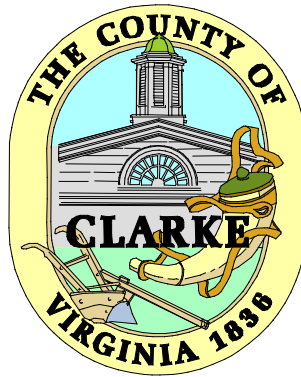


# Clarke County Economic Development Advisory Committee



July 17, 2020  
Regular Meeting Packet



## County of Clarke

### Economic Development Advisory Committee

*Chris Bates, Christy Dunkle, Christina Kraybill, Lori Mackintosh,  
Bev McKay, John Milleson, Elizabeth Pritchard, Lee Sheaffer*

## Agenda

**1:00 pm, Wednesday, July 15, 2020**

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

*Proposed motion: Move to adopt agenda as [presented] or [as amended - title of agenda item[s] not listed on the published agenda provided to the public.]*

## Approval of Minutes:

### January 29, 2020, Regular Meeting

Proposed Motion: I move to approve the minutes of January 29, 2020, as [presented] or [as amended citing specific amendment].

### June 17, 2020, Joint Meeting

Proposed Motion: I move to approve the minutes of June 17, 2020, as [presented] or [as amended citing specific amendment].

Clarke County Economic Development Advisory Committee  
January 29, 2020 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, January 29, 2020, at 1:00 PM.

Board: Chris Bates, Christy Dunkle, Christina Kraybill, Bev McKay, John Milleson

Absent: Jim Barb, Betsy Pritchard, Lee Shaffer

Staff: Doug Lawrence, Len Capelli, Cathy Kuehner, Lora B. Walburn

Press: Mickey Powell – The Winchester Star

1. Call to Order

At 1:00 pm, Lora Walburn, Economic Development Advisory Committee Clerk, called the meeting to order.

2. Organizational Items

Elect Chair

Lora Walburn called for nominations and election of the 2020 Chair.

**Bev McKay, seconded by Christie Dunkle, moved to nominate and elect John Milleson, 2020 Chair. The motion carried by the following vote:**

Jim Barb	-	Absent
Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

Following the vote, the meeting was turned over to John Milleson 2020 Chair.

Elect Vice Chair

Chairman Milleson called for nominations and election of the 2020 Vice Chair.

When queried, 2019 Vice Chair Christina Kraybill declined the 2020 nomination citing potential scheduling conflicts.

**Christy Dunkle, seconded by Christina Kraybill, moved to nominate and elect Chris Bates 2020 Vice Chair. The motion carried by the following vote:**

Jim Barb	-	Absent
Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

#### Set Meeting Date, Time and Location

By consensus, the Committee adopted the schedule as presented.

Third Wednesday at 1:00 pm, Berryville Clarke County Government Center Meeting Room AB

- January 29
- March 18
- May 20
- July 15
- September 16
- November 18
- December 16 [Annual Business Tour]
- January 20, 2021 – Organizational Meeting

### 3. Adoption of Agenda

Chris Bates opined that the brochure project required more research. Chairman Milleson suggested further discussion under Item 5 as scheduled.

**Christy Dunkle, seconded by Christina Kraybill, moved to adopt the agenda as presented. The motion carried by the following vote**

Jim Barb	-	Absent
Chris Bates	-	Aye



Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

4. Approval of Minutes

**Chris Bates, seconded by Christina Kraybill, moved to approve the November 20, 2019, minutes as presented. The motion carried as follows:**

Jim Barb	-	Absent
Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Absent
Lee Sheaffer	-	Absent

5. Brochure Project Update by Cathy Kuehner

Chris Bates stated that the brochure projects needed additional research before the Committee could make decisions. He further noted that there was no tracking mechanism to determine effectiveness.

Lora Walburn comments:

- The late John Sours, former Director of Economic Development and Tourism, in conjunction with the EDAC, created the County's tourism brochure.
- Historically, the brochure has been reviewed and revised by the Director and the EDAC; and, after his retirement, reviewed and content approved solely by the EDAC while she clerked the public body from 2002 to 2010.
- Tourism Alliance, a group created at the suggestion / recommendation of the EDAC, created and published a brochure, "Closer than you think." The Tourism Alliance disbanded in 2006.
- Administrative staff, with the help of other employees traveling near distribution locations, delivered brochures on a monthly basis from 2002 to 2010.
- Since she returned to clerking the EDAC in July 2016, no requests until late 2018.
- Demand for brochures has significantly decreased over the past ten years.

Cathy Kuehner comments:

- There is no process because she has not done this before. Her vision:
  - She is invited to the table to talk about basic questions.
    - Do we need one?
    - Who is the audience?
    - What is the budget?
    - Once it is established that, yes, we want something, whether it is a brochure or a rack card; then, kinda get into that deeper discussion about:
      - What are we promoting?
      - What telephone number?
      - What email address?
      - What is the content?
      - Who is your audience?
      - What is the content?
    - So, first, if it is something you decided you wanted to pursue; then, me at the table talking about images, text, content, that sort of thing. Of course, I report to Chris [Boies]; and, it is the County that would pay for it. So, some point, there is that.

Bev McKay asked when the new website was up, running, and after it gets established if the County would have something that links to things on it.

Cathy Kuehner responded in the affirmative.

Christina Kraybill asked Ms. Kuehner in her professional opinion, in all the years she spent in communications in various sources, if she felt a paper copy would be helpful or an app development.

Cathy Kuehner responded that she had to say that, she thought, that we are in a point in time when there are still some people, and she tends to think women with pocketbooks, who are out and about and will pick up. She continued that she thought it was the same conversation of the bigger picture is the discussion about newspapers. We are at a point in time where there are still some people that like paper, right; but, we recognize that the scale is tipping toward people that do everything online, right. And, so, that has got to be part of the conversation is that if there is a brochure, or a rack card, first – where does it get distributed, who is doing the distribution. Chris [Bates] is right, is there a mechanism to track in any way how somebody heard about something.

Chris Boies informed the Committee Len Capelli had introduced him to the regional tourism group, Shenandoah Valley Tourism Partnership, that will meet again the first part of February; and, at that meeting, he would have access to every tourism director in this region with whom he would like to seek opinion. Noting that a lot of them were still producing a brochure, he said he would ask about tracking value back to costs, and things of this nature. Mr. Boies suggested coming back with a proposal at the next meeting.

Christy Dunkle remarked that many of these member jurisdictions are on the Interstate 81 corridor.

Bev McKay commented that when you get a paper one it is targeted to what you want it to be targeted to; because, you pick up a piece of paper and look on it, unless it is in Berryville or Clarke County, that is what you get. He told the members that when he was in Richmond for a meeting, he had entered in his phone area restaurants; and, while he got a few area restaurants, some were displayed were located in Shreveport, Louisiana. He wondered how much money it was worth to do that.

Christina Kraybill responded that it comes done to the target audience; because, when she ran her shop, her ideal customer tended to be in their 40's and 50's, the age group that tends to have the most discretionary income. Therefore, if you want tourists that spend money, you tend to go after that age group; but, you do not want to forget the next generation that might not have as much disposable income, but you want them to start buying into the benefits of a community. She opined that it gets tricky because the younger generation is mostly using apps or social media for recommendations; and, the challenge is, how do we continue to care for an older consumer, that is very important to a community, but how do we not forget the younger ones coming up.

Cathy Kuehner commented that Christina Kraybill, knowing from her drum circle, that younger generations are interested in the experience; and, on that, Clarke County has a lot to offer with the river, the Appalachian Trail, and places to bicycle, wander, Blandy, places to go to and have an experience. So, yeah, it is finding that balance that we have discussed before that the challenge with any brochure is that you don't want to be real specific about stores and places that may not be in business a year or two from now.

Christina Kraybill noted that one thing all generations have in common is word-of-mouth; and, when they hear something word-of-mouth, they tend to go to check it out. She provided an example from her own experience during a recent trip to Homestead, Florida.

Bev McKay opined that there was no substitute for local knowledge.

Chairman Milleson instructed staff to carry the matter forward to the March agenda.

Presentation by Dana Waring, Principal – Clarke County High School

Bev McKay informed the members that he had recently spoken with Terri Catlett, Board of Supervisors Liaison to the Clarke County School Board, who had informed him that Dana Waring, Principal – Clarke County High School, was working on a program at the high school where she would like those high school students that will have to start doing interviews soon to participate in practice interviews. Ms. Waring would like to make a presentation on her project to the EDAC at its March meeting.

Chris Boies explained that Ms. Waring is trying to find a connection to the business community.

Bev McKay added that Ms. Waring wanted to explore what the businesses in the County can / will do.

Chris Boies opined that it might be helpful for the members to hear what Ms. Waring is working on with her students.

Chairman Milleson stated that he would contact Ms. Waring and invite her to the March meeting.

Chris Bates added that the presentation might take more than fifteen to twenty minutes since Ms. Waring had a lot the EDAC needed to be aware of, which will take time to go through all the opportunities for businesses and Career and Technical Education students.

## 6. Director Economic Development and Tourism

### Update and 2019 Year-end Summary

Highlights of Len Capelli's update includes:

- This is his last meeting with the Economic Development Advisory Committee. He noted that he had enjoyed working with everyone and would keep in touch.
- Brochure:
  - Never been a proponent of big, expensive brochures.
  - He agrees with Christy Dunkle, who did mentioned that people do stop in tourist centers, that a rack card there might result in an action, whether it is visiting a website or making a telephone call.
  - Two websites:
    - Tourism website: Averaging over five hundred [500] new users per month, which it has done over the past two and a half years.
    - Economic Development website: Two hundred and twenty five [225] to two hundred and fifty [250] new visitors per month on average, which is significant for what Clarke has to offer and the limited assets. This is a fairly significant number of visitors at a low cost.
- "Become and Agripreneur" Seminar
  - February 12, 2020, at 6:30 pm, Main Meeting Room
  - Over 100 people have pre-registered.
  - Will have speakers from a number of agencies that are targeted to assist farmers.
  - A business working with the local equine community has donated a leaf blower for a raffle / door prize.

### Report: Meals Tax in Surrounding Jurisdictions

- In favor of a food tax; and, if Representative Gooditis' bill [HB785] passes, it will allow the Supervisors to can make the decision without going to referendum.
- One report in the packet contains meals tax rates and budgeted FY2020 revenues for surrounding jurisdictions.
- The second report represents a conservative estimate of potential revenues.
- By consensus, the matter was carried forward to the March agenda.

### Agricultural / Equine Survey

Highlights of Vice Chair Bates overview on the subject include:

- Two years ago, as a representative of the Farm Bureau and the Clarke County Equine Alliance, he came before the EDAC to present these groups' desire for an economic survey.
- The agpreneur seminar does not include the "horse people."
- Horses are the biggest economic driver in Clarke County agriculture.
- All information on surveys for agriculture in general, and horses in particular, dates back to 2002.
- Information is needed to seek businesses and educational programs.
- Spoke with the Agriculture teacher at the high school, who is "limping along" in an ag-management class without sufficient local data.
- It is estimated that there are approximately two thousand equine jobs in the County.
- Is suggesting that the EDAC have a legitimate discussion on conducting a survey to tell us what is here so that it can be developed.
- Clarke's website shows some available buildings and parcels, but it is nowhere near a complete list.
- Survey may need to be a "total" economic survey.

Bev McKay noted that Virginia does an ag survey, as well as the USDA. He opined that while there may be many horses out there many of those horses have zero value.

Chris Bates responded that if a horse produces \$165 a month in subsistent rent it does not have zero value for it has economic value, making it the most valuable animal in the County.

Bev McKay countered that retired race horses might be worth something, but really have no value and cannot be sold. He said that he could tell you what a cow is worth or an acre of corn, but how do you determine income value on a horse. He opined that, traditionally, ag surveys have looked at the value of the animal.

Chris Bates responded that the two surveys cited by Mr. McKay get very limited response. He opined that what Clarke needs is to control its own survey, to work together with entity conducting the survey. He reminded that two years ago the groups he represented had twenty lined up to do the legwork for the survey to find out really what is there, which is what is missing on a USDA or a Virginia Tech surveys.

Chris Bates opined that this opportunity was best suited to the EDAC to review to determine what is needed and to make those recommendations to the Board of Supervisors.

Bev McKay responded that the Farm Bureau funded the last survey, but nothing was done with the information.

Christy Dunkle reminded that the EDAC, specifically Eric Myer, former EDAC member, with Jake Grover, former Virginia Cooperative extension agent, was responsible for starting up the monthly hay sale at Hash's Auction.

Chris Bates responded to Christina Kraybill's query advising that the 2002 survey was an overview that provided a great deal of good information upon which farm meetings were based. At these meetings, held in the Town of Berryville, a great deal of networking was done, particularly among niche farmers.

Bev McKay opined that a survey may not accomplish anything, and, may in fact, be a negative to find out the actual value.

Christina Kraybill countered that Mr. Bates seemed to be saying that there were a lot more that were of value.

Mr. Bates explained that Mr. McKay's view is that there were more retired horses, drawing a \$165 a month each, than there are valuable horses that actually perform regular work.

Christina Kraybill asked how the 2002 survey was funded.

Bev McKay responded that the Farm Bureau and the County paid for the survey.

Chris Bates added that it cost just over \$5,000.

Chairman Milleson asked that the 2002 survey be included in the EDAC's March meeting packet.

Chris Bates postulated that the last survey caused problems between horse and cow farmers for all placed value on their animals.

In response to Christina Kraybill's query, Bev McKay informed the members that there were current reports available from the USDA on crops, beef cattle, and dairy.

Christina Kraybill asked for a rough cost estimate to conduct such a survey.

Chris Bates responded that it cost Loudoun County almost \$30,000 to conduct a horse-only survey. He stated that economic development funds were in the budget.

Bev McKay remarked that if a survey were done the EDAC should know what it wants to do with the information found, as well as have some sort of idea of what might be found.

Chris Bates opined that as economic advisory council the EDAC could help.

Len Capelli asked Mr. Bates for the number of local Equine Alliance members.

Mr. Bates responded approximately one hundred and forty [140] full equine businesses, with another six hundred [600] hanging around the fringes.

Len Capelli commented that he and Mr. Bates had discussed, even before conducting a survey, how to get more people involved by providing more value to the members in regard to promoting Clarke County Equine Alliance and making others aware of the the fact that Clarke is a substantial equine operation.

Chairman Milleson asked that continued discussion on the matter be added to the March agenda. He asked that a copy of 2002 survey be included in the packet, as well as distributed in advance to allow members time to review.

#### County Administrator Chris Boies Comments

Chairman Milleson invited newly appointment County Administrator Chris Boies to comment on his first meeting.

Chris Boies thanked Len Capelli for the job he has done for Clarke. He noted that he had only been here since December; and, Len had been super helpful to him in the transition, handing things over very professionally, and working together to keep the cooperation going after his departure and before someone else is hired. He concluded by expressing his appreciation to Len Capelli for the work he has done in service to Clarke.

Mr. Boies informed the Committee that he spoke last week with the Industrial Development Authority, and there was some desire to have targeted approaches to different pieces of economic development, strategies, etc.

Chairman Milleson expressed appreciation to Len Capelli for his help and service. He welcomed Doug Lawrence, Russell District Supervisor, to the meeting.

Christina Kraybill thanked Mr. Capelli noting in particular his coordination of the annual December business tour, which has become a favorite for members.

Doug Lawrence told the Committee that he had read that the Jefferson County, West Virginia horse alliance were seeking support to build a center like the Virginia Horse Center in Rockbridge County, Virginia potentially on a piece of property that straddles the Jefferson / Clarke boundary line.

Mr. Lawrence, noting that fiber optics were placed along the railroad tracks stretching from Atlanta, Georgia to Chicago; Illinois, asked if this fiber option was available to local residents.

Bev McKay responded that this backbone line was not available to local users.

Lora Walburn added that Shentel does provide fiber options to commercial businesses along Route 7 and Route 340 in Clarke.

Supervisor McKay added that Shentel seems to be the most responsive of the fiber optic providers.

#### 7. Next Meeting

The next meeting is scheduled for Wednesday, March 18, 2020.

#### 8. Adjournment

Being no further business, at 1:40 pm, Chairman Milleson adjourned the meeting.

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Minutes recorded and transcribed by Lora B. Walburn, Clerk



Industrial Development Authority of the Clarke County Virginia Board of Directors  
Economic Development Advisory Committee  
June 17, 2020, Minutes

A joint meeting of the Industrial Development Authority of the Clarke County Virginia and the Economic Development Advisory Committee held in the Berryville/Clarke County Government Center, Berryville, Virginia, Main Meeting Room, on Wednesday, June 17, 2020, at 1:00 PM.

IDA Directors Present: Ben Cochran, Brian Ferrell, Rodney Pierce, Isreal Preston, William Waite

Directors Absent: English Koontz, William Wolfe

Board of Supervisors Liaison Present: David Weiss

EDAC Members Present: Chris Bates, Christy Dunkle, Christina Kraybill, John Milleson, Elizabeth Pritchard, Bev McKay

Members Absent: Lori Mackintosh, Lee Sheaffer

County Staff Present: Chris Boies, Felicia Hart, Tiffany Kemp, Cathy Kuehner, Brandon Stidham, Lora Walburn

Others Present: Supervisor Doug Lawrence, Supervisor Terri Catlett, Robina Rich Bouffault

Press Present: Mickey Powell

1. Call to Order

At pm 1:00 pm, Chairman Brian Ferrell called to order the June 17, 2020, Industrial Development Authority of the Clarke County, Virginia Board of Directors Meeting.

Immediately following, Chairman John Milleson called to order the June 17, 2020, Economic Development Advisory Committee Meeting.

2. Adoption of Agenda

Industrial Development Authority

**Director Waite, seconded by Director Pierce, moved to adopt the agenda as presented.  
The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye

English Koontz	-	Absent
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Absent

#### Economic Development Advisory Committee

**Betsy Pritchard, seconded by Cristina Kraybill, moved to adopt the agenda as presented.  
The motion carried by the following vote:**

Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Lori Mackintosh	-	Absent
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye
Lee Sheaffer	-	Absent

At 1:15 pm, Bev McKay joined the meeting.

### 3. Planning and Zoning Overview by Brandon Stidham

Brandon Stidham, Director of Planning and Zoning, appeared before the bodies. Highlights of overview:

- Explained role of the Planning and Zoning Department.
- Reviewed Clarke's land use planning goals.
- Explained a comprehensive [Comp] plan:
  - o A long-range plan capturing the community's vision for its future.
  - o State code requires every locality to adopt a plan.
  - o Clarke's first plan was adopted in 1974.
  - o The Planning Commission prepares the comp plan and the Board of Supervisors adopts.
  - o A comp plan must be reviewed once every 5 years; however, there is no requirement to update if there are no changes.
- Current Comprehensive Plan:
  - o Adopted in 2014.
  - o Includes a base plan and implementing component plans.

- All component plans have been updated since last adopted except the mountain land plan.
- Planning to add a village plan in the future.
- Explained differences between comprehensive plan and zoning ordinances.
- Reviewed key zoning terms
  - By-right use
  - Special use
  - Rezoning
  - Non-conforming use, “grandfather” use
- Zoning Districts:
  - Agricultural Open-Space Conservation
  - Forestal Open-Space Conservation
  - Rural Residential
  - Neighborhood Commercial
  - Highway Commercial
  - No zoning for industrial in the county.
  - Some districts only in Berryville Annexation Area.
- Provided a map of the Berryville Annexation Area.
- Business Intersection Areas:
  - Waterloo
    - All properties are zoned highway commercial.
    - Reviewed areas available for development.
  - Double Tollgate
    - Most are zoned highway commercial.
    - Does not include land with solar farm or land with transformers
    - Preferred growth area
- County sites currently listed on [yesClarkeCounty.gov](http://yesClarkeCounty.gov) website
  - 1133 Bishop Meade Road:
    - Zoned rural residential and can no longer be operated as a retail business under rural residential zoning.
  - Mercke property:
    - Jack Enders Boulevard, east of the business park
    - 12.57 acres

- Supports light industrial
- Access to public water and sewer
- Located in Berryville Annexation Area
- Located in town of Berryville
- 5665 Lord Fairfax Highway:
  - Two lots [13 acres and 16.2 acres] owned by Brent Mercke, west side of the railroad tracks, west of the business parks
  - Clarke does own an approximate 2.63 acre strip of land, reserved when plans included extension of the business park across the railroad crossing with a connection to Route 340
  - Clarke County is working with Berryville and a consultant to study different connectivity options and should have a presentation on the results of that study next month
  - Located in Berryville Annexation Area
  - Zoned for light industrial
  - Access to public water and sewer
- Waterloo Marketplace:
  - Currently, there is construction activity to expand Handy Mart
  - Four undeveloped lots
  - Lots have access to public water and sewer
  - A common plan of development was approved a number of years ago, including the development of Handy Lane that allows access from Route 340 to tie into the park and ride.
- 11859 Lord Fairfax Highway:
  - Zoned highway commercial
  - 4.20 acres
  - Warehouse [8,100 square feet] and office [1,610 square feet] space located within the main building
  - Two existing houses on the lot – status of use is unknown
  - Public water access only; no access to public sewer.
  - Special use permit in place to operate a custom woodworking business
- 216 York Lane:
  - Located off Route 340
  - Approximate 484-acre property
  - Approximately 30,000 square foot warehouse

- Zoned AOC
- No public water or sewer access
- Agricultural, by-right uses have been operating in the building

#### Question and Answer Period

Director Pierce asked for an update on the “Camp 7” property at 57 Ray of Hope Lane, White Post.

Chris Boies provided the following update:

- The Department of Corrections has transferred the properties to two other state agencies, one of which is the Virginia National Guard.
- The Virginia National Guard has intentions to build a regional facility on the property at some point in the future. Currently, there is no funding for the project.
- Virginia Port Authority [VPA] was also given parcels.
  - The VPA is required to work with Clarke to develop appropriate economic development projects.
  - Discussions have slowed during COVID-19.
  - Working with VPA to determine:
    - Intended uses
    - Whether VPA wants to develop it themselves or to sell it
    - How to gain access to public water and sewer
    - Identify traffic issues
  - VPA has been a good partner thus far

Brandon Stidham added the following:

- Property is zoned AOC
- Property is owned by the state and is typically exempt from local zoning ordinances

Director Ferrell asked if VPA developed for themselves whether it would be responsible for developing a sewer system.

Brandon Stidham responded that they would be required to follow sewer regulations as regulated by the Virginia Department of Health. He noted that Clarke does have some sewer regulations that are more stringent than the state.

Chris Boies added that one of the complications is that the package plant currently serving the property, while it does have a valid permit, it has still to be determined what can actually be done and what ownership will look like.

#### 4. Economic Development and Tourism Update by Felicia Hart

Felicia Hart, Interim Director of Economic Development and Tourism, appeared before the bodies. The following presentation was distributed at the meeting:

- Meetings with Berryville Town Planner:
  - Meet regularly to get caught up on projects/topics of concern
  - Together, we walked downtown to meet with 1) a property owner who is looking for ideas on how to rent her property and 2) met with Peter at the frame shop to make introductions
  - Several other meetings with local businesses are planned - Christy is making regular introductions for me
  - Working with Christy to update information on Virginia Tourism's website - this includes business listings, photography, contact information and events
- Regional Projects:
  - In partnership with Frederick County and City of Winchester EDAs, Top of Virginia Chamber, Lord Fairfax Small Business Development Center and Winchester/Frederick County Tourism we hosted our second Town Hall meeting via Zoom. See flyer attached.
    - This ties in to our joint Facebook page - Northern Shenandoah Valley COVID-19 Economic Response Team where we offer resources and updated info for businesses
    - We are still having weekly conference calls to discuss the changing landscapes and what resources do we need to look at providing (at this point, just social media shares of useful info)
  - We have produced a new website - OpenAndSafeNSV. This site allows any business to take the pledge to agree to abide by the CDC and VDH guidelines. They submit all their business information, including logos, and are added to the database on the site. Once they have been approved, they are given access to downloadable logos for both their digital and print work. In addition, pre-designed posters and flyers are included. We ask that they print one out and post it at the entry point to their business. We found this is helping to create solidarity between the businesses/localities and helps set the expectations of their guests. The site is [www.OpenAndSafeNSV.biz](http://www.OpenAndSafeNSV.biz) See flyer attached.
  - Shenandoah Valley Tourism Partnership:
    - Continue to provide information on behalf of Clarke County for the new website
  - Shenandoah Valley Spirits Trail: continue to update contact information and potential stories
  - Northern Shenandoah Valley Regional Commission: we are still hosting regular phone updates with other localities regarding new programs for our local businesses

- GOVirginia: Numerous funding programs are in the works and are being hashed out
  - Previous conference call about meat processing needs because of COVID-19. Follow up discussions are being planned
- Hosted my regular radio show on The River. Provided updates on all the projects we're working on and mentioned additional resources
- Economic Development:
  - Partnered with Lord Fairfax Small Business Development Center to host the first Restaurant Virtual Town Hall meeting. This came out of my discussion with local restaurant owners and what they are facing during this pandemic. By bringing many owners/chefs together, we hope to help them find sources for their needed products, talk about supply chain concerns and employee issues.
  - I continue to work closely with Planning and Zoning Director for regular updates, discussions on both current and potential projects
  - Have regular conversation with Bank of Clarke County President Brandon Lorey to learn what he is seeing locally regarding business needs/issues/concerns
  - Still participate in weekly conference calls with Virginia Economic Development Partnership
    - Discussions about potential businesses looking to move to Virginia and their needs
    - Starting discussion on their Tier Program and what properties/information do they have regarding Clarke County
  - Still participating in weekly conference calls with Virginia Economic Developers Association
    - Discussion about CARES Act funding for potential projects, GOVirginia funding and regional needs
  - Continue discussion with a potential family business looking to move to Clarke County. They have received initial feedback from Planning and Zoning (P&Z).
  - Continue working with County Administrator and P&Z Director regarding bringing broadband to our area
- Tourism:
  - Board of Supervisors approved the resolution to recognize Clarke County as the official Destination Marketing Organization (DMO) for Virginia Tourism Corporation.
  - Continue regular weekly updates with my contacts at Virginia Tourism Corporation (VTC)
    - Updated information on State website
    - Encouraged several more local businesses to add their free business listing
  - Continue regular updates to master spreadsheet with all tourism-related businesses. Includes all contact information, social media, websites, etc. This will be shared with County/Towns to maintain accuracy and allow me to quickly respond to Virginia Tourism Corporation, travel writers and others requests for information, blog stories, photography, etc.
  - Working to include the Mosby Heritage Area program on our website and in social media

- Working to include local cemeteries on our website
- Websites:
  - Continue to regularly update both the "YesClarkeCounty" and "Clarke County Tourism" sites with information regarding COVID-19.
    - Continue to mark-up/edit current information on both sites so changes can be made
    - Working to get Google analytics added
- Social media:
  - Have created a yearly calendar of holidays, events, topics to promote. Daily posts are goal.
  - Continue to organically grow current Facebook page
  - Continue to regularly post to Facebook
- COVID-19 Info:
  - Exploring possible incentives or assistance programs using CARES Act funding
- Miscellaneous:
  - Regularly reach out to local businesses for updates on how they are doing and ask how this department can help. I have been providing them with resources, introductions and updates on what others are doing. When COVID-19 allows, I will be visiting them in person.
  - Worked closely with Clarke County Farmers Market to help get the word out about their new location

### Question and Answer Period

EDAC Chairman John Milleson commented:

- Bank of Clarke County Board met this morning and members “sang the praises” of Felicia Hart for all the help she has provided to quite a few businesses.
- Loans: \$5.9 MM
- No. of Loans: 124
- Average Loan: \$47,000
- Asked what the Bank of Clarke County and the EDAC could do to help Felicia Hart.

Felicia Hart responded:

- All members could help educate her by helping her identify business owner needs, challenges, strengths and weakness.
- What is heard from one person may be so exclusive that it others will not have that same problem.



- Asked members to be a voice box and help the community understand what we are trying to accomplish to help develop long-term planning.

Chris Boies added:

- A business assistance program has been discussed with some persons.
- Explained that Clarke recently received federal funding; however, it has been a struggle to determine true needs of the community.
- Applauded Mrs. Hart for all the businesses with which she has spoken noting that most have taken advantage of available federal money.
- Have yet to determine a clear need across the business sector on how Clarke could help.
- Asked members to let staff know if they heard or knew of any unfilled gaps in business needs.

Christina Kraybill suggested reaching out to service providers. She shared a conversation she had earlier in the day with a neighbor that is a self-employed service provider, an industry hard hit during the COVID-19 virus. This neighbor has applied for stimulus funds every week, but has only received one stimulus check. Also, for the past two months, she calls an assisting agency every morning. One morning, when she finally got through, she was caller 189 in the queue; and, when her call was answered, they could not help her.

Felicia Hart put forth that if Mrs. Kraybill would like to send her an email, she could share Christine Kriz, Lord Fairfax Small Business Development Center, contact information; and, maybe, Ms. Kriz might know of another avenue to explore.

## 5. Personnel Update by Chris Boies

Chris Boies, Clarke County Administrator, appeared before the bodies.

- Thanked Felicia Hart for stepping in on an interim basis noting that she arrived at the County about Day One of COVID-19, which had presented difficulties; and, even with restrictions, she has done a great job of getting out and meeting people. She has also reached out via social media.
- Before COVID-19 hit, he met with a travel guide from the Virginia Tourism Corporation, and gave them a tour of Clarke.

### Economic Development and Tourism Director Position

Highlights of Mr. Boies' update:

- Since last discussed, the County has engaged with the Town; and, the County is very appreciative of the Town's efforts to fund a full-time Economic Development and Tourism Director position.
- The Town will contribute financially to fund a full-time position.

- The IDA and EDAC Chairs reviewed the job descriptions.
- Interviews scheduled for Friday, June 19.
- Hope to name a new full-time director next week.

### Clerk to the IDA and EDAC

Highlights of Chris Boies' update:

- Introduced Tiffany Kemp new Clerk for the IDA and EDAC.
- Lora Walburn is retiring. This will be her last set of minutes.

### Concluding Remarks

Chris Boies stated that today's meeting was intended to be an informative session adding that he hoped that both public bodies could meet in July as scheduled.

He noted that better understanding of planning and zoning and comprehensive plan issues would help Clarke figure out where development could occur in the County and to figure out ways to help existing businesses.

Director Waite opined that the public saw the EDAC as more geared to marketing, and the IDA more geared to financing. He stated that together or separately the bodies could work to advance any of the issues.

