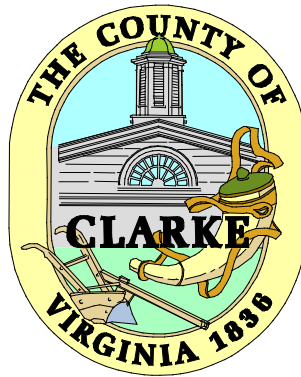


Clarke County Economic Development Advisory Committee



November 20, 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, November 20, 2024

Main Meeting Room 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

September 18, 2024 Regular Meeting

Economic Development Advisory Committee
September 18th, 2024 Regular Meeting 1:00 pm

At a regular meeting of the Economic Development Advisory Committee held on Wednesday, September 18, 2024, at 1:00 pm in the Main Meeting Room, Berryville-Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

Members Present: Bev McKay, Betsy Pritchard, Johnny Milleson, Mark Gribble, Christian Borel

Members Absent: Christina Kraybill, Christy Dunkle, Ashley Hardesty

Staff Present: Michelle Ridings, Indea Ford

Others Present: Connie Hutchinson – Imagine Design

Press Present: Mickey Powell

1. Call to Order

At 1:05pm, Chairman Milleson called the meeting to order.

2. Adoption of Agenda

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	-	Absent
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Ashley Hardesty	-	Absent

3. Approval of Minutes

- May 15, 2024 – Regular Meeting
- July 17, 2024 – Regular Meeting

Bev McKay made a motion, seconded by Mark Gribble, to approve the minutes of the May 15, 2024, Regular Meeting as presented. The motion carried by the following vote:

Christian Borel	-	Aye
Christy Dunkle	-	Absent
Mark Gribble	-	Aye
Christina Kraybill	-	Absent
Bev McKay	-	Aye
John Milleson	-	Aye

Betsy Pritchard - Aye
Ashley Hardesty - Absent

No approval needed for the July 17, 2024 minutes as a full quorum was not present, therefore there are no official minutes.

4. Imagine Design & Marketing – Connie Hutchinson

Connie Hutchinson presented the following:

- 30 second draft website video; group discussion was had and feedback provided.
- 2 minute brand essence video; group discussion was had and feedback provided.
- Continue to build out the new website homepage – estimated to be completed by the end of the month.
- Training will be provided to Michelle and Indea on how to update website content as necessary.

5. Placer.ai Zoom Presentation – Ryan Denisi

Ryan Denisi gave the following presentation:

The slide features a blue background on the left with the Placer.ai logo and the text 'Civic Solutions' in large white font. Below this, it says 'Best-in-class location analytics and insights for civic leaders to drive success.' To the right is a photograph of a city street with brick buildings and a blue sky with clouds. At the bottom left, it states 'Over 1,300+ Civic Clients' and lists various client types. Below that are icons for '4000+ CUSTOMERS' and '30+ INDUSTRIES'. In the center, a laptop displays a data visualization interface with maps and charts. At the bottom, a grid of logos for various partner companies is shown, including Wayfair, Ashley, Steve Madden, Stater Bros, Regency Centers, AEW, KeyBank, AMC, and others. A 'Confidential' watermark is visible in the bottom right corner of the slide.

Placer.ai
Loved and trusted by 1,300+ Civic organizations

Cities

Economic Development Organizations

States & Counties

Parks Districts

Tribes

Universities

Consulting & Other

PLACER'S DATA DIFFERENTIATORS

Placer is a Privacy First Company

- ❖ We only collect location data.
- ❖ Data comes from devices where app users opt-in to sharing location data.
- ❖ We remove sensitive locations from our panel.
- ❖ Visit Placer's Trust Center for more information.

We Don't Collect User Identifiers

All data we receive is stripped of identifiers, including MAIDs, email addresses and phone numbers through our proprietary *differential privacy service* (DPS) — keeping all PII out of our data.

We are Fully Compliant

Compliant with General Data Protection Regulations Legislation (GDPR), and California Privacy Rights Act of 2020 (CCPA)

We Never Share User Level Data

We only provide aggregated statistical information about physical locations, such that every bit of information preserves K-anonymity of 50.

