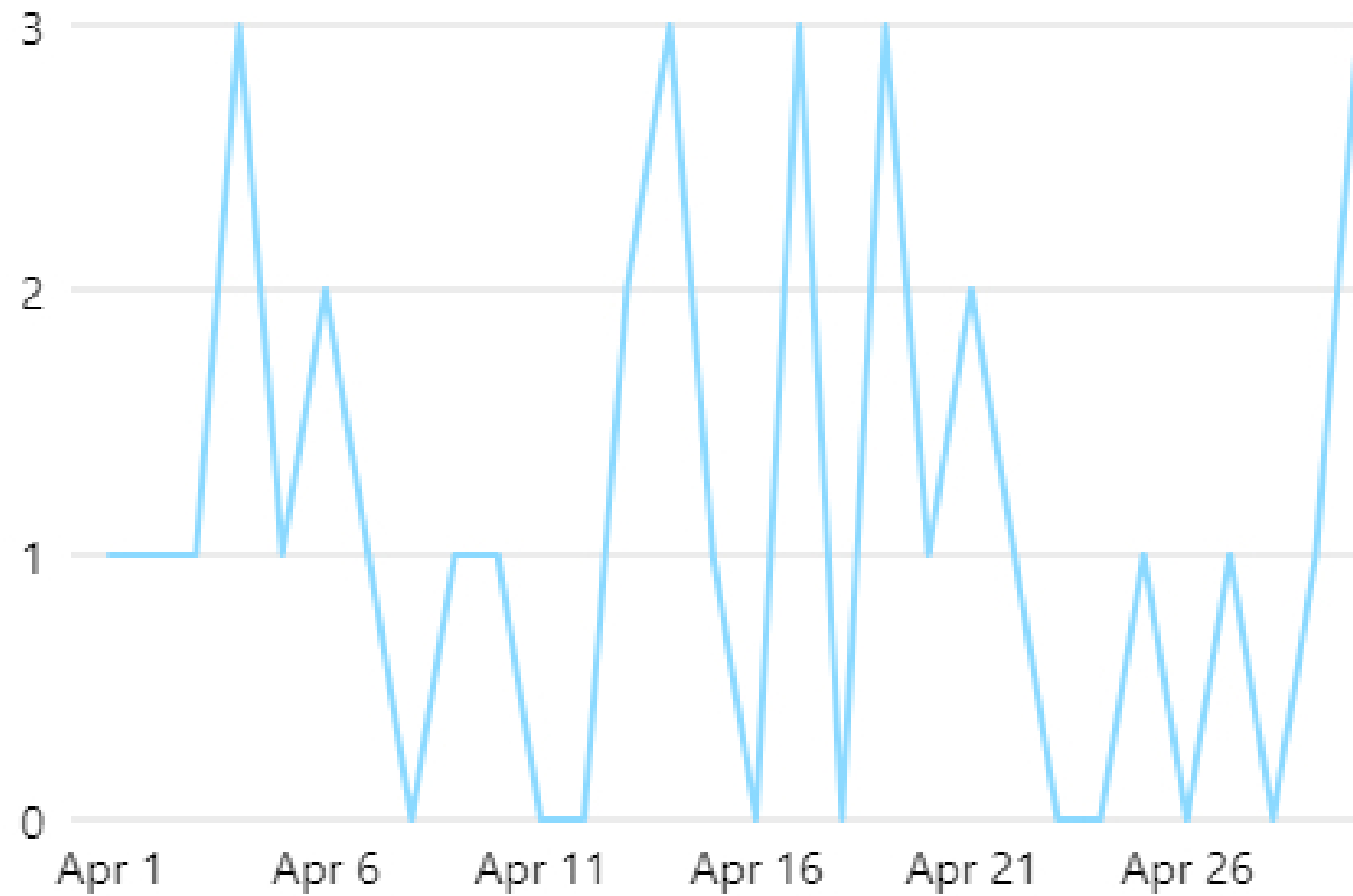
189 ↓ 99.4%



## Follows

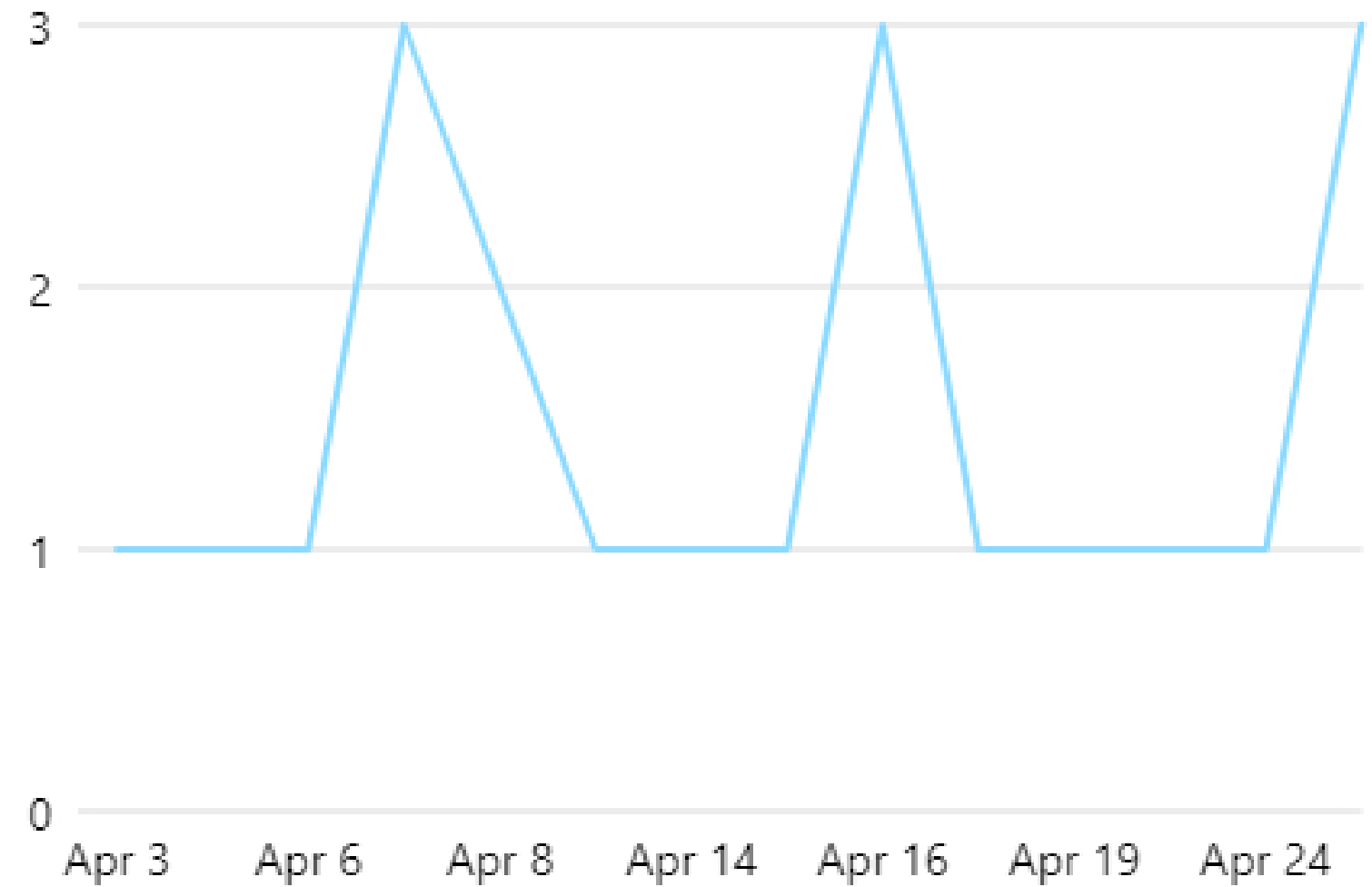
### Facebook follows ⓘ

34 ↓ 73.2%



### Instagram follows ⓘ

21 ↓ 16%



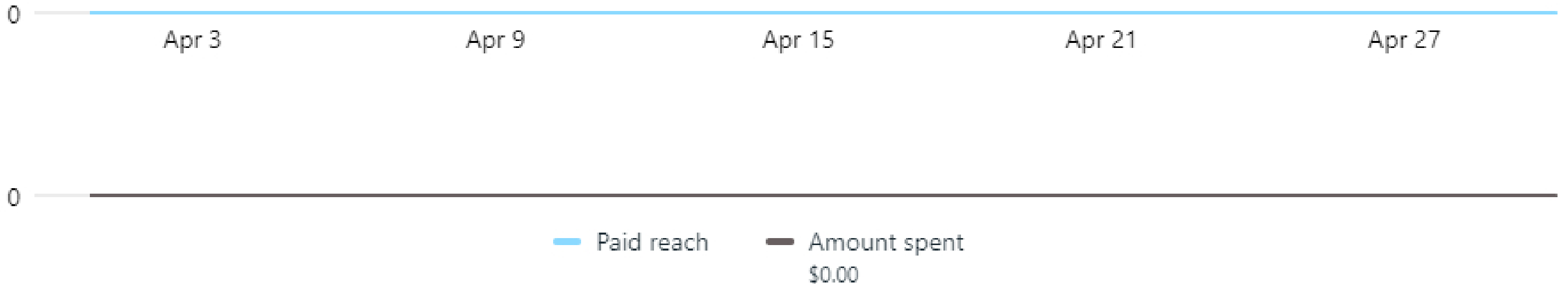
# Ad trends

**Paid reach** ⓘ

0 ↓ 100%

**Paid impressions** ⓘ

0 ↓ 100%





# Restaurant Week

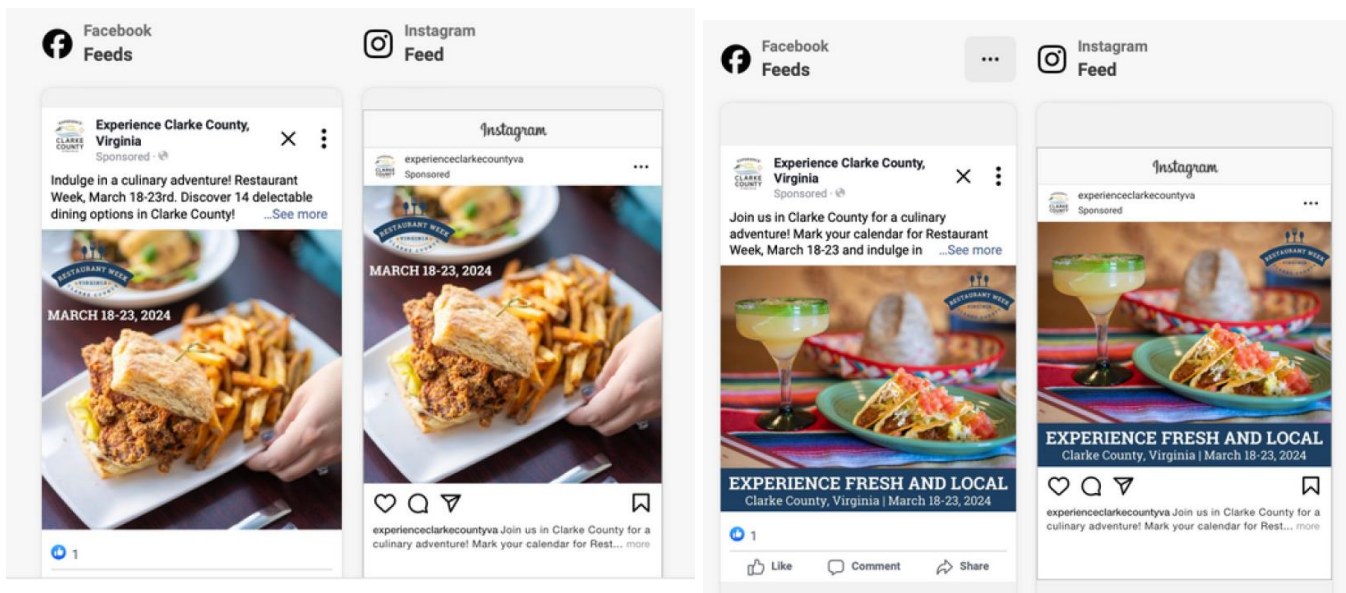
## March 18-23, 2024

### Final Report

#### Restaurant Week Social Media Campaign

\$ 250.00	Graphic design for logo, tent cards, window clings, and flipbook
\$3,000.00	Campaign social media management (Jan-March)
\$1,912.94	Social media spend Facebook and Instagram
\$ 300.00	Photo Shoot
\$ 116.71	Window cling printing
<u>\$ 472.37</u>	<u>Table tent card printing</u>
\$6,052.02	ACTUAL TOTAL for the Restaurant Week ARPA funded Budget of \$7,100

