

Berryville-Clarke County Joint Committee on Economic Development and Tourism



May 24, 2024
Regular Meeting Packet



Berryville / Clarke County Joint Committee on Economic Development and Tourism

Agenda

10:00 am, Friday, May 24, 2024

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

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Call to Order

Adoption of Agenda

Approval of Minutes

January 26, 2024, Organizational Meeting

Berryville-Clarke County Joint Committee on Economic Development and Tourism
January 26, 2024 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 26, 2024, at 10:00 am in the Main Meeting Room, Berryville Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Members Present: Jay Arnold, Berryville Mayor and Town Council Representative
 Diane Harrison, Town Council Representative
 Doug Lawrence, Board of Supervisors Representative

Members Absent: David Weiss, Board of Supervisors Representative

Staff Present: Michelle Ridings Brown, Chris Boies, Indea Ford, Christy Dunkle (arrived 10.25am)

Press Present: None

Others Present: None

1. Call to Order

At 10:00 am, Chris Boies called the meeting to order.

2. Organizational Items

- Elect Chair
Chris Boies called for nominations for the 2024 Chair.

Jay Arnold moved to nominate and elect Doug Lawrence as the 2024 Chair. The motion carried by the following vote:

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

Following the vote, the meeting was turned over to Doug Lawrence, 2024 Chair.

- Elect Vice-Chair
Chairman Lawrence called for nominations for the 2024 Vice-Chair

Jay Arnold moved to nominate and elect Diane Harrison as the 2024 Vice-Chair. The motion carried by the following vote:

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

- Set Meeting Dates, Times, and Locations
Fourth Friday at 10:00am, Berryville-Clarke County Government Center Main Meeting Room:

- January 26, 2024 – Organizational Meeting
- April 26, 2024
- July 26, 2024
- October 25, 2024
- January 24, 2025 – Organizational Meeting

The committee unanimously agreed to adjust the schedule to three meetings per year as follows:

- January 26, 2024 – Organizational Meeting
- May 24, 2024
- October 25, 2024

Chairman Lawrence moved to approve the Meeting Dates, Time, and Location for 2024 as amended. The motion carried by the following vote:

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

3. Adoption of Agenda

Chairman Lawrence added MOU Contributions as agenda item 6.

Diane Harrison moved to adopt the agenda as amended. The motion carried by the following vote

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

4. Approval of Minutes

Jay Arnold moved to approve the minutes of October 27, 2023, as presented. The motion carried by the following vote:

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

5. Economic Development & Tourism Update by Michelle Ridings Brown

Michelle Ridings Brown gave the following update:

- Review and set 2024/2025 tasks.
 - Diane Harrison asked what the Fairgrounds sign would be.
 - Michelle Ridings Brown responded that this has not been confirmed yet, however, there had been discussion about an electronic sign.
 - Chairman Lawrence added that the new sign would replace the sign next to the bypass.
 - Diane Harrison added that the Town of Berryville has a rule that does not permit electronic scrolling signs.
- Will apply for a Virginia Tourism Corporation Marketing Grant to help cover some of the cost of the new website. The grant is specifically for Designated Marketing Organizations, and requires a lodging partner. Ms. Brown and Nathan Stalvey from the Clarke County Historical Association will meet with some of the local lodgings to educate them on the grant partnership opportunity.
 - Chairman Lawrence asked how the website was coming along.
 - Michelle Ridings Brown responded that out of 58 vendor RFP submissions, Imagine Design & Marketing were selected to build the new website and design the new tourism brand. They presented at the Economic Development Advisory Committee meeting on January 17 and are currently compiling research to help build the brand. The cost of branding is \$12,000 and the website is \$38,000, which will include photography and video footage.

Christy Dunkle entered the meeting at 10:25am

Michelle Ridings Brown continued:

- Continue to work with Virginia Economic Development Partnership (VEDP). Business Retention and Expansion (BRE) visits will take place, these visits mostly target manufacturing businesses, however, they are open to visiting some of the farms as well.
- Continue to better represent the county at regional programs and events. If the county is to continue contributing the same amount of money, we need to have the same amount of visibility as the surrounding counties.
- Continue to attend conferences and workshops to stay current on new trends in economic development and tourism.
- Continue to meet with workforce groups to help bridge the gap between local businesses needing workforce, and high school students and people in the community looking for jobs.
 - Chairman Lawrence added that the Department of Social Services has a work requirement, and suggested that it would be a good idea for Ms. Brown to reach out to Director Jen Parker and let them know when local businesses are looking to hire.
 - Jay Arnold suggested reaching out to Berryville Graphics as they are frequently looking for employees. Mr. Arnold added that he would provide Ms. Brown with contact information.
- Preparing to place ads in the Top of Virginia Regional Chamber once the tourism branding and website is complete.