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How Civic Leaders use Placer Data

Retail Analysis & Recruitment

- Discover retail demand and visitation
- Reveal retail leakage
- Identify best fit retailers for specific sites

Event Analysis

- Reveal attendance numbers for any event
- Increase Sponsors and Vendors
- Optimize marketing
- Reveal economic impact

Travel & Tourism

- Overnight Visitor metrics for every city
- Data for any event, attraction, convention
- Visitor home origin and journey
- Visitor spend data*

Forecast Revenue & Optimize Incentives

- Reveal sales data for retail businesses
- Inform incentives with visitation and sales data
- Forecast revenue from sales tax

Parks & Recreation / Transportation

- Visit metrics for any park or open space
- Demographics of parks users
- Economic impact of parks users
- Inform Transit Network Planning, Street Planning and Equity Strategy with data for every road

Reports for Marketing, Communications, and Grant Writing

- Reports for Council, Boards, Stakeholders
- Support Grant Applications and Reporting
- Automated monthly reports

Workforce Analysis & Business Attraction

- Analyze workforce demographics and potential for any site or region
- Bolster recruitment efforts

Economic Recovery and Growth

- Measure Economic Impacts of COVID
- See how Remote Work affects local economy
- Measure efficacy of ARPA investments.

Support Local Business

Identify gaps in retail offerings. Provide insights about customer journey, dwell time, and marketing effectiveness.

Agenda

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01 Attract the Best Fit Retailers



The Problem

Civic leaders need to understand the true audience and trade area of any site in order to attract retailers most likely to perform well in a particular location. Lacking key market and location insights can lead conversations to stall with prospective tenants.

Placer's Solution

- Demand Gap Analysis (STI Gap analysis)
- Leakage Study (XTRA and Favorite Places)
- Void Analysis
- Site Selection
- Trade Area Demographics & Psychographics
- Market Analysis expands market profile



ANSWER QUESTIONS LIKE...

Q: What are the demographic and psychographic profiles of our visitors?

Q: Where are our best customers coming from?

Q: Where do visitors go before and after their visit?

Attract New Development Case Study



Village of Fox Lake Attracts \$335M in New Tourist Developments

The Challenge

The Village of Fox Lake, Illinois, is situated near a chain of highly trafficked lakes. There had not been commercial development in 40 years and lake visitors had little to do in town. How could the city quantify visit traffic, then use that to attract new business?

Placer's Outcome

Using Placer, Fox Lake was able to quantify their strong traffic - 240k unique visitors, visiting 3+ times each year, with high HH1 - then used that data to attract more than \$335M in new development, including multiple hotels, a new marina, amphitheater, and more.

[See the full case study](#)



“Conversations with developers get serious when you can show objective data around how visitors behave, where they shop and eat, and more. After decades with no new development here in Fox Lake, Placer changed the game. We would not have won the development deals we did without its incredible data; it's paid for itself thousands of times over.”

Donovan Day
Community and Economic Development Director

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02 Reveal Effectiveness of Marketing Efforts

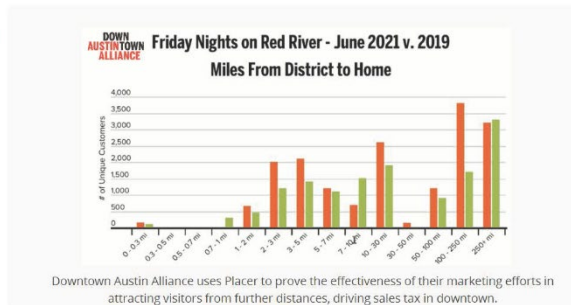


The Problem

Civic leaders need to optimize marketing strategy and prove ROI of marketing efforts, whether marketing to tourists in general or to drive attendance at a specific event.

Placer's Solution

- True Trade Area reveals visitor origin for any location on any day.
- Visitation by Origin shows top zip codes and Census blocks for visitors to any location.
- Visitor metrics for day of week, dwell time, and peak visit hours.
- Variance shows week over week, month over month, year over year trends.



Downtown Austin Alliance uses Placer to prove the effectiveness of their marketing efforts in attracting visitors from further distances, driving sales tax in downtown.