**Purpose:** To create awareness of the Restaurant Week event. To increase customers at restaurants during a slower time of the year to boost tourism, meals tax and support local businesses. We had 14 participating food establishments. Overall businesses seemed to have a sense of excitement especially with photoshoots and free promotion. Photos and video will be kept in inventory for use on social media and website.





## Overall Restaurant Week Campaign Performance

There were 6 different video ads, 8 different static ads, and 10 business feature post boosts on both Facebook and Instagram.

### Engagement:

REACH	258,054
IMPRESSIONS	406,195
LINK CLICKS	5,243
BOOSTED POSTS	10

Placements: Reels, Mobile App, Feed, Marketplace, Audience Network  
 Device: Mobile

Gender/Age: Male dominated overall especially the video ads  
 Women engagement more with static ads  
 Highest in the Boomer generation in the 55-64 age bracket  
 Good amount in the 25-54 age group  
 Burgers/Ice Cream, Beer Taps, appealed to 18-35 age group  
 Fine dining meals (women) & fried chicken photos appealed to 65+  
 Margaritas/Tacos appealed to women  
 Sushi & Tea appealed to women 35+  
 Women interacted more with the business feature posts  
 Women higher response with the winery/sunset, all ages 25-65+

Audience Location: Out-of-State Responses  
 Top Regions: Washington DC, Hagerstown, MD

[Digital Flipbook Link HERE:](#)

**RESTAURANT WEEK**  
VIRGINIA  
CLARKE COUNTY

**PARTICIPATING**  
restaurants

- Suecat's Bistro
- Zen Ramen
- The Tea Cart
- Homespun
- L'Auberge Provencale
- Camino Real
- Twisted Oak Farm Brewery, Food Truck
- Lone Oak Tavern
- Pine Grove Restaurant
- Sweet Basil Thai
- Sacred Hearts Goods Bakery
- The Sweet Elephant Bake Shop
- Twin Oaks Tavern Winery
- Cordial Coffee Company

See all the special restaurant offers below  
OR SELECT THE RESTAURANT ABOVE

**JOIN US MARCH 18-23**

## Window Cling

**RESTAURANT WEEK**  
VIRGINIA  
CLARKE COUNTY

**MARCH 18-23, 2024**

**PARTICIPATING**  
restaurants

- Suecat's Bistro
- Zen Ramen
- The Tea Cart
- Homespun
- L'Auberge Provencale
- Camino Real
- Twisted Oak Farm Brewery
- Lone Oak Tavern
- Pine Grove Restaurant
- Sweet Basil Thai
- Sacred Hearts Goods Bakery
- The Sweet Elephant Bake Shop
- Twin Oaks Tavern Winery
- Cordial Coffee Company