- Tourism marketing will be focused on creating the new website and branding. Itineraries will be created to encourage people to visit and stay in Clarke County. Creating a newsletter is also a great free marketing strategy.
 - Chairman Lawrence added that Cathy Kuehner emails a weekly county newsletter and suggested that too many emails can turn people away.
 - Michelle Ridings Brown agreed and added that finding the right balance of email frequency is important.

Michelle Ridings Brown asked the committee if they were satisfied with the layout and order of the 2024-2025 tasks

- Chairman Lawrence stated that the layout was easy to navigate.
- Diane Harrison asked if art events discussed at the last meeting would be added to the tasks list, as they typically take a year to plan well, and asked who would be responsible for running them.
 - Michelle Ridings Brown responded that ideally the county would start the initiative, get the event stable for a year or two and then pass it off to someone who can manage it. This will likely not be possible this year as focus needs to be on developing the new website and branding.

6 MOU Contributions

- Chairman Lawrence suggested that adding \$1000 per year would be the simplest option.
 - Jay Arnold stated that this year would be tough for the town due to budgets and income, and added that this should be discussed at the next meeting.
 - Chairman Lawrence agreed.

7 Next Meeting

The next scheduled meeting is May 24, 2024.

8 Adjourn

At 10:52 am, Chairman Lawrence adjourned the meeting.

Minutes Recorded and Transcribed by Indea G. Ford

FY2024-FY2026 Town of Berryville Financial Contribution

Economic Development and Tourism Update by Michelle Ridings Brown

Next Meeting:

October 25, 2024 – Regular Meeting

Adjourn

Reports in Packet:

- Memorandum of Understanding between Berryville and Clarke County
- 2024-2025 Established Goals
- Love Local Valentine's Day Campaign Report
- Restaurant Week Campaign Report

**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

2024-2025 Economic Development & Tourism Director Tasks

Tourism Marketing

Annual Report on Metrics/Analytics
 Collateral at Welcome Centers
 Fall Itinerary
 Winter Itinerary
 Holiday Gift Guide
 Love Local Campaign
 Spring Itinerary
 Start an Email Database
 Start an E-Newsletter
 Blogs
 Printed Collateral
 Swag
 Create 2025 Brand Marketing Strategies Imagine Design
 VTC listings-events-farms
 Event Support
 Co-Branding with Fairground & Events

Tourism Brand

RFP Advertise/Selection
 Discovery Research
 Logo/Colors/Tagline
 Website Development 6-8 Months (Aug 2024)
 Launch/ PR
 Awareness Campaigns
 Ambassador Program

Visitor Centers at Barns of Rose Hill

Stock with Collateral
 Stock with local items
 Banners and Signage
 Social Media Ad Campaign

ARPA

Restaurant Week March 18-23
 Visitors Center Expansion June 30
 Love Local - Valentine's Day Feb 1-14
 Fairground Sign June 30

Grants

(due March) VTC - \$20K MLP (DMOs) Website Reimbursement
 IRF - Camp 7 or Battletown
 (Opens in April) AFID - Commercial Kitchen

VA250

CC Historical Assoc. Burwell-Morgan Mill Arts

Images-Content Inventory

Drone
 Photography
 Videography

Economic Development

Double Toll Gate Camp 7 - Prison Contol of Property
 -(Work on Property Assessment, Rezoning, Shovel Ready, Plans to Market for Development)
 Waterloo McDonalds Repurpose Follow-up w Inquiries/Leads
 Downtown Berryville Battletown Inn Follow-up w Inquiries/Leads
 Berryville New Hotel Follow-up w Inquiries/Leads

VEDP

BRE Visits to Businesses 10 Industrial/Agricultural Winchester - Frederick-Clarke
 Fam Tour ?
 Commercial Site Listings
 Lead Follow-ups

SVTP

Better Representation \$5K Contribution of \$10K
 shenandoahvalley.org

SVTA

Better Representation \$600 Annual Membership
 visitshenandoah.org

PAGE 2 2024-2025 ED&T Tasks

Conferences & Workshops

- VEDA Spring/Fall
- VADMO Spring/Fall
- VA-1 Tourism Summit Nov 2024
- SBDC Quarterly