ANSWER QUESTIONS LIKE...

Q: Has weekday park visitation increased post-marketing campaign?

Q: What zip codes include the target audience for this upcoming event?

Q: What trending social media interests and topics do visitors have?

03 Reveal True Value Of Local Attractions



The Problem

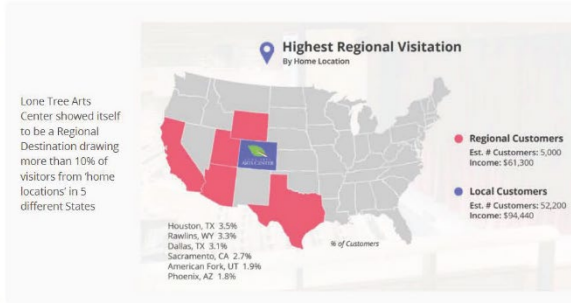
Civic leaders need to understand the performance and potential of attractions, parks, venues and places of interest to make the best decision for their community.

Placer's Solution

- Visitation metrics
- True Trade Area
- Visitor Journey
- Visitor Demographics and Psychographics
- Competitors and Collaborators

EXAMPLE: Lone Tree Arts Center

Placer showed 10% of visitors come from cities in Texas, Utah, Wyoming, Arizona, and California and illustrated the value of Arts Center to local businesses and hotels. As a result, they could optimize the ROI of marketing efforts with insights into local and regional visitors.



ANSWER QUESTIONS LIKE...

- Q: What are the peak visitation times for this property during the weekday?
- Q: How far away and from where do visitors come? How often do they visit?
- Q: What does the visit trend say about venue usage year over year?

04 Optimize and Measure Local Events

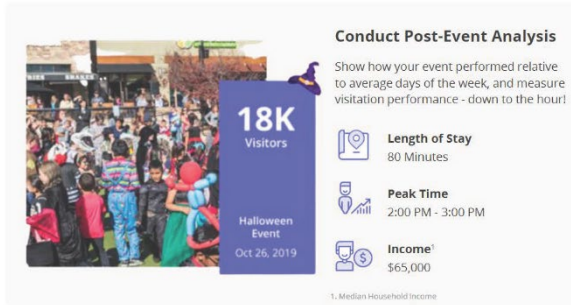


The Problem

Civic leaders need granular insights to drive and measure attendance of local events (ticketed and non-ticketed) and to quantify their impact to local businesses. Typical ways to track attendance and engagement can be time consuming and costly.

Placer's Solution

- **Visitation metrics:** number of visitors, peak times, home locations, MoM, dwell time.
- **Visitor demographics:** home locations, HHI, brand affinities, consumer preferences.
- **Visitor Journey** routes, parking areas.
- **Favorite Places** other locations visited.
- **Economic Impact:** event visitors contribution to other businesses in the area.



ANSWER QUESTIONS LIKE...

- Q: What are the demographic and psychographic profiles of our visitors?
- Q: Where are our best customers coming from?
- Q: Where do visitors go before and after their visit?

Prove Event Impact & Win Grants Case Study



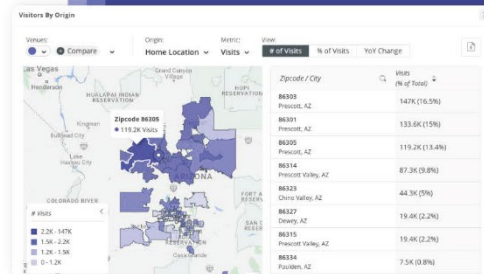
Placer Helps Event Marketing Team Quantify Event Impact

The Challenge

The City of Prescott, AZ hosts a 6 week Christmas celebration but couldn't accurately measure the attendance or impact of each event, or how best to market them. How can the Office of Tourism drive attendance and prove event value to the local economy?

Placer's Outcome

The city's Office of Tourism used Placer to track foot traffic and visit patterns over the 6 weeks, validating earlier targeted marketing efforts and showing an economic impact of \$52M. This data helped the Christmas City organizers secure \$200k in new grants.



“With Placer, we market events more efficiently than ever before...and have helped our partners land multiple grants to help put on the Christmas City event. Placer has been a wonderful asset to the Office of Tourism and our partners.”