Chris Boies remarked that the public bodies, just by statute, had different purposes, with the IDA being a financing-type group. He opined that these bodies were the eyes and ears of the community and could help staff get the information about what businesses are experiencing that will help make connections, and, with the addition of a full-time director, improve communications.

Supervisor David Weiss opined that from the Board of Supervisors' perspective, it had for many years, along with both the IDA and EDAC, tried to be there for the private citizens; and, it still maintains that philosophy. He put forth that with a full-time director reaching out to owners of properties that have sat for a long time there could be real conversations with those folks to see what can be done to assist them. Then, depending on how that works out, the next step is determining whether the IDA or EDAC or Board of Supervisors take a more active role in trying to market properties.

Supervisor Weiss stated that Camp 7 [57 Ray of Hope Lane] has real potential; however, the property will not be what it is now and will change. He added that Senator Vogel helped Clarke get a part of the property. He informed the bodies that Virginia Port Authority [VPA] is not looking at tax-generating opportunities that the County is looking for; however, VPA has to work with Clarke to get what it wants. He ended by stating that the Board of Supervisors was not

necessarily interested in making a profit but rather in the properties being active and producing revenue; and, in this effort, it will be seeking the assistance of the IDA and EDAC.

Supervisor McKay concurred with Supervisor Weiss opining that Clarke's future is tourism and small businesses. He opined that Clarke needs to become a destination spot and needs to look at ways to capitalize on this. He concluded his remarks by advocating for more joint meetings.

EDAC Chair Milleson put forth is opinion that sometimes the bodies were underutilized and encouraged the Supervisors to put the EDAC and IDA to work.

Supervisor Weiss concurred that the bodies were underutilized opining that a full-time director could help us move things forward. He noted that all know that this is a difficult demographic, and he would like to see at least one of the properties that has been sitting for years active.

Supervisor McKay opined that a partnership of the Town and County would be beneficial to all making it one destination, one unit.

## 6. Adjournment

### Industrial Development Authority

At 1:59 pm, **Director Pierce, seconded by Director Waite, moved to adjourn the meeting. The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Absent
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Absent

### Economic Development Advisory Committee

Immediately following, **Chris Bates, seconded by Christina Kraybill , moved to adjourn the meeting. The motion carried by the following vote:**

Chris Bates	-	Aye
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
Lori Mackintosh	-	Absent
Beverly B. McKay	-	Aye
John Milleson	-	Aye
Betsy Pritchard	-	Aye

*Draft for Approval EDAC 07/15/2020; IDA 07/23/2020*

Lee Sheaffer - Absent

Next Meeting

Economic Development Advisory Committee, Wednesday, July 15 2020

Industrial Development Authority, Thursday, July 23, 2020

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Minutes recorded and transcribed by: Lora B. Walburn, IDA Clerk

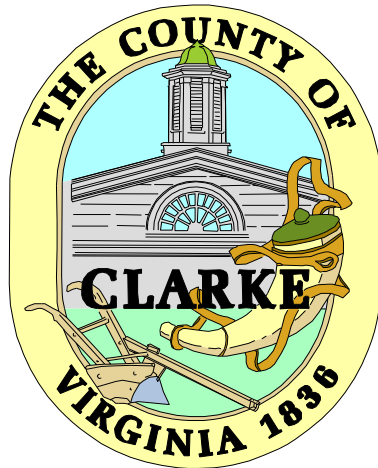
# Continued Discussion: Agri-Equine Study

- 2017 Agriculture Land Plan
- 1996 Economic Impact of the Agriculture Sector
- Virginia 2002 Census of Agriculture
  - Electronic copy is attached to the packet
  - Hard copy available upon request

# **Agricultural Land Plan**

## **Clarke County Comprehensive Plan**

### **Implementing Component Plan**



**Adopted by the  
Clarke County Board of Supervisors on  
February 21, 2017**

## **ACKNOWLEDGEMENTS**

### **CLARKE COUNTY PLANNING COMMISSION**

George L. Ohrstrom, II, Chair (Russell Election District)  
Anne Caldwell, Vice Chair (Millwood Election District)  
Frank Lee (Berryville Election District)  
Gwendolyn Malone (Berryville Election District)  
Scott Kreider (Buckmarsh Election District)  
Douglas Kruhm (Buckmarsh Election District)  
Jon Turkel (Millwood Election District)  
Cliff Nelson (Russell Election District)  
Randy Buckley (White Post Election District)  
Robina Bouffault (White Post Election District)  
Mary L.C. Daniel (Board of Supervisors representative)

### **AGRICULTURAL LAND PLAN SUBCOMMITTEE**

Robina Bouffault (White Post Election District)  
Randy Buckley (White Post Election District)  
Jon Turkel (Millwood Election District)  
Corey Childs (Agricultural & Forestal District Advisory Committee)  
Emily Day (Agricultural & Forestal District Advisory Committee)

### **CLARKE COUNTY BOARD OF SUPERVISORS**

David Weiss, Chair (Buckmarsh Election District)  
Beverly B. McKay, Vice-Chair (White Post Election District)  
Terri T. Catlett (Millwood Election District)  
Barbara Byrd (Russell Election District)  
Mary L.C. Daniel (Berryville Election District)

### **CLARKE COUNTY PLANNING DEPARTMENT**

Brandon Stidham, Planning Director  
Ryan Fincham, Senior Planner/Zoning Administrator  
Alison Teetor, Natural Resource Planner  
Debbie Bean, Administrative Assistant

Clarke County Planning Department  
101 Chalmers Court, Suite B  
Berryville, VA 22611  
540-955-5132

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**DATE OF PLANNING COMMISSION PUBLIC HEARING AND ADOPTION:**

January 6, 2017

**DATE OF BOARD OF SUPERVISORS PUBLIC HEARING AND ADOPTION:**

February 21, 2017

# 2016 AGRICULTURAL LAND PLAN

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# 2016 AGRICULTURAL LAND PLAN

## STATEMENT OF PURPOSE AND PLAN APPLICATION

### **Statement of Purpose**

The Agricultural Land Plan is an implementing component of the Clarke County Comprehensive Plan. The Plan was developed not only to provide tools and approaches for conserving farmland, but to establish and maintain policies and programs for the long-term prosperity of the County's agricultural industries. The Plan was originally developed by the consulting firm Coughlin, Keene, & Associates as a revision to a previous agricultural plan that was adopted in 1987. The Plan was adopted by the Board of Supervisors on September 16, 1997.

The purpose of the Plan is to outline the County's symbiotic relationship with its agricultural industry including approaches to supporting and promoting agriculture as well as guidance for land use planning and development of regulatory tools to preserve farmland. As stated in the 1997 Plan:

*In recent years, communities like Clarke County have become more sophisticated in their understanding of the issues involved in agricultural and environmental conservation. They have come to realize that it is not enough to put together a set of individual techniques for conserving farmland. It is necessary to pursue serious programs for comprehensive growth management to limit the amount of non-farm development that takes place in prime farming areas. It is also necessary to take appropriate steps to help farmers increase the profitability of farming. This certainly includes reviewing county regulations to assure that they are as "farmer friendly" as possible. It also involves treating agriculture as part of the economic base of the county and a proper concern for county economic development programs.*

The revised 2016 Agricultural Land Plan continues to advance these concepts of preserving farmland, promoting agriculture, and viewing the industry as a key part of the County's economic development program. Development of the revised Plan began in March 2016 with the formation of the Planning Commission's Agricultural Land Plan Subcommittee consisting of three Commissioners (Robina Bouffault, Randy Buckley, and Jon Turkel) and two members of the County's Agricultural & Forestal District (AFD) Advisory Committee (Corey Childs and Emily Day). The Subcommittee's efforts to update the Plan consisted of identifying areas of the 1997 Plan that were out of date as well as addressing new issues impacting agriculture in 2016. The Subcommittee also developed new policies for the revised Plan and organized them in a Goals, Objectives, and Strategies format. A process for reviewing the Plan on a regular five-year schedule was also recommended by the Subcommittee.

The Subcommittee met five times between May and November 2016, and presented an Initial Draft for the Planning Commission's consideration on November 29, 2016.

# 2016 AGRICULTURAL LAND PLAN

## **Plan Application**

The Plan should be used by property owners, elected and appointed officials, and other interested stakeholders to understand the County's approach to protecting and promoting agriculture. The Plan should also be applied in tandem with the recommendations found in the County's Comprehensive Plan, Economic Development Strategic Plan, Transportation Plan, and other relevant component plans. Examples of some of the ways that this Plan can be used include:

- Determining how the County should provide support to the agricultural industry including dedication of financial and staffing resources.
- Balancing preservation of prime farmland and open space with the need to accommodate current and future growth and economic development.
- Evaluating land development applications and proposed changes to the Zoning and Subdivision Ordinances.
- Reviewing and updating the County's Comprehensive Plan and component plans.

Chapter I contains the Plan's revised list of Goals, Objectives, and Strategies – collectively these items describe the County's program for preserving and promoting the agricultural industry.

Chapter II should be used as a resource for background information on the County's agricultural industry, the Plan's original recommended policies and how these policies have been implemented over time, and recommendations from the 2013 Comprehensive Plan and pertinent component plans that were used to guide the revision of the Plan.

Chapter III describes the process for reviewing and updating the Plan on a regular basis.

# 2016 AGRICULTURAL LAND PLAN

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# CHAPTER I

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## PLAN GOALS, OBJECTIVES, AND STRATEGIES

# 2016 AGRICULTURAL LAND PLAN

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# 2016 AGRICULTURAL LAND PLAN

## **CHAPTER I -- PLAN GOALS, OBJECTIVES, AND STRATEGIES**

This Chapter contains the Agricultural Land Plan's Goals, Objectives, and Strategies. The Goals Statement depicts the purpose and long-term expectations of the Plan in general terms. The Objectives describe the specific topics to be addressed in furtherance of the Goals Statement. Strategies are detailed action items to be followed to implement the Plan's Goals and Objectives.

### **A. Goals Statement**

The Goals of the 2016 Agricultural Land Plan are as follows:

- 1. Actively support the practice of agriculture and the preservation of agricultural land.**
- 2. Promote agricultural industry and business.**
- 3. Establish land use and regulatory policies to support the agricultural sector and preserve agricultural land.**

Section B below lists the Objectives associated with each of the three Goals and the recommended implementation Strategies for each Objective.

### **B. Plan Objectives and Strategies**

#### **GOAL 1: Actively support the practice of agriculture and the preservation of agricultural land.**

**Objective 1. Support a vigorous agricultural development program as recommended by the County Comprehensive Plan and Economic Development Strategic Plan.**

Strategy (a). Appoint a County advisory committee to serve as a forum for cooperative discussion of issues affecting the agricultural community and to provide recommendations to the Board of Supervisors on policy issues affecting agriculture. As an alternative, consider assigning this role to an existing County committee such as the Agricultural and Forestal District (AFD) Advisory Committee.

Strategy (b). Evaluate the creation of a formal agricultural development program that includes assignment of County staffing and financial resources. Consider establishing the program, at its onset, as part of the County's Economic Development Department work program with support from the Department of Planning.

Strategy (c). Partner with the Virginia Cooperative Extension, local Farm Bureau, and other pertinent agencies and organizations to conduct periodic surveys of the

## 2016 AGRICULTURAL LAND PLAN

agricultural community to evaluate current and future needs that the County may help to address.

Strategy (d). Utilize the internet, websites, and social media to promote agriculture and Clarke County products.

Strategy (e). Develop a database of County agricultural operations and support businesses in order to effectively communicate programs and other opportunities to the community and interested stakeholders.

### **Objective 2. Continue to support and promote Land Use Taxation, Agricultural & Forestal District (AFD), and Conservation Easement programs.**

Strategy (a). Develop outreach and social media tools to inform the public of the benefits of these programs and explain their value to the community as a whole.

Strategy (b). Continue to support efforts to place prime farmland and large agricultural parcels into permanent conservation easement including leveraging grants with local funds to purchase dwelling unit rights as a means of permanently preserving lands for agriculture.

### **Objective 3. Facilitate the availability of broadband internet for the agricultural industry, its business activities, and farm residents.**

Strategy (a). Solicit feedback from the agricultural community on ways that they use broadband internet access to streamline and enhance day-to-day operations. Use the feedback in conjunction with efforts to expand broadband availability throughout the County.

### **Objective 4. Take a proactive role to ensure that the potential environmental impacts of agriculture are mitigated and that the interests of future development do not collide with the interests of the agricultural community.**

Strategy (a). Continue to support programs that help mitigate adverse impacts on the County's streams and waterways, e.g., stream fencing and streambank restoration projects. Continue partnering with agencies such as the Lord Fairfax Soil & Water Conservation District and the Natural Resources Conservation Service, and pursue grant opportunities in support of these programs.

Strategy (b). Maintain existing and work to create new land development regulations that ensure the separation of agricultural uses from residential and commercial uses. Examples include perimeter buffering of agricultural parcels, setback distances from property lines, and subdivision plat notes regarding existing agricultural operations on AOC-zoned properties.

# 2016 AGRICULTURAL LAND PLAN

Strategy (c). Allow intensive livestock facilities as required by State law, ensuring that site development regulations mitigate potential adverse environmental impacts on surrounding properties and waterways.

## **GOAL 2: Promote agricultural industry and business.**

**Objective 1. Encourage agricultural ventures of all sizes whether very large, mid-range, or small farms. Support non-traditional agricultural enterprises including but not limited to equine, specialty growers, local food/pick-your-own, farm-to-table, and agri-tourism.**

Strategy (a). Ensure that marketing/outreach initiatives and County agricultural projects and programs consider the diverse needs and involve all facets of the agricultural industry equally.

**Objective 2. Ensure that the County's economic development program includes projects that promote the County's agricultural industry.**

Strategy (a). Develop partnerships and resources to link existing farmers and agricultural-related business owners with emerging farmers, agricultural entrepreneurs, landowners, and the general public.

Strategy (b). Participate in regional agricultural economic development programs and activities. Establish partnerships that are consistent with the County's agricultural goals and policies.

**Objective 3. Encourage the development of businesses that provide products and services to support the agricultural community.**

Strategy (a). Explore the feasibility of establishing or attracting agricultural support facilities for production and sales of agricultural products such as farm markets, co-ops, canneries, and farm equipment sales/service businesses.

## **GOAL 3: Establish land use and regulatory policies to support the agricultural sector and preserve agricultural land.**

**Objective 1. Ensure that the County's land use policies and regulations are consistent with the current and future needs of the agricultural community.**

Strategy (a). Conduct periodic reviews of zoning regulations to balance the needs of the agricultural community with ensuring that potential impacts such as traffic safety, agricultural waste/runoff, and other environmental concerns are effectively addressed.



## 2016 AGRICULTURAL LAND PLAN

Strategy (b). Consider developing regulations for landowners to create farmland of various sizes for purchase or lease. Establish design criteria to ensure that the regulations are not used to create large residential lots that are not farmed.

Strategy (c). Consider increasing housing opportunities for farm families and farm workers. Evaluate current zoning and subdivision regulations regarding dwelling unit right usage, lot size requirements, tenant houses, and accessory dwellings (less than 600 square feet).

Strategy (d). Support agricultural-related uses as a means of preserving the character and historic value of large homesteads and their associated lands.

Strategy (e). Ensure that future updates of the County Comprehensive Plan and relevant component plans are coordinated with the current goals, objectives and strategies of the Agricultural Land Plan.

### **Objective 2. Ensure that future residential and commercial development does not conflict with existing agricultural operations or consume prime farmland.**

Strategy (a). Continue to support the sliding-scale zoning system and the County's approach to land use decision-making.

Strategy (b). Prevent the expansion of the Rural Residential (RR) zoning district beyond the boundaries of the County's unincorporated villages and existing residential communities. Prevent the expansion of commercial zoning districts beyond the boundaries of designated business intersections unless supported by the applicable business intersection area plan.

Strategy (c) Support efforts to permanently preserve lands that are located adjacent to the corporate boundaries of Berryville and Boyce that contain significant natural, historical or cultural resources; have unique scenic beauty; or possess prime farmland characteristics. Consider providing flexibility for these properties to be used as passive recreational parks, educational resources, scenic greenways, or similar uses as an amenity for nearby residents.

### **Objective 3. Ensure that non-traditional agricultural activities do not significantly expand beyond the scope of agriculture and the intent of the Right to Farm Act. Maintain dividing lines by designating special uses or prohibiting uses that exceed the scope of agriculture.**

Strategy (a). Solicit input from the agricultural community on Zoning Ordinance text amendments that propose commercial or public assembly activities in conjunction with agricultural operations.

## 2016 AGRICULTURAL LAND PLAN

Strategy (b). Continue to use the County's special event permitting process to allow periodic public assembly activities in agricultural areas as an alternative to permanent public event centers.

# 2016 AGRICULTURAL LAND PLAN

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# CHAPTER II

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# BACKGROUND INFORMATION

# 2016 AGRICULTURAL LAND PLAN

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# 2016 AGRICULTURAL LAND PLAN

## CHAPTER II – BACKGROUND INFORMATION

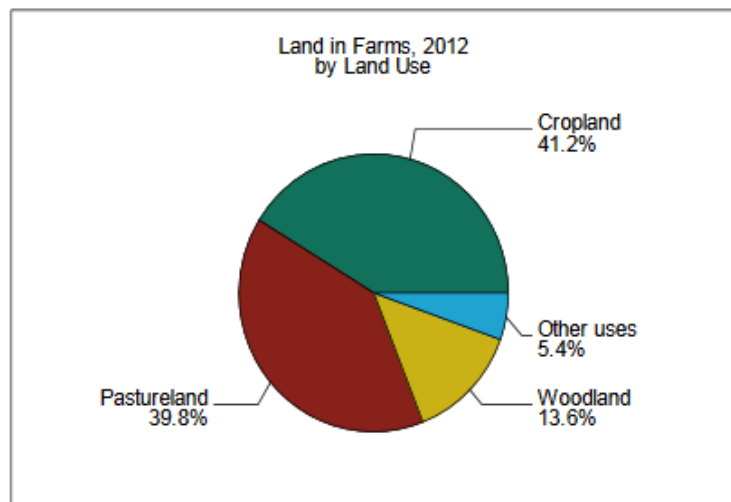
### A. Agriculture in Clarke County

#### 1. Farming Sectors

##### a. Traditional Farming/USDA Census of Agriculture

The U.S. Department of Agriculture conducts a Census of Agriculture on a five-year basis and is the most comprehensive source of statistical information on agriculture. The current census was conducted in 2012 and the results were released to the public in May 2014. As with the United States Census held every ten years to determine population demographics, the accuracy of results for the Census of Agriculture is heavily dependent upon participation by the agricultural producers.

Below in Table 1 is a list of selected statistics for Clarke County from the 2012 Agricultural Census. In general terms, approximately 80% of County farms are in either cropland or pastureland. The remaining 20% is in woodland/forestry use or “other uses.” A total of 477 farms responded to the census covering 66,946 acres (approximately 60% of the total County land area) with an average farm size of 140 acres. Of these farms, approximately 80% were reported as being between 1 and 179 acres in size. A total of 17 farms were reported as being 1000 acres or larger.



Source -- 2012 Agricultural Census

The total market value of products sold was reported at \$25,917,000 which ranks Clarke County 42<sup>nd</sup> out of 98 total Virginia counties. Of this number, \$8,573,000 is crop value and \$17,344,000 is the value of livestock, poultry, and their products. The average market value per farm is \$54,333.

Regarding value of sales by commodity group, the category “horses, ponies, mules, burros, and donkeys” leads the list at \$8,398,000 and ranks the County as 1<sup>st</sup> in the state for this category. The categories “Cattle and calves” and “grains, oilseeds, dry beans, dry peas” follow on the list at \$5,704,000 and \$4,388,000 respectively. The top crop item category for the County is “forage land used for hay, haylage, grass silage and greenchop” at 16,235 acres. The top livestock inventory item category is “cattle and calves” at 13,163. Also of note is the County’s top ranking in the category “colonies of bees” at 969.

## 2016 AGRICULTURAL LAND PLAN

**TABLE 1 -- Selected Statistics from 2012 Census of Agriculture**

<b>Number of Farms</b>	477
Land in Farms	66,946 acres
Average Size of Farm	140 acres
<b>Farms by Size</b>	
1-9 acres	42
10-49 acres	183
50-179 acres	155
180-499 acres	75
500-999 acres	5
1000+ acres	17
<b>Land in Farms, By Land Use</b>	
Cropland	41.2%
Pastureland	39.8%
Woodland	13.6%
Other uses	5.4%
<b>Total Market Value of Products Sold</b>	\$25,917,000 (State Rank <sup>1</sup> – 42 <sup>nd</sup> )
Value of crops (including nursery and greenhouse)	\$8,573,000 (State Rank – 46 <sup>th</sup> )
Value of livestock, poultry, and their products	\$17,344,000 (State Rank – 29 <sup>th</sup> )
Average Per Farm	\$54,333
<b>Value of Sales by Commodity Group</b>	
Horses, ponies, mules, burros, and donkeys	\$8,398,000 (State Rank – 1 <sup>st</sup> )
Cattle and calves <sup>2</sup>	\$5,704,000 (State Rank – 36 <sup>th</sup> )
Grains, oilseeds, dry beans, dry peas	\$4,388,000 (State Rank – 44 <sup>th</sup> )
Nursery, greenhouse, floriculture, sod	\$1,601,000 (State Rank – 29 <sup>th</sup> )
Other crops and hay	\$1,494,000 (State Rank – 36 <sup>th</sup> )
Other animals and other animal products	\$802,000 (State Rank – 2 <sup>nd</sup> )
Fruits, tree nuts, and berries	\$772,000 (State Rank – 15 <sup>th</sup> )
Vegetables, melons, potatoes, sweet potatoes	\$232,000 (State Rank – 41 <sup>st</sup> )
Cut Christmas trees and short rotation woody crops	\$88,000 (State Rank – 15 <sup>th</sup> )
Poultry and eggs	\$49,000 (State Rank – 45 <sup>th</sup> )
Hogs and pigs	\$49,000 (State Rank – 34 <sup>th</sup> )
<b>Top Crop Items (acres)</b>	
Forage land used for hay, haylage, grass silage, and greenchop	16,285 acres (State Rank – 35 <sup>th</sup> )
Corn for grain	2,922 acres (State Rank – 34 <sup>th</sup> )
Soybeans for beans	2,253 acres (State Rank – 51 <sup>st</sup> )
Corn for silage	727 acres (State Rank – 36 <sup>th</sup> )
Barley for grain	232 acres (State Rank – 32 <sup>nd</sup> )

<sup>1</sup> State ranking is based on a total of 98 Virginia counties.

<sup>2</sup> Data on milk production as well as production of sheep, goats, wool, and mohair is withheld to avoid disclosing data for individual operations.

## 2016 AGRICULTURAL LAND PLAN

Top Livestock Inventory Items (total number)	
Cattle and calves	13,163 (State Rank – 41 <sup>st</sup> )
Layers	3,483 (State Rank – 25 <sup>th</sup> )
Horses and ponies	2,583 (State Rank – 6 <sup>th</sup> )
Sheep and lambs	2,057 (State Rank – 14 <sup>th</sup> )
Colonies of bees	969 (State Rank – 1 <sup>st</sup> )

### **b. Non-traditional farming/agritourism**

The concepts of non-traditional farming activities and “agritourism” were not directly addressed in the 1997 Agricultural Land Plan but have become important components of the County’s agricultural industry and economic development strategy over the past two decades. With the County’s proximity to the Washington, DC metropolitan area, the County is ideally positioned to share its agricultural resources with weekend visitors to the County and with urban markets and restaurants to the east.

The County is currently the home to farm wineries, Christmas tree farms, pick-your-own farms providing fruits and vegetables, farm markets, and seasonal agricultural events. Efforts to assist and promote agribusiness and agritourism activities has been incorporated into the County’s economic development work program and features prominently in the County’s Economic Development Strategic Plan. The County has also incorporated new State regulations regarding farm breweries and farm distilleries to allow those uses as new permitted activities in the AOC and FOC Districts.

## **2. Farmland Quality and Soil Type/LESA system**

About 40% of the land in Clarke County is suitable for some type of cultivated farm crop. Best suited for agriculture are Soil Group 5, which forms a strip through the center of the County, and Soil Group 8, which includes the floodplain of the Shenandoah River (see Table 2 below). In addition to the general soil classifications, the U.S. Department of Agriculture (USDA) characterizes soil types in terms of important farmland. This classification recognizes areas important to agricultural production, with responsibility given to governing bodies, in cooperation with the USDA, for classifying farmlands within their jurisdictions.

- a. Prime farmland is land that has the best combination of physical characteristics for the production of food, fiber, forage, oilseed, and other agricultural crops, with minimum inputs of fuel, fertilizer, pesticides, and labor and without intolerable soil erosion. Prime farmland includes land that also possesses the above characteristics but is currently being used to produce livestock and timber. It does not include land already in or committed to urban development or water storage.
- b. Unique farmland is land other than prime farmland that is used for the production of specific high-value food and fiber crops. It has the special combination of soil quality,



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location, growing season, and moisture supply needed to produce sustained high quality or high yields of specific crops economically, when treated and managed according to acceptable farming methods.

Examples of such crops include citrus, tree nuts, olives, cranberries, fruit, including grapes, apples, and vegetables.

- c. Farmland of statewide importance is land other than prime or unique farmland that is of statewide importance for the production of food, feed, fiber, forage, or oilseed crops.
- d. Farmland of local importance is land that is neither prime nor unique but is of local importance for the production of food, feed, fiber, forage, or oilseed crops.
- e. Other is land that is usually of little or no importance to agriculture and includes all map units not assigned to a higher class.

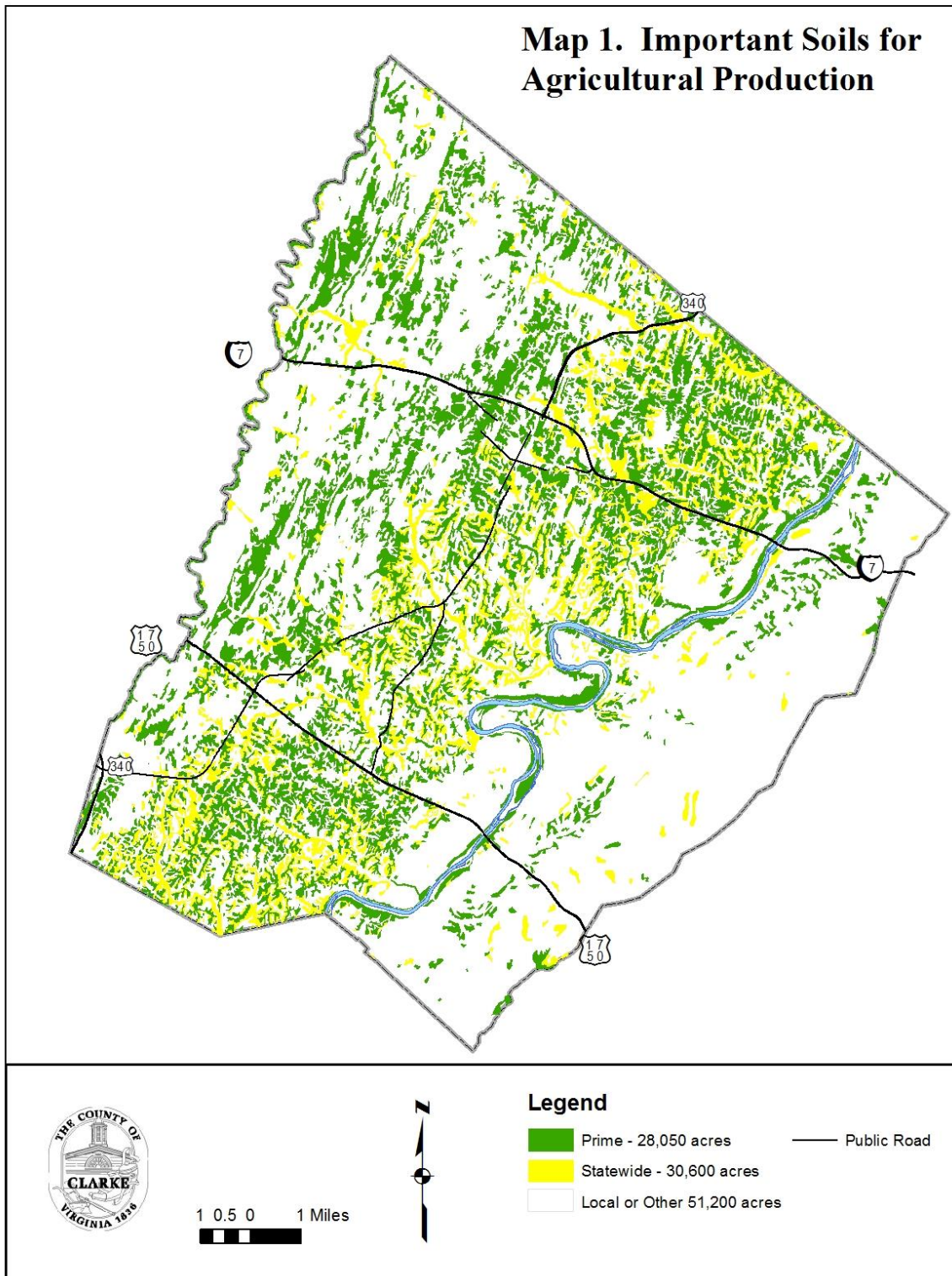
Clarke County further classified farmland types into categories described in Table 2 and shown on Map 1 below. These categories are used with the Land Evaluation and Site Assessment (LESA) system. The LESA system is a technique developed by the USDA’s Natural Resources Conservation Service (NRCS) to evaluate the productivity of agricultural land and its suitability or non-suitability for conversion to nonagricultural use. The NRCS, previously referred to as the Soil Conservation Service (SCS), assisted the County in developing the categories and implementing the system in 1982.

**TABLE 2 – Important Farmland Values of Soils**

Group #	Acreage	% of Total Land Area
<b>1 (prime, nonrocky)</b>	9,395	8.7%
<b>2 (prime)</b>	12,107	11.0%
<b>3 (prime, rocky)</b>	6,552	5.9%
<b>4 (Statewide)</b>	16,189	14.8%
<b>5 (Statewide)</b>	14,418	13.1%
<b>6 (Local)</b>	4,687	4.3%
<b>7 (Local)</b>	17,052	15.5%
<b>8 (Local)</b>	6,431	5.9%
<b>9 (Local)</b>	18,199	16.6%
<b>10 (Other)</b>	4,643	4.2%

\* Soil Survey of Clarke County, 1982.