Workforce

- Clarke County High School- Shaine Apprenticeships-Internships, PT, FT, Hospitality
- Hiring - Businesses (Jobs Gap) WOW, Expo

Business Support

- Grant Opportunities VTC - VEDP - USDA
- Marketing
- Workforce
- VEDP Economic Gardening Program

Top of VA Chamber

\$300 Better Representation
Ads, Articles, PR

ED Regional Partnerships

- WOW Program - Career Day 9/?/2024
- Widget Cup - STEM Competition 4/11/2024
- Employer Expo - Hiring Fair 5/8/2024
- NSV Coalition - Talent Search Website Update/Social

LiveLoveShenandah.com



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.

FLIPSNAK.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

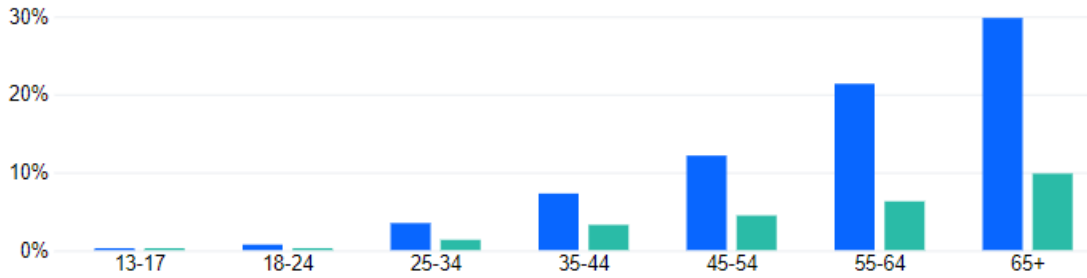
Feb 18, 2024

Audience

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

People Placements Locations

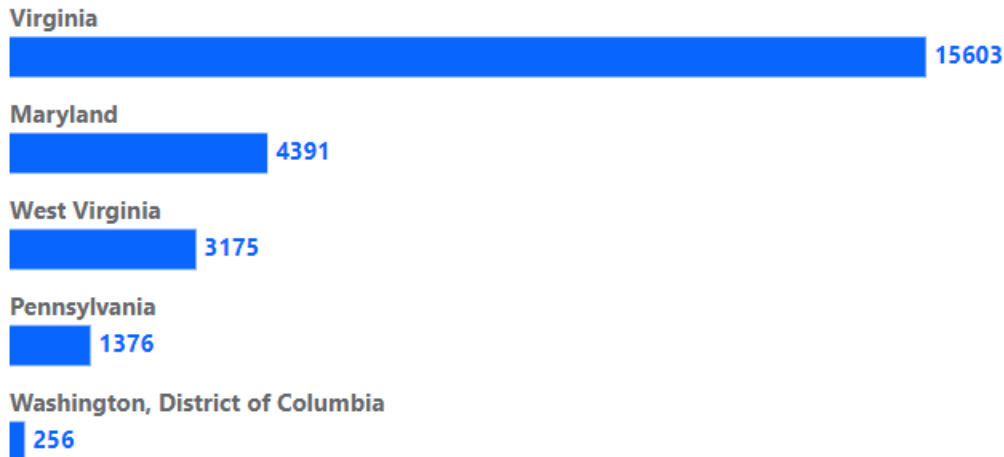