Cristina Binkley
 Tourism & Economic Initiatives Coordinator

Solutions

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05 Discover Changes To City Or District Over Time



The Problem

Civic leaders need to understand changes to resident, visitor, and employee populations in their communities.

Placer's Solution

- **Movement of Residents, Visitors, and Employees:** origin location to destination based on time frame.
- **Demographics and Psychographics:** HHI, brand preferences, favorite places, work locations, home locations, age, ethnicity, race, psychographics.



ANSWER QUESTIONS LIKE...

- Q: How are zipcode populations changing year over year?
- Q: Where are old residents moving? New residents coming from?
- Q: How many SNAP households do we have within the trade area?

06 Leakage Analysis (Favorite Places Outside a City or District)

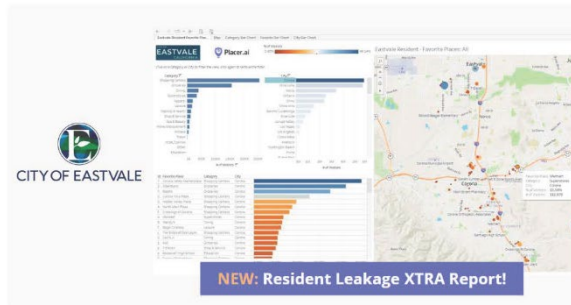


The Problem

Civic leaders need to understand to what degree and where do residents, visitors, and employees shop outside the City or District Boundary.

Placer's Solution

- **Leakage Report** for any city or district.
- **Gap Analysis** total leakage amount for every retail category.
- **Favorite Places:** Top locations outside the district/city visited by residents, employees, and visitors.
- **Visitation metrics** for retail category plus travel and hotel.
- **Average ticket size** for chain locations.



ANSWER QUESTIONS LIKE...

- Q: Which retail categories contribute to leakage?
- Q: What top venues in other cities are your residents visiting? How often?
- Q: What sales revenue and tax was lost as a result of leakage?

07 Public Realm

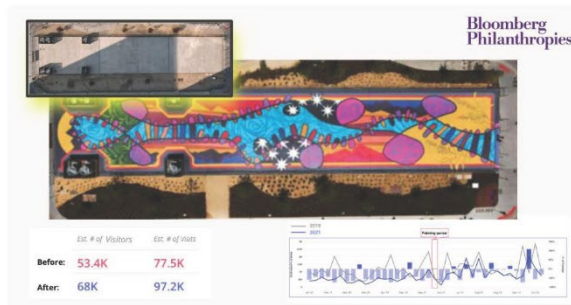


The Problem

Civic leaders need to understand how changes to streets, parks and open spaces benefit the community in order to assess ROI and equity.

Placer's Solution

- **Visitation Metrics** before and after intervention: total visits, peak visit times, dwell time, prior and post locations, distance traveled to destination.
- **True Trade Area** reveals home and work location for visitors.
- **Favorite Places** reveals locally visited businesses.
- **Variance** compares month over month and year over year



ANSWER QUESTIONS LIKE...

- Q: What are the demographic and psychographic profiles of our visitors?
- Q: Where are our best customers coming from?
- Q: Where do visitors go before and after their visit?

08 Analyzing Public Investments (Equity and ROI)



The Problem

Civic leaders need to understand usage of public parks and facilities to show how investments improve the space and support surrounding businesses, and to understand who benefits from public improvements.

Placer's Solution

- **True Trade Area:** home and work locations of visitors
- **Visitor Journey:** Popular routes, Post and Prior locations.
- **Visitor Metrics:** Day of week, time of day, peak time, and overall dwell time for venue.



The city of San Antonio was considering a bond measure to raise a few million dollars to upgrade a downtown Park. Debate centered on *who* would benefit from additional investment in downtown.

ANSWER QUESTIONS LIKE...

- Q: Where do visitors to the park come from? How often do they come?
- Q: How does weekday and weekend usage compare?
- Q: What are the top customer segments for this public asset?