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The LESA System has two components:

1. Land evaluation, which is based on soil survey information and indicates the agricultural suitability of soil types in a given area, and
2. Site assessment, which identifies factors other than soils that contribute to the suitability of an area for retention in agriculture.

The LESA system is used by the County in the following decision-making circumstances:

## Rezoning

When a landowner requests that his or her land be rezoned from agricultural/open space/conservation to a more intense use, the county considers the LESA rating of the land along with many other factors. The LESA rating, therefore, does not determine the final rezoning decision. Rezoning cases are often complicated, and the resulting decisions are highly discretionary.

## Agricultural and Forestal District (AFD)

Applications to have a property included in the County's Agricultural & Forestal District (AFD) are evaluated through a more systematic use of LESA ratings. Each farm proposed for inclusion receives a LESA rating, which determines whether a farm is eligible for inclusion in the district. Farms rated at 70 or more are eligible to join the district. Farms rated between 60 and 70 are eligible if they are not located near existing towns. Farms rated below 60 are generally not eligible.

Although the LESA rating is the dominant factor used in determining eligibility, other factors are also used. Eligible farms must be zoned AOC or FOC and be located outside town limits. In addition, certain lands adjacent to qualifying farms can be admitted to the districts. Furthermore, the LESA may be discounted when compelling information indicates that a farm is more deserving of membership on the district than the LESA rating indicates.

## Lot Size

The County Zoning Ordinance includes a maximum lot size requirement of four acres for parcels that are zoned Agricultural-Open Space-Conservation (AOC). An exception to the maximum lot size requirement can be granted through the subdivision review process if the applicable area of the parent tract is not considered to be "important farmland" through a LESA evaluation. Resources for conducting a detailed LESA evaluation are retained on file in the County's Department of Planning.

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## B. Land Preservation Tools

### 1. Sliding-scale zoning

Sliding-scale zoning was implemented by the County in 1980 to preserve agricultural land and the rural character of the County. The sliding-scale zoning system allocates dwelling unit rights (DURs) for parcels of land and specifies a maximum number of dwelling units that may be built in the Agricultural-Open Space-Conservation (AOC) Zoning District and Forestal-Open Space-Conservation (FOC) Zoning District. There are two key components to the system:

#### The “sliding-scale” and parcel size

The term, “sliding-scale,” reflects the fact that the overall density of dwelling units per acre decreases on a “sliding-scale” based on the increasing acreage of the parcel of record. In other words, the larger the parcel, the lower the overall residential density will be. This approach, paired with maximum lot size requirements, helps to ensure that parcels of record are kept in large sizes to facilitate farming and open space preservation.

Table 3 below was adopted with sliding-scale zoning in 1980 along with the corresponding DUR assignments to parcels in the County at the time. The sliding-scale chart has remained unchanged since its adoption.

**TABLE 3 – Sliding Scale Zoning/Dwelling Unit Right Distribution**

<b>Size of Tract Permitted</b>	<b>Dwelling Unit Rights Assigned</b>	<b>Average Resultant Density</b>
0-14.99 acres	1	1 unit/7.495 acre
15-39.99 acres	2	1 unit/13.748 acres
40-79.99 acres	3	1 unit/19.998 acres
80-129.99 acres	4	1 unit/26.249 acres
130-179.99 acres	5	1 unit/30.999 acres
180-229.99 acres	6	1 unit/34.166 acres
230-279.99 acres	7	1 unit/36.428 acres
280-329.99 acres	8	1 unit/38.124 acres
330-399.99 acres	9	1 unit/40.555 acres
400-499.99 acres	10	1 unit/44.999 acres
500-599.99 acres	11	1 unit/49.999 acres
600-729.99 acres	12	1 unit/55.416 acres
730-859.99 acres	13	1 unit/61.153 acres
860-1029.99 acres	14	1 unit/67.499 acres
1030 acres or more	15	1 unit/68.666 acres (max)

#### Fixed allocation

DURs were assigned for each parcel as depicted on the County tax maps on October 17, 1980. The DUR allocation is a fixed number that cannot be increased absent approval of a rezoning to a higher density residential zoning district by the Board of Supervisors. The DUR allocation

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records are managed by the Department of Planning and the number of available DURs is reduced as landowners build houses or “retire” DURs by placing their property under permanent conservation easement. Having a fixed number of DURs enables an accurate projection of the maximum residential “build-out” potential for the County’s rural areas.

### **2. Designated growth areas**

Hand in hand with the sliding-scale zoning system is the County’s designation of specific areas where residential and commercial growth may occur. These areas include the incorporated towns of Berryville and Boyce and the business intersections at Waterloo (U.S. 340 and U.S. 50/17) and Double Tollgate (U.S. 340, U.S. 522, and Va. 255). The areas are designated for potential growth at a suburban scale due to their proximity to existing or future public infrastructure – e.g., public water, public sewer, schools, and the primary highway transportation network. Outside of these growth areas, the County projects only rural-scale residential and business uses.

These growth areas are outlined in the Comprehensive Plan and are not planned for expansion absent detailed study and determination of the need for additional suburban-scale land. Adhering to the designated growth areas helps to preserve farmland from development and curb suburban sprawl that can increase demand for public infrastructure improvements.

### **3. Maximum lot size requirement – AOC District**

Another important tool to preserve farmland is the maximum lot size requirement of four acres in the Agricultural-Open Space-Conservation District (AOC). While many jurisdictions have minimum lot size requirements to manage density and ensure adequate area for private wells and septic system, Clarke County has added a maximum lot size in the AOC District to produce small, rural-scale residential lots with large residual parcels that are conducive to agriculture. As an example, a 100 acre parcel with 4 assigned DURs would not be permitted to be divided into four 25-acre tracts. The maximum lot size requirement would instead produce a subdivision of three 3-acre lots and one residual 91 acre lot each with one assigned DUR each. This regulation helps to minimize the amount of land used for residential purposes and maximize the amount of remaining land for potential agricultural and open space uses.

### **4. Conservation easements**

The Clarke County Conservation Easement Authority (CEA) was created by the Clarke County Board of Supervisors on June 18, 2002 to administer the Clarke County Easement Purchase Program (CEP Program). The general purpose of the CEP program is to protect and preserve land with significant agricultural, natural, scenic, and historic resources. In furtherance of the general purpose, the specific duties of the CEA and the CEP Program include, but are not limited to:

- Developing selection criteria for easement properties
- Promoting the easement program among County landowners
- Identifying and pursuing potentially valuable easements in areas of prime farmland or unique scenic beauty

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- Soliciting and receiving voluntary applications from property owners
- Ranking applications in accordance with the Selection Criteria
- Selecting proposed easements to be appraised and commissioning appraisals for them
- Determining the Purchase Price for selected parcels using the appraised value of the proposed easement and the Income Criteria
- Applying for and pursuing grants and other funding sources
- Monitoring properties to determine compliance with the terms of easements purchased, and taking action to enforce compliance if necessary
- Conducting periodic reviews of the CEP Program to determine if its purposes are being met

The program is housed within the Clarke County Planning Department and managed by the Natural Resource Planner who works under the direction of the seven-member Conservation Easement Authority to promote and oversee the program. The Easement Purchase Program is funded by the Board of Supervisors in the county budget or by special appropriation. Since the program's inception, these local funds have successfully been used to leverage grants and other funding sources to purchase easements. As of October 2016, the CEA holds 6,594 acres or 5.8% of the total land area of the County. A total of 24,717 or 21.7% of the total land area in the County is in permanent conservation easement held by the CEA and other organizations.

### **5. Use Value Assessment**

Clarke County maintains a use value assessment program (also referred to commonly as “land use taxation”) through the office of the Commissioner of the Revenue that allows properties in active agricultural or horticultural production to be assessed at a lower rate resulting in a lower annual real estate tax payment. The program, authorized by the Code of Virginia, provides a valuable incentive for landowners to maintain their properties in active agricultural production. The use value assessment method produces a savings to property owners because it assumes the resale value of the property if kept exclusively in agricultural production. This differs from a fair market value assessment in which the “highest and best” use of the property is assumed in determining the value of the property.

The use value assessment program requires an initial application and provision of information annually to verify compliance with program requirements. Properties in agricultural or horticultural production must be a minimum of five acres and properties in forestal production must be a minimum of twenty acres in order to qualify for use value assessment.

### **6. Agricultural & Forestal District**

Related to the use value assessment program, the Clarke County Agricultural & Forestal District (AFD) is another tool to encourage the preservation of farmland and active agricultural production. The benefits of the AFD are as follows:

- Land in the District, which otherwise meets the criteria for land use value taxation, automatically qualifies for the Land Use Assessment program (administered by the Commissioner of the Revenue) for the duration of the District term even if the County

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rescinds the Land Use Assessment program. The Land Use Assessment program provides tax benefits to property owners that meet eligibility requirements for agricultural, forestal, horticultural, or open space uses.

- The District safeguards the rural character of the community by preserving agricultural, forestal, and open space land and providing safeguards against the adoption of local ordinances that unreasonably restrict farm structures, farming, or forestry practices unless the restrictions are directly related to health, safety, and welfare.
- The District also offers some protections against eminent domain. Acquisition of land for power lines, roadways, and other infrastructure within a District is subject to a special public review process. Also, the expenditure of public funds for non-farm related purposes in a District is subject to a special review process.

Clarke County first established a district in 1980 with a 6-year district renewal period (the State allows renewal periods of a minimum of 4 years and a maximum of 10 years). The district was renewed in 1986, 1992, 1998, 2004, 2010, and 2016. Approximately 35,000 acres are in the AFD program.

## **C. Agricultural Impacts and Stewardship Efforts**

### **1. Water quality programs**

In addition to the goals of preserving farmland and promoting the agricultural industry, the County has an equally important goal of protecting the quality of its surface and ground water resources. Due to the nature of some agricultural activities, these interests can sometimes become competing ones.

The Virginia Right to Farm Act provides protections to agricultural operations by limiting the extent to which they may be regulated by local zoning. Any zoning ordinance provisions that are adopted to regulate agriculture cannot “unreasonable restrict or regulate” farming activities and structures unless they bear a direct relationship “to the health, safety, and general welfare” of the County’s citizens.

In an effort to balance these potentially competing interests, the County has chosen to work cooperatively with the agriculture community to obtain voluntary use of best management practices to protect surface water resources. These efforts include encouraging farmers to avoid highly erodible lands and to maintain minimal levels of fertilizer and pesticide application, voluntary fencing to protect streams from livestock impacts, streambank restoration projects, and off-site watering programs. In many cases, the County has pursued grant funding and in-kind assistance from partnering organizations to promote and implement these programs. These programs have been widely utilized by producers to improve the quality of the County’s waterways.

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## 2. Biosolids

On July 15, 1997 the Board of Supervisors approved the adoption of a text amendment establishing standards for the land application of biosolids. Beginning in 1998, two companies (Bio Gro and Recyc Systems) began applying biosolids in the County. Currently Synagro (formally Bio-Gro) and Wright Trucking spread biosolids on area farms. The following table summarizes the acreages applied each year.

### Biosolids Applications

Year	Acres	# Farms
1998	180	2
1999	625	3
2000	0	0
2001	1830	11
2002	1145	11
2003	350	3
2004	150	4
2005	263	3
2006	950	9
2007	1,063	10
2008	1,307	13
2009	1,287	13
2010	1,989	21
2011	1,800	18
2012	1,539	18
2013	838	8
2014	1,784	23
2015	665	13
<b>17 Year Total</b>	<b>17,100</b>	

In 2004, State law repealed counties' ability to regulate biosolids application beyond testing and monitoring. The change permitted Counties to request reimbursement for expenses relating to monitoring and testing but eliminated increased setback standards that Clarke County had adopted to protect ground and surface water resources in sensitive Karst areas. The County has maintained the services of a biosolids monitoring consultant since 1998 under this State reimbursement program.

Beginning January 1, 2008 the Virginia Department of Environmental Quality (DEQ) assumed regulatory oversight of all land application of treated sewage sludge, commonly referred to as biosolids. This action, which moves oversight of the Biosolids Use Regulations from the Virginia Department of Health to DEQ, was at the direction of the 2007 General Assembly, which voted to consolidate the regulatory programs so that all persons land applying biosolids would be subject to uniform requirements, and to take advantage of the existing compliance and enforcement structure at DEQ.

DEQ has established an Office of Land Application Programs within the Water Quality Division to manage the biosolids program, as well as land application of industrial sludge, septage, livestock and poultry waste, and water reclamation and reuse. The

Virginia Department of Health will continue to consult with DEQ and advise the public on health issues related to biosolids applications.

All applications have been closely monitored by County and State representatives and have been in compliance with all requirements. In accordance with State Regulations, counties may be reimbursed for the testing and monitoring expenses; in 2015 the County was reimbursed \$5,453.87.

A total of 11,125 acres area permitted for biosolids application in the County -- proportionately more than many other counties in the area -- and averaging 18,000 wet tons per year. Biosolids contain about 5-8 pounds of nitrogen per ton. There is interest and concern about the effect of biosolids application on the quality of ground water in Clarke County. In order to address this concern, the County applied for and received two grants in 2013, totaling \$16,000 to monitor 10



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springs in northern Shenandoah Valley for discharge, TN, TP, ammonia, ortho phosphate, nitrate-nitrite, E. coli, flow, and general water chemistry. Springs are located in Karst areas. The purpose is to identify contribution of contamination from springs to surface waters to assist in 1) determining appropriate BMP's on agricultural lands and 2) impact of biosolids applications on water quality as compared to other fertilizer sources. A report detailing the study is available from the Planning Department.

### **3. Intensive Livestock Facilities**

As previously noted above, the Virginia Right to Farm Act limits local regulation of agricultural activities in zoning districts where agriculture is allowed by right, and any zoning ordinance regulations that are adopted must bear a relationship to protecting the health, safety, and welfare of County residents.

Intensive facilities for livestock, dairy, and poultry – due to their size and large concentration of animals – can often produce adverse impacts on a much greater scale in terms of odor and potential for agricultural runoff. For this category of agriculture, the County adopted special zoning regulations in 1995 and 2000 to ensure that these potential adverse impacts are mitigated. All agricultural operations that meet the criteria to be considered an intensive livestock facility are required to have a nutrient management plan that has been approved by the Virginia Department of Conservation and Recreation, a Virginia Pollution Discharge Elimination System (VPDES) permit issued by the Virginia Department of Environmental Quality, and a Development Plan showing compliance with all required setbacks. Intensive livestock facilities are defined as livestock or dairy operations which have at least 300 animal units or a poultry operation with at least 200 animal units where such animals are confined for at least 45 days or more in a 12 month period.

Intensive livestock regulations also include more stringent setback requirements from residential zoning districts and incorporated town boundaries, property lines and public rights of way, streams, springs, wells, and sinkholes.

### **D. Original Plan Strategies and Action Items**

This section lists the original nine policies that were recommended in the 1997 Agricultural Land Plan and describes the degree to which each policy has been implemented to date.

- Policy 1. Encourage and Expand the Activities of Agricultural Committees:*
- \* *The Agriculture Committee of the County Planning Commission*
  - \* *The Economic Development Committee of the County Farm Bureau*

**Implementation Status.** The Planning Commission Agriculture Committee was formed to serve as an advocate for agricultural interests and to advise the full Commission on matters affecting County agriculture. The Farm Bureau's Economic Development Committee evaluated several elements of the agricultural industry and helped to promote programs and efforts to expand agriculture from an economic development perspective. As of 2016, the Planning Commission

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no longer maintains an Agriculture Committee as one of the standing committees, and the County is not an active participant in the Farm Bureau's Economic Development Committee.

*Policy 2. Include the promotion of Agriculture and Related Businesses in the responsibilities of the County Economic Development Coordinator*

Implementation Status. Support and promotion of the agricultural industry is a prominent issue addressed in the County's Economic Development Strategic Plan that was adopted by the Board of Supervisors in 2014. The Strategic Plan contains specific recommendations for promotional activities to be coordinated by the County's economic development director. This key staff position was incorporated into the duties of other County staff members for several years until the hiring of a part-time Director of Economic Development and Tourism in the spring of 2015. Supporting agriculture, agribusiness, and agritourism has been formally incorporated into the duties of this position and is an important part of the County's economic development program.

*Policy 3. Keep Land Use Taxation*

Implementation Status. The County continues to maintain and support the Land Use Assessment Program through the office of the Commissioner of the Revenue. Parcels of at least five acres in agricultural production or at least twenty acres of forestry production can qualify for assessment at the land use rate. The County also continues to maintain the Agricultural & Forestal District (AFD) program in accordance with Code of Virginia §15.2-4300 through 4314, and recently added a process for allowing parcels to apply for District inclusion prior to the expiration of the six-year District term. The AFD program allows properties to qualify immediately for the Land Use Assessment Program as a landowner benefit, and also allows properties to continue land use assessment even if the locality chooses to end their land use assessment program.

*Policy 4. Consider Proposing Changes to State Agricultural District Regulations*

Implementation Status. To date, the County has not proposed any changes to the State's agricultural district regulations. The General Assembly has made changes to the program in recent years to simplify the review process and public hearing requirements as well as to allow more opportunity to add land to a district. These changes helped to address concerns that County staff has had as program administrators.

*Policy 5. Encourage the Creation of a Clarke County Agricultural and Forestal Land Trust*

*Policy 6. Consider the Purchase of Agricultural Conservation Easements by the County*

Implementation Status. The Clarke County Conservation Easement Authority was created by the Board of Supervisors in 2002 to manage the County's easement purchase program. In addition to purchasing dwelling unit rights for permanent land preservation, the Authority also evaluates and accepts donation of lands for conservation easements. A more detailed description of the Authority is included in Section C above.

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*Policy 7. Require an Agricultural Disclaimer in Agreements of Sale for Land in the AOC Zoning District*

**Implementation Status.** The Code of Virginia does not authorize localities to require agricultural disclaimers to be included in land sale agreements. However, the County has adopted requirements for the following agricultural disclaimer to be included in all subdivision record plats for properties in the AOC District:

***AGRICULTURAL OPERATIONS NOTICE***

*This property is in the Agricultural-Open Space-Conservation (AOC) Zoning District. Agriculture is the primary economic activity of this zoning district. Owners, residents, and other users of property in the AOC District may be subjected to inconvenience, discomfort, and the possibility of injury to property and health arising from agricultural operations even though conducted in accordance with best management practices and/or in accordance with existing laws and regulations of the Commonwealth and the County. Such agricultural operations may generate noise, odors, and dust, may involve the operation of machinery, including aircraft, the storage and disposal of manure, and the application of fertilizer, soil amendments, and pesticides. Owners, occupants, and users of land in the AOC district should be prepared to accept such inconveniences or discomfort as a normal and necessary aspect of living in a zoning district in a county with a strong rural character and an active agricultural sector.*

While this requirement does not extend to all plats, it does apply to all record plats for minor and major subdivisions and ensures that this information appears in the chain of title for all newly created parcels.

*Policy 8. Adopt Site Design Guidelines for Subdivisions in the AOC and FOC Districts*

**Implementation Status.** Since 1997, a number of regulations have been added to the Zoning and Subdivision Ordinance that were aimed at minimizing the impact on sensitive environmental and agricultural resources. Some of the more prominent changes include:

- Design criteria for AOC and FOC District subdivisions to minimize impact on topographic, scenic, and environmentally-sensitive features.
- Vegetated property buffer requirements for new and recently-created parcels.
- Allowing maximum lot size exceptions when land is placed in permanent conservation easement or preventing the creation of a parcel with low quality land characteristics.
- Modifications to building setbacks based on acreage.
- Establishment of a Stream Protection Overlay to provide additional buffers and safeguards for perennial and intermittent streams from development.
- Special design requirements for FOC District subdivisions including additional pre- and post-construction meeting and site inspection requirements, buffering and vegetative preservation requirements for slopes and property lines, and certification regulations for agricultural and forestal clearing.

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The Planning Commission and Department of Planning Staff also evaluate proposed subdivisions and encourage the voluntary provision of building sites that are located to maximize the use of large parcels for agricultural activities.

*Policy 9. Promote agriculture-related businesses in AOC, such as pick-your-own operations, farm stands, and other ways of increasing farmers' agricultural income.*

Implementation Status. The 2014 Economic Development Strategic Plan includes specific recommendations to promote these agriculture-related businesses. The Planning Commission and Board of Supervisors also regularly evaluate the Zoning and Subdivision Ordinances to ensure that they do not create unnecessary regulatory impediments to these types of businesses.

## **E. Guidance from the 2013 Comprehensive Plan and Related Component Plans**

This section is a compilation of language and recommendations from the Comprehensive Plan and related component plans that support the revised Goals, Objectives, and Strategies of the Agricultural Land Plan. This section organizes the relevant language and recommendations into four categories: General Guidance from the Comprehensive Plan, Preserve Farmland and Open Space, Support the County's Agricultural Economy, and Protect the County's Scenic and Environmental Resources. The latter three categories correspond to the three recommended Goals that are discussed in Chapter II.

While this is not intended to be a complete listing of all plan references pertinent to the Agricultural Land Plan, it is a compilation of references that bear direct relationship to the Plan's revised Goals, Objectives, and Strategies in the most concise manner. Quoted text is noted in italics.

### **General Guidance from the Comprehensive Plan**

- COMPREHENSIVE PLAN, Summary Statement of Purpose (p. ii):

*The County's conservation easement program, land use taxation, and various planning and zoning tools shall continue to be used to protect rural areas, to aid in the vitality of our agricultural industries, and to preserve our natural and historic resources.*

*Land use decision-making shall emphasize directed, controlled growth on a rural, small-town scale in designated areas where public infrastructure can be efficiently provided. These areas include the Towns of Berryville and Boyce as well as other villages and business intersections described in this Plan and its Implementing Component Plans.*

*The County will focus its resources on infrastructure and economic development projects to serve the designated growth areas. Residents and businesses in rural areas should continue to expect rural levels of service.*

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*The County shall strive to support concepts, programs, projects, and regulations that ensure environmental sustainability. Clarke County's fundamental goal is to protect our natural resources so that we may pass them on to future generations. We seek to accomplish this through efforts that manage surface water and groundwater, protect and restore stream and river corridors, and preserve the integrity of our natural environment.*

*The County shall also strive to support concepts, programs, projects, and regulations that ensure economic sustainability. Public and private sector investments in business, housing, and infrastructure should be economically viable, environmentally sound, and socially responsible to the community's objectives as set forth in this Plan. Achieving this goal requires participation from all sectors of the community, both to determine community needs and to identify and implement innovative and appropriate solutions.*

- **COMPREHENSIVE PLAN, Chapter III – Agricultural Land Plan (pp. III-3-5):**

*The Board of Supervisors adopted the Agricultural Land Plan in September 1997. The Federal Agricultural Census occurred in 2012 with data available in early 2014. An update of the Agricultural Land Plan should be planned for Spring 2014 based on this most recent information.*

### 1. Summary

*Clarke County, using powers delegated to it by the Virginia General Assembly, has developed a sophisticated and comprehensive set of policies and associated methods of implementation for protecting its highly-valued farmland. In addition, the County has either completed or retained consultants to assemble the background studies needed to undergird its strategies.*

*The major components of this state/county farmland protection program are listed below.*

1. *Land Use Taxation.*
2. *Virginia Estate Tax.*
3. *State right-to-farm protection against private nuisance lawsuits.*
4. *Agricultural and Forestal districts authorized by state law.*
5. *Conservation Easement Purchase Program managed by the Clarke County Conservation Easement Authority.*
6. *Other easement programs operated by the Department of Historic Resources, Virginia Outdoors Foundation, and private organizations such as the Piedmont Environmental Council and Potomac Appalachian Trail Conference.*
7. *Sliding-scale zoning system to aid in the preservation of large tracts of land.*
8. *The three committees that participate in various ways in efforts to maintain a strong agricultural economy:*
  - a. *The Agricultural and Forestal District Committee that advises the Board of Supervisors on matters affecting the Clarke County Agricultural and Forestal District created through the Code of Virginia;*

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- b. *County's Economic Development Advisory Committee (EDAC) that provides guidance on economic development matters including agribusiness and agritourism.*
  - c. *The Clarke County Farm Bureau's Economic Development Committee.*
9. *Provision in the Comprehensive Plan for protecting agricultural and mountain lands, on the one hand, and coordinating the control of urban development and the provision of infrastructure, on the other. The intent of such policies is to concentrate new growth in the Towns of Berryville and Boyce and at primary highway intersections. Few jurisdictions in the country can match these accomplishments.*

### 2. Priorities for the Next Few Years

*The 1997 Agricultural Land Plan concentrates on two major themes: (1) the necessity of taking steps to strengthen Clarke County's agricultural sector to ensure that farmers can continue to operate profitably, and (2) developments in the law that affect the capacity of the County to protect its farmland resource. In conjunction with the scheduled update of the Plan, these major themes will be evaluated for relevance and expanded or modified as needed. Current trends in agriculture such as alternative farming techniques, agribusiness, and agritourism will be considered for inclusion in the Plan.*

*As a general matter, the protection of the County's farmland resources requires that new development be channeled away from prime farm areas and into those parts of the County that are more suitable for urban development and are well served by necessary infrastructure. In short, it is necessary to manage urban growth thoughtfully and effectively to protect natural and agricultural resources. The County should continue to articulate forcefully its policies for concentrating development in the Towns and designated growth areas.*

*Over the years, the County has adopted several regulations pertaining to subdivision design, especially in the AOC and FOC districts, so that they are well laid out and their impact on the natural environment is minimized. The County should continue to periodically review its zoning and subdivision regulations and procedures to ensure that they contain policies and criteria that produce better-designed developments, while minimizing their negative impacts on surrounding areas.*

### **Preserve Farmland and Open Space**

- COMPREHENSIVE PLAN, Objective 1 – Agriculture (pp. II-2-4):

*Policy 4. Make land use decisions and plans that are consistent with LESA ratings. Approve conversion of important farmland to nonfarm use only if an overriding public need exists to change the land use and the existing development areas cannot accommodate the new use.*

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- Policy 6. Provide limited, low-density residential opportunities in unincorporated areas in a manner compatible with agricultural activities in the area of the county west of the Shenandoah River. Such residential development should include the following characteristics.*
- a. Should not be located on Important Farmland, as determined by the County's Land Evaluation and Site Assessment (LESA) rating system.*
  - b. Should be on a minimum area sufficient to provide proper placement of a dwelling, related accessory structures, well, and septic system.*
  - c. Should be located in or substantially bounded by natural or cultural features, such as wooded areas, railroads, or public roads that would buffer them from agricultural lands.*
  - d. Should be located away from natural and cultural resources such as the Shenandoah River and the Blandy Experimental Farm and State Arboretum.*
  - e. Should be compatible with the environmental features of that land and should not diminish natural and scenic values.*
  - f. Should respect environmental limitations and protect natural features during and after the development process.*
  - g. Should be consistent with the County's sliding-scale zoning philosophy and should not involve rezoning to a higher residential density to produce additional lots above the parcel's dwelling unit right allocation.*
- Policy 7. Strongly discourage the rezoning of agricultural zoned properties to the Rural Residential District (RR) in areas outside of designated growth areas and villages to avoid loss of farmland, sprawl development, and consumption of potential conservation lands and open space.*
- Policy 8. To the maximum extent possible, separate nonagricultural land uses from agricultural lands and operations. Where nonagricultural operations are adjacent to agricultural operations, the nonagricultural operations should provide buffering in the form of fencing, landscaping, and open space, and by inclusion of the right-to-farm warning notice within the deed of dedication.*
- Policy 9. With the exception of telecommunication and high-speed internet facilities, discourage extension of public utilities and other growth-inducing public facilities into agricultural areas and land under permanent conservation easement.*
- Policy 10. Encourage all government agencies to consider the impacts that their programs and projects may have on maintaining the availability and use of agricultural land. Encourage them to eliminate or minimize adverse impacts.*
- Policy 11. Promote and support the renewal and expansion of the Clarke County Agricultural and Forestal District program by providing information on its*

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*benefits and incentives to associated farmland owners, timberland owners, and farm organizations.*

*Policy 12. Use the Land Evaluation and Site Assessment (LESA) System for the objective and consistent evaluation of applications for additions to the Clarke County Agricultural District.*

*Policy 14. Evaluate and consider implementing innovative land-conserving techniques as authorized by State law.*

- COMPREHENSIVE PLAN, Objective 3 – Natural Resources (pp. II-7-8):

Protect natural resources, including soil, water, air, scenery, night sky, wildlife habitats, and fragile ecosystems through the following policies, the Water Resources Plan, and other adopted policies.