74.6% Women 25.4% Men



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



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 PROVENCE

SUECATS BISTRO



SWEET BASIL THAI

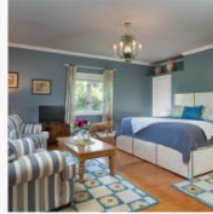
ZEN RAMEN

NIK'S

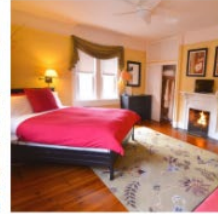
#EXPERIENCECLARKECOUNTYVA  

Cozy Accommodations

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



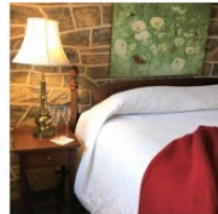
L'AUBERGE PROVENCE



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





Restaurant Week

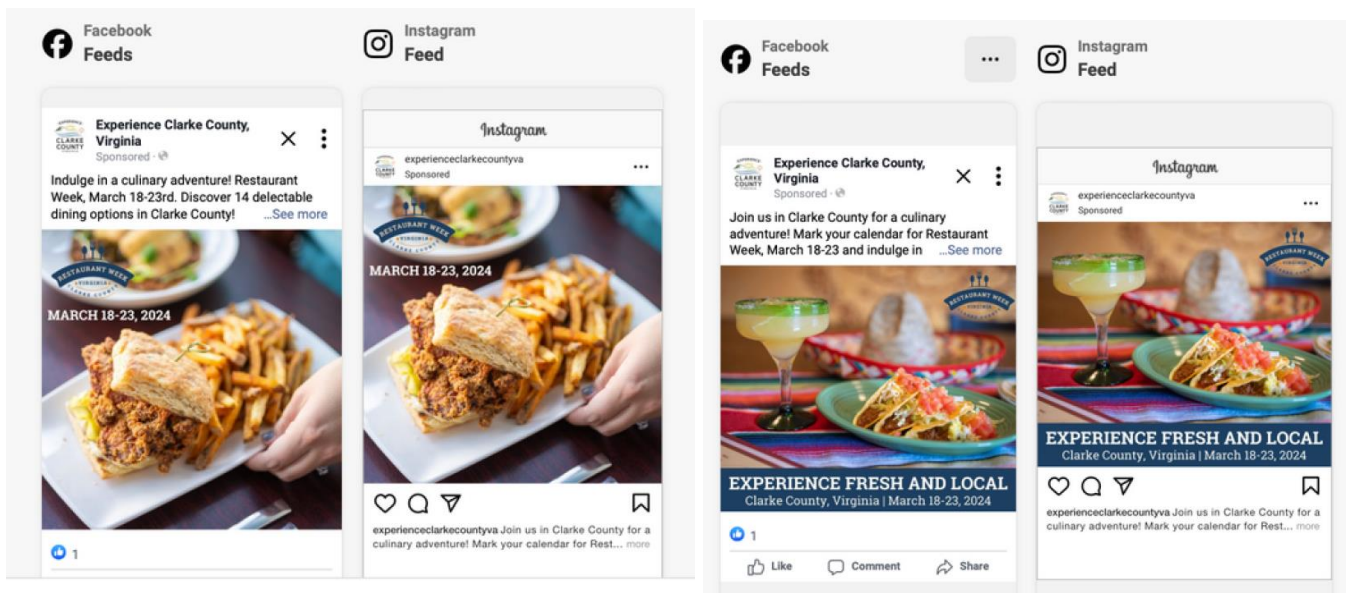
March 18-23, 2024

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>	Table tent card printing
\$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

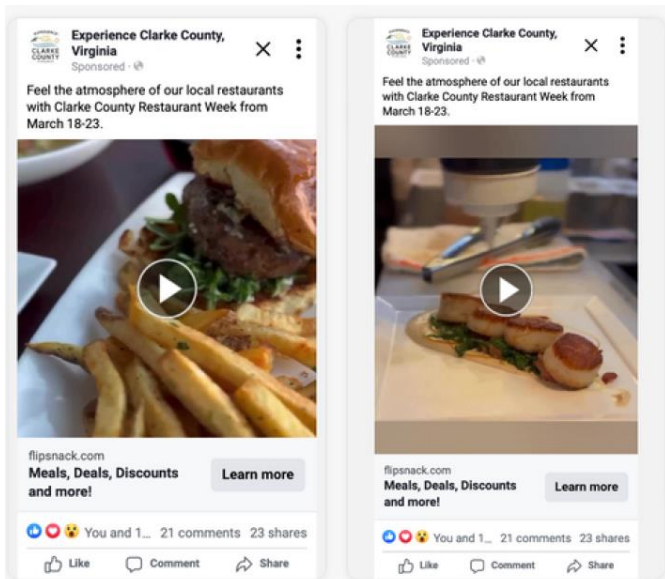
FOR MORE INFORMATION VISIT
ClarkeCounty.gov/Visitors

