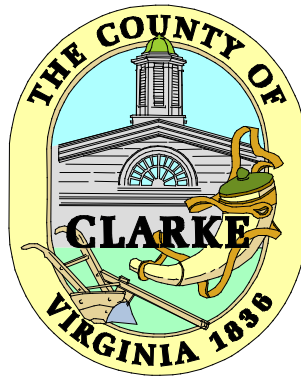


Clarke County Economic Development Advisory Committee



July 17, 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, July 17, 2024

Main Meeting Room 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
– May 15, 2024 Regular Meeting	6
4. Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson	10
– Clarke County Branding Updates	
– Clarke County Tourism Website Homepage	
5. Economic Development and Tourism Update by Michelle Ridings Brown	11
– Camp 7 Update	
– ARPA Completion	
– Visitor Center – August 3	
– Tourism Updates	
– BRE Visits	
– Prince William Living Magazine	
– Advertising for VA Travel Guide 2025	
6. Town of Berryville Update by Christy Dunkle	12
7. Berryville Main Street Update by Christina Kraybill	13
8. Next Meeting	14
– September 18, 2024 – Regular Meeting	
9. Adjourn	15
Reports in Packet:	16
– Experience Clarke County May & June 2024 Social Media Metrics	17
– Prince William Living Magazine Spotlight	22

Call to Order

Adoption of Agenda

Approval of Minutes

May 15, 2024 Regular Meeting

May 15th, 2024 Economic Development Advisory Committee
Regular Meeting 1:00 pm

At a regular meeting of the Economic Development Advisory Committee held on Wednesday, May 15, 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, Bev McKay, Christian Borel, Ashley Hardesty

Members Absent: Christina Kraybill

Staff Present: Michelle Ridings Brown, Indea Ford

Others Present: None

Press Present: None

1. Call to Order

At 1:00pm, Chairman Milleson called the meeting to order.

2. Adoption of Agenda

Chairman Milleson requested to add New EDAC member, Ashley Hardesty introduction to the agenda as item 2a.

2a. New EDAC Member Welcome

New EDAC member, Ashley Hardesty was introduced to committee members.

Betsy Pritchard 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	-	Aye
Ashley Hardesty	-	Aye

3. Approval of Minutes

- March 20, 2024 – Regular Meeting

Betsy Pritchard made a motion, seconded by Mark Gribble, to approve the minutes of the March 20, 2024, Regular Meeting as presented. The motion carried by the following vote:

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

4. Imagine Design & Marketing

Michelle Ridings gave the following branding and website update:

- Imagine Design are continuing to work on the branding logo design and tagline. Michelle Ridings met with Clarke County High School students to get a Gen Z perspective and feedback on logo designs. The majority of students resonated with the pocket watch design as a trending vintage style, with the mountains being the runner up.
 - o EDAC members provided feedback on the logo designs and tagline, and agreed on the font style and tagline "It's Time".
- The main focus is the new tourism website, and we will proceed with the website development. The brand logo image will require more deliberation. The website is scheduled to launch by fall. There will be two draft homepage designs to review by the next meeting.

5. Economic Development and Tourism Update by Michelle Ridings

Michelle Ridings provided the following update:

- Awarded a \$16,000 VTC marketing grant, this will help fund photography and videography for the new website.
- The Employer Expo was held on May 8 at Shenandoah University in collaboration with Shenandoah County, Warren County, Frederick County and Winchester. There were 75 business exhibitors and approximately 500 attendees; 85 participated in workshops, and 270 visited resources such as online applications and resume writing. 42 Spanish speakers benefited from translators.
- The Widget Cup was held on April 11 at Millwood High School. High school students had to design and build a chair for the Belle Grove Plantation walking trails. Clarke County won for the third consecutive year.
- ARPA money is being processed for reimbursement. Love Local and Restaurant Week campaigns and signage at the Ruritan Fairgrounds are complete. Visitor Center renovations are underway and must be complete by June 30.
- Michelle Ridings will be meeting with the Ruritan Club about the development of a commercial kitchen. The Industrial Development Authority is interested in this as a potential project.
- Restaurant Week ran March 18-23. Fourteen Clarke County food establishments participated. Paid social media ads reached approximately 250,000 people. \$6000 of ARPA funds were used for the campaign. A summary of metrics and results were reviewed.

- Two Mother's Day videos were created and shared as a paid social media post, with a link directing people to the Spring Itinerary.
- Lockett's Spring Market is May 17-19. Postcards have been created to leave on car windshields at the event, encouraging people to come downtown afterwards. Michelle Ridings spoke with Casey McGrath about co-marketing and traffic control for their events; nothing can be changed for the spring market but plans to discuss the fall market are scheduled.