09 Optimize Resources, Define District, Justify Assessments

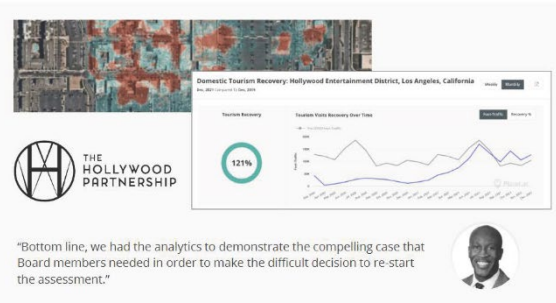


The Problem

Civic leaders need to optimize resources for marketing, cleaning, safety, and district promotion. For example, during the peak of COVID in 2020, stakeholders voted to 'end' the assessment for the Tourism Overlay Zone. How could they get the data to justify timing for reauthorization of the assessment?

Placer's Solution

- **Visitor metrics** - when is it used? by whom? for how long?
- **TTA home and work locations** for visitors
- **Distance** traveled by visitors
- **Origination by Market XTRA report** reveals home locations of visitors staying overnight



ANSWER QUESTIONS LIKE...

- Q: How long do visitors typically stay in the area? Where do they go?
- Q: How far do visitors travel? What are their home and work zip codes?
- Q: What percentage of visitors stay overnight in the district?

10 COVID Recovery

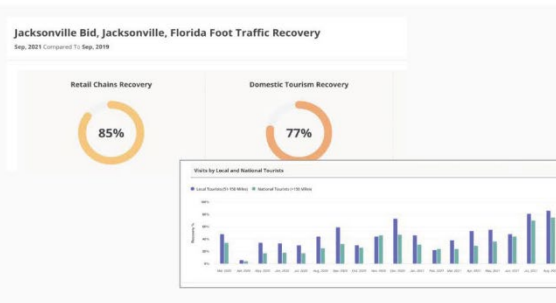


The Problem

Civic leaders need to understand the impact of COVID and how retail and tourism have recovered since 2019.

Placer's Solution

- **COVID Recovery Dashboard**
- **Retail and Tourism Recovery score** for every city, county, state and district.
- **Retail score** by category and zipcode.
- **Domestic Tourism** recovery score.



ANSWER QUESTIONS LIKE...

- Q: How does the local economy compare to performance in 2019?
- Q: What categories are performing well? What categories are struggling?
- Q: How do you compare with another district, city, or county?

Monthly Reports



Data at your fingertips

Get a snapshot of your City, County, District plus Points of Interest. See the visitation trends and overall metrics for a primary point of interest, whether it be an entire city, a district, or a venue(s). Evaluate category trends for retail, office, restaurants, hotels.

- **Overall Metrics** for primary point of interest (could be entire city, district, or venue(s)).
- **Category Trends** for retail, office, restaurants, hotels.
- **POI Widget** for any venue, open space, district, group

HOW IT WORKS:
Get reports delivered direct to your inbox. Share data with local leaders, business and property owners, stakeholders, real estate professionals, granting agencies, etc. Promote content via email, social media, and websites.



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Placer Data on Your Website



Share real-time foot traffic data about your community

Enhance your website with real time foot traffic data. Use Zip Code Foot Traffic Data to track changes to retail, dining, and visitor traffic in every zip code. Viewed as Regional Change and Monthly Trends. Note: Data is based on visits to existing POIs in Placer. Customers can add unlimited POIs.

Realtime Economic Activity in our Community

Zip Code 90210, California Foot Traffic Trends



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Placer data in your hand



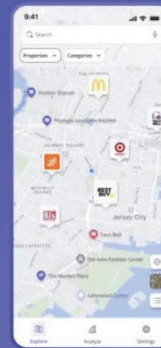
Introducing the Placer App



Placer.ai
Location Intelligence Platform
Placer Labs Inc.
★★★★☆ 5.0 - 2.0k Ratings
Free

[Download from the App Store](#)


Now available
on the go



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What's Included: Unlimited Data and Guaranteed Support

Explore data on the platform or have it delivered to you. Work with your dedicated support professional every step of the way.