*Policy 7. Identify and inventory environmentally significant land suitable for the preservation and conservation of natural resources. Encourage landowners to apply for preservation programs such as the Agricultural and Forestal District program (AFD) as well as applicable use-value taxation for such lands as "real estate devoted to open space use" Code of Virginia, Section 58.1-3230). Such real estate includes parcels adjacent to designated scenic rivers, wetlands, designated scenic highways, registered historic structures. Such real estate also includes lands adjacent to or under permanent open space easement or lying within the 100-year floodplain.*

- COMPREHENSIVE PLAN, Objective 5 – Conservation Easements (II-10-11):

*Ensure the continued success of the Conservation Easement program by encouraging landowners to place County lands in voluntary permanent easement. Provide support and funding of the County's Conservation Easement program and collaboration with other easement programs managed by State, Federal, and private entities.*

*Policy 1. Encourage and facilitate the donation of open-space and conservation easements on land that meets the criteria of the U.S. Internal Revenue Service for easement donation and that is identified as having important scenic, historic, open-space, conservation, agricultural, or wildlife-habitat qualities. Such easements should also be consistent with the Comprehensive Plan and implementing component plans.*

*Policy 3. Encourage and support the goals of the Conservation Easement Program to protect and preserve:*



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- a. *Land essential to agriculture including land with soils classified as “Important Farmland” by the Natural Resource Conservation Service for the continued production of crops and livestock.*
- b. *Forested areas for their value as natural habitat and recreation, ability to enhance air and water quality, prevent soil erosion, and as a source of renewable wood products.*
- c. *Historic resources, to maintain community character and identity, and encourage the tourism industry.*
- d. *All water resources with particular emphasis on land adjacent to the Shenandoah River and other perennial streams and the limestone ridge/groundwater recharge area to protect water quantity and quality (reference Map 3, Groundwater Recharge Area).*
- e. *Land adjacent to the Appalachian Trail and other public lands.*
- f. *Land with environmentally sensitive areas important to air and water quality, plant life, and wildlife.*
- g. *Lands that provide viewsheds for the County’s gateways, main roads, and scenic byways.*
- h. *Lands that are not located in designated growth areas with the exception of those lands with scenic value, historic value, or environmental sensitivity.*

### **Support the County’s Agricultural Economy**

- COMPREHENSIVE PLAN, Objective 1 – Agriculture (pp. II-2-4):

*Encourage agricultural operations and productivity to ensure the preservation and availability of land for the continued production of crops and livestock through the following policies and the Agricultural Land Plan.*

*Policy 1. Promote and protect agriculture as the primary use of land in rural areas and inform the public of benefits of this policy.*

*Policy 2. Support a vigorous agricultural development program in the County that emphasizes promotion of Clarke County agricultural products, encourages cooperation with individual agricultural interests within the County and with advocacy agencies, and liaisons with counties in the area that have similar development programs.*

*Policy 3. Utilize the Agricultural Land Evaluation and Site Assessment (LESA) System to assess accurately the suitability of land for continued agricultural use. The LESA system provides an objective evaluation tool that scores the soils and physical conditions of a parcel for agricultural use.*

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*Policy 13. Support use-value taxation and other fiscal programs that help to alleviate economic burdens on owners of land used for agricultural, horticultural, forest, or open-space purposes (Code of Virginia, Section 58.1-3230, as amended). Continue to implement strategies to protect agricultural land from escalating assessments as a result of development pressures.*

*Policy 15. Refine and strengthen the Agricultural Land Plan to include specific strategies pertaining to agribusiness and agritourism concepts.*

- **COMPREHENSIVE PLAN, Objective 10 – Economic Development (p. II-15-17):**

*Encourage economic growth that is compatible with the County's environmental quality, rural character, and residential neighborhoods, and that provides a healthy balance between revenues from residential and agricultural uses, and those from commercial and industrial uses.*

*Policy 5. Promote types of economic development that are consistent with the County's existing uses and character, including but not limited to the following.*

- a. Tourism and the land uses that would benefit from it.*
- b. Agricultural businesses.*
- c. Agriculturally related businesses.*
- d. Equine businesses and related services.*
- e. Compatible light industrial uses in designated locations.*

*Policy 6. Protect and enhance the environmental resources of the County, recognizing that they can serve as an attraction to business and industry.*

*Policy 7. Encourage the attraction of business activities that complement or that work in conjunction with existing industrial and commercial activities in the County, particularly active farming and forestry operations.*

*Policy 10. Support a vigorous agricultural development program in the County that emphasizes promotion of Clarke County agricultural products, encourages cooperation with individual agricultural interests within the County and advocacy agencies, and establishes liaisons with counties in the area that have similar development programs.*

- **ECONOMIC DEVELOPMENT STRATEGIC PLAN**

Goal C, Strategy 1 (p. 11):

*Goal C. Increase the Vitality of Agriculture and Tourism*

*Strategy 1: Foster Growth and Vitality of the Agricultural Industry [coordinate with Agricultural Land Plan]*

## 2016 AGRICULTURAL LAND PLAN

*Action C.1. Promote information and understanding of local agriculture*

*Action C.2. Promote activities that support local agriculture*

### Agriculture Economic Sector Description (p. 18):

*Agriculture – Despite the ongoing challenges from changing markets and technologies, this sector has good potential for sustainability through new market opportunities within the region, and greater linkage to tourism activities. The County’s land use policies have created a generally stable land base for agriculture, and the growing regional population and changing food markets also create opportunities for niche products, including equine-related businesses, higher-intensity crops, etc.*

### Strategic Action Framework – Agriculture & Tourism Infrastructure and Activities (p. 19):

#### *Agriculture and Tourism Infrastructure and Activities*

- *Coordinate efforts of tourist-related activities and resources, including cross-promotion*
- *Promote key resources – trail, river, historic sites, etc.*
- *Expand the number of economically productive special events – birding, hiking, competitions, festivals, etc.*
- *Foster development of rural tourist business enterprises with suitable regulations*
- *Promote high value-added agri-business, equine industry, and related activities*

### Action B.8. – Promote Rural Economic Innovation (pp. 38-40):

*Action B.8. Promote Rural Economic Innovation (including compatible home-based businesses) (Longer Term Priority)*

*Given its resources and location, the County has excellent potential to expand its rural economy in the long-term. An important method for such expansion is through innovation, which includes a wide range of topics such as new markets for goods and services, new kinds of goods and services, new kinds of business operations and procedures, new locational opportunities for businesses, and new marketing techniques. Home-based and farm-based locations offer special opportunities for Clarke County due to the quality of life in its rural area. Aspects of these have been included in some of the preceding strategies for specific economic sectors.*

*Over the course of time, a variety of new businesses and economic sectors will likely emerge within Clarke County, as demographic, technological, and economic change continues in and around the region. Examples of potential prospects could include:*

- *“E-commerce” and telework offer multiple business opportunities, from enabling professionals to work from a rural home to creating new e-commerce businesses that can link to global markets. High quality broadband infrastructure is critical. Thus, the County should monitor changes in local broadband service to determine the existing and future need, and if there are policies, actions, or investments the County could take to meet that need.*

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- *“Ecosystem services” such as habitat and watershed protection, in part through collaboration with environmental groups and agricultural and recreational businesses that see the value of working landscapes as a way to conserve and enhance the natural environmental resources.*
- *Regional food systems where larger stores are buying local products. The growing interest in local fresh food supports this strategy, as well as the County’s proximity to a large and relatively high-income metropolitan population.*
- *Sustainable agricultural systems based on substituting internal inputs, including labor and management, for externally purchased ones.*
- *Alternative energy through wind farms, solar farms, and other alternative energy generators (subject to mitigation or avoidance of any environmental issues that would conflict with tourism and other planning goals).*

*A broad, long-term approach to innovation depends on seven key strategies:*

1. *Provide critical information needed by businesses. Information on economic and demographic trends are especially valuable for the County to promulgate, as well as information on connections and linkages, as described in #3 below.*
2. *Maintain and continually improve the high quality of life, and a local culture that embraces creativity, growth and change in the local business sectors. This includes promoting “place-based” development that capitalizes on the County’s and Town’s special characteristics, including the traditional, historic downtown, other historic buildings and sites, scenic rural landscapes, and the “small-town” rural social and cultural environment of the County. This can be done through appropriate planning, zoning, and urban design policies and regulations as cited herein, as well as through prudent investments in utilities and communications infrastructure, information, and marketing.*
3. *Enhance connections between businesses and the people and organizations that can help them prosper through sharing information with business associations, universities, service providers, etc.*
4. *Cultivate talent and creativity by fostering an environment that supports individuals and firms who use art or design in their products and services, as well as fostering a community spirit and culture that values innovation and creativity within the business community and local economy.*
5. *Use local resources as the basis for innovation and growth. Local products and processes, local talent, and the local quality of life can all provide the identity and “brand” that will further distinguish Clarke County from other areas.*
6. *Promote the enhancement of broadband access. High speed internet service is widespread in Berryville (including some public Wi-Fi), and a fiber line runs along Rt. 7,*

## 2016 AGRICULTURAL LAND PLAN

*but most of the rural areas rely on wireless service; identify how the County might be able to promote the enhancement of broadband access and quality countywide (study similar to hotel and equine). Constantly changing technologies and business models presents a challenge for the County to address this issue. However, good broadband service will be increasingly important in all sectors of the future economy.*

- 7. Foster the further development of home-based and farm-based businesses by evaluating and modifying the zoning regulations as needed to ensure a proper balance between land use compatibility and efficient review and approval processing. For example, by expanding the number of defined types of home-based businesses, the standards and permit processes can be properly tailored to the level of intensity of the business, thereby creating the most efficient and effective level of regulation.*

*Schedule: FY 2017+*

*Responsibility: Economic Development Director; Planning Director*

*Estimated Cost: TBD*

### Goal C – Increase Vitality of Agriculture & Tourism (pp. 40-45):

*Goal C. Increase the Vitality of Agriculture and Tourism*

*[Note: Draft Berryville Clarke County Tourism Plan Objective 7 – “Foster growth and development of new tourism sectors including agribusiness, tourism, promotion of local artists and musicians” is embedded in this Goal C, which includes these other sectors.]*

#### *Strategy 1. Foster Growth and Vitality of the Agricultural Industry*

*The County currently provides some assistance and information to the local farm community as well as relying on state organizations such as the Virginia Cooperative Extension, the Virginia Department of Agriculture and Consumer Services, and the Virginia Farm Bureau. While the County could enhance its involvement and support for local agricultural businesses through the establishment of a County office of Agricultural Development, as some other neighboring counties have done, such a separate local government office is probably premature for Clarke County at this time in terms of assigning a full-time staff member. Yet some of the work done by these offices could be included in the work plan for an enhanced County Economic Development program. Any such efforts should be done in coordination with future updates to the Agricultural Land Plan. Each of the strategies below is something that the County staff is currently doing but with very limited capacity. If professional capacity is expanded, these activities could be part of that.*

#### *Action C.1. Promote information and understanding of the local agricultural industry.*

*In conjunction with enhancement of the County’s website for all economic development components. As the County expands and broadens its programmatic support for the local farm industry, the website can reflect and reinforce those efforts by providing data and information, links to other resources, and other networking tools, etc. Specific content will depend on how the website emerges in relation to expansion of agricultural development efforts.*

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*Schedule: FY 2015 and ongoing.*

*Responsibility: Economic Development Director.*

*Estimated Cost: (Subsumed in future Economic Development Budget)*

*Action C.2. Promote activities that support local agriculture, including farm tours, “buy local” initiatives, “pick-your-own” enterprises, Farmers Markets, Community Supported Agriculture (CSAs), etc., in conjunction with enhancement of the County’s website for all economic development components. The website is an ideal tool for informing and promoting the full range of activities, both within the County, as well as among its regional and state partners.*

*Schedule: FY 2015 and ongoing.*

*Responsibility: Economic Development Director.*

*Estimated Cost: (Subsumed in future Economic Development Budget)*

### *Strategy 3. Promote Equine Development (Longer Term Priority)*

*Action C.6 Conduct a detailed study of the equine industry*

*This would include identifying the barriers and opportunities for expanding, and steps to pursue (similar to the Town’s recent hotel market study). The purpose is to identify the short and long term potential for the industry and the most practical steps and priorities for achieving the potential.*

#### *Action Steps:*

*(1) Identify the scope of the study and funding resources.*

*(2) Issue an RFP for the work.*

*(3) Retain the firm to conduct the study.*

*(4) Assess, promulgate, and implement the findings.*

*Schedule: FY 2017+*

*Responsibility: Economic Development Director*

*Estimated Cost: TBD*

*Action C.7 Strengthen businesses in the local equestrian industry*

*Develop a county or regional website devoted to the industry, offering up to date information on hay pricing, horse shows, and other business trends. (This could be in conjunction with the overall effort to upgrade the County’s website for economic development marketing and tourism). Any such efforts should build on the success of the existing Equine Alliance and be an outgrowth or enhancement of that group. Businesses in the industry include stables and breeders, but also support businesses such as farriers, saddle-makers/marketers, and specialty construction companies.*

*Schedule: FY 2017+*

*Responsibility: Economic Development Director*

*Estimated Cost: TBD*

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## **Protect the County's Scenic and Environmental Resources**

- COMPREHENSIVE PLAN, Objective 1 – Agriculture (pp. II-2-4):

*Policy 5. Encourage the use of best management practices as outlined in the Chesapeake Bay Regulations and as determined by the Federal Total Maximum Daily Load (TMDL) program to improve water quality by the following methods.*

- a. Making technical assistance available.*
- b. Promoting public awareness on the benefits of, and necessity for, best management practices, erosion and sedimentation controls, storm water management and Chesapeake Bay Preservation Regulations.*
- c. Assisting in the establishment of conservation plans for all farms adjacent to perennial streams.*
- d. Encouraging the participation of all landowners engaged in agricultural activities to use the assistance of the Virginia Cooperative Extension Service, the Natural Resource Conservation Service, the Lord Fairfax Soil and Water Conservation District, and other public agencies.*

- GROUNDWATER RESOURCES PLAN

### Nonpoint Pollution (p. 21):

*D. Nonpoint pollution: Cooperate with and encourage use of the programs administered by the Agricultural Extension Office and other agencies involved in developing Best Management Practices (BMPs).*

*Nonpoint pollution is the single largest contributor to groundwater pollution in Clarke County. In Clarke County, it is characterized as pollution from agricultural and residential development practices that cause soil erosion as well as improper fertilizer and pesticide application.*

*Control measures for agricultural land use are currently supervised by the Natural Resource Conservation Service (NRCS), the Agricultural Stabilization and Conservation Service (ASCS), and the Agricultural Extension Office. These agencies work with farmers to develop Nutrient Resources Plans and implement Best Resources Practices (BMPs), which encourage farmers to avoid highly erodible lands when cropping and maintain minimal levels of fertilizer and pesticide applications. Residential landowners should be educated as to their responsibility for proper fertilizer and pesticide application on lawns and proper septic system maintenance.*

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- SURFACE WATER RESOURCES PLAN

## Implementation Steps (p. 3):

5. *Encourage installation of Best Management Practices (BMPs) to reduce access of livestock to riparian buffer zones.*



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# CHAPTER III



# CONCLUSION

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## CHAPTER III -- CONCLUSION

A land use plan is only as good as the degree in which it is implemented so it is critical to work towards researching, evaluating, and pursuing the recommendations set forth in this Plan. Likewise, a land use plan is only effective if it is kept up to date and reflects the community's current conditions, needs, and impacts.

It is recommended that the Plan be reviewed on a five-year review schedule according to the following process:

1. On a five-year schedule from the adoption date of the current Agricultural Land Plan, the Planning Commission shall adopt a resolution addressing the status of the Plan, whether it should be updated, and to what degree it should be updated. This resolution may come in one of the following forms:

- A finding that the current Plan recommendations are sufficient and that no amendment is necessary.
- A finding that changes in the community warrants a comprehensive review and update of the Plan. An example would be the release of decennial Census data and growth projections.
- A finding that the Plan does not address, or inadequately addresses, a specific topic area or areas warranting a focused update of the Plan. While the update may have a specific purpose, the review should remain comprehensive to ensure that all impacts are carefully evaluated.

2. It is recommended that at the beginning of year four in the five-year schedule, the Commission should begin work evaluating the Plan status. This can be accomplished as a committee of the whole or by designating a special subcommittee. If the Board of Supervisors has established an agricultural advisory committee, the Planning Commission should include this committee's input on the Plan evaluation either by joint meetings with the committee or including representatives from its membership on a special subcommittee with Commission members.

Plan status should be evaluated by considering factors including, but not limited to:

- Recent release of updated demographics including the Agricultural Census.
- Recent updates to the County Comprehensive Plan or related component plans.
- Changes to State law impacting the agricultural industry.
- Any other subject not addressed or inadequately addressed by the current Plan.

## 2016 AGRICULTURAL LAND PLAN

While not recommended, a proposal may be considered to amend the Plan outside of the scope of the Plan's five-year review cycle. Frequent, piecemeal changes to the Plan can result in the document becoming fragmented and inconsistent. It can also devalue the importance of the document as a long-range planning guideline. For these reasons, interim amendments are strongly discouraged.

## **APPENDIX – ADDITIONAL MAPS**

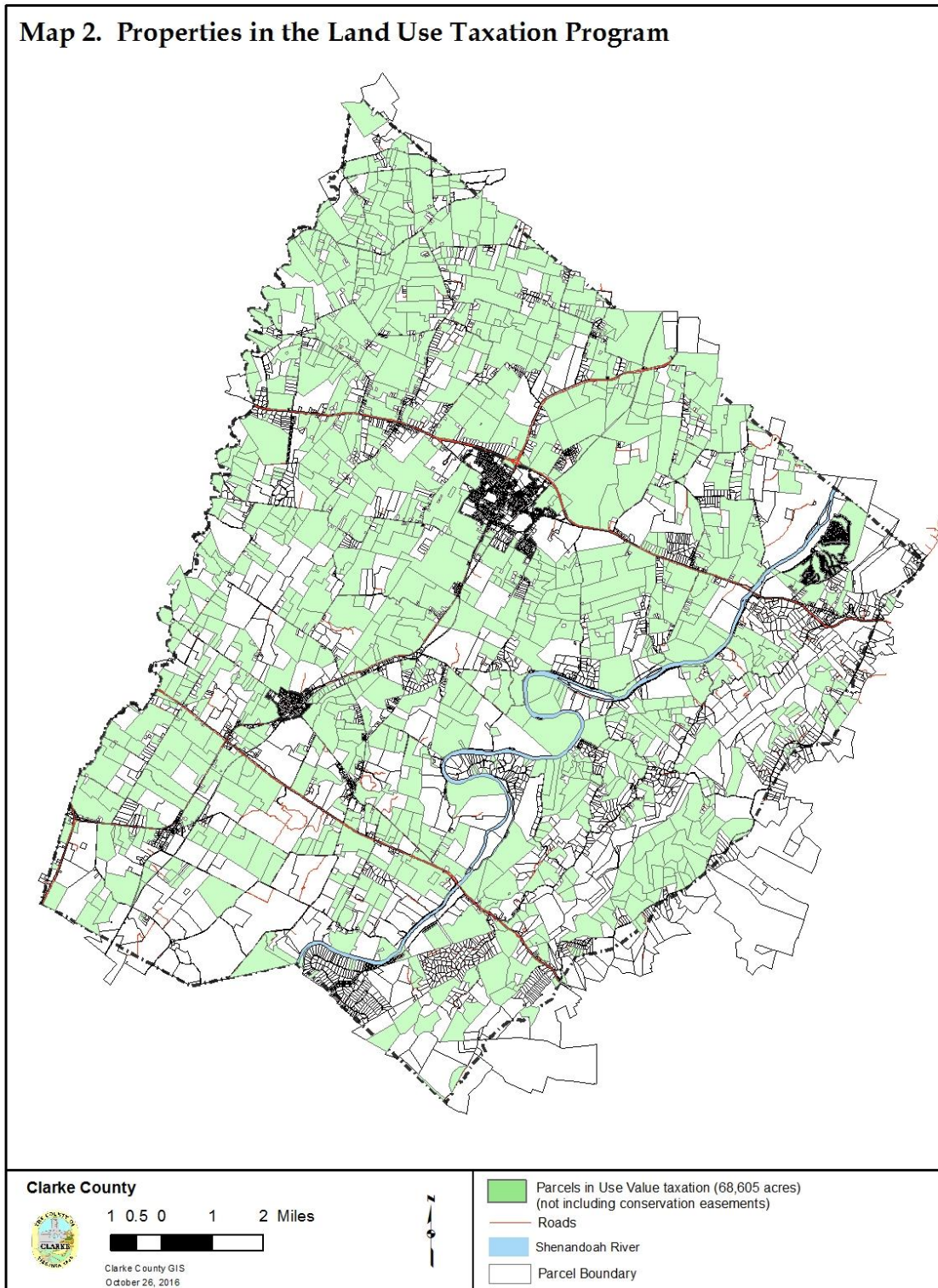
- **MAP 2 – Properties in the Land Use Taxation Program**
  - See discussion of Use Value Assessment on Page II-9
  
- **MAP 3 -- Properties in the Clarke County Agricultural & Forestal District (AFD)**
  - See discussion of the AFD Program on Pages II-9 – II-10
  
- **MAP 4 – Conservation Easements in Clarke County**
  - See discussion of the Clarke County Conservation Easement Authority (CEA) and Easement Purchase Program (CEP) on Pages II-8 – II-9

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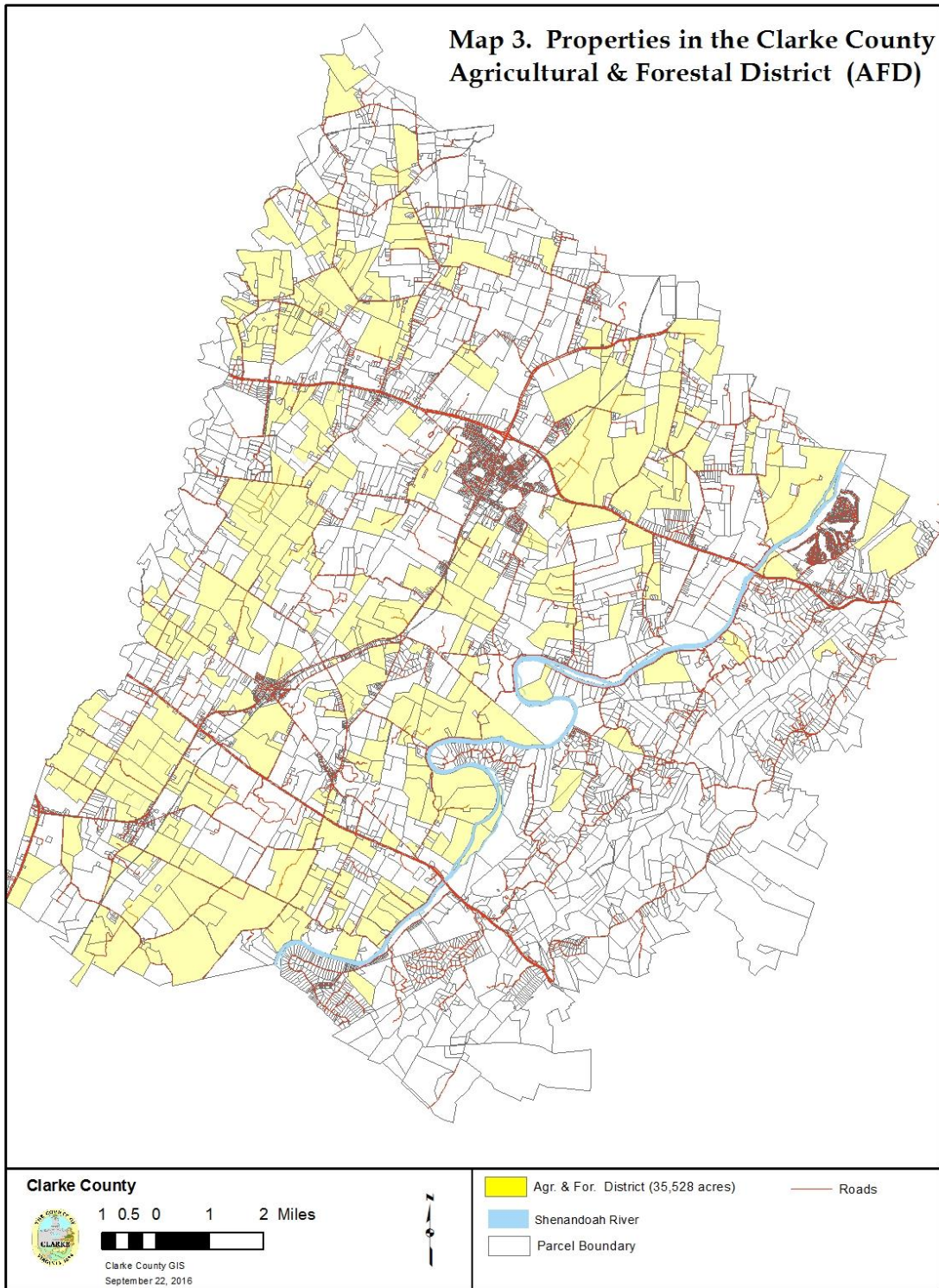
# 2016 AGRICULTURAL LAND PLAN

**Map 2. Properties in the Land Use Taxation Program**

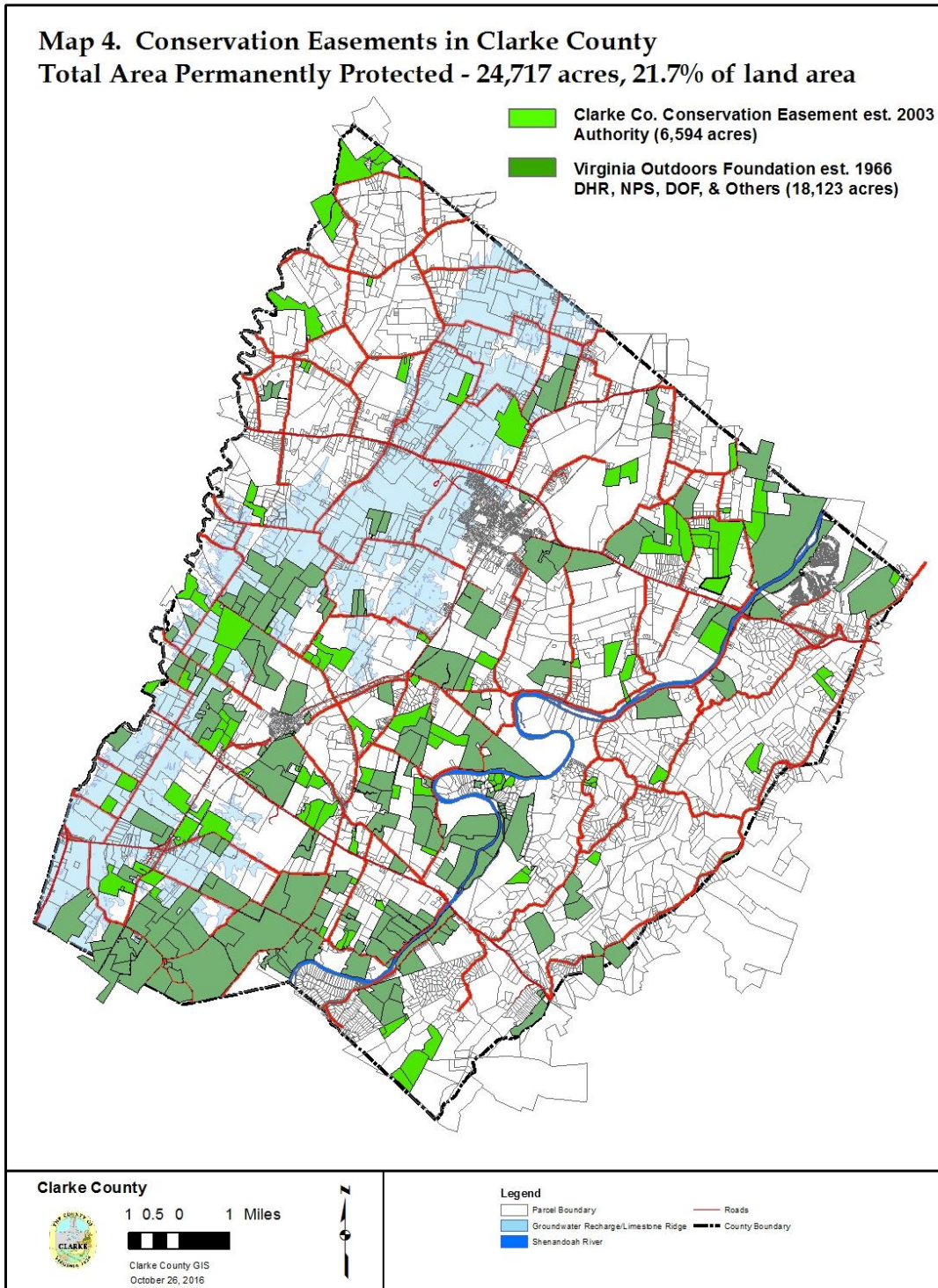




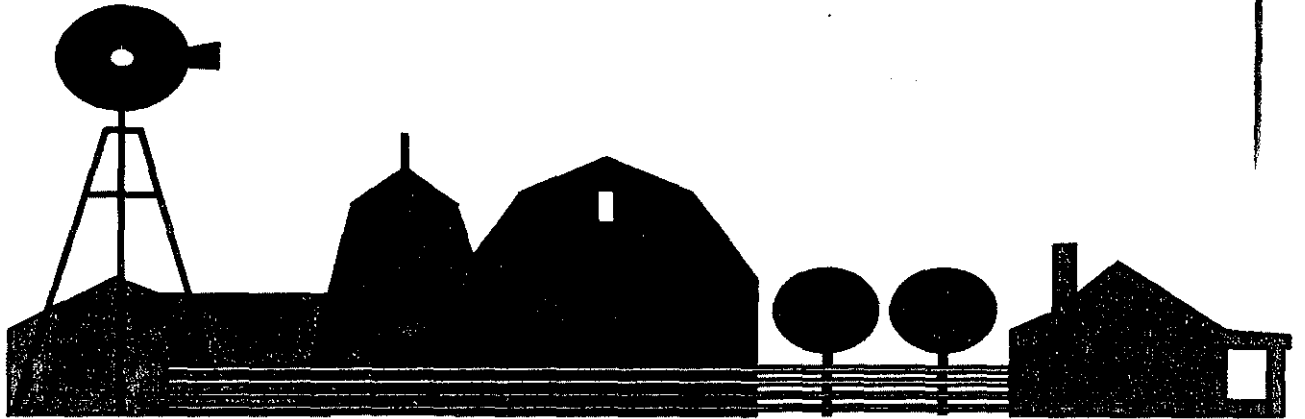
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# The Economic Impact of the Agriculture Sector In Clarke County, Virginia



Dr. R. David Lamie  
Department of Agricultural and Applied Economics  
Virginia Tech University  
October 1996

## **Introduction**

Clarke County agriculture has deep roots that extend back to the first farming settlers. Agriculture still plays a very important part in defining the cultural and economic fabric of the county. It would be a mistake to view agriculture in Clarke County as merely the farms that produce crops and livestock. The effects of agriculture are felt not only in the farming community, but also in those industries that supply inputs to farms as well as those who add value to the raw farm products through further processing and marketing.

Clarke County also boasts of a large horse industry that attracts investment from more urban areas and contributes to the economy through local expenditures. In addition, those who earn income from any and all of these agriculturally-related enterprises add to the economy of the county by making local purchases and paying local taxes.

### **Purpose of Study**

It was the purpose of this study to estimate the economic impact of the agricultural industry in Clarke County. Specifically, this study was made in an effort to better understand:

1. the scope and scale of the current agricultural industry in Clarke County
2. the linkages between the agricultural sector and other sectors in the Clarke County economy, and
3. the economic impact of the agricultural sector in comparison to other sectors of Clarke County.

### **Methods of Study**

In order to measure the economic contributions of agricultural production, agricultural processing, and other non-agricultural industries in Clarke County Virginia, a static input-output model was developed using IMPlan<sup>1</sup>. This model was developed assuming that (1) the input-output coefficients captured the production technology of Clarke County farms and manufacturers, (2) Clarke county farms and manufacturers purchase according to the purchase coefficients estimated by IMPlan, and (3) that households purchase according to the household consumption coefficients.