Table Tent Card



Top Producing Ads

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



#1 Video Ad Set

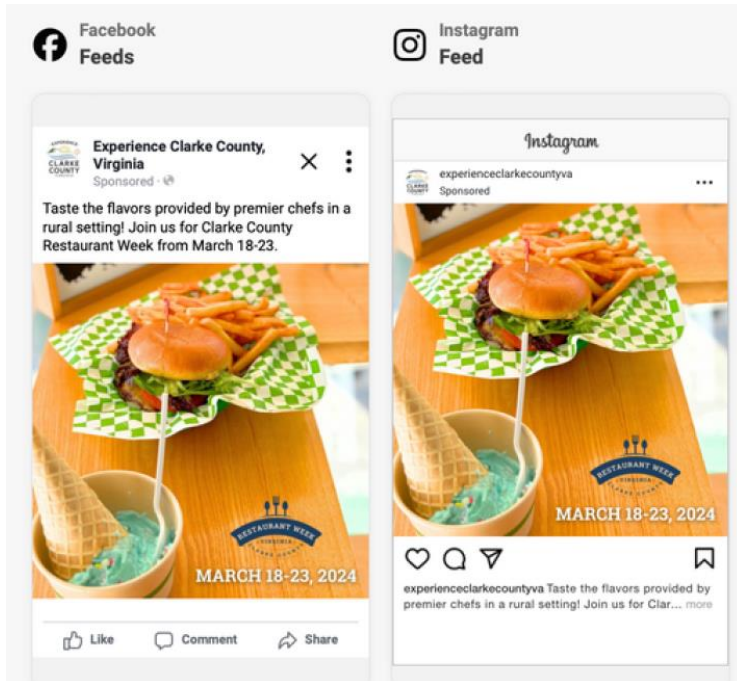
38,369 Reach

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

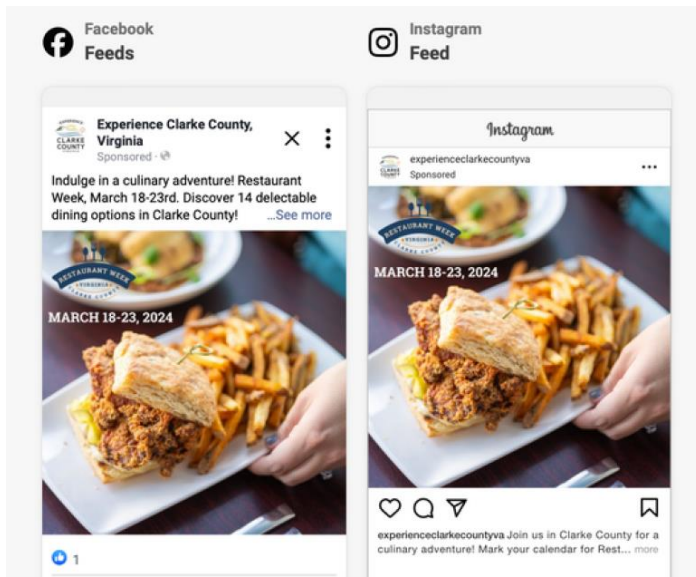
Homespun Burger and Ice Cream

60,143 Reach

16,249 Top Placement – FB Reels Mobile

14,668 Female

44,883 Male



#2 Static Ad Set

Suecat's Chicken Sandwich

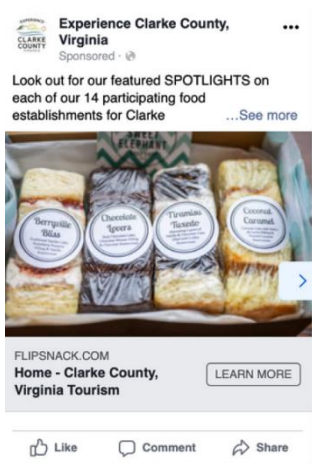
48,511 Reach

16,249 Top Placement-FB Reels Mobile

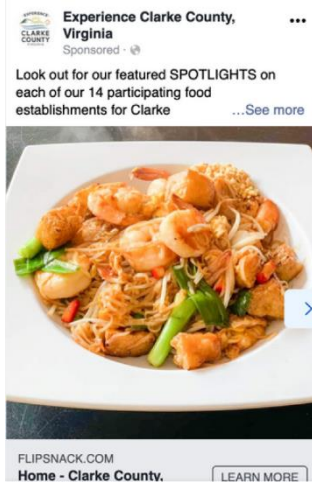
7,318 Female

22,041 Male

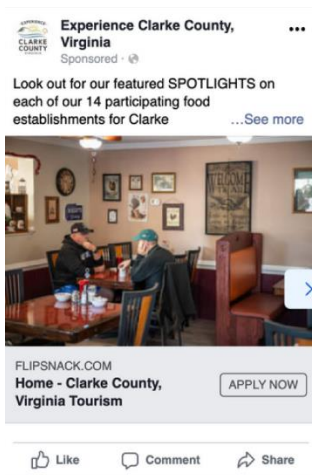
Top Facebook boosts (10) – Featured Individual Businesses participating in Restaurant Week.



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