6. Town of Berryville Update by Christy Dunkle

Christy Dunkle provided the following update:

- Construction is scheduled to start in June on the second LVG Group warehouse at the business park on Jack Enders Boulevard.
- There has been some interest in the empty commercial spaces downtown; no leases confirmed at this time.
- The mixed-use commercial property at 37 E. Main sold.
- Battletown Inn opens on May 1.
- No update on the Coiner building store opening.

7. Berryville Main Street Update by Christina Kraybill

Christina Kraybill provided her update via email, as she was unable to attend the meeting. Update attached to the minutes.

- Michelle Ridings asked committee members if there is a time capsule in Berryville.
 - o Chairman Milleson answered that the time capsule was buried in the 1980's and is located between the courthouse and Episcopal Church.

8. Next Meeting

- July 17, 2024 – Regular Meeting

9. Adjourn

- Chairman Milleson adjourned the meeting at 2:22pm

Minutes Recorded and Transcribed by Indea G. Ford

Berryville Main Street- EDAC report, May 2024

Christina Kraybill, President - 540-313-6246

Hogan's Alley Project

- Railroad Window Guard is installed as a structural element.
- "A Genuine Vacation" mural, designed & painted by Amanda Horn, is completed.
 - The spelling of "Genuine" in stamp has been corrected.
 - Two Sealant coats are yet to be applied.
- 300 ft. of commercial-grade String lights will be installed by River City Construction.
- Interpretive plaque will be installed by Berryville Public Works.
- Asphalt will be painted with textured asphalt paint by volunteers.
- Six commercial-grade Planters will be placed in the alley. For 2024, they are being sponsored by Living Landscapes Design, a Clarke County landscaper.

The Big Flea

- Name change from "Berryville Yard Sales" to "The Big Flea" was a huge success.
 - Our Facebook gained 500 new followers.
- Record number of new vendors- 170+ from four different states included vintage goods, handmade crafts, non-profits, & yard sale/flea market goods.
- Event was postponed one week due to Wind Advisory
- Introduced our new Canopy & Table as an Informational Booth during the event.
 - Lots of persons stopping by to ask questions, scan QR code, or look at maps.
- Day of Event
 - Strong attendance by visitors, several thousand in attendance.
 - At least two businesses broke records for their best sales day ever.
- Feedback
 - ATMs need to be listed on map as well as making sure they are fully stocked.
 - Johnny Blues started running out of toilet paper at noon.
 - One person asked about the Time Capsule being opened. Clarke County?
- Volunteer Coordinator: Jay Arnold.

Music in the Park

- Begins Friday, June 14 6:30p-8p.
- Volunteer Coordinator: Bill Johnston.

Imagine Design & Marketing – Rebecca Barnes and Connie Hutchinson

- Clarke County Branding Updates
- Clarke County Tourism Website Homepage

Economic Development and Tourism Update by Michelle Ridings Brown

- Camp 7 Update
- ARPA Completion
- Visitor Center – August 3
- Tourism Updates
- BRE Visits
- Prince William Living Magazine Spotlight
- Advertising for VA Travel Guide 2025

Town of Berryville Update by Christy Dunkle

Berryville Main Street Update by Christina Kraybill

Next Meeting

September 18, 2024 – Regular Meeting

Adjourn

Reports in Packet

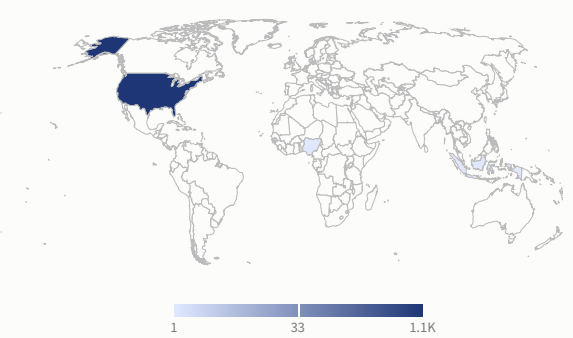
- Experience Clarke County May and June, 2024 Social Media Metrics
- Prince William Living Magazine Spotlight