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<sup>1</sup> IMPlan is an input-output analysis software package developed by the US Forest Service.

## Measuring the Direct Effects of Agriculture and Other Sectors

Measuring the output and levels of employment of the agriculture industry is not a straight-forward matter. Much of the farming sector is composed of sole proprietors, some with family workers, off-farm workers, contract laborers, and seasonal labor. Additionally, much of the output is either consumed at home or reinvested in the farm. Therefore, measures of output may be biased and much of the employment in agriculture is not reported. It follows that estimation methods must be used to produce these figures. The methods used in this study to estimate employment and output in the agricultural industry in Clarke County follows.

Estimates of crop output were obtained by obtaining estimates of 1995 agricultural production from the Virginia Department of Agricultural Statistics and 1995 average prices from the Virginia Crop Reporting Service to derive dollar values of output for crops in Clarke County. These estimates are reported in Table 1. Estimates of vegetable production and greenhouse and nursery production were obtained by adjusting 1992 levels of output, as reported in IMPlan, by the Consumer Price Index (CPI) to reflect 1995 price levels. In a similar fashion, the dollar value of livestock output was estimated by adjusting the 1992 Census of Agriculture dollar values of outputs by the CPI to reflect 1995 price levels. Estimates of the economic value of the horse industry were obtained by modifying the estimated budget of expenditures for horses obtained in a 1995 study of the Virginia horse industry<sup>2</sup>. These budgeted expenditures were adjusted to reflect the estimated proportion of these expenditures made in the county.<sup>3</sup> Estimates of total crop output, total livestock output, greenhouse and nursery output, vegetable output, and horse industry output are reported in Table 2.<sup>4</sup>

Estimates of the direct effects of the non-agricultural sectors were generated using employment estimates from the Virginia Employment Commission. IMPlan output-employment and value added-employment ratios were then used to estimate the output and value added<sup>5</sup> for these industries. These estimates are reported in Table 3.

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<sup>2</sup> "1995 Virginia Horse Industry Profile", prepared for the Virginia Equine Educational Foundation, Inc. by The Wessex Group, Ltd., Williamsburg, Virginia, January 1996.

<sup>3</sup> It should be noted that no adjustments were made from the horse industry study to reflect the apparent higher proportion of higher-than-average valued horses in Clarke County. There was not data available to make such an estimate. Thus, the estimates produced in this report are most likely under-reported.

<sup>4</sup> This study differs from others in that the economic impact of the input suppliers and the agricultural processing industry were not estimated since reasonably accurate data was not available at the county level. However, one can obtain some notion of the extent of these sectors in the remainder of this report by observing the amount of indirect effects produced by the agricultural industry. Nonetheless, the estimates produced in this report are most likely under-reported.

<sup>5</sup> Value-added is the difference between the value of the sales and the value of all input purchases of a particular industry. Thus, it is, in a sense, a measure of the contribution of the particular industry to the gross regional product.

## Results

All sectors of a local economy are important in that they all contribute by providing employment and income, by paying local taxes that finance local infrastructure, schools, and other public services, and by supporting other sectors of the local economy by making purchases, adding value, and providing inputs.

The overall dollar value of output of an industry is an interesting measure in that it indicates the total flow of dollars received by the industry. Figure 1 provides the breakdown of output for all the represented sectors of the Clarke County economy for 1995. In terms of dollar value of output, the manufacturing sector is clearly the largest single sector representing approximately 41 percent of total output. This is followed by the Service sector (16%), F.I.R.E. (finance, insurance, and real estate) (11%), Agriculture (13%), Construction (6%), Retail Trade (5%), Government (5%), Transportation, Communication, and Public Utilities (2%), and Wholesale Trade (1%).

Value added is, perhaps, a more useful measure of the importance of an industry as it represents the total amount of additional value that is contributed within the county. It is the measure of each sector's contribution to gross regional product. Each dollar of additional value added implies that income and employment are generated within the county. Figure 2 provides the breakdown of value added for all the represented sectors of the Clarke County economy for 1995. Once again, manufacturing leads all other sectors with 36 percent of total value added in the county. This is followed by services (16%), F.I.R.E. (13%), Agriculture (12%), Government (9%), Retail Trade (6%), Construction (5%), Transportation, Communication, and Public Utilities (2%), and Wholesale Trade (1%).

Total employment is an important measure of the importance of any sector within a regional economy. However, it should be remembered that this measure of the total amount of jobs attributable to each sector does not take into account the quality of these jobs. Agriculture leads the way with respect to the highest percentage of jobs in the county with 30 percent. This is followed by Services (22%), Manufacturing (22%), Government (10%), Retail Trade (8%), Construction (4%), F.I.R.E. (2%), Transportation, Communication, and Public Utilities (1%), and Wholesale Trade (1%).

However, the total amount of output, value added, and employment by any individual sector does not fully tell the story of the importance of any individual sector. Local purchases by individual sectors of the local economy from other sectors creates indirect multiplier effects. These purchases generate additional output, value added, and employment in the backward-linked sectors. These multiplier effects are displayed in Table 3 as the difference between the first two major headings (Direct Effects & Direct and Indirect Effects) and in Figure 4 as the middle portion of the bar associated with each sector.

For instance, in Figure 4, the Agriculture industry accounts for 13.2 % of the total output of the Clarke County economy. In addition, the Agriculture industry is also responsible for 2.2% of the output produced in all other sectors in support of the agriculture industry. This 2.2% of the Clarke County economy represents the additional output from all other sectors in support of the agricultural industry<sup>9</sup>. The top portion of the graph, the induced effect as a percentage of total direct effect, represents the total output generated from the household income paid to employees in both the agricultural industry and its input industries. Thus, an additional 8.5% of the total direct output of the Clarke County economy can be attributed to employment in the agricultural sector and its backward-linked sectors. Similar interpretations can be made of the other sectors in Figure 4.

In a similar fashion, figures 5 and 6 report the amounts of value added and employment, respectively, that are generated by direct, indirect, and induced effects by each of the industries. For instance, in Figure 5, the Service industry accounts for 15.8 % of the total value added for the Clarke County economy. Additionally, the Service industry is also responsible for 2.9 % of the value added produced in all other sectors in support of the Service industry. An additional 9.6 % of value added is attributable to the spending of wages from the Service sector and all backward-linked sectors. In Figure 6, one can see that agriculture accounts for 30.3% of total employment in the Clarke County economy. Another 3.8% of total employment in Clarke County is attributable to those sectors that support the Agricultural industry. Finally, an additional 9.4% of total Clarke County employment is due to the spending of wages earned in the Agricultural sector and its backward-linked sectors.

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<sup>9</sup> This differs from what is traditionally thought of as the “ag input” industry in that this notion refers to all inputs, including such things as input from medical doctors, necessary to produce agricultural output.

Table 1: Output, Value Added and Employment Associated with Production of Crops in Clarke County, Virginia, 1995

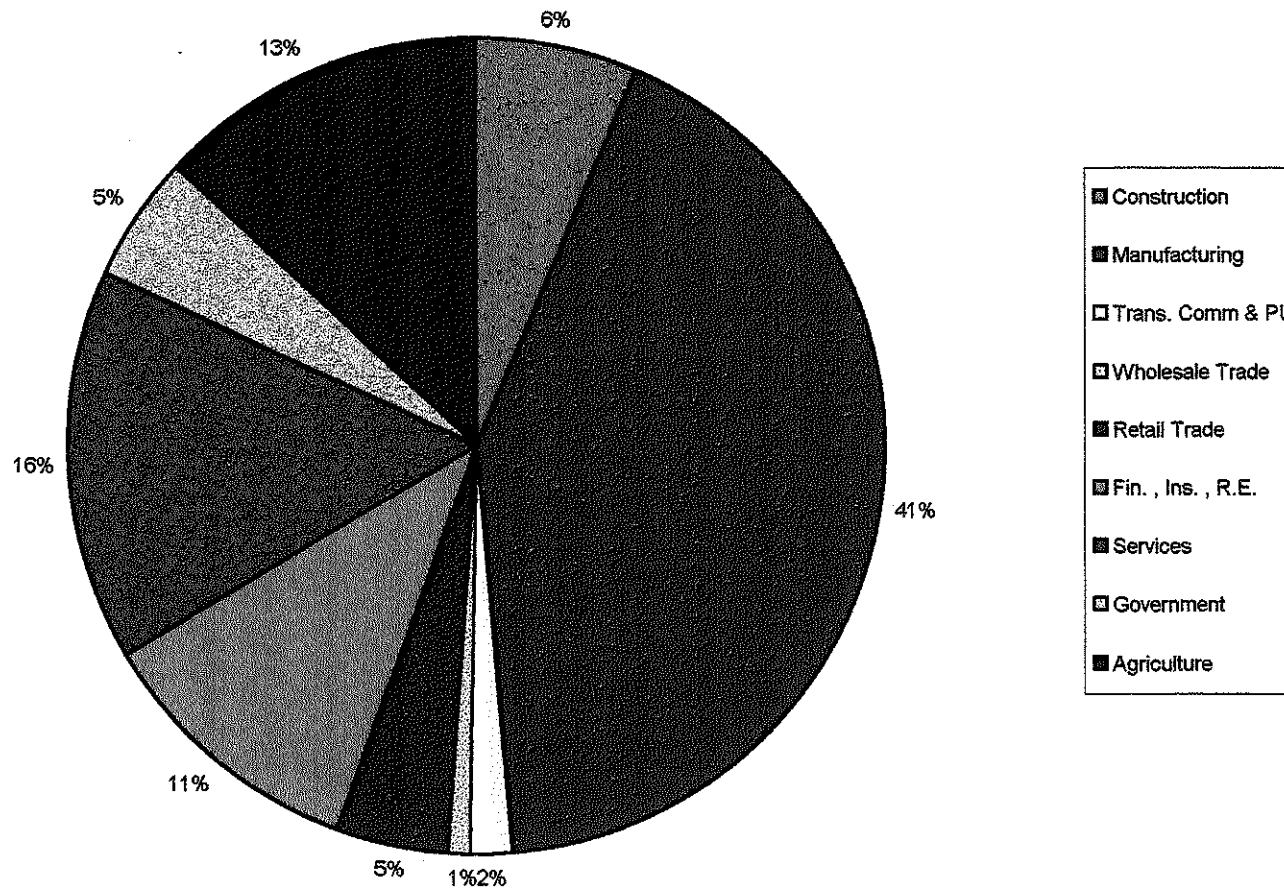
	Output (\$MM)	Value Added (\$MM)	Employment
Corn (Grain and Silage)	1.060	.564	24
Soybeans	.180	.106	5
Wheat	.306	.163	7
Barley	.117	.063	3
Hay	1.988	.736	45
Apples	6.171	5.878	151
TOTAL for All Crops	9.822	7.509	235

Table 2: Economic Effects of Agricultural Sectors in Clarke County, Virginia, 1995

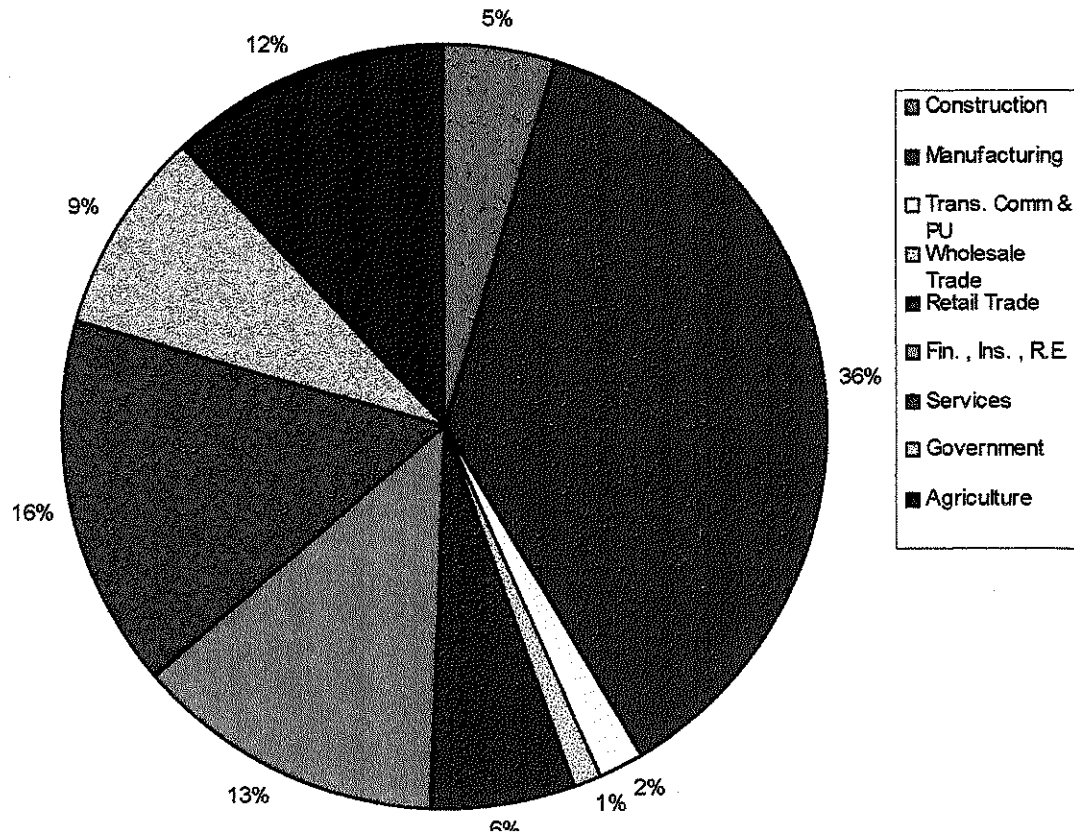
	Direct Effects			Direct and Indirect Effects			Direct, Indirect, and Induced Effects		
	Output (\$MM)	Value Added (\$MM)	Annual Average Employment	Output (\$MM)	Value Added (\$MM)	Employment	Output (\$MM)	Value Added (\$MM)	Employment
Crops	\$ 3.661	\$ 1.641	83	\$ 4.037	\$ 1.769	90	\$ 5.647	\$ 2.395	117
Nursery and Greenhouse	\$ .599	\$ .570	10	\$ .860	\$ .994	24	\$ 1.115	\$ 1.722	11
Vegetables	\$ .610	\$ .580	9	\$ .845	\$ .838	13	\$ .942	\$ 1.242	16
Livestock	\$ 11.014	\$ 3.263	428	\$ 13.779	\$ 4.662	496	\$ 22.534	\$ 10.382	647
Horses	\$ 13.884	\$ 6.451	911	\$ 15.645	\$ 7.306	1,000	\$ 25.445	\$ 11.382	1,283
Total Agriculture	\$ 37.032	18.886	1,665	43.207	22.563	1,873	67.218	36.845	2,390



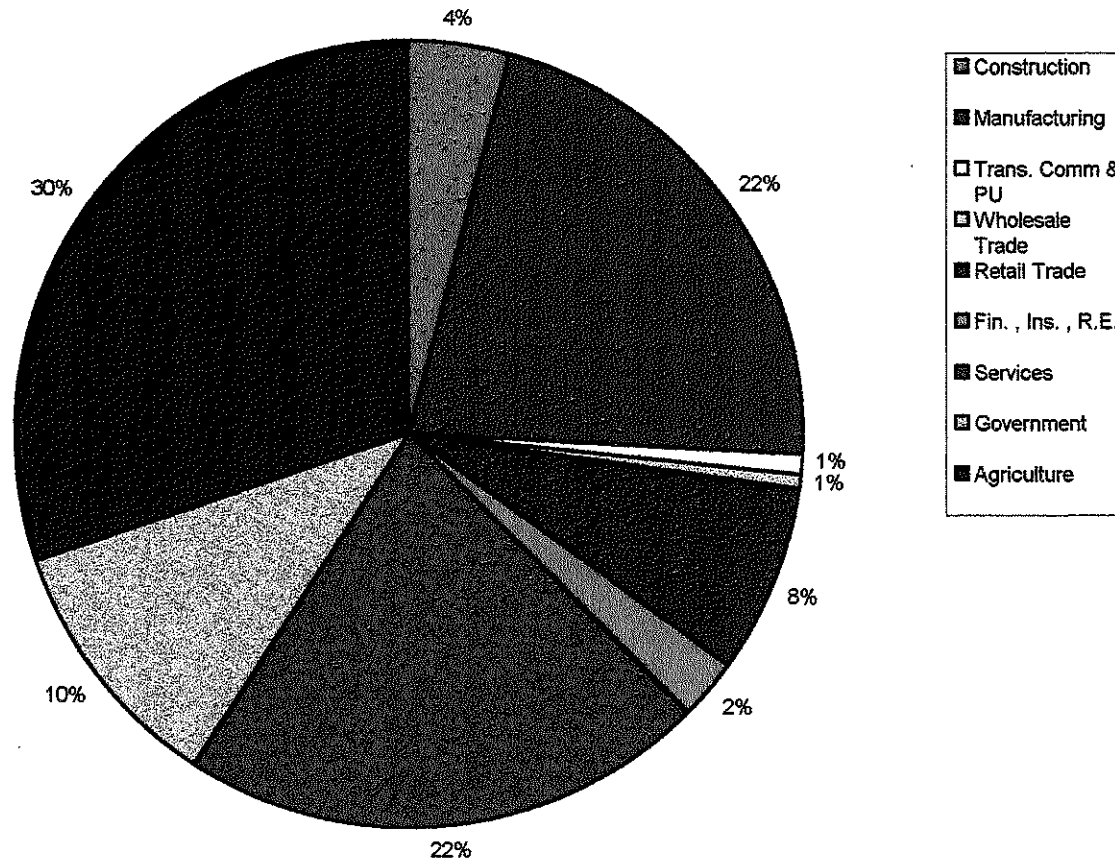
**Figure 1: Sectoral Distribution of Output for Clarke County, Virginia, 1995**



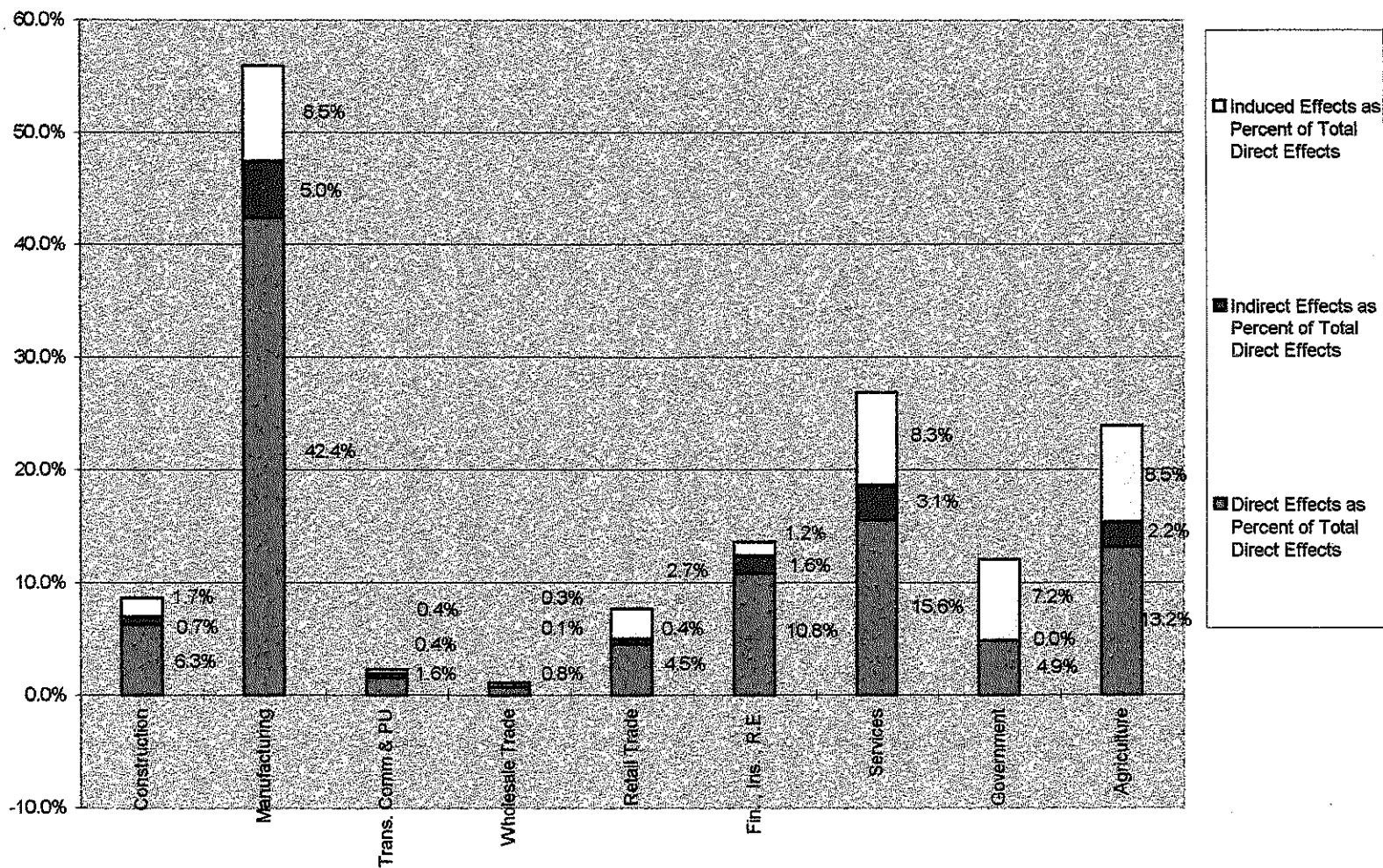
**Figure 2: Sectoral Distribution of Value Added for Clarke County, Virginia, 1995**



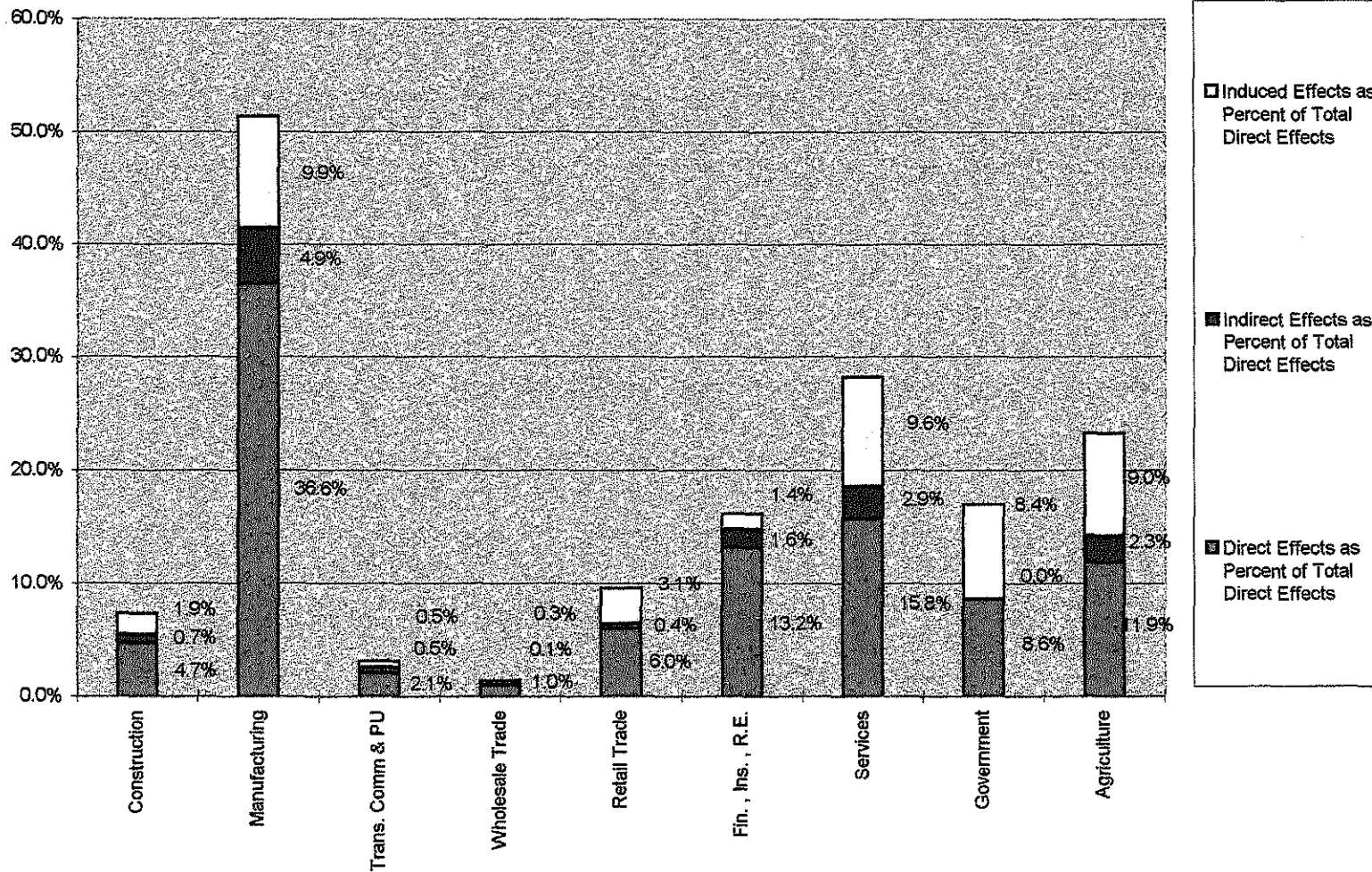
**Figure 3: Sectoral Distribution of Employment for Clarke County, Virginia, 1995**



**Figure 4: Sectoral Distribution of Direct, Indirect, and Induced as Percentage of Total Direct Effects, Output, Clarke County, Virginia, 1995**



**Figure 5: Sectoral Distribution of Direct, Indirect, and Induced Effects as a Percentage of Total Direct Effects, Value Added, Clarke County, Virginia, 1995**



**Figure 6: Sectoral Distribution of Direct, Indirect, and Induced Effects as a Percentage of Total Direct Effects, Employment, Clarke County, Virginia, 1995**

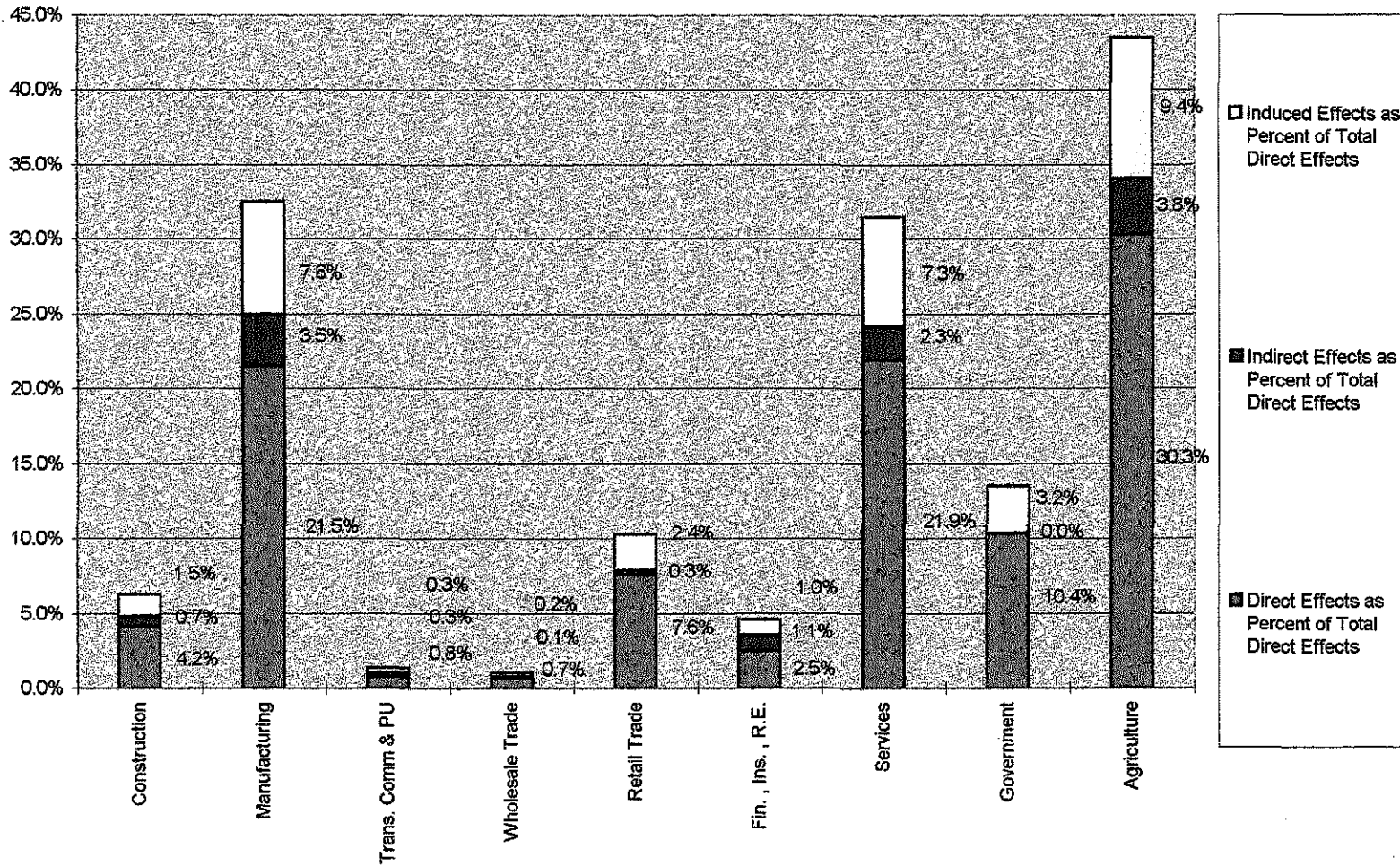


Table 3: Economic Effects of Agriculture and Other Sectors in Clarke County, Virginia, 1995

	Direct Effects			Direct and Indirect Effects			Direct, Indirect, and Induced Effects		
	Output (\$MM)	Value Added (\$MM)	Annual Avg. Employment	Output (\$MM)	Value Added (\$MM)	Employment	Output (\$MM)	Value Added (\$MM)	Employment
Construction	17.72	7.51	230	19.621	8.67	265	24.26	11.70	346
Manufacturing	119.13	57.89	1,182	133.307	65.67	1372	157.3	81.35	1787
Transportation, Communication, & Public Utilities	4.37	3.26	45	5.455	4.05	59	6.47	4.919	76
Wholesale Trade	2.17	1.63	41	2.361	1.73	44	3.13	2.236	57
Retail Trade	12.77	9.54	418	14.031	10.24	434	21.62	15.201	565
Finance, Insurance, & Real Estate	30.48	20.97	136	1.147	23.50	195	1.25	25.639	252
Services	43.73	24.97	1,204	52.429	29.48	1327	75.64	44.649	1729
Government	13.64	13.64	570	13.636	13.63	570	33.96	26.914	743
Agriculture	<b>\$ 37.032</b>	<b>18.886</b>	<b>1,665</b>	<b>43.207</b>	<b>22.563</b>	<b>1,873</b>	<b>67.218</b>	<b>36.845</b>	<b>2,390</b>
<b>TOTAL</b>	<b>\$281.042</b>	<b>158.296</b>	<b>5,491</b>	<b>285.194</b>	<b>179.533</b>	<b>6,139</b>	<b>390.848</b>	<b>249.453</b>	<b>7,945</b>

# Northern Shenandoah Valley Talent Attraction Marketing Strategy Discussion





Talent Attraction Marketing Strategy for  
**THE NORTHERN**  
**SHENANDOAH VALLEY**



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# EXECUTIVE SUMMARY

# Executive Summary

From August 2019-December 2019, Development Counsellors International (DCI) partnered with the Shenandoah Valley Talent Solution Coalition (the "Coalition") on a research and marketing strategy project to identify the region's talent challenges and create powerful marketing solutions. The project consisted of:

## Deep Research

- An immersion tour in the region with 10 focus groups arranged by the Coalition representing dozens of local leaders, employers and talent
- 8 in-depth phone interviews with local leaders (Mercury Paper, Monoflo International, The Shockey Companies, Holtzman Corp., Navy Federal Credit Union, Lord Fairfax Community College, Winchester Convention and Visitors Bureau, Alamo Drafthouse Cinema)
- An internal perception survey distributed by the Coalition, capturing 1,620 respondents ranging from Gen Z to HR executives
- Identification of four target talent markets for the region and an external perception survey capturing 1,200 respondents in those markets

## Key Messages

- Top talking points to describe the reasons why the region is a strategic location to live and work

## Marketing Strategy

- Based on research and best practices, DCI presented 8+ major marketing tactics for the region to start promoting its career and lifestyle opportunities to internal and external talent. The suggested marketing tactics were created with the following in mind:
  - The mission to arm employers, increase awareness and inspire career change.
  - Marketing builds awareness, but also needs to be combined with on-the-ground programs and resources to drive talent down the decision funnel from consideration to actual attraction.
  - Tactics can range from practical solutions to ambitious operations, but all have **the goal of solving employer and talent challenges.**
- The Marketing Strategy also includes direction on measurement and a timeline to track the execution of tactics. A detailed budget was provided to the Coalition in a separate excel sheet.