- 24/7 Platform Access**
Explore and analyze on-demand with self-service access to the world's leading location analytics platform
- Automated Data Feeds & API**
Employ automated data delivery via Placer's customizable data feeds and API. Also available via marketplace partnerships, including Snowflake and AWS.
- White-Glove Service**
Enjoy expert strategic guidance from your team of dedicated support professionals, or engage our analytical research team for bespoke analysis and insights.

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Appendices

- How Placer Works
- Data for Good
- Civic Case Studies



How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.



About Placer.ai

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How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

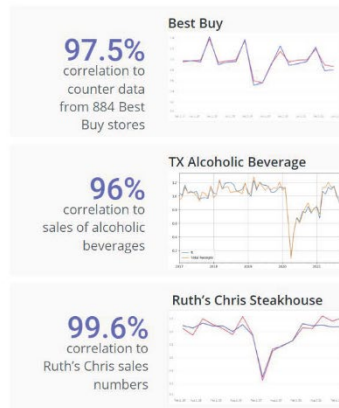
Unparalleled Accuracy

Highest-Quality Data

Placer.ai derives its insights from the largest, high-quality mobile device panel available, and benchmarks against authoritative data sources.

Verified Truth Set

Placer.ai data is constantly validated by top retailers against credit card transactions, store revenue, vehicle and people counters, and other objective measurements.



About Placer.ai

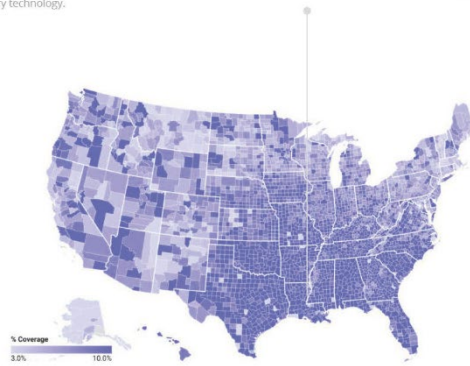
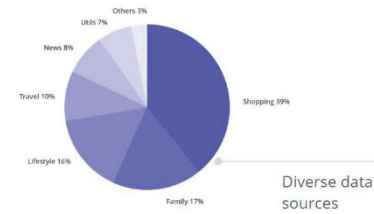
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How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

National Coverage

Placer's broad, diverse, and high-quality data partnerships provide visibility into of tens of millions of mobile devices, forming a **statistically significant panel** which accurately reflects the real-world movement of the entire U.S. population.



About Placer.ai

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How Placer.ai Works

Placer is powered by high-quality mobile location data and best-in-class proprietary technology.

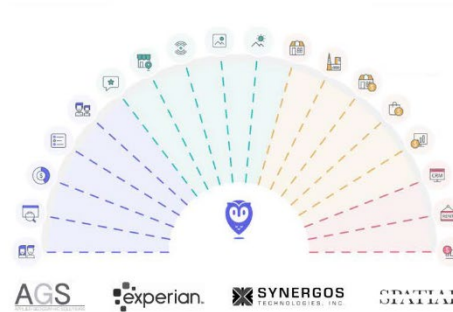
Placer Data Marketplace

Dozens of Third Party Data Sets

The Placer Marketplace provides streamlined access to 20+ third party demographic, psychographic, and behavioral data from industry leaders like Experian, Mosaic, and STI.

360° Consumer Understanding

The powerful combination of Placer's True Trade Area and industry-leading external data sets allows for robust and nuanced analysis of consumers and markets.



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About Placer.ai

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Placer Data for Good

Partnering for a healthier and more equitable world

Placer supports *thousands* of organizations, ranging from governments and nonprofits to Fortune 100 companies, in their efforts to improve the social, economic, and physical well-being of people and communities across the country.

Please visit [Placer Data for Good](#) to learn more.



Civic Case Studies

- Prescott, AZ Office of Tourism Quantifies Annual Event Impact, Secures \$200K in Grants [View the Deck](#) [Explore Case Study](#)
- BusinessFlare helps Tequesta, FL develop response plan to pending bridge closure [View the Deck](#) [Explore Case Study](#)
- Garden City, KS Uses Placer To Inform Sales and Tax Projections, Lands National Coffee Retailer [Explore Case Study](#)
- Village of Fox Lake Attracts \$335M in Development to serve Tourism visitors [Explore Case Study](#)
- Grand Forks Wins National \$100k Grant to Revitalize Town Square [Explore Case Study](#)
- Tourism Dependent City Uses Placer To Improve Sales Tax Revenue Forecasting By 37% [Explore Case Study](#)



- Group discussion was had and feedback provided. It was agreed to reach out to another organization to compare statistics and pricing.