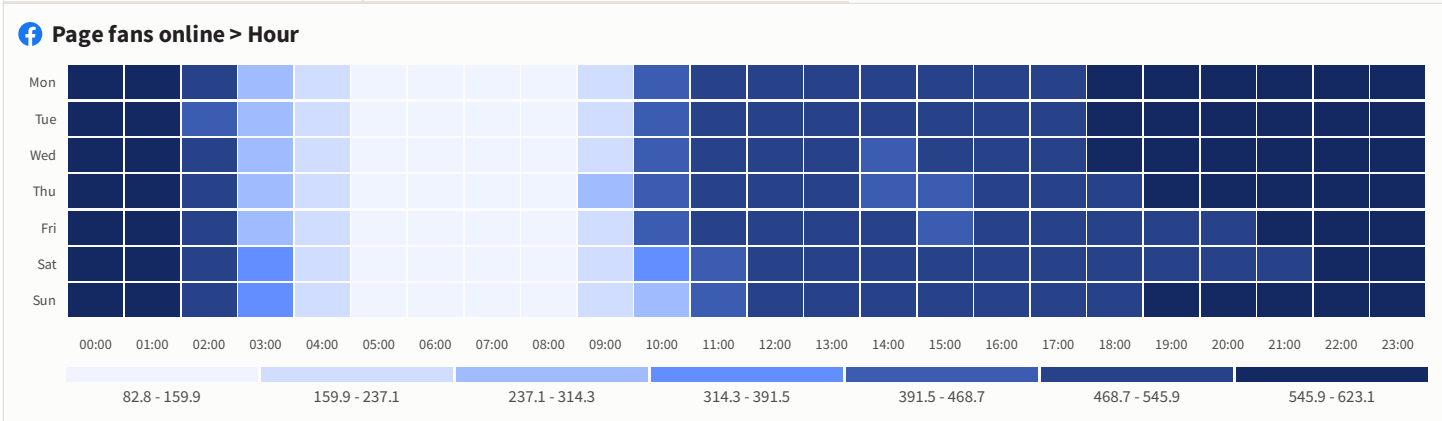


Facebook overview

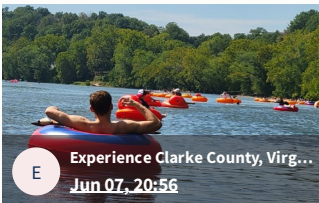


May 01 - Jun 30, 2024

Page fans <p style="text-align: center;">1,116 fans</p>	Page new fans <p style="text-align: center;">44 new fans</p>	Page reach <p style="text-align: center;">58,670 users</p>	Page impressions <p style="text-align: center;">71,688 impressions</p>
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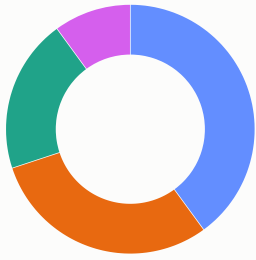
Page lost fans > Page <p>Experience Clarke Count... 7</p>	Page fans > Country <table border="1"> <tr> <td>United States</td> <td>1,113</td> </tr> <tr> <td>Indonesia</td> <td>1</td> </tr> <tr> <td>Nigeria</td> <td>1</td> </tr> </table> 	United States	1,113	Indonesia	1	Nigeria	1
United States	1,113						
Indonesia	1						
Nigeria	1						



Posts <p style="text-align: center;">90 posts</p>	Post engagement rate <p style="text-align: center;">2.98% engagement rate</p>	Post impressions <p style="text-align: center;">50,039 impressions</p>	Post reach <p style="text-align: center;">37,728 users</p>
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Page engagement > Type <p style="text-align: center;">No data</p>	Top posts <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>75 likes and reactions</p> </div> <div style="text-align: center;">  <p>8 likes and reactions</p> </div> <div style="text-align: center;">  <p>5 likes and reactions</p> </div> </div>
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f Post comments > Media type



40 %	Photo	4
30 %	Video	3
20 %	Link	2
10 %	Album	1

f Post likes and reactions > Page

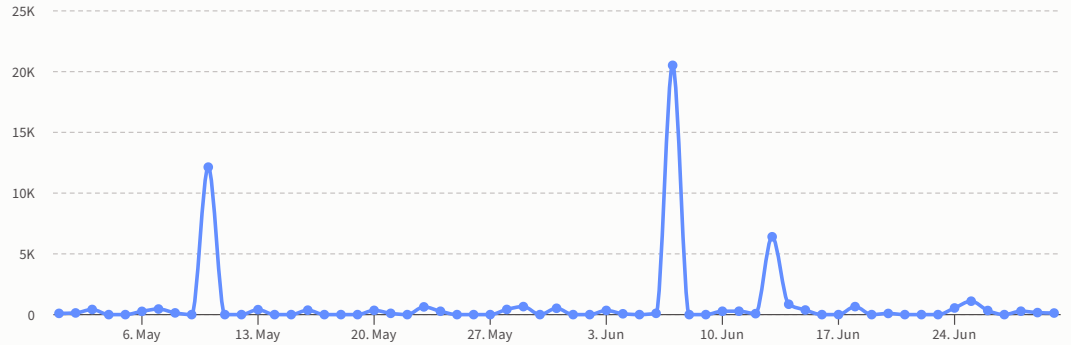
PAGE	# COUNT
Experience Clarke County, Virginia	232

f Page inbound messages ...