On behalf of the entire DCI team, we would like to thank the entire Northern Shenandoah Valley region and its stakeholders for collaborating with us on this important project. The project results would not have been possible without the direction and support from the Coalition, representing the economic development entities of Clarke County, Frederick County, Page County, Shenandoah County, Warren County and the City of Winchester. Thank you!

## **DCI'S RESEARCH TAKEAWAYS**

# Research Takeaways

DCI believes great marketing is rooted in research. Before developing the Marketing Strategy, DCI worked with the Coalition to gather talent insights from both external and internal audiences.

In order for the Northern Shenandoah Valley region to win talent, DCI sought to understand who the region's competition is. DCI identified four target markets that will be the region's "best bet" locations to draw talent from, taking into account multiple factors, such as in and out migration patterns, target industry data, employment concentrations, quality of life factors, cost of living, commute times, and alumni concentrations.

Based on the above, DCI conducted an external perception survey with 1,200 responses from the four identified target markets:

- Washington-Arlington-Alexandria DC-VA-MD-WV
- Baltimore-Columbia-Towson MD
- Charlotte-Concord-Gastonia NC-SC
- Hagerstown-Martinsburg MD-WV

DCI also conducted an internal perception survey with 1,620 responses (ranging from Gen Z to HR executives - distributed by the Coalition).

The full research respondent profile and findings were captured in a separate PDF and recorded presentation provided to the Coalition. Here are some of the top takeaways that informed the Marketing Strategy:

- The less time respondents have lived in the region, the less favorably they rank the region as a place to visit, live and work.
- 46% of respondents currently enrolled in a secondary or post-secondary institution would like to stay in the region. However, 38% are not confident they will find a job in the region that meets their skill and/or salary requirements.
- When target markets were asked what three words/phrases come to mind when you think of the region, the top response was "Unknown."

While the research pointed to the region's challenges—such as the need to build local pride with newcomers, connect existing young talent to careers, as well as build awareness with external talent—the findings also indicated huge opportunities:

- 89% of employers would hire or would consider hiring employees that require additional training. Of those, 90% would be willing to pay for the additional training required by job candidates.
- 64% of external talent said "yes" they would relocate to the region if offered a job that provided free/reduced cost training which allowed them to change their career path/and or upgrade their skills.
- For external talent, there was a strong correlation between visitation and willingness to relocate. Of those who said "Yes, I would be willing to relocate to the region," a majority either frequently visited/lived in the area or at least visited the area once or twice. Add to that, 77% said the best relocation tool is the chance to visit.

## KEY MESSAGES





# The Northern Shenandoah Valley Talent Key Messages

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## Purpose of Key Messages

Key messages are your elevator speeches—they serve as the “top reasons” why the Northern Shenandoah Valley region is a great place to live, work, and thrive. Instead of communicating all points, it is important that your region communicates its most important points well.

The key messages are meant to quickly capture the attention of talent audiences in situations where time or space is limited, such as interviews, presentations, emails, and marketing materials from brochures to websites.

In each set of key messages, the text in bold is meant to be the overarching message that can be said verbally in a meeting or presentation. All text in the key messages can be used verbally or in written materials.

Each of the information-packed bullets are designed to further support why the Northern Shenandoah Valley is a unique location and **strategic** choice for talent.



# The Northern Shenandoah Valley Talent Key Messages

## Welcome to The Northern Shenandoah Valley.

Located at the northwest peak of Virginia and an hour and a half west of Washington, D.C., the five-county Northern Shenandoah Valley region is the northern gateway to the world-famous Shenandoah National Park and home to one of the fastest-growing communities in the D.C. area—the City of Winchester.

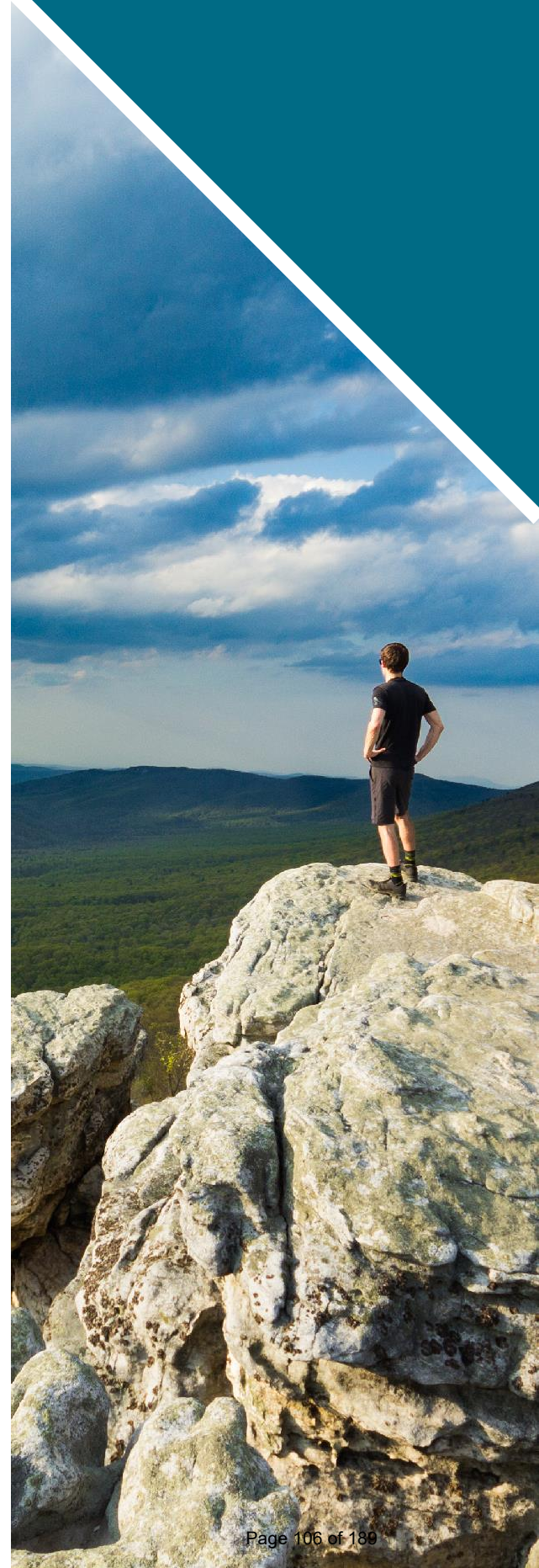
## Gain Back Your Time and Peace of Mind.

Ready to ditch the concrete jungle? Instead of being stuck in a costly commute with time-consuming traffic, you could be working where you live. Instead of renting in one of the nation's most expensive markets, you could be buying a home with a real backyard (housing costs are nearly **60% lower than D.C.** and one-bedroom apartments range from \$600-\$1,500/month). With all the region's major towns ranking well below the national average crime rate, you can rest assured you'll live in a safe neighborhood. Plus, the Northern Shenandoah Valley offers top-ranked public and private school options. Whether it's more space, more time, or more peace of mind, you can "trade-in" for a better life in the Northern Shenandoah Valley.

## Here's what people have to say after moving to the Northern Shenandoah Valley:

**"My mortgage is less than what I was paying for a two-bedroom apartment in D.C."**

**"The truth is I do more here than when I lived in a larger city – there is more to do and you can access it without fighting traffic."**





## Live Where Others Love to Visit. Create a Life You Don't Need a Break From.

More than 1.5 million people from around the world visit the Northern Shenandoah Valley region each year to enjoy Shenandoah National Park, outdoor festivals and concerts, historic towns and more. Moving to the Northern Shenandoah Valley region means the breathtaking Blue Ridge Mountains and its rivers are in your backyard. The same qualities that make the region a great escape for city dwellers make it an even greater place to call home. With five counties, there's always more to explore—whether it's foodie and music festivals or sporting events—from triathlons to cycling tours.

### When you live in an outdoor oasis, other people's great adventures become your weekly routine...

...hiking the Appalachian Trail, kayaking the Shenandoah River, or soaking in the views at one of the region's 17 vineyards or hopping around the 13 breweries (some even have play areas for the kiddos). More of an indoors person? Experience the region's 27 museums or watch a great film with local beer and food at one of the nation's first Alamo Drafthouses. Hungry? Because of the region's roots in agriculture, locals can grocery shop for fresh food at farmer's markets and dine at farm-to-table restaurants. The Northern Shenandoah Valley is also a hub for arts and cultural events — from operas to plays. In fact, through Shenandoah University alone, 300+ events are made possible — and that doesn't even count the hundreds more in surrounding communities.

And because you won't be fighting traffic, you'll actually have time to experience it all.

## Employers in the Northern Shenandoah Valley Want to Invest in You. Enjoy Major Benefits and Career Upgrades.

The Northern Shenandoah Valley is home to one of Forbes' Top 10 Best Small Places for Business and Careers in the nation—the City of Winchester, which is also No. 1 in Virginia. The region's economy is growing fast in diverse industries, including professional services, technology, manufacturing, logistics and distribution, food processing/agribusiness, tourism/hospitality and more.

Feeling worn out by your work? **Make work, work for you.** The region's employers are passionate about giving your life and career a much-needed makeover.

Thanks to local companies that put people first and great training institutions, like Lord Fairfax Community College, you can upgrade or completely change your career here. **In fact, 88% of the Northern Shenandoah Valley region's employers will pay for training.**

Northern Shenandoah Valley companies offer life-changing benefits, like tuition reimbursement to take your skills and education to the next level, on-site medical and fitness centers, adoption assistance, and even discounts on everything from childcare to concerts.

Come work for one of the Fortune 500 companies in the region like Navy Federal Credit Union, Continental, Kraft Heinz Company, Amazon, Rubbermaid, HP Hood, or work for locally-based companies making a national impact.



- **Berryville Graphics (BVG):** One of the nation's largest book manufacturers
- **C2 Management (C2):** The Mid-Atlantic's largest provider of surplus asset recovery services and electronics recycling
- **Cives Steel Company:** Employee-owned and one of the nation's largest and most successful structural steel and plate fabricators
- **Greenway Engineering:** One of the largest multi-disciplined consulting engineering firms in Northern Virginia
- **Holtzman Oil Corp:** The region's largest oil company
- **Monoflo International:** The nation's premier manufacturer of superior quality injection molded plastic products
- **Shockey:** One of the Mid-Atlantic's most-respected construction firms

Have that big idea you've been wanting to make a reality?  
The Northern Shenandoah Valley region is ideal for entrepreneurs.  
With a low cost of doing business, you can focus on your concept, not on costs.

## One Region, Multiple Cities and Towns—Each with Their Own Unique Character.

The Northern Shenandoah Valley region is made up of six localities — each with unique economies, geographies, and personalities: Clarke, Frederick, Page, Shenandoah, Warren and the City of Winchester. The region has earned awards and accolades as a top city for business and careers, as well as a top location for outdoor play, foodies and more. While each county has its own character, you'll find we have the following in common: welcoming residents known for hospitality, scenic views, and historic downtowns with walkable main streets. No, you won't find urban landscapes here, but you won't find sprawling suburbia either. Our housing options are as diverse as our communities—spanning loft apartments, townhomes, historic homes, lake and riverfront living, new construction in private communities with amenities and properties with acreage to spare and mountain views.



## Proximity—Perfected. Next to Nature But Not too Far from Major Metros.

The Northern Shenandoah Valley is a rare gem of a place that offers so much natural beauty, so close to major metros. The Northern Shenandoah Valley is just an hour and a half from Washington D.C. and two hours from Baltimore. Plus, Virginia Beach, Ocean City, Maryland and even Philadelphia and New York City are all easy day trips located within a four to five-hour drive. The region is also close to three major airports — Dulles International Airport (IAD), Ronald Reagan Washington National Airport (DCA), Baltimore/Washington International Thurgood Marshall Airport (BWI) — all within a two-hour drive or less. You can also get to flying in a matter of minutes through the convenient Shenandoah Valley Regional Airport (SHD), which has free parking close to the gate, short TSA lines, and direct flights to Chicago O'Hare and Washington-Dulles, where one of United's 70+ nonstop flights is just a layover away.

# THE MARKETING STRATEGY

## THE MARKETING STRATEGY

The purpose of this marketing strategy is to provide the Northern Shenandoah Valley with a blueprint on how to start marketing the jobs and lifestyle opportunities in the region. Based on DCI's research and what we heard from regional partners, we recommend the Northern Shenandoah Valley focus on the following priorities with its marketing efforts:

### THE MISSION

- 1. Arm employers**—DCI heard that when employers are recruiting candidates to relocate (professional service positions), candidates are hesitant about the location. To “sell” the location to the candidate, employers are investing in individual efforts for each candidate. Additionally, employers have a challenge retaining talent because of the location—mainly, the perception that there is a lack of activities. **The Northern Shenandoah Valley can fill this gap by creating marketing tools and programs that help employers sell location to candidates and existing employees.**
- 2. Increase awareness**—DCI's research showed that 34% of target market talent reported they were “somewhat familiar” or “very familiar” with the region. One of the top responses when asked what three words and/or phrases come to mind when you think of the Northern Shenandoah Valley? **“Unknown.”** Many local employers have their own methods of proactively finding and recruiting talent, which can be difficult and time intensive. In order for employers to have a steady stream of talent to choose from, the region needs to be known by talent as an ideal place to search for job opportunities and a better lifestyle.

- 3. Inspire career change**—DCI heard from employers that there is a large need for talent in positions that do not typically relocate—i.e. manufacturing or logistics. These positions also require training. There are already great employers and institutions with existing programs that connect talent to training programs. **The Northern Shenandoah Valley should use marketing to drive interest locally towards these programs.**

**The Northern Shenandoah Valley region needs to be on the radar of talent in target markets. Ultimately, marketing should interrupt talent's job and location searches, and turn their attention to the Northern Shenandoah Valley region.**

## 1. TALENT WEBSITE

Create one regional website for information on living and working in the Northern Shenandoah Valley region. The website will be a resource for employers to share with candidates, as well as for those looking to relocate and newcomers.

**The region has the great benefit of local tourism websites with an abundance of assets that showcase the location—make sure to fully capitalize on tourism’s existing content and functions when developing the new talent site.**

The talent website reduces the need to rely solely on relocation brochures—which can be costly to print and need constant updating.

## 2. DEVELOP DIGITAL “THINGS TO DO” RESOURCES

From focus groups with young professionals, DCI found there was a perception that there was a lack of activities, entertainment, amenities and generally “nothing to do” in the Northern Shenandoah Valley region, especially when compared to nearby regions. From employers, DCI heard that employees, especially young professionals, are hard to retain because of the same perceptions.

While the Northern Shenandoah Valley cannot solve this issue overnight, what the region can do is create a digital regional resource that showcases “things to do.” This resource will be housed on the new talent website and include the following regional information:

### Feedback from employers on most helpful tools for attracting talent:



*You can’t easily find the resources – you can’t just Google online and find anything”*



*It would be wonderful to have some materials or a site that actually spoke to a person coming from the outside who does not know the area – understand the features and the advantages of living and working in this area”*



*Help them to navigate it”*

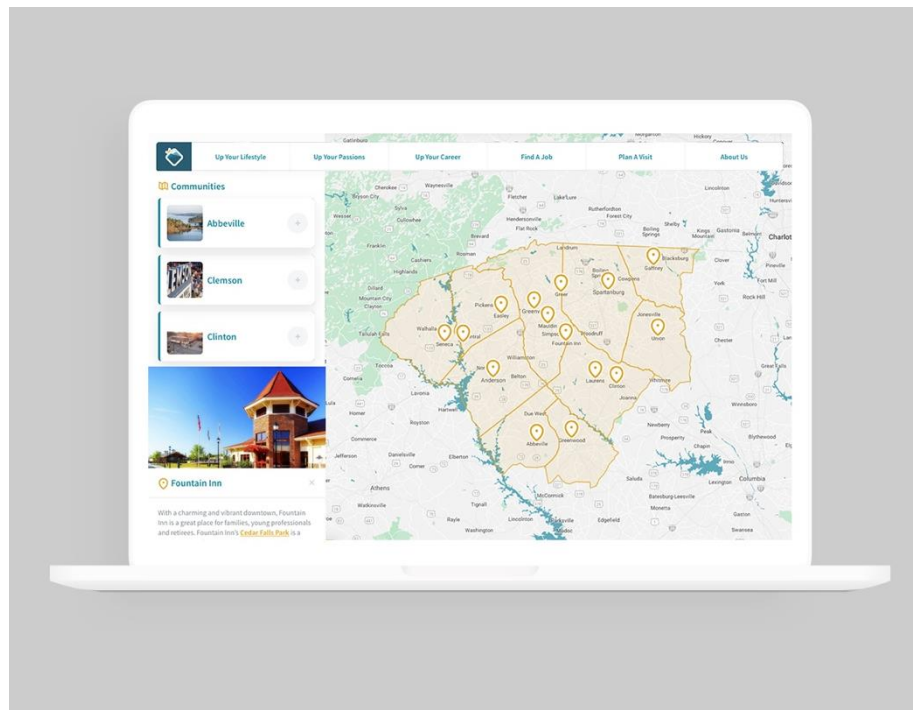
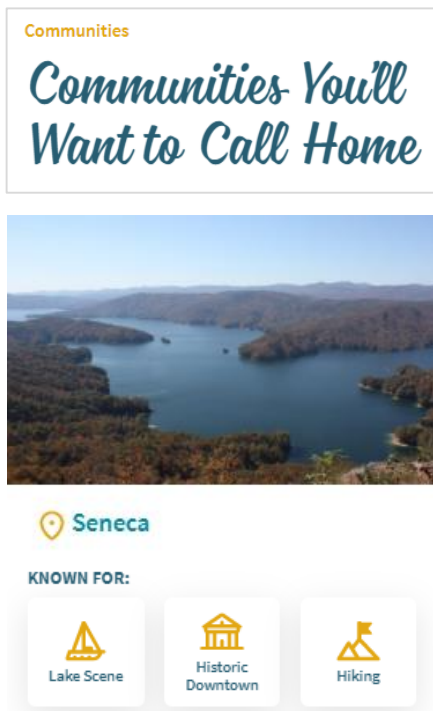


# CASE STUDIES

## Maps

Upstate South Carolina’s talent website includes a map that showcases the proximity to major metros, Charlotte and Atlanta. The website also has an interactive map that allows talent to explore the unique attributes of each community in the 10-county region.

[www.moveupstatesc.com/](http://www.moveupstatesc.com/)



### 3. CREATE A CAREER TRAINING NETWORK + DIGITAL HUB

According to DCI's research, 88% of the region's employers will pay for training. The region also has great resources to connect talent to training that should be championed—including Lord Fairfax Community College, Triplett Tech, “Worlds of Work,” and other initiatives that expose K-12 to local careers. We heard it is a challenge to let those out of the school system (graduated) know about these training paths.

The Northern Shenandoah Valley can focus on making sure those 19+ (out of the school system) are aware of the great training and career opportunities by creating a career training network and digital hub.

#### **Career Training Network**

Enlist all local employers that are committed to career change/offer free or reimbursed training to join a regional network. By working regionally, these companies can create a stronger and louder message to talent. Employers in the network can create a candidate referral system that encourages local employees to share training/career opportunities with friends and family, and even their social media networks. If employers find a candidate that is interested in training, but not a current fit for the company, they can pass along their resume/credentials through the network.

#### **Career Training Digital Hub**

To supplement the network, make it as easy as possible for talent to plan for career training and find companies that support it, as well as help employers find candidates that are open to career change: create a digital hub within the new talent website dedicated to career training.

**Program idea: Host a career fair for those who have not graduated high school to show them training opportunities and local employers.**

# WHAT IT COULD LOOK LIKE IN ACTION

Sample page of the Career Training Digital Hub on the new talent website.

**THE NORTHERN Shenandoah VALLEY**

CAREER	TRAINING TIME	UP-FRONT COST	AVERAGE SALARY
Heavy Equipment Operator	Part time 10 weeks at LFCC	\$900	\$50,000 <small>(when you walk out of the program)</small>

Instagram Facebook Twitter LinkedIn

# CAREER TRAINING DIGITAL PROMOTION

Sample Facebook ad

See how this woman went from being a pre-K teacher to making thousands more as a trained machine operator at Mercury Paper, and how you can make a career change too.



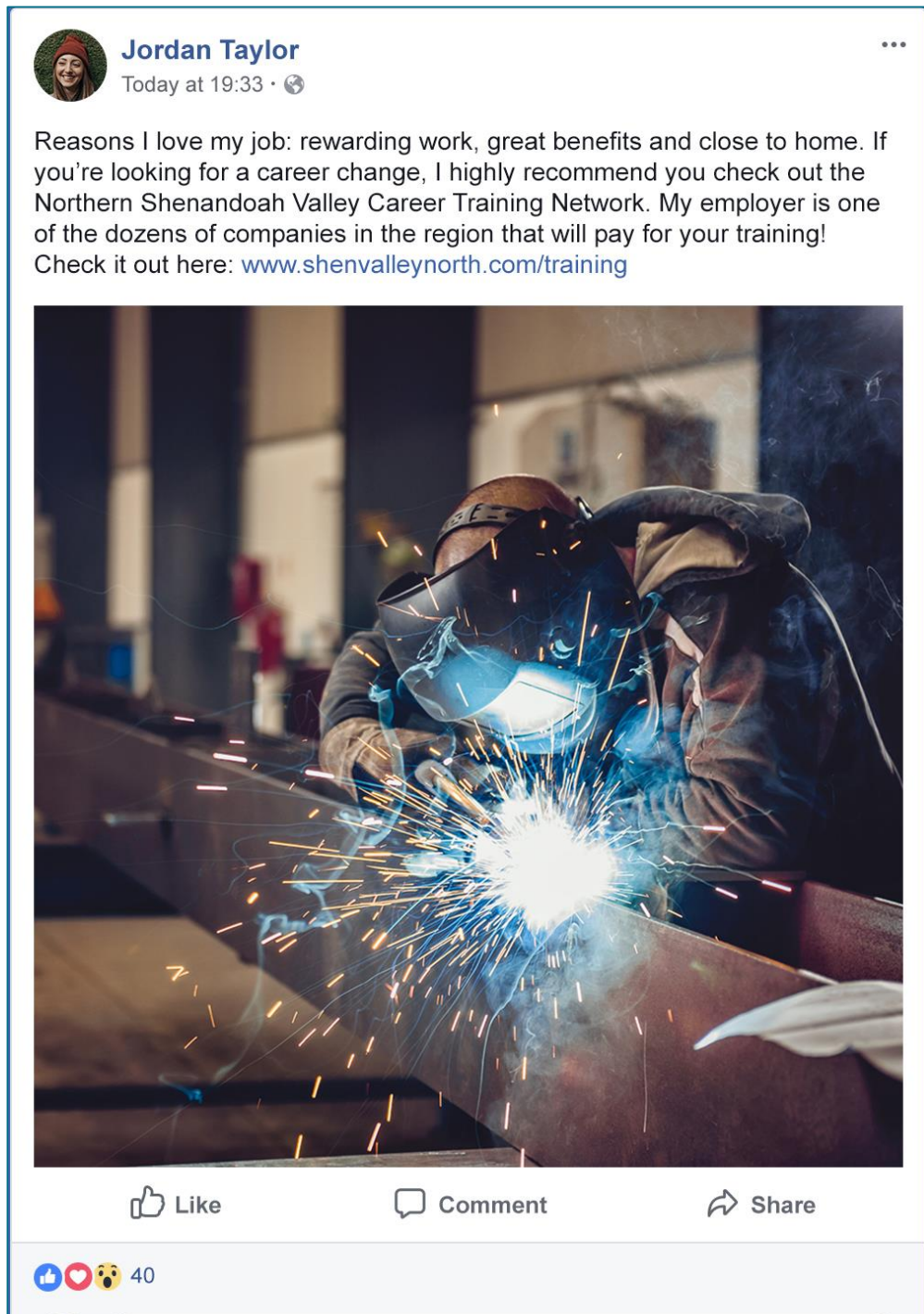
LIVESHENANDOAH.COM

**Learn More About Living & Working in Shenandoah Valley**

[Learn More](#)

## CAREER TRAINING DIGITAL PROMOTION


Sample “career training ambassador” Facebook post. Local employers in the “Career Training Network” should encourage employees to share their training story, post job openings, and drive traffic to the new Career Training Digital Hub.



A screenshot of a Facebook post by Jordan Taylor. The post includes a profile picture of a woman, the name "Jordan Taylor", and the timestamp "Today at 19:33". The text of the post reads: "Reasons I love my job: rewarding work, great benefits and close to home. If you're looking for a career change, I highly recommend you check out the Northern Shenandoah Valley Career Training Network. My employer is one of the dozens of companies in the region that will pay for your training! Check it out here: [www.shenvalleynorth.com/training](http://www.shenvalleynorth.com/training)". Below the text is a photograph of a welder in a dark protective suit and mask, working on a metal piece, with bright sparks flying from the welding point. At the bottom of the post, there are icons for "Like", "Comment", and "Share", and a reaction summary showing 40 reactions.

**Jordan Taylor**  
Today at 19:33 · 🌐

Reasons I love my job: rewarding work, great benefits and close to home. If you're looking for a career change, I highly recommend you check out the Northern Shenandoah Valley Career Training Network. My employer is one of the dozens of companies in the region that will pay for your training! Check it out here: [www.shenvalleynorth.com/training](http://www.shenvalleynorth.com/training)



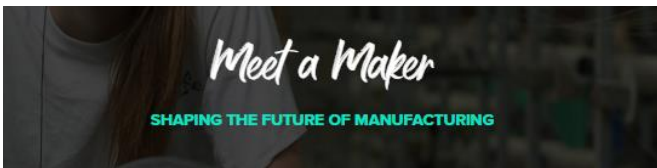
Like Comment Share

👍❤️😱 40

## CASE STUDY

The talent website for Charlotte’s Backyard (Cleveland County, NC) spotlights the real stories of millennials in manufacturing and how they made the career change.

[www.charlottesbackyardnc.com](http://www.charlottesbackyardnc.com)



### Trading in Retail for a Career in Manufacturing

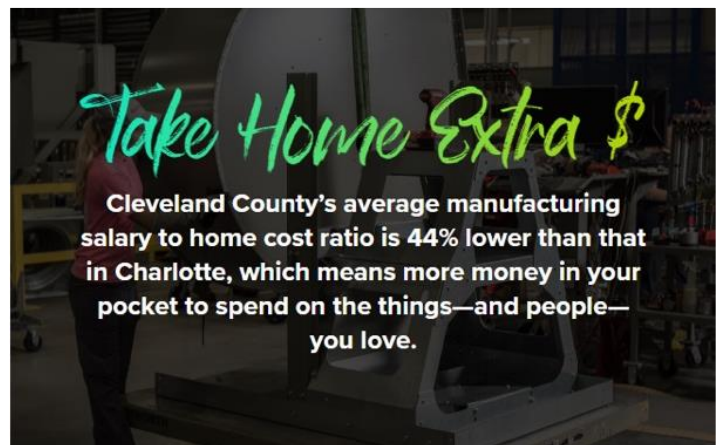
When Emily Bolton graduated from high school, she realized pretty quickly that working in retail wasn't going to pay the bills or be fulfilling long-term. The answer to this realization, as it turned out, was a career in manufacturing, which, not only pays well, but also gives her the resources to learn on the job and the flexible hours to continue her education.

Emily started with part-time work through a temp agency and within a couple of months was hired full-time at **Greenheck**, a leading manufacturer of air movement, control and conditioning equipment with Cleveland County operations in **Kings Mountain** and **Shelby**. Today, she works first shift as an assembly worker and takes classes in the evenings toward her Associate's Degree in Business Administration at **Cleveland Community College**.

As a young woman with no prior experience in manufacturing, Emily had a lot to learn in her first several weeks of work. "I had zero experience with power tools," she said. "The first two weeks was all hands-on training—learning proper safety and technique. It was intimidating at first, but now I know what I'm doing and I really like it."

