

# Berryville-Clarke County Joint Committee on Economic Development and Tourism



October 25, 2024  
Regular Meeting Packet



# Berryville / Clarke County Joint Committee on Economic Development and Tourism

## Agenda

10:00 am, Friday, October 25, 2024

Meeting Room AB 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**

**May 24, 2024, Regular Meeting**

Berryville-Clarke County Joint Committee on Economic Development and Tourism  
May 24, 2024                                  Regular Meeting                                  10:00 am

At a regular meeting of the Berryville-Clarke County Joint Committee on Economic Development and Tourism held on Friday, May 24, 2024, at 10:00 am in the Main Meeting Room, Berryville Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

**Members Present:**        Diane Harrison, Town Council Representative  
                                      Doug Lawrence, Board of Supervisors Representative  
                                      David Weiss, Board of Supervisors Representative

**Members Absent:**        Jay Arnold, Berryville Mayor and Town Council Representative

**Staff Present:**            Michelle Ridings, Indea Ford, Christy Dunkle

**Press Present:**            None

**Others Present:**         None

**1. Call to Order**

At 10:00 am, Chairman Lawrence called the meeting to order.

**2. Adoption of Agenda**

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

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

**3. Approval of Minutes**

Diane Harrison moved to approve the minutes of January 26, 2024, as presented. The motion carried by the following vote:

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

#### 4. FY2024-FY2026 Town of Berryville Financial Contribution

- Diane Harrison stated that a \$1500 increase for the town’s financial contribution was included in the budget.
  - Chairman Lawrence asked if the increase was for the 3-year period.
    - Diane Harrison responded that it was not, and suggested discussing this with Jay Arnold, as she is no longer on the budget committee. A review of the MOU should be done at the next meeting.

#### 5. Economic Development & Tourism Update by Michelle Ridings

Michelle Ridings gave the following update:

- The following marketing items from the approved 2024-2025 task list are complete:
  - Fall and Winter Itineraries
  - Holiday Gift Guide
  - Love Local and Restaurant Week Campaign’s – ARPA funded
  - Spring Itinerary - active
  - Mother’s Day video
  - Memorial Day video - active
- The Love Local and Restaurant Week campaign flipbooks and social media metrics reports were reviewed and feedback provided:
  - Diane Harrison stated the Love Local stickers created for businesses to use should not say “crafted in Clarke County” as not all items sold are made in Clarke County.
    - Michelle Ridings added that the design can be changed next year.
  - Chairman Lawrence stated that Restaurant Week appeared to be a success and referenced the Winchester Star article.
    - Michelle Ridings responded that all 14 participating establishments completed a post campaign survey, which indicated an overall increase in food and drink sales during Restaurant Week. The majority of participating establishments agreed that Restaurant Week should be held annually.
  - Committee members agreed that Restaurant Week should be an annual event.
  - Chairman Lawrence asked if meals tax can be tracked during Restaurant Week.
    - Michelle Ridings responded that the county does not currently track their meals or transient tax, however, the town does; Christy Dunkle suggested that the town’s data be used.
  - Christy Dunkle added that county marketing efforts have improved and complimented Michelle Ridings and Indea Ford on the content and design of marketing materials.
- Work on the new tourism brand is on track as follows:
  - RFP complete – Imagine Design has been hired.
  - Discovery and research is complete.
  - Tagline and logo design is in progress. Logo feedback was collected from Clarke County high school students, local businesses, the Economic Development Advisory Committee, stakeholders, and marketing specialists.

- Website development has started; two homepage designs will be complete for selection by July. The new website will be launched in the fall.
  
- Visitor Center renovations are scheduled to be complete by June.
- ARPA funds have been expended for:
  - Restaurant Week and Love Local campaigns.
  - Visitor Center renovations – reimbursements to be submitted by July 31.
  - Fairgrounds signage
  
- Received a \$16,000 VTC grant (out of \$20,000 requested). These funds will be used to develop the new tourism website.
- VA250 grant support letters were written to Clarke County Historical Association for Heritage Day on November 2 and Colonial Kids Day on July 13. They were also awarded \$850,000 for renovations to the waterway.
- Currently building an image inventory for use on social media and other marketing efforts. Indea Ford does a lot of the photography and video already; additional photography and video footage will be purchased using a portion of the VTC grant money.
- Economic Development efforts continue:
  - Double Tollgate Water and Sewer – discussions with businesses are ongoing about hookups and sharing costs.
  - Camp 7 – the State has accepted our offer; boundary Line adjustments, VDOT road easements discussions are ongoing. The property will be transferred to the Industrial Development Authority for rezoning, infrastructure, marketing, and site development.
  - There has been no interest yet in the old McDonalds space at Waterloo.
  - Battletown Inn renovations are underway; no further updates at this time.
  - VEDP continue to provide site leads for new businesses. Business Retention and Expansion (BRE) visits took place at Berryville Graphics and C2 Management.
  
- Regional Program updates:
  - Attending monthly meetings with the Shenandoah Valley Travel Partnership. They are currently transitioning to new leadership, but efforts continue with hiring a new website host and developing a marketing strategy for the regional program.
  - The Shenandoah Valley Partnership Association received a large grant for marketing their 100-bucket list items campaign.
  - Regional talent events continue:
    - Clarke County won the Widget Cup on April 11 for the third consecutive year.
    - The Employer Expo was held on May 8; several Clarke County businesses participated, and overall was a successful event.
    - World of Works (WOW) will be held on October 11.
    - Set up events booths with regional partners to increase visibility.
    - Top of Virginia – \$1,500 sponsorship for Arising Leadership Program
    - Continue to work with Laurel Ridge Small Business Development Center. The Industrial Development Authority contributes \$6,000 annually.
  
- Workforce development updates:
  - Continue to work with Shane Coleman at the Clarke County high school on student apprenticeships and summer job placements.



**6 Next Meeting**

The next scheduled meeting is October 25, 2024.

**7 Adjourn**

At 11:05 am, Chairman Lawrence adjourned the meeting.

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Minutes Recorded and Transcribed by Indea G. Ford

# Economic Development and Tourism Update by Michelle Ridings

## Next Meeting:

January 24, 2025, Organizational Meeting

**Adjourn**

## Reports in Packet:

- Memorandum of Understanding  
between Berryville and Clarke County
- 2024-2025 Established Goals

**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](http://LiveLoveShenandah.com)