● Positive ● Neutral



f Post impressions



f Post clicks

2,544
clicks

f Post link clicks

806
clicks

f Page referral traffic > Type

i
No data

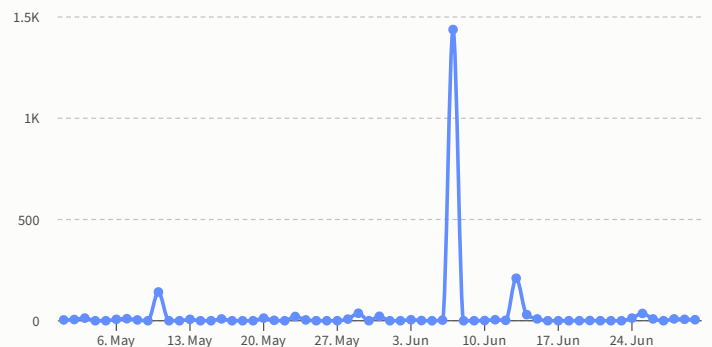
f Post Ow.ly traffic

0
clicks

f Post photo views

79
clicks

f Post engaged users



f Posts table

DATE ▲	MESSAGE	REACTIONS	COMMENTS	SHARES
Experience Clarke Count... Jun 30, 03:50	Northern Virginia Reptile Expo Such a great event! The Northern Virginia Reptile Expo - Diamondback Productions was held today at the Clarke County Ruritan Fairgrounds. If you missed out don't worry! The next Reptile Expo will be held on October 5 🐍	2	1	0
Experience Clarke Count... Jun 29, 13:58	Northern Virginia Reptile Expo Join us at the Northern Virginia Reptile Expo at the Clarke County Fairgrounds! Happening now until 3:00PM!	2	0	1
Experience Clarke Count... Jun 28, 18:56	Soulshine Join us for yoga at the market this weekend, led by Hunter. The class starts at 10 am and lasts for 45 minutes. Although the class is free, donations are appreciated. Soulshine Medicine	1	0	0

MESSAGE

 Experience Clarke Count... <u>Jun 28, 15:53</u>	 <p>We've got fireworks! Celebrate with us on July 3rd at the Clarke County Fairgrounds.</p>	5	0	2
 Experience Clarke Count... <u>Jun 26, 17:37</u>	<p>Love DIY arts and crafts? Come make this adorable bear purse this Friday, June 28th at Unique Creations Studio. Sign-up today!</p>	1	0	0
 Experience Clarke Count... <u>Jun 26, 17:34</u>	 <p>All things Patriotic - get your 4th of July attire & decor here!</p>	0	0	0
 Experience Clarke Count... <u>Jun 26, 17:32</u>	 <p>Newborn baby miniture goat snuggles! Sign me up here.</p>	1	0	0
Experience	 <p>Have you made reservation for our July Teas! We have the following dates available. Please call the</p>			

Report sources

Analytics

 Facebook Pages

 Experience Clarke County, Virginia

Weekend Getaways Within Two Hours

By Wendy Migdal



A vacation doesn't always have to involve months of advance planning or thousands of dollars. Here are four destinations within a short drive that offer history, outdoor recreation, and culture.

Clarke County, Virginia

As counties go, blink and you might miss Clarke County. It is a rural, agricultural county located between Loudoun County and the city of Winchester. "Clarke County is a place where time feels a little different. When you arrive, you'll notice that it's quieter, more relaxed, more friendly, and a more genuine way of life. The natural beauty of the Blue Ridge Mountains and Shenandoah River somehow restores your soul," says Michelle Brown, Director of Economic Development & Tourism.

Clarke County was created out of Frederick County in 1836, when lifestyle differences arose among Frederick's residents. Those west of Opequan Creek were small farmers of German, Irish, and Scottish descent. Those east of the creek, in what is now Clarke County, had larger estates, were descended from the original families of the Tidewater area who received land grants from the king, and enjoyed such activities as foxhunting.

Lord Fairfax himself lived — rather humbly, actually, for a lord — in what later became Clarke County, and employed George Washington to do some surveying in the area for him.