6. Economic Development and Tourism Update by Michelle Ridings

Michelle Ridings provided the following update:

- The Camp 7 resolution has been signed by the Board of Supervisors. The county is waiting on an easement from VDOT before closing on the property. The planning commission will be creating a new zoning district, which will help to determine what the property can be used for. Sewer at Double Tollgate should be completed by the end of 2025.
- Fall itinerary has been created and posted to social media accounts with a \$100 ad boost.
- Visitor Center renovations have been completed; a soft relaunch event was held on August 3 at the Barns of Rose Hill. Discussions are ongoing about an ambassador program in 2025; hosting events twice a year at the Barns.
- We will be putting a print ad in the 2025 Virginia Travel Guide – a 1/3 page ad will cost \$6,600 which will be covered by a grant.

- Prince William Magazine wrote a 3 page article on Clarke County for free; this was featured in their July issue.
- We will be collaborating with Front Royal on a drinking-trail passport program; the cost will split 50/50. There will be no additional work for businesses, the trail is all completed on an app created by Loyal Brew.
- The Fall Tour will be at the Virginia Inland Port Authority on October 16. Members of Industrial Development Authority have been invited to attend. Indea will send out tour details once they are confirmed.

8. Next Meeting

- October 16, 2024 – Fall Tour
- November 20, 2024 – Regular Meeting

9. Adjourn

- Chairman Milleson adjourned the meeting at 2:51 p.m.

Minutes Recorded and Transcribed by Indea G. Ford

Economic Development and Tourism Update by Michelle Ridings

Berryville Main Street Update by Christina Kraybill

Town of Berryville Update by Christy Dunkle

Next Meeting

January 15, 2025 – Organizational Meeting

Adjourn

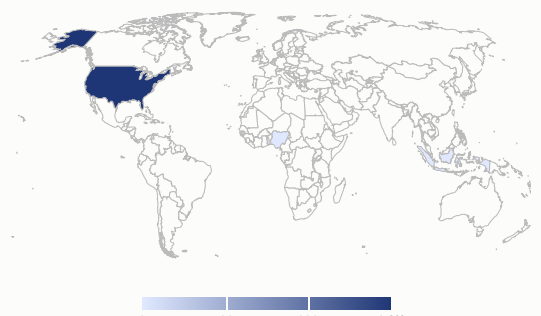
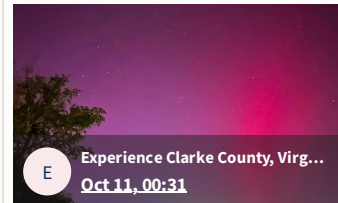