**JOIN US FOR:**

- meal deals
- discounts
- special menus

**14** participating food establishments

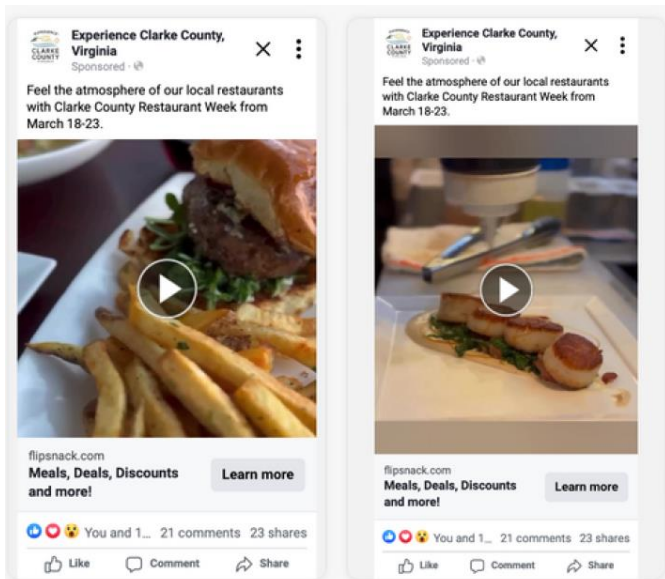
FOR MORE INFORMATION VISIT  
[ClarkeCounty.gov/Visitors](http://ClarkeCounty.gov/Visitors)

## Table Tent Card



## Top Producing Ads

There were 6 video ads total (set meaning on both Facebook & Instagram)



### #1 Video Ad Set

38,369 Reach

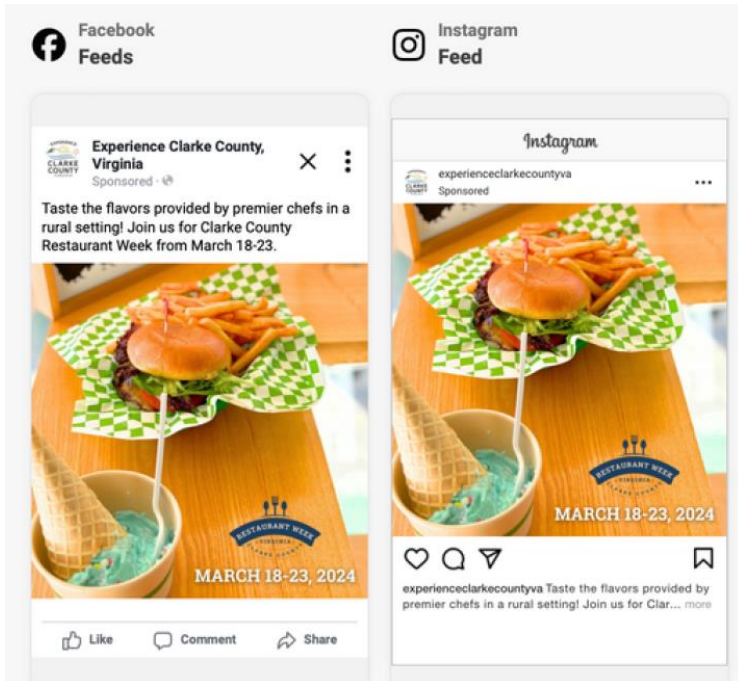
14,925 Top Placement – Marketplace Mobile

11,598 Female

26,435 Male



There were 8 static ads total (set meaning on both Facebook & Instagram)