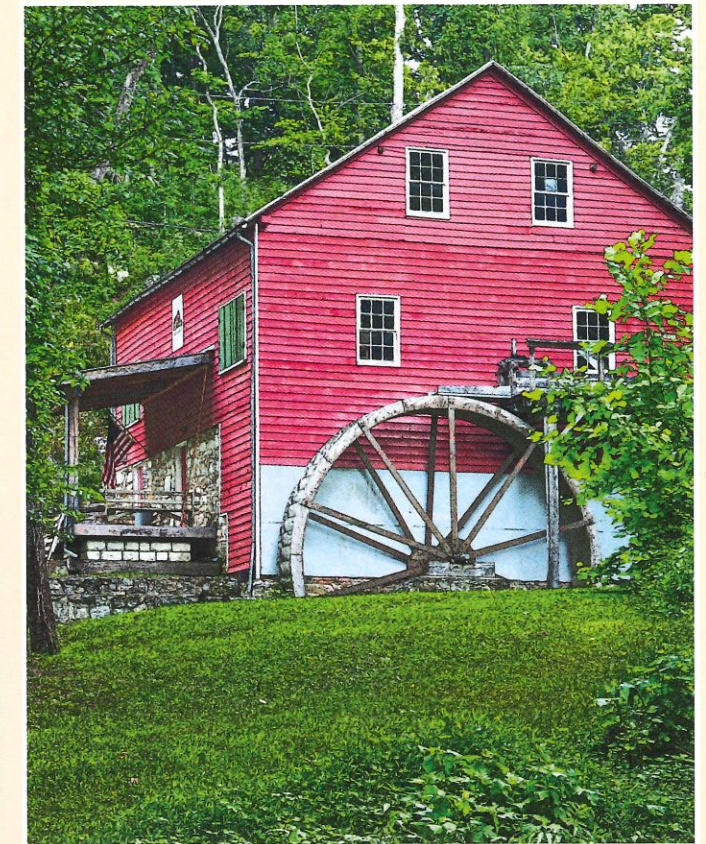
There's nothing to visit from Fairfax's time, but history lovers would be interested in visiting Long Branch Historic Farm and House. Long Branch was home to descendants of that venerable Virginia family, the Carters, and has the manor house you might expect of Fairfax, plus a retirement home for horses. Other historic structures of note are the Burwell-Morgan Mill and Locke's Mill, grist mills from the 18th and 19th centuries, and the Boyce Railway Depot from the 20th (currently undergoing restoration, but occasionally open by appointment).

Despite its small size, Clarke County has several unique attractions to offer visitors. Blandy Experimental Farm is an environmental research arm of the University of Virginia and is also home to the State Arboretum. There you can walk through a boxwood "library," along trails of native plants and into conifer forests and ginkgo groves. In addition to guided walks, visitors can "dial a tree" to learn more about it or download an app for the Ecology Geocaching Adventure, a type of scavenger hunt.

Clarke County also has several unique opportunities for animal lovers. Blue Ridge Wildlife Center in Boyce is a rescue facility and teaching hospital, but visitors are welcome to go on the Wildlife Walk. It's a self-guided tour that takes people past the enclosures of their ambassador animals, including the peregrine falcon, red fox, and diamondback terrapin. Serenity Farm Virginia is a healing sanctuary for rescue farm animals, with visits available by appointment. On Saturdays, Silver Maple Farm hosts baby goat snuggle events; make sure to get your tickets online. And then there's the quirky Dinosaur Land, a theme park where you can stroll amongst 50 life-size dinosaur statues.

The Shenandoah River flows right through Clarke County, and one way to enjoy it is at Watermelon Park, which offers tubing on the river and RV camping. Watermelon Park was once an actual watermelon farm. An eponymous festival celebrated all things watermelon; after bluegrass music was added, it evolved into a bluegrass festival. In the way that things tend to change, camping was added because people were sleeping in the fields after the festival. This year's Watermelon Picker's Music Festival will be held at the Clarke County Ruritan Fairgrounds September 6 and 7.

Not surprisingly, another feature of Clarke County is agritourism. Visitors can find a number of farmers markets and fruit and vegetables stores, as well as family owned farms to visit. You can pick peaches, berries, and apples at Mackintosh Fruit Farm, buy some cheese at Harvue Farms, and even make an appointment to get some alpaca fiber.



Locke's Mill, an historical grist mill in Berryville. Learn the history of agriculture and milling at this 18th century waterwheel driven mill.



Floating down the Shenandoah River. Rent tubes and catch shuttles at Watermelon RV Park.

(continues on page 6)