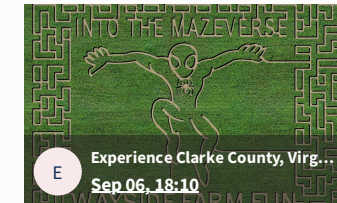
Reports in Packet

- Experience Clarke County September & October 2024 Social Media Metrics












Facebook overview

Sep 01 - Oct 31, 2024

<p>f Page fans</p> <p>1,165 fans</p>	<p>f Page new fans</p> <p>24 new fans</p>	<p>f Page lost fans</p> <p>2 unlikes</p>	<p>f Page impressions</p> <p>46,862 impressions</p>								
<p>f Page followers</p> <p>1,525 followers</p>	<p>f Page new followers</p> <p>44 new followers</p>	<p>f Page lost followers</p> <p>5 lost followers</p>	<p>f Page reach</p> <p>35,146 users</p>								
<p>f Page lost fans > Page</p> <p>Experience Clarke Count... 2</p>	<p>f Page fans > Country</p> <table border="1"> <tr> <td>United States</td> <td>1,162</td> </tr> <tr> <td>Nigeria</td> <td>1</td> </tr> <tr> <td>Grenada</td> <td>1</td> </tr> <tr> <td>Indonesia</td> <td>1</td> </tr> </table> 			United States	1,162	Nigeria	1	Grenada	1	Indonesia	1
United States	1,162										
Nigeria	1										
Grenada	1										
Indonesia	1										
<p>f Posts</p> <p>99 posts</p>	<p>f Post engagement</p> <p>1,139 engagements</p>	<p>f Post impressions</p> <p>19,662 impressions</p>	<p>f Post reach</p> <p>18,537 users</p>								
<p>f Post engagement rate</p> <p>5.21% engagement rate</p>	<p>f Top posts</p> <div data-bbox="435 1814 774 2116">  <p>E Experience Clarke County, Virg... Oct 11, 00:31</p> <p>The Aurora Borealis put on quite the show in Clarke this evening! Who would have thought we'd see them in the Northern</p> <p>22 likes and reactions</p> </div> <div data-bbox="799 1814 1137 2116">  <p>E Experience Clarke County, Virg... Oct 29, 14:59</p> <p>COMING SOON! We can't wait for the doors to open 🤗👍</p> <p>16 likes and reactions</p> </div> <div data-bbox="1163 1814 1501 2116">  <p>E Experience Clarke County, Virg... Sep 06, 18:10</p> <p>Opening day is September 21! 🕷️ Get ready to MARVEL at this year's corn maze theme—full of spider power! Weave your way</p> <p>12 likes and reactions</p> </div>										

<p>f Post reels followers</p> <p style="text-align: center;">0 followers</p>	<p>f Post reels plays</p> <p style="text-align: center;">222 plays</p>	<p>f Post reels replays</p> <p style="text-align: center;">24 replays</p>	<p>f Post reels total plays</p> <p style="text-align: center;">246 plays</p>
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f Posts table

DATE ▼	MESSAGE	REACTIONS	COMMENTS	SHARES
Experience Clarke Count... Oct 29, 15:24	 What a wonderful mixture of culture and music - Don't miss this concert this Saturday at Barns of Rose Hill on November 2nd from 7-9pm. Find your tickets here: https://app.donorview.com/Event/EventInfo?prm=TL5lWl2xdFnuCeT-lW7mp9Tf1zUyPMJJiAZuGylz-DEnfBxvILQM5yFU2-J36VPy_jsbSH4yhaaS0a...	0	0	0
Experience Clarke Count... Oct 29, 14:59	 COMING SOON! We can't wait for the doors to open 😊👏	16	0	1
Experience Clarke Count... Oct 29, 14:56	 Get your tickets for Veramar Vineyard Wine and Chili event on November 29th. \$13 per ticket includes chili and cornbread!	0	0	0
Experience Clarke Count... Oct 28, 20:45	 What's for dinner.....?? Lone Oak Tavern !!	0	0	0
Experience Clarke Count... Oct 28, 16:18	 How could you not want to go see this adorable cabin full of fresh veggies and other goodness that's straight from the garden? #sustainablefarming	3	0	0
Experience Clarke Count... Oct 28, 16:03	 Who want's to help provide a Holiday Light Show, sing Christmas Carols or be a vendor for the Clarke County Fair on December 7th? Sign up today!	0	0	0
Experience Clarke Count... Oct 26, 16:30	 BOYCE — One of the largest publicly-accessible ginkgo tree groves in the nation is nearing its seasonal golden glory, primed to welcome visitors from near and far in the coming	2	0	0
Experience Clarke Count... Oct 24, 13:39	 It's Time! Head on over to Blandy Experimental Farm to see the amazing gold ginkgo trees in their prime October 26-27 and November 2-3. Snack, & Coffee trucks, Souvenir Stand and Sponsor A Ginkgo Booth are available on these dates! Don't miss all the other beautifully colored trees at the...	8	1	4
Experience Clarke Count... Oct 24, 13:39	 ✨New specials added! ✨Suecat's Bistro is offering "Buy 1 get 1 half off appetizers, and \$5 apple cider mimosa!" during the Bereaville Ghost Town... Tours begin tomorrow evening, have you engaged your	2	0	0

Report sources

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 Experience Clarke County, Virginia