**#1 Static Ad Set**

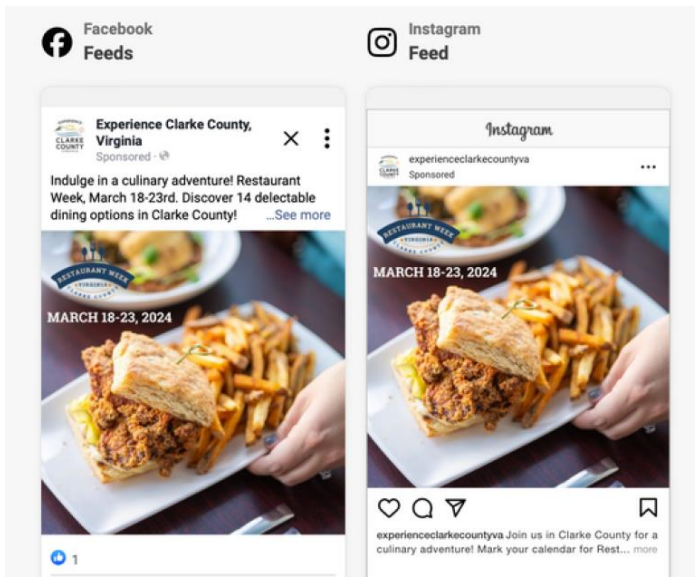
Homespun Burger and Ice Cream

60,143 Reach

16,249 Top Placement – FB Reels Mobile

14,668 Female

44,883 Male



**#2 Static Ad Set**

Suecat's Chicken Sandwich

48,511 Reach

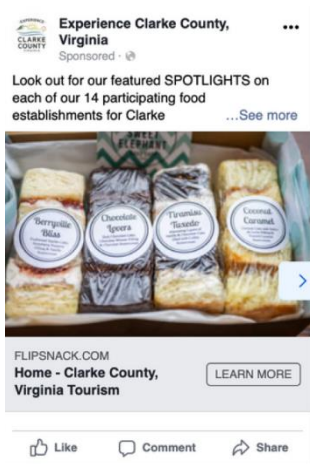
16,249 Top Placement-FB Reels Mobile

7,318 Female

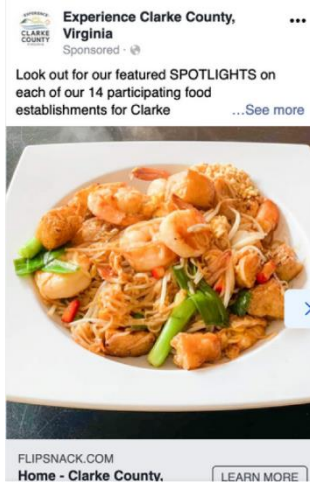
22,041 Male



**Top Facebook boosts (10) – Featured Individual Businesses participating in Restaurant Week.**



**Sweet Elephant**  
most clicks of 370  
6,123 reach  
(108 engagements)



**Sweet Basil Thai**  
second most clicks at 212  
10,165 reach  
(236 engagement)



**Pine Grove Restaurant**  
third most clicks at 210  
6,119 reach  
(240 engagement)



### Experience Clarke County, Virginia

Published by Indea Grace · March 18

READY...SET...GO! Clarke County Restaurant Week begins today, March 18 thru March 23. Visit these 14 participating establishments for discounts and specials  
<https://www.flipsnack.com/.../clarke.../full-view.html>

- Suecat's Bistro
- The Tea Cart
- Homespun by Smith Meadows
- Zen ramen berryville
- L'Auberge Provencale Bed and Breakfast
- Twisted Oak Farm Brewery
- Lone Oak Tavern
- Pine Grove Restaurant
- Camino Real of Berryville
- Sweet Basil Thai Cuisine
- Sacred Hearts Goods
- The Sweet Elephant Bake Shop, LLC
- Twin Oaks Tavern Winery
- Cordial Coffee Co.



Ready Set Go – Listing all restaurants w links to their websites

### HIGHEST ENGAGEMENT 873

- 141 Clicks
- 10,523 Reach
- 166 Likes
- 27 Shares
- 7 Comments



### **SURVEY Results:**

- 7% - 50% Estimated attendees were new customers (average was about 20%)
- We should continue Restaurant Week annually
- Agreed it was promoted well
- 67% vs 33% believed Mid-March was a good time to host Restaurant Week
- Majority would participate again
- 83% Thought incorporating a Passport Program would be a good idea
- 66% Participating Restaurants thought it was profitable to their business
- Comments:
  - Twisted Oak Brewery wants to use Restaurant Week logo to make branded merchandise
  - Twin Oaks Winery saw more Clarke County visitors as a result of RW
  - April or May weather might be better
  - Close down Main Street for dining in road w a Taste of Berryville farm experience
  - L'Auberge saw more locals dining during RW
  - Sales were about the same – Sweet Elephant could have run her own promo