Emily was a fast learner and is now an integral part of the assembly team. Despite the eight-hour days, she has still been able to balance time for school. "[Greenheck] is really on board with me continuing my education," she said. "They really encourage us in general to continue to learn."

Born and raised in Shelby, North Carolina, Emily enjoys Cleveland County's small-town character, coupled with its **proximity to major metros** like Charlotte. "I love the environment," she said. "It's small-town without feeling too small. You run into people you know around town, but you don't have to travel far to get to places like Charlotte, Spartanburg and Asheville. Any direction you go, you'll find things to do."



## 4. USE DIGITAL TO DRIVE TRAFFIC

Once the new website is created, the Northern Shenandoah Valley region should ensure local partners are aware of the new resource and share it heavily with talent. In order to drive even more mass exposure, invest in paid digital + social advertising to reach target audiences in the target markets DCI identified. You want to interrupt those who may be already looking for a new career and/or location.

The advertising copy should promote lower costs, career training and benefits.

With social media targeting capabilities, such as Facebook's you can target advertising to those looking for a new job (i.e. people who have "liked" Indeed.com), and people currently living in your target markets.

### Keywords with search volume to consider targeting with search ads:

- Best places to live in Virginia
- Shenandoah Valley Things to Do
- Living in Winchester VA
- Affordable places to live in Virginia
- Affordable places to live near DC

### URL suggestions:

[www.liveshenandoah.com](http://www.liveshenandoah.com)

[www.workshenandoah.com](http://www.workshenandoah.com)

[www.liveshenandoahnorth.com](http://www.liveshenandoahnorth.com)

[www.workshenandoahnorth.com](http://www.workshenandoahnorth.com)

[www.northernshenandoah.com](http://www.northernshenandoah.com)

## CASE STUDY:

Upstate South Carolina launched a paid search and paid social campaign on Facebook and Instagram to direct people to the jobs page of their talent website. The targeting is specific to mid-metros within five hours and feeder cities based on in-migration data. From May 20-September 2019, the paid campaigns have driven:

- 1,388 Job Views (50% of the total jobs views outside of the region)
- 19,836 Sessions (83% of all sessions from outside the Upstate region)
- 2,362 Total Conversion Events (including job views, contact clicks, outbound link clicks to company websites, video views and social button clicks)



Over 7,000 new jobs posted each month in Upstate SC.  
Find yours. >>

## 5. CONNECT YOUNG TALENT TO INTERNSHIPS

Internships are an important path to careers and an opportunity to build perceptions of your community as a great place for careers with local young talent. According to DCI’s national research 65% of the next generation have never had an internship. The Northern Shenandoah Valley region can break the campus bubble by connecting young talent to internships through a major regional “internship fair” event over winter break to prepare for summer internships.

Identify the top regional colleges/universities as well as top out-of-market schools that local students leave to attend. Collaborate with these higher partners to invite students either living in the Shenandoah Valley region, or coming home to the region for the holidays, to attend the regional internship fair event over winter break.

At the event, students will have the opportunity to hear from young professionals living in the region and working in top industries, as well as local employers, in addition to other valuable content, such as professional development tips for students to land internships and then make the most of them.

### CASE STUDY

Greater MSP hosts a “Make It. MSP.” event for 1,200 students interning for 21 different companies in the region. The event includes networking and relationship-building activities for both employers and interns and showcases why region is great for young professionals to live and work.

In addition to connecting young talent to local internships, the region should also make sure local employers are using internships to capitalize on talent. InternBR is a program designed to connect local employers to millennial talent. The program tackles the talent equation from both the student and employer side. For students interning for local companies, InternBR



According to DCI’s research of Gen Z and millennials, 65% of respondents never had an internship.”



offers an additional component – a curriculum to give interns the professional communication and leadership skills needed to excel in their current internship and ultimately, launch their career in Baton Rouge. For employers, InternBR provides workshops and consultation to take the guesswork out of the daunting task of starting an internship. After the first two workshops, 31 Baton Rouge companies committed to starting or expanding their internship program.

**Baton Rouge Area Chamber**  
October 29, 2018

Want to start or expand your company's internship program? Join BRAC for one of its InternBR Employer Workshops to learn internship program best practices. Register now: [brac.org/events](http://brac.org/events).

**INTERNBR**  
Employer Workshops

How to Start an Internship Program Tuesday, November 13	How to Expand an Internship Program Tuesday, November 27
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Hosted at the BRAC Office  
Laurel Street

Space is limited  
Register at [brac.org/events](http://brac.org/events)



## 6. CANDIDATE TOURS

DCI learned that employers are doing the process of regional tours for candidates on their own, either in-house and/or partnering with realtors. This approach is not only time-consuming to recreate for candidates, it leaves room for error—some guides may be better than others and the messages they share may be limited to the employer and its town, instead of regional.

Instead, the Northern Shenandoah Valley should offer a regional tour resource for employers to tap into when bringing candidates to visit before accepting the position.

The Northern Shenandoah Valley can train a tour guide, or a team of freelance tour guides that may also be realtors. The tours can also be promoted at events that draw visitors to the region as a paid experience—we heard that regional visitors sometimes explore housing when visiting, the tours take it one step further.

## 7. START STORYTELLING

First-hand experience and word of mouth remain the dominant factors for talent to form location impressions. In order to raise awareness of the Northern Shenandoah Valley region as a great place to live, you will need the third-party validation and larger platform that the media can provide.

Share the region's top stories that uncover why people are relocating to and visiting the Northern Shenandoah Valley:

- Pitch the Northern Shenandoah Valley as an ideal getaway to target markets (DC, Baltimore, Charlotte)—this is strategic given the strong ties between tourism and talent
- Work with media outlets that have large online audiences and social media followings
- Place stories that showcase Northern Shenandoah Valley transplants, entrepreneurs, etc.

## CASE STUDY

Greater San Marcos Partnership invited Thrillist travel writer Matt Meltzer to visit the region. During the visit, Matt had opportunities to not just experience travel assets, but actually meet with people who relocated and could speak to why the region was attracting people from nearby Austin, Texas.

The Northern Shenandoah Valley should work with tourism partners on existing media efforts to see if there are any opportunities where the talent key messages and relocation stories could be infused on storytelling.

# THRILLIST

TRAVEL

## *The Coolest Small Town in Texas Is Building a Better Austin*



By MATT MELTZER  
Published On 06/15/2018  
@mmeltzer



**But let's be honest, it's not just the refreshing river and rolling Hill Country setting that entice people to San Marcos; Austin has all that stuff, and the Greenbelt to boot. The secret might lie in the relative affordability."**

**- Thrillist**

## 8. GET TALENT ON THE GROUND

According to DCI’s research, 73% of talent in target markets that said “Yes, I would be willing to relocate to the region” were very familiar with the region and have visited several times and know it well. This means that marketing to existing visitors and reaching new visitors is an important part of Northern Shenandoah Valley’s talent strategy.

The Northern Shenandoah Valley region should also make sure its talent message is being shared at existing events that draw visitors—such as Apple Blossom Festival and GenreBlast Film Festival at the Alamo Drafthouse. The region should work with local tourism partners to identify top events that draw outsiders. Getting the talent message at these events can be as simple as setting-up a branded booth with promotional materials and someone on-hand to answer questions about living and working in the region. Make sure to offer an incentive for visitors to stop by, like a chance to win a free return trip, free food/drink, or free photo opportunities in exchange for visitors’ phone or email.

Tourism partners should also consider luring major events where the talent message can be shared as well. For example, [Reel Rock Film Tour](#), which draws 150,000+ climbing fans to the cities where the event is held.

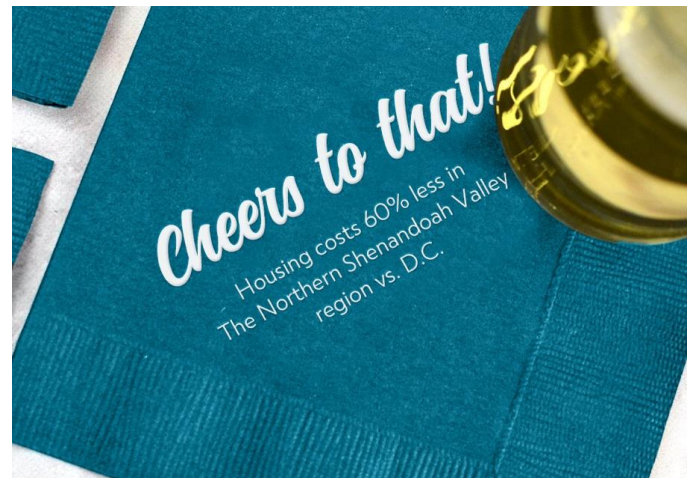
### Promote The Northern Shenandoah Valley During the Fall Getaway Frenzy

During the fall D.C. media outlets and millennials alike are itching to escape the city to find the best foliage and Instagram-friendly getaway spots, like pumpkin patches or apple orchards. Capitalize on this frenzy by solidifying the Northern Shenandoah Valley as the ideal fall getaway and creating an event and messaging that promotes the region as a great place to visit, as well as to live and work.

Create the ideal weekend for young professionals and young families to visit the Northern Shenandoah Valley.

Here are a few additional ideas for launching a brand-new event to bring DC-based talent to visit the Northern Shenandoah Valley region:

- “The Northern Shenandoah Valley launches first-ever Run for Wine 5K” or “The World’s First Wine Walkathon”
- “This is the Best Place to Celebrate Friendsgiving”
- “First-Ever National Park Social Media Scavenger Hunt”



## ADDITIONAL MARKETING IDEAS

While the top eight talent marketing tactics should be the region's priority, DCI would like to put forward a few additional ideas that address the local needs and challenges of attracting and retaining talent in the Northern Shenandoah Valley. These ideas would likely be best executed in partnership with other local organizations.

- **Newcomer events:** While some newcomer events may exist, it seemed like they could be improved and publicized through employers. Make sure newcomer events are accessible to everyone and should not require any membership or fees and provide value. For example, we heard one newcomer event in Winchester offers free food sponsored by a local restaurant.
- **Grow and connect young professional programs:** Young professional groups can be a key factor in growing and retaining young talent. However, it is very difficult to find young professional program information online for each county, plus many of them require membership. Local employers should offer to comp membership for young employees. Young professional groups can also have quarterly meet-ups across the different counties in the Northern Shenandoah Valley region. This will address the sentiment we heard from young professionals that there are not enough new places/people to interact with.
- **Pop-up entrepreneurship program:** The region's low cost of doing business and tourism assets make it an ideal canvas for entrepreneurs that want to service visitors—i.e. outdoor adventure, food and beverage, shopping. Similarly, we also heard the need for more “things to do” from young professionals. Consider launching a pop-up entrepreneurship

program for the region's downtown/main street areas that offers low cost or no cost real estate for entrepreneurs looking to relocate to the region.

- **Incentives for housing and/or training:** Address the region's two biggest challenges—housing for young professionals, and training for in-demand occupations—with targeted incentives. Incentives drive action as well as generate awareness for the region. For example, launch a first-time home buyers incentive, or a training incentive that covers or loans the initial training costs for those looking to make a location and career change.

**Initiative pays recent grads' student loans to move to Decatur**

Alabama city hatches plan to attract America's most brilliant STEM workers

### CASE STUDY:

The entrepreneurial center for rural Decatur-Morgan County, Alabama did private fundraising to launch the country's first comprehensive incentive package for STEM graduates – called “The Best and Brightest Initiative.” Since the launch four years ago, 34 young professionals have moved to Decatur.

[www.bestandbrightestdecatur.org](http://www.bestandbrightestdecatur.org)

## TALENT TOOLS FOR HR

In addition to training HR executives on the region's key messages for talents, there are a few easy tools and tactics they can start using right away:

**Commute Cost Calculator:** Use this to quantify how much a candidate may be spending currently on their commute. Talent may be turned off by lower salaries in the region—this tool can help them understand the hidden costs of commuting. HR executives should note to talent that while the commute distance varies depending on where talent chooses to live, the commute consists of open roads, not stressful stop and go traffic. [www.commutesolutions.com/commute-cost-calculator](http://www.commutesolutions.com/commute-cost-calculator)

**Sperling's Best Places:** Use the "city compare" function to showcase the differences in cost of living and other factors, such as crime rate. We recommend only HR executives use this tool, and do not share the tool with talent (sometimes negative user comments are found on community profiles). [www.bestplaces.net/compare-cities](http://www.bestplaces.net/compare-cities)

**Audit Career Pages:** All employers should self-audit the career pages of their company websites. Make sure all links are working and accurate, and that information on the location of the job is included. Ideally, employers should also list if certain positions are open to candidates without formal training, or if they are willing to train the right candidate.

### 2019 Compare Cities Overview: Winchester, VA vs Washington, DC

[Change Cities](#)

#### Highlights

- The Median Age in Washington is 3.7 years younger than in Winchester.
- Washington [housing](#) costs are 125.0% more expensive than Winchester housing costs.
- The average commute for residents of Washington is 5.3 minutes longer than it is for residents of Winchester.

## MARKETING STRATEGY EXECUTION

There is no one size fits all approach to executing talent attraction marketing programs. However, there's a few things the most successful programs have in common:

**A regional approach**—Marketing regionally not only means you have more resources to put into a program, it also means you have more to offer to talent in terms of job and lifestyle options.

**Dedicated resources**—The most effective programs have a staff member, or a team, that oversees and executes talent attraction marketing efforts. DCI strongly recommends the Northern Shenandoah Valley hire a regional Talent Director to oversee execution – a sample job description is included to the right.

**Collaborate with partners**—DCI believes that local tourism partners could be a great resource for many of the marketing assets and programs needed for talent attraction marketing. Make sure to capitalize on existing resources as much as possible.

**Employers are highly-involved and invest**—Talent attraction marketing should serve the needs of local employers. When employers invest, they not only have a stronger stake in the program, but they are streamlining talent attraction efforts they would have otherwise done on their own.

DCI recommends hosting a talent training for local HR executives and recruiters, it could be titled “Attracting Talent to the Northern Shenandoah Valley.” Inspired by Winchester CVB’s Tourism Ambassador training program, this training aims to help local employers tout the region’s location advantages to talent. The agenda could include presenting the internal and target market research findings, showcasing the talent key messages, and an update from each of the county CVB representatives and realtors to address any tough questions employers may get from talent on “things to do” and real estate. As new talent marketing assets/programs are launched, new talent trainings can be hosted to brief local employers—i.e. when the new website is launched.

# MEASUREMENT

## MEASUREMENT

At the end of the day, attracting talent is in the hands of employers—they ultimately make the decisions on job offers, training and relocation. What the economic developers within the Northern Shenandoah Valley region can do is help *market* the job and location opportunities in the region. The below metrics will help benchmark and track the success of the recommended marketing tactics in this suggested document.

**Employer Engagement & Satisfaction:** Track the number of employers engaged with the region on talent attraction efforts. After a number of talent marketing initiatives are launched, survey local employers to discover if they are finding these tools helpful and their overall ease of attracting/retaining talent (this can be anecdotal and/or hard numbers). Have employers ask new hires how they found information about the region before relocating.

**Conversations/Inquiries:** Track engagement with talent demonstrating preliminary interest in the region.

**Perceptions:** After two years of fully executing the marketing strategy, we recommend distributing the same perception surveys that we conducted at the onset of this project to the same target markets, to compare perceptions and see how you have moved the needle. Perception survey copies were provided to the Coalition separate from this document.

**Talent Website:** Track the following metrics with Google Analytics:

To Track Awareness:

- Users & New Users
- Acquisition
- Sessions
- Location

To Track Behavior:

- Session Duration
- Pages/Session
- Bounce Rate
- Top Pages
- To Track Engagement:
- Key events and conversions

Additionally, we recommend setting up custom goals to track key performance indicators (KPIs) for the website for following metrics, in addition to any other KPIs your team identifies:

- Employer key message access and downloads
- Candidate tour submissions
- Call-to-action clicks
- Outbound clicks to key pages
- Contact us submissions/email clicks



## Digital Advertising:

### Paid Search & Display Campaigns:

Impressions, Clicks and CTR (Click-Through Rate): Keeping an eye on impressions on search campaigns, especially on the keyword level, is a good way to understand how often your ads show up when targeted keywords are searched. The CTR metric illustrates how many users clicked on the ad compared to how many impressions the ad received overall. For paid search ads, the benchmark CTR is around 2.41 percent. For display campaigns, the benchmark CTR is 0.46 percent.

On-site Conversions and Engagement: Tracking important conversion events, such as contact link clicks, form submits and PDF downloads is a good way to measure the success of a campaign, as it helps understand which platform or ad is producing the most valuable users. Tracking on-page engagement data such as Bounce Rate, Time on Page and Pages per Session can also be a good indicator of how deeply users interacted with the site.

Keyword Quality Score: Keep an eye on the quality score for targeted keywords in the search campaigns. Quality scores are ranked out of 10 and provide insight into how relevant the ads and landing pages are to each keyword, with 1 being the lowest and 10 being the highest. Higher quality scores result in lower cost-per-clicks and higher placements, which typically results in more clicks. To improve a low-quality score, evaluate the relevancy of the landing pages and ads associated with each keyword.

### Paid Social:

For Facebook and Instagram paid campaigns, track performance through:

- Link clicks
- All post clicks
- Reach
- Click-through-rate (CTR)
- Conversion rate
- Amount spent
- Top metros
- On-page engagement

**Public Relations (Storytelling):** Track number of editorial placements, audience reach, key messages communicated and advertising equivalency.

**Internship Connection Events:** Number of participating employers and attending students. Over time, track number of interns that decide to live/work in the region after graduation.

**Candidate Tours:** Number of participating employers and candidates that decide to relocate to the region after experiencing a tour.

**Talent Event:** Number of participating employers, number of Facebook event RSVPs, and depending on the exact execution, number of attendee emails/numbers collected.

# TIMELINE

## SUGGESTED TIMELINE

Below is the ideal timeline for executing year one of the marketing strategy. The timing is based on DCI's experience of what other client communities have been able to execute.

### Q1 (January - March)

- Host "talent training" with local HR executives and recruiters to reveal research findings, key messages and marketing strategy
- Identify existing partners, assets and funds to execute marketing strategy
- Fundraise with local partners and employers to execute marketing strategy
- Begin search/hire new regional Director of Talent Attraction to oversee execution and if possible, Talent Marketing Manager

### Q2 (April - June)

- Begin search/select local or national firm or freelancer to build new talent website, content and manage digital advertising
- Begin search/select local or national firm or freelancer to begin public relations campaign
- New Director of Talent Attraction launches regional candidate tours and begins planning for "Fall Getaway" talent event + winter "Internship Connection" event
- Convene employers for "Career Training Network"

### Q3 (July - September)

- By end of Q3, website complete – including "Things to Do" resources and "Career Training Digital Hub" and digital advertising begins
- Continue pitching lifestyle stories to target market and national media, identify and invite media contacts for hosted press visits
- Final planning for "Fall Getaway" talent event in October or November
- Begin outreach to employer and higher-ed partners for "Internship Connection" event

### Q4 (October - December)

- Optimize website and digital advertising as-needed
- Continue pitching lifestyle stories to target market and national media, identify and invite media contacts for hosted press visits
- Final planning/hosting for "Fall Getaway" talent event in October or November
- Final planning/hosting for "Internship Connection" event during student's winter break

# HB 785 Local Taxing Authority/Meals Tax Update

by Chris Boies

# Clarke County Board of Supervisors



**Berryville Voting District**  
**Matthew E. Bass**  
**(540) 955-5175**

**Millwood Voting District**  
**Terri T. Catlett**  
**(540) 837-2328**

**Russell Voting District**  
**Doug Lawrence**  
**(540) 955-2144**

**Buckmarsh Voting District**  
**David S. Weiss – Chair**  
**(540) 955-2151**

**White Post Voting District**  
**Bev B. McKay – Vice Chair**  
**(540) 837-1331**

**County Administrator**  
**Chris Boies**  
**(540) 955-5175**

To: Board of Supervisors

From: Chris Boies

Re: Revenue Options

Date: June 2, 2020

The General Assembly approved, and the Governor has signed, a number of changes to the Code of Virginia which allow for the collection of revenues not previously authorized by counties (or increases to caps on previously approved revenue sources). Attachment 1 is a summary provided by VACO on the major changes. Attachment 2 includes the actual changes to the Code of Virginia for the meals, transient occupancy, and cigarette taxes. Clarke County, like many Virginia counties, has relied heavily on real estate and personal property taxes (together they constitute a majority of our tax revenue) to fund our operations. The purpose of this memo, and the work session, is to educate the BOS on the different options that exist.

**Meals Tax:** Counties may now impose a meals tax not to exceed 6%, without the need for a referendum (as was previously required for most counties). Meals taxes are self-reported by the business entity and paid by the consumer at the time of purchase (and usually remitted to the locality monthly). The county tax would apply only to the unincorporated areas of the county. Berryville currently has a 4% meals tax and is projecting revenue in the upcoming year of \$312,000. Attachment 3 shows the business entities in the unincorporated areas that sell meals and Attachment 4 shows data on surrounding localities that charge a meals tax and their expected revenues for FY2020. It is difficult to estimate projected revenues from the meals tax because sales from restaurants are not publicly available. A public hearing to change the Code of Clarke County would be required in order to adopt the meals tax, which can be adopted to take place on or after July 1, 2020.

**Transient Occupancy Tax:** Clarke County currently charges a 2% transient occupancy tax which was previously the maximum allowed before the legislative change this year. Based on the five-year average of collections, we estimate each 1% increase will generate \$12,500. According to the legislation, revenue collected from the tax between the rates of 2 and 5 percent must be spent on tourism promotion (anything over the 5% is considered general revenue). A list of the entities currently collecting this tax is shown on Attachment 5 (consumer pays the tax upfront). If the BOS is interested in pursuing this tax, staff recommends the Director of Economic Development & Tourism convene a working group of the impacted entities to gain their feedback on how they think the revenues should be spent. A public hearing to amend the Code of Clarke County would be required for this change, which can be effective on or after May 1, 2021.

[www.clarkecounty.gov](http://www.clarkecounty.gov)

101 Chalmers Court, Suite B

Telephone: [540] 955-5175

**Cigarette Tax:** A cigarette tax of up to 40 cents per pack is now permitted in the unincorporated areas of the county. We have no data to assist in estimating the potential revenue from this taxing source. In most localities, stores are required to buy stamps from the locality and place the stamps on the cigarettes sold (although the state is convening a work group to modernize this process). Berryville currently charges 10 cents per pack and estimates their revenue next year to be \$18,000 (although it was recently as high as \$50k). A public hearing to change the Code of Clarke County would be required to adopt the cigarette tax, which can be adopted to take place on or after July 1, 2021.

**Courthouse and Courtroom Security Fee:** Per Attachment 6, the courthouse and courtroom security fee cap has been increased from \$10 to \$20 (per criminal or traffic case). Clarke County has assessed the \$10 fee since 2007. The five year average for collections of this fee based on the current \$10 charge were \$48,731. The numbers vary slightly from year to year but the fee increase (if increased to \$20) would likely bring in an extra \$45-\$50k per year. These revenues are required to be spent on the costs of the Sheriff's Department for providing security in the courts. A public hearing would be required to amend the Code of Clarke County for this change, which can be adopted on or after July 1, 2020.

**Business, Professional, and Occupational License (BPOL) Tax:** This is not new tax authority but one currently not utilized by Clarke County. The County currently charges a flat \$30 annual business license fee but does not charge an additional amount based on gross receipts of the business entity as allowed. The tax is for businesses in the unincorporated areas of the County. According to a 2018 tax study, 51 of the 95 counties in Virginia impose this tax as well as every city (and many towns). Attachment 7 shows the rates charged by business category from the 2018 survey for counties and cities imposing the tax. Some counties only charge the rate on gross receipts exceeding an annual threshold amount (Fauquier \$200k, Frederick \$100k, and Warren \$50k as examples). We don't have any data to help us estimate potential revenue from this source. Based on budget estimates, Fauquier collects roughly \$1.5 million, Frederick \$7 million, and Warren \$875k annually from this source of revenue. A public hearing would be required to amend the Code of Clarke County to adopt the BPOL tax based on gross receipts.

## VACO Summary of Additional Taxing Authority for Counties

Legislation providing long-sought additional taxing authority for counties received final approval by the legislature at the April 22 reconvened session. [HB 785 \(Watts and Kilgore\)](#) and [SB 588 \(Hanger and Favola\)](#) were amended by the Governor to delay the provisions related to transient occupancy taxes and to clarify that the provisions dealing with cigarette taxes take effect July 1, 2021. With the legislature's acceptance of these amendments, the bills are now in final form. The bills provide important revenue diversification options to counties, and VACo is extremely grateful for the hard work of our legislative champions and the support of the Administration in securing passage of this legislation, as well as for the efforts of VACo members and partner organizations who advocated on behalf of the bills.

Key provisions of the legislation as enacted:

- Authorizes all counties to levy a tax on admissions at a rate not to exceed 10 percent, with the exception of certain counties where an additional state sales and use tax is imposed (currently this provision applies to counties in the Historic Triangle). This authority takes effect July 1, 2020.
- Authorizes all counties to impose meals taxes at a rate not to exceed 6 percent and eliminates the referendum requirement. This authority takes effect July 1, 2020; however, a locality in which a meals tax referendum failed prior to July 1, 2020, would have to wait six years after the date of the failed referendum to impose the tax.
- Authorizes all counties to levy transient occupancy taxes at rates exceeding 2 percent. The revenue derived from rates greater than 2 percent would be spent either (1) for purposes previously authorized or (2) for rates between 2 and 5 percent, for tourism promotion (as is currently required for the counties that previously secured this authority under Virginia Code § 58.1-3819). Revenue from rates greater than 5 percent may be used for general purposes. This authority takes effect May 1, 2021.
- Authorizes all counties to impose cigarette taxes at a rate not to exceed 40 cents per pack. This authority would take effect July 1, 2021. In the interim, the Department of Taxation is required to convene a stakeholder workgroup to make recommendations to modernize the process for collection of cigarette taxes. Cities and towns with rates higher than 40

cents per pack would be grandfathered at the rates in effect as of January 1, 2020.

- Directs the Division of Legislative Services to convene a workgroup of stakeholders to identify any additional technical amendments that may be necessary, and to identify differing legal authorities and responsibilities applicable to cities and counties aside from taxation, “including those related to the provision of local services and related to sovereign immunity.” Recommendations are due to the “money committees” by October 31, 2020.



# VIRGINIA ACTS OF ASSEMBLY -- 2020 RECONVENED SESSION

## CHAPTER 1214

*An Act to amend and reenact §§ 58.1-3818, 58.1-3819, 58.1-3823, as it is currently effective and as it may become effective, 58.1-3825.3, 58.1-3830, 58.1-3833, 58.1-3834, and 58.1-3840 of the Code of Virginia and to repeal §§ 58.1-3818.01, 58.1-3818.03, 58.1-3818.04, 58.1-3820, 58.1-3821, and 58.1-3831, relating to local taxing authority.*

[H 785]

Approved April 22, 2020

**Be it enacted by the General Assembly of Virginia:**

**1. That §§ 58.1-3818, 58.1-3819, 58.1-3823, as it is currently effective and as it may become effective, 58.1-3825.3, 58.1-3830, 58.1-3833, 58.1-3834, and 58.1-3840 of the Code of Virginia are amended and reenacted as follows:**

**§ 58.1-3818. Admissions tax in counties.**

A. Fairfax, Arlington, Dinwiddie, Prince George and Brunswick Counties are *Any county, except as provided in subsection C*, is hereby authorized to levy a tax on admissions charged for attendance at any event. The tax shall not exceed 10 percent of the amount of charge for admission to any such event. Notwithstanding any other provisions of law, the governing bodies of such counties shall prescribe by ordinance the terms, conditions, and amount of such tax and may classify between events conducted for charitable purposes and those events conducted for noncharitable purposes.

B. Notwithstanding the provisions of subsection A, Culpeper County and New Kent County are hereby authorized to levy a tax on admissions charged for attendance at any event as set forth in subsection A.

C. Notwithstanding the provisions of subsection A, Charlotte County, Clarke County, Madison County, Nelson County, and Sussex County are hereby authorized to levy a tax on admissions charged for attendance at any spectator event; however, a tax shall not be levied on admissions charged to participants in order to participate in any event. The tax shall not exceed 10 percent of the amount of charge for admission to any event. Notwithstanding any other provisions of law, the governing body of such county shall prescribe by ordinance the terms, conditions and amount of such tax and may classify between the events as set forth in § 58.1-3817.

D. Notwithstanding the provisions of subsections A, B and C, localities may, by ordinance, elect not to levy an admissions tax on admission to an event, provided that the purpose of the event is solely to raise money for charitable purposes and that the net proceeds derived from the event will be transferred to an entity or entities that are exempt from sales and use tax pursuant to § 58.1-609.11.

C. No tax under this section shall be authorized in any county in which a state sales and use tax, in addition to the taxes authorized pursuant to §§ 58.1-603 and 58.1-604, is imposed at a rate of at least one percent, a portion of which is dedicated to the promotion of tourism.

**§ 58.1-3819. Transient occupancy tax.**

A. 1. Any county, by duly adopted ordinance, may levy a transient occupancy tax on hotels, motels, boarding houses, travel campgrounds, and other facilities offering guest rooms rented out for continuous occupancy for fewer than 30 consecutive days. Such tax shall be in such amount and on such terms as the governing body may, by ordinance, prescribe. Such tax shall not exceed two percent of the amount of charge for the occupancy of any room or space occupied; however, Accomack County, Albemarle County, Alleghany County, Amherst County, Augusta County, Bedford County, Bland County, Botetourt County, Brunswick County, Campbell County, Caroline County, Carroll County, Craig County, Cumberland County, Dickenson County, Dinwiddie County, Floyd County, Franklin County, Frederick County, Giles County, Gloucester County, Goochland County, Grayson County, Greene County, Greensville County, Halifax County, Highland County, Isle of Wight County, James City County, King George County, Loudoun County, Madison County, Mecklenburg County, Montgomery County, Nelson County, Northampton County, Page County, Patrick County, Powhatan County, Prince Edward County, Prince George County, Prince William County, Pulaski County, Rockbridge County, Rockingham County, Russell County, Smyth County, Spotsylvania County, Stafford County, Tazewell County, Warren County, Washington County, Wise County, Wythe County, and York County may levy a transient occupancy tax not to exceed five percent; and

2. Unless otherwise provided in this article, any county that imposes a transient occupancy tax at a rate greater than two percent shall, by ordinance, provide that (i) any excess from a rate over two percent shall be designated and spent solely for such purpose as was authorized under this article prior to January 1, 2020, or (ii) if clause (i) is inapplicable, any excess from a rate over two percent but not exceeding five percent shall be designated and spent solely for tourism and travel, marketing of tourism or initiatives that, as determined after consultation with the local tourism industry organizations,

including representatives of lodging properties located in the county, attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality. *Unless otherwise provided in this article, for any county that imposes a transient occupancy tax pursuant to this section or an additional transient occupancy tax pursuant to another provision of this article, any excess over five percent, combining the rates of all taxes imposed pursuant to this article, shall not be restricted in its use and may be spent in the same manner as general revenues.* If any locality has enacted an additional transient occupancy tax pursuant to subsection C of § 58.1-3823, then the governing body of the locality shall be deemed to have complied with the requirement that it consult with local tourism industry organizations, including lodging properties. If there are no local tourism industry organizations in the locality, the governing body shall hold a public hearing prior to making any determination relating to how to attract travelers to the locality and generate tourism revenues in the locality.

B. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days in hotels, motels, boarding houses, travel campgrounds, and other facilities offering guest rooms. In addition, that portion of any tax imposed hereunder in excess of two percent shall not apply to travel campgrounds in Stafford County.

C. Nothing herein contained shall affect any authority heretofore granted to any county, city or town to levy such a transient occupancy tax. The county tax limitations imposed pursuant to § 58.1-3711 shall apply to any tax levied under this section, mutatis mutandis.

D. Any county, city or town that requires local hotel and motel businesses, or any class thereof, to collect, account for and remit to such locality a local tax imposed on the consumer may allow such businesses a commission for such service in the form of a deduction from the tax remitted. Such commission shall be provided for by ordinance, which shall set the rate thereof at no less than three percent and not to exceed five percent of the amount of tax due and accounted for. No commission shall be allowed if the amount due was delinquent.

E. All transient occupancy tax collections shall be deemed to be held in trust for the county, city or town imposing the tax.

**§ 58.1-3823. (For contingent expiration date, see Acts 2018, c. 850) Additional transient occupancy tax for certain counties.**

A. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3821,~~ Hanover County, Chesterfield County, and Henrico County may impose:

1. An additional transient occupancy tax not to exceed four percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for promoting tourism, travel or business that generates tourism or travel in the Richmond metropolitan area; and

2. An additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for expanding the Richmond Centre, a convention and exhibition facility in the City of Richmond.

3. An additional transient occupancy tax not to exceed one percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for the development and improvement of the Virginia Performing Arts Foundation's facilities in Richmond, for promoting the use of the Richmond Centre and for promoting tourism, travel or business that generates tourism and travel in the Richmond metropolitan area.

B. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3821,~~ any Any county with the county manager plan of government may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied, provided the county's governing body approves the construction of a county conference center. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for the design, construction, debt payment, and operation of such conference center.

C. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3821,~~ the The Counties of James City and York may impose an additional transient occupancy tax not to exceed \$2 per room per night for the occupancy of any overnight guest room. The tax imposed by this subsection shall not apply to travel campground sites or to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. Of the revenues generated by the tax authorized by this subsection, one-half of the revenues generated from each night of occupancy of an overnight guest room shall be deposited into the Historic Triangle Marketing Fund, created pursuant to subdivision E 1 of § 58.1-603.2, and one-half of the revenues shall be retained by the locality in which the tax is imposed.

D. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822,~~ Bedford County may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days.

The revenues collected from the additional tax shall be designated and spent solely for tourism and travel; marketing of tourism; or initiatives that, as determined after consultation with local tourism industry organizations, including representatives of lodging properties located in the county, attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality.

E. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822,~~ Botetourt County may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days.

The revenue generated and collected from the two percent tax rate increase shall be designated and expended solely for advertising the Roanoke metropolitan area as an overnight tourist destination by members of the Roanoke Valley Convention and Visitors Bureau. For purposes of this subsection, "advertising the Roanoke metropolitan area as an overnight tourism destination" means advertising that is intended to attract visitors from a sufficient distance so as to require an overnight stay.

F. The county tax limitations imposed pursuant to § 58.1-3711 shall apply to any tax levied under this section, mutatis mutandis.

G. *The authority to impose a tax pursuant to this section shall be in addition to the authority provided by the provisions of § 58.1-3819.*

**§ 58.1-3823. (For contingent effective date, see Acts 2018, c. 850) Additional transient occupancy tax for certain counties.**

A. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3821,~~ Hanover County, Chesterfield County and Henrico County may impose:

1. An additional transient occupancy tax not to exceed four percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for promoting tourism, travel or business that generates tourism or travel in the Richmond metropolitan area; and

2. An additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for expanding the Richmond Centre, a convention and exhibition facility in the City of Richmond.

3. An additional transient occupancy tax not to exceed one percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for the development and improvement of the Virginia Performing Arts Foundation's facilities in Richmond, for promoting the use of the Richmond Centre and for promoting tourism, travel or business that generates tourism and travel in the Richmond metropolitan area.

B. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3821,~~ ~~any~~ Any county with the county manager plan of government may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied, provided the county's governing body approves the construction of a county conference center. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days. The revenues collected from the additional tax shall be designated and spent for the design, construction, debt payment, and operation of such conference center.

C. 1. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3821,~~ ~~the~~ The Counties of James City and York may impose an additional transient occupancy tax not to exceed \$2 per room per night for the occupancy of any overnight guest room. The revenues collected from the additional tax shall be designated and expended solely for advertising the Historic Triangle area, which includes all of the City of Williamsburg and the Counties of James City and York, as an overnight tourism destination by the members of the Williamsburg Area Destination Marketing Committee of the Greater Williamsburg Chamber and Tourism Alliance. The tax imposed by this subsection shall not apply to travel campground sites or to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days.

2. The Williamsburg Area Destination Marketing Committee shall consist of the members as provided herein. The governing bodies of the City of Williamsburg, the County of James City, and the

County of York shall each designate one of their members to serve as members of the Williamsburg Area Destination Marketing Committee. These three members of the Committee shall have two votes apiece. In no case shall a person who is a member of the Committee by virtue of the designation of a local governing body be eligible to be selected a member of the Committee pursuant to subdivision a.

a. Further, one member of the Committee shall be selected by the Board of Directors of the Williamsburg Hotel and Motel Association; one member of the Committee shall be from The Colonial Williamsburg Foundation and shall be selected by the Foundation; one member of the Committee shall be an employee of Busch Gardens Europe/Water Country USA and shall be selected by Busch Gardens Europe/Water Country USA; one member of the Committee shall be from the Jamestown-Yorktown Foundation and shall be selected by the Foundation; one member of the Committee shall be selected by the Executive Committee of the Greater Williamsburg Chamber and Tourism Alliance; and one member of the Committee shall be the President and Chief Executive Officer of the Virginia Tourism Authority who shall serve ex officio. Each of these six members of the Committee shall have one vote apiece. The President of the Greater Williamsburg Chamber and Tourism Alliance shall serve ex officio with nonvoting privileges unless chosen by the Executive Committee of the Greater Williamsburg Chamber and Tourism Alliance to serve as its voting representative. The Executive Director of the Williamsburg Hotel and Motel Association shall serve ex officio with nonvoting privileges unless chosen by the Board of Directors of the Williamsburg Hotel and Motel Association to serve as its voting representative.

In no case shall more than one person of the same local government, including the governing body of the locality, serve as a member of the Committee at the same time.

If at any time a person who has been selected to the Committee by other than a local governing body becomes or is (a) a member of the local governing body of the City of Williamsburg, the County of James City, or the County of York, or (b) an employee of one of such local governments, the person shall be ineligible to serve as a member of the Committee while a member of the local governing body or an employee of one of such local governments. In such case, the body that selected the person to serve as a member of the Commission shall promptly select another person to serve as a member of the Committee.

3. The Williamsburg Area Destination Marketing Committee shall maintain all authorities granted by this section. The Greater Williamsburg Chamber and Tourism Alliance shall serve as the fiscal agent for the Williamsburg Area Destination Marketing Committee with specific responsibilities to be defined in a contract between such two entities. The contract shall include provisions to reimburse the Greater Williamsburg Chamber and Tourism Alliance for annual audits and any other agreed-upon expenditures. The Williamsburg Area Destination Marketing Committee shall also contract with the Greater Williamsburg Chamber and Tourism Alliance to provide administrative support services as the entities shall mutually agree.

4. The provisions in subdivision 2 relating to the composition and voting powers of the Williamsburg Area Destination Marketing Committee shall be a condition of the authority to impose the tax provided herein.

For purposes of this subsection, "advertising the Historic Triangle area" as an overnight tourism destination means advertising that is intended to attract visitors from a sufficient distance so as to require an overnight stay of at least one night.

D. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822,~~ Bedford County may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days.

The revenues collected from the additional tax shall be designated and spent solely for tourism and travel; marketing of tourism; or initiatives that, as determined after consultation with local tourism industry organizations, including representatives of lodging properties located in the county, attract travelers to the locality, increase occupancy at lodging properties, and generate tourism revenues in the locality.

E. ~~In addition to such transient occupancy taxes as are authorized by §§ 58.1-3819 through 58.1-3822,~~ Botetourt County may impose an additional transient occupancy tax not to exceed two percent of the amount of the charge for the occupancy of any room or space occupied. The tax imposed hereunder shall not apply to rooms or spaces rented and continuously occupied by the same individual or same group of individuals for 30 or more days.

The revenue generated and collected from the two percent tax rate increase shall be designated and expended solely for advertising the Roanoke metropolitan area as an overnight tourist destination by members of the Roanoke Valley Convention and Visitors Bureau. For purposes of this subsection, "advertising the Roanoke metropolitan area as an overnight tourism destination" means advertising that is intended to attract visitors from a sufficient distance so as to require an overnight stay.

F. The county tax limitations imposed pursuant to § 58.1-3711 shall apply to any tax levied under this section, mutatis mutandis.

G. *The authority to impose a tax pursuant to this section shall be in addition to the authority*

provided by the provisions of § 58.1-3819.

**§ 58.1-3825.3. Additional transient occupancy tax in Arlington County.**

In addition to ~~such~~ *the* transient occupancy taxes as ~~are~~ *tax* authorized by §§ § 58.1-3819 and 58.1-3820, beginning July 1, 2018, and ending July 1, 2021, Arlington County may impose an additional transient occupancy tax not to exceed one-fourth of one percent of the amount of the charge for the occupancy of any room or space occupied. The revenues collected from the additional tax shall be designated and spent for the purpose of promoting tourism and business travel in the county.

**§ 58.1-3830. Local cigarette taxes authorized; use of dual die or stamp to evidence payment.**

A. ~~No provision of Chapter 10 (§ 58.1-1000 et seq.) of this title shall be construed to deprive counties, cities, and towns of the right~~ *Any county, city, or town is authorized to levy taxes upon the sale or use of cigarettes; provided such county, city or town had such power prior to January 1, 1977.* The governing body of any county, city, or town ~~which~~ *that* levies a cigarette tax and permits the use of meter impressions or stamps to evidence its payment may authorize an officer of the county, city, or town or joint enforcement authority to enter into an arrangement with the Department of Taxation under which a tobacco wholesaler who so desires may use a dual die or stamp to evidence the payment of both the county, city, or town tax, and the state tax, and the Department is hereby authorized to enter into such an arrangement. The procedure under such an arrangement shall be such as may be agreed upon by and between the authorized county, city, town or joint enforcement authority officer and the Department.

B. Any county cigarette tax imposed shall not apply within the limits of any town located in such county where such town now, or hereafter, imposes a town cigarette tax. However, if the governing body of any such town shall provide that a county cigarette tax, as well as the town cigarette tax, shall apply within the limits of such town, then such cigarette tax may be imposed by the county within such town.

C. *The maximum tax rate imposed by a locality on cigarettes pursuant to the provisions of this section shall be as follows:*

1. *If such locality is (i) a city or town that, on January 1, 2020, had in effect a rate not exceeding two cents (\$0.02) per cigarette sold or (ii) a county, then the maximum rate shall be two cents (\$0.02) per cigarette sold.*

2. *If such locality is a city or town that, on January 1, 2020, had in effect a rate exceeding two cents (\$0.02) per cigarette sold, then the maximum rate shall be the rate in effect on January 1, 2020.*

**§ 58.1-3833. County food and beverage tax.**

A. 1. Any county is hereby authorized to levy a tax on food and beverages sold, for human consumption, by a restaurant, as such term is defined in § 35.1-1, not to exceed ~~four~~ *six* percent of the amount charged for such food and beverages. Such tax shall not be levied on food and beverages sold through vending machines or by (i) boardinghouses that do not accommodate transients; (ii) cafeterias operated by industrial plants for employees only; (iii) restaurants to their employees as part of their compensation when no charge is made to the employee; (iv) volunteer fire departments and volunteer emergency medical services agencies; nonprofit churches or other religious bodies; or educational, charitable, fraternal, or benevolent organizations the first three times per calendar year and, beginning with the fourth time, on the first \$100,000 of gross receipts per calendar year from sales of food and beverages (excluding gross receipts from the first three times), as a fundraising activity, the gross proceeds of which are to be used by such church, religious body or organization exclusively for nonprofit educational, charitable, benevolent, or religious purposes; (v) churches that serve meals for their members as a regular part of their religious observances; (vi) public or private elementary or secondary schools or institutions of higher education to their students or employees; (vii) hospitals, medical clinics, convalescent homes, nursing homes, or other extended care facilities to patients or residents thereof; (viii) day care centers; (ix) homes for the aged, infirm, handicapped, battered women, narcotic addicts, or alcoholics; or (x) age-restricted apartment complexes or residences with restaurants, not open to the public, where meals are served and fees are charged for such food and beverages and are included in rental fees. Also, the tax shall not be levied on food and beverages: (a) when used or consumed and paid for by the Commonwealth, any political subdivision of the Commonwealth, or the United States; ~~or~~ (b) provided by a public or private nonprofit charitable organization or establishment to elderly, infirm, blind, handicapped, or needy persons in their homes, or at central locations; or (c) provided by private establishments that contract with the appropriate agency of the Commonwealth to offer food, food products, or beverages for immediate consumption at concession prices to elderly, infirm, blind, handicapped, or needy persons in their homes or at central locations.

2. Grocery stores and convenience stores selling prepared foods ready for human consumption at a delicatessen counter shall be subject to the tax, for that portion of the grocery store or convenience store selling such items.

3. ~~This tax shall be levied only if the tax is approved in a referendum within the county which shall be held in accordance with § 24.2-684 and initiated either by a resolution of the board of supervisors or on the filing of a petition signed by a number of registered voters of the county equal in number to 10 percent of the number of voters registered in the county, as appropriate on January 1 of the year in~~

which the petition is filed with the court of such county. However, no referendum initiated by a resolution of the board of supervisors shall be authorized in a county in the three calendar years subsequent to the electoral defeat of any referendum held pursuant to this section in such county. The clerk of the circuit court shall publish notice of the election in a newspaper of general circulation in the county once a week for three consecutive weeks prior to the election. If the voters affirm the levy of a local meals tax, the tax shall be effective in an amount and on such terms as the governing body may by ordinance prescribe. If such resolution of the board of supervisors or such petition states for what projects and/or purposes the revenues collected from the tax are to be used, then the question on the ballot for the referendum shall include language stating for what projects and/or purposes the revenues collected from the tax are to be used.

4. Any referendum held for the purpose of approving a county food and beverage tax pursuant to this section shall, in the language of the ballot question presented to voters, contain the following text in a paragraph unto itself: "If this food and beverage tax is adopted and a maximum tax rate of four percent is imposed, then the total tax imposed on all prepared food and beverage shall be ...." followed by the total, expressed as a percentage, of all existing ad valorem taxes applicable to the transaction added to the four percent county food and beverage tax to be approved by the referendum.

5. Notwithstanding any other provision of this section, if a county that has not imposed a county food and beverage tax adopts an ordinance or resolution pursuant to subdivision 1 of § 15.2-2607 providing for the payment of the principal and premium, if any, and interest on bonds issued in accordance with the Public Finance Act (§ 15.2-2600 et seq.) from revenue collected from a county food and beverage tax, then the ballot may provide, as a single question:

- a. The purpose or purposes of the bonds to be issued;
- b. The estimated maximum amount of such bonds proposed in the notice required in subsection A of § 15.2-2606;
- c. The request for approval by the voters of a county food and beverage tax authorized and levied in accordance with subdivision 3;
- d. The language required to be included in the ballot question as set forth in subdivision 4; and
- e. An explanation that the bonds shall be issued only if the county food and beverage tax is approved in the referendum.

Any referendum placed on the ballot pursuant to this subdivision 5 shall be submitted according to the procedures specified in § 24.2-684.

The term "beverage" as set forth herein shall mean alcoholic beverages as defined in § 4.1-100 and nonalcoholic beverages served as part of a meal. The tax shall be in addition to the sales tax currently imposed by the county pursuant to the authority of Chapter 6 (§ 58.1-600 et seq.). Collection of such tax shall be in a manner prescribed by the governing body.

B. Notwithstanding the provisions of subsection A, Roanoke County, Roekbridge County, Frederick County, Arlington County, and Montgomery County are hereby authorized to levy a tax on food and beverages sold for human consumption by a restaurant, as such term is defined in § 35.1-1 and as modified in subsection A and subject to the same exemptions, not to exceed four percent of the amount charged for such food and beverages, provided that the governing body of the respective county holds a public hearing before adopting a local food and beverage tax, and the governing body by unanimous vote adopts such tax by local ordinance. The tax shall be effective in an amount and on such terms as the governing body may by ordinance prescribe.

C. Nothing herein contained shall affect any authority heretofore granted to any county, city, or town to levy a meals tax. The county tax limitations imposed pursuant to § 58.1-3711 shall apply to any tax levied under this section, mutatis mutandis. All food and beverage tax collections and all meals tax collections shall be deemed to be held in trust for the county, city, or town imposing the applicable tax. The wrongful and fraudulent use of such collections other than remittance of the same as provided by law shall constitute embezzlement pursuant to § 18.2-111.

D. No county which has heretofore adopted an ordinance pursuant to subsection A shall be required to submit an amendment to its meals tax ordinance to the voters in a referendum.

E. Notwithstanding any other provision of this section, no locality shall levy any tax under this section upon (i) that portion of the amount paid by the purchaser as a discretionary gratuity in addition to the sales price; (ii) that portion of the amount paid by the purchaser as a mandatory gratuity or service charge added by the restaurant in addition to the sales price, but only to the extent that such mandatory gratuity or service charge does not exceed 20 percent of the sales price; or (iii) alcoholic beverages sold in factory sealed containers and purchased for off-premises consumption or food purchased for human consumption as "food" is defined in the Food Stamp Act of 1977, 7 U.S.C. § 2012, as amended, and federal regulations adopted pursuant to that act, except for the following items: sandwiches, salad bar items sold from a salad bar, prepackaged single-serving salads consisting primarily of an assortment of vegetables, and nonfactory sealed beverages.

#### § 58.1-3834. Apportionment of food and beverage or meals tax.

In any case where a business is located partially within two or more local jurisdictions by reason of the boundary line between the local jurisdictions passing through such place of business, and one or

more of the local jurisdictions imposes the food and beverage or meals tax, the tax rate shall be computed by applying the apportionment formula in § 58.1-3709 to the food and beverage or meals tax rate of each applicable local jurisdiction. Such apportioned rate shall be rounded to the nearest one-half percent; ~~provided, the total tax rate shall not exceed the rate authorized in § 58.1-3833.~~

**§ 58.1-3840. Certain excise taxes permitted.**

A. The provisions of Chapter 6 (§ 58.1-600 et seq.) to the contrary notwithstanding, any city or town having general taxing powers established by charter pursuant to or consistent with the provisions of § 15.2-1104 *and, to the extent authorized in this chapter, any county* may impose excise taxes on cigarettes, admissions, transient room rentals, meals, and travel campgrounds. No such taxes on meals may be imposed on (i) that portion of the amount paid by the purchaser as a discretionary gratuity in addition to the sales price of the meal; (ii) that portion of the amount paid by the purchaser as a mandatory gratuity or service charge added by the restaurant in addition to the sales price of the meal, but only to the extent that such mandatory gratuity or service charge does not exceed 20 percent of the sales price; or (iii) food and beverages sold through vending machines or on any tangible personal property purchased with food coupons issued by the United States Department of Agriculture under the Food Stamp Program or drafts issued through the Virginia Special Supplemental Food Program for Women, Infants, and Children. No such taxes on meals may be imposed when sold or provided by (a) restaurants, as such term is defined in § 35.1-1, to their employees as part of their compensation when no charge is made to the employee; (b) volunteer fire departments and volunteer emergency medical services agencies; nonprofit churches or other religious bodies; or educational, charitable, fraternal, or benevolent organizations, the first three times per calendar year and, beginning with the fourth time, on the first \$100,000 of gross receipts per calendar year from sales of meals (excluding gross receipts from the first three times), as a fundraising activity, the gross proceeds of which are to be used by such church, religious body or organization exclusively for nonprofit educational, charitable, benevolent, or religious purposes; (c) churches that serve meals for their members as a regular part of their religious observances; (d) public or private elementary or secondary schools or institutions of higher education to their students or employees; (e) hospitals, medical clinics, convalescent homes, nursing homes, or other extended care facilities to patients or residents thereof; (f) day care centers; (g) homes for the aged, infirm, handicapped, battered women, narcotic addicts, or alcoholics; or (h) age-restricted apartment complexes or residences with restaurants, not open to the public, where meals are served and fees are charged for such food and beverages and are included in rental fees.

Also, the tax shall not be levied on meals: (1) when used or consumed and paid for by the Commonwealth, any political subdivision of the Commonwealth, or the United States; (2) provided by a public or private nonprofit charitable organization or establishment to elderly, infirm, blind, handicapped, or needy persons in their homes, or at central locations; or (3) provided by private establishments that contract with the appropriate agency of the Commonwealth to offer food, food products, or beverages for immediate consumption at concession prices to elderly, infirm, blind, handicapped, or needy persons in their homes or at central locations.

In addition, as set forth in § 51.5-98, no blind person operating a vending stand or other business enterprise under the jurisdiction of the Department for the Blind and Vision Impaired and located on property acquired and used by the United States for any military or naval purpose shall be required to collect and remit meals taxes.

B. Notwithstanding any other provision of this section, no city or town shall levy any tax under this section upon alcoholic beverages sold in factory sealed containers and purchased for off-premises consumption or food purchased for human consumption as "food" is defined in the Food Stamp Act of 1977, 7 U.S.C. § 2012, as amended, and federal regulations adopted pursuant to that act, except for the following items: sandwiches, salad bar items sold from a salad bar, prepackaged single-serving salads consisting primarily of an assortment of vegetables, and nonfactory sealed beverages.

C. Any city or town that is authorized to levy a tax on admissions may levy the tax on admissions paid for any event held at facilities that are not owned by the city or town at a lower rate than the rate levied on admissions paid for any event held at its city- or town-owned civic centers, stadiums, and amphitheatres.

D. [Expired.]

**2. That §§ 58.1-3818.01, 58.1-3818.03, and 58.1-3818.04 of the Code of Virginia are repealed; that §§ 58.1-3820 and 58.1-3821 of the Code of Virginia are repealed effective May 1, 2021; and that § 58.1-3831 of the Code of Virginia is repealed effective July 1, 2021.**

**3. That the provisions of this act amending §§ 58.1-3819, 58.1-3823, as it is currently effective and as it may become effective, and 58.1-3825.3 of the Code of Virginia shall become effective May 1, 2021, and that the provisions of this act amending § 58.1-3830 of the Code of Virginia shall become effective on July 1, 2021.**

**4. That notwithstanding the provisions of this act, no county that held a referendum pursuant to § 58.1-3833 of the Code of Virginia prior to July 1, 2020, that was defeated may impose a tax pursuant to § 58.1-3833 of the Code of Virginia until six years after the date of such referendum, unless a successful referendum was held after the defeated referendum and before July 1, 2020.**

5. That the Division of Legislative Services (the Division) shall convene a work group of stakeholders to identify and make recommendations as to other amendments necessary, including repealing obsolete provisions and making technical amendments to existing provisions, to the Code of Virginia to effectuate the provisions of this act. The Division also shall identify the different legal authorities and requirements that apply to cities and counties that are not related to taxation, including those related to the provision of local services and related to sovereign immunity. The Division shall submit a summary of its recommendations and a draft of any recommended changes to the Chairmen of the House Committees on Appropriations and Finance and the Senate Committee on Finance and Appropriations no later than October 31, 2020.

6. That the Department of Taxation (the Department) shall convene a work group of stakeholders to identify and make recommendations for (i) modernizing the process for using stamps to certify that tax has been paid on cigarettes and (ii) unifying the stamping process so that it is administered solely by the Department of Taxation. The Department shall submit a summary of its recommendations, including any proposed amendments to the Code of Virginia, to the Chairmen of the House Committees on Appropriations and Finance and the Senate Committee on Finance and Appropriations no later than October 31, 2020.



# Clarke County Board of Supervisors



**Berryville Voting District**  
**Matthew E. Bass**  
 (540) 955-5175

**Millwood Voting District**  
**Terri T. Catlett**  
 (540) 837-2328

**Russell Voting District**  
**Doug Lawrence**  
 (540) 955-2144

**Buckmarsh Voting District**  
**David S. Weiss – Chair**  
 (540) 955-2151

**White Post Voting District**  
**Bev B. McKay – Vice Chair**  
 (540) 837-1331

**County Administrator**  
**Chris Boies**  
 (540) 955-5175

Vendor	Location
7/11	Rout 7 & Tripple J Road
7/11	Route 7 & Kimble Road
7/11	Route 522 & Route 277
B'Ville Apiary	Berryville
Freedom Funnel Cakes (Food Truck)	Waterloo
Handi-Mart (to include Baskin Robins, Dunkin Donuts, Subway)	Route 50 & Route 340
Hog-It-Up BBQ	Bluemont
Horseshoe Curve	Route 7 & Pine Grove Road
Jim's Country Store	Front Royal
L'Auberge Provencale	Route 340
Locke store	Millwood
Lone Oak	Route 50 & Route 340
Mackintosh Farm Market	Russell Road - Berryville
McDonalds	Route 50 & Route 340
Mt. Airy Farm Market	Route 50 & Route 340
Nalls Farm Market	Route 7 & Chilly Hollow Road
Pine Grove Restaurant	Route 7 & Pine Grove Road
Route 340 Fuel Depot	Route 340
Sheetz	Route 50 & Route 340
The Buttery	Millwood
The Drippity Cone Ice cream	Route 50 & Route 340
Trey's Chips	Route 50 & Route 340
Village Pizza	Route 7 & Pine Grove Road

# Clarke County Board of Supervisors



**Berryville Voting District**  
**Matthew E. Bass**  
 (540) 955-5175

**Millwood Voting District**  
**Terri T. Catlett**  
 (540) 837-2328

**Russell Voting District**  
**Doug Lawrence**  
 (540) 955-2144

**Buckmarsh Voting District**  
**David S. Weiss – Chair**  
 (540) 955-2151

**White Post Voting District**  
**Bev B. McKay – Vice Chair**  
 (540) 837-1331

**County Administrator**  
**Chris Boies**  
 (540) 955-5175

Below are the compiled results of research into surrounding jurisdictions who impose a meals tax and their generated revenue.

Locality	Tax Rate	FY 2020 Budgeted
Augusta County	4.0%	\$ 2,550,000
Bath County	4.0%	\$ 905,907
Berryville, Town of	4.0%	\$ 265,000
Frederick County	4.0%	\$ 7,156,032
Harrisonburg, City of	7.0%	\$ 14,389,000
Leesburg, Town of	3.5%	\$ 5,815,000
Middletown, Town of	5.0%	\$ 161,000
Page County	4.0%	\$ 280,000
Rockingham County	4.0%	\$ 1,300,000
Staunton, City of	7.0%	\$ 4,600,000
Stephens City, Town of	5.0%	\$ 138,000
Strasburg, Town of	6.0%	\$ 778,973
Warren County	4.0%	\$ 1,000,000
Waynesboro, City of	7.0%	\$ 37,600,000
Winchester, City of	6.0%	\$ 8,600,000
Woodstock, Town of	6.0%	\$ 1,520,280
Warrenton, Town of	4.0%	\$ 2,765,000

## Entities Currently Paying Transient Occupancy Tax

Airbnb

Crossed Racquets Inn

Foxglove Retreat

Mountain Lake Campground

L'Auberge

Project Hope

Rosemont Manor

Smithfield Farm

Waypoint House B&B

# VIRGINIA ACTS OF ASSEMBLY -- 2020 SESSION

## CHAPTER 602

*An Act to amend and reenact § 53.1-120 of the Code of Virginia, relating to courthouse and courtroom security; assessment.*

[S 149]

Approved April 2, 2020

**Be it enacted by the General Assembly of Virginia:**

**1. That § 53.1-120 of the Code of Virginia is amended and reenacted as follows:**

**§ 53.1-120. Sheriff to provide for courthouse and courtroom security; designation of deputies for such purpose; assessment.**

A. Each sheriff shall ensure that the courthouses and courtrooms within his jurisdiction are secure from violence and disruption and shall designate deputies for this purpose. A list of such designations shall be forwarded to the Director of the Department of Criminal Justice Services.

B. The chief circuit court judge, the chief general district court judge and the chief juvenile and domestic relations district court judge shall be responsible by agreement with the sheriff of the jurisdiction for the designation of courtroom security deputies for their respective courts. If the respective chief judges and sheriff are unable to agree on the number, type and working schedules of courtroom security deputies for the court, the matter shall be referred to the Compensation Board for resolution in accordance with existing budgeted funds and personnel.

C. The sheriff shall have the sole responsibility for the identity of the deputies designated for courtroom security.

D. Any county or city, through its governing body, may assess a sum not in excess of ~~\$10~~ \$20 as part of the costs in each criminal or traffic case in its district or circuit court in which the defendant is convicted of a violation of any statute or ordinance. If a town provides court facilities for a county, the governing body of the county shall return to the town a portion of the assessments collected based on the number of criminal and traffic cases originating and heard in the town. The imposition of such assessment shall be by ordinance of the governing body that may provide for different sums in the circuit courts and district courts. The assessment shall be collected by the clerk of the court in which the case is heard, remitted to the treasurer of the appropriate county or city and held by such treasurer to be appropriated by the governing body to the sheriff's office. The assessment shall be used solely for the funding of courthouse security personnel, and, if requested by the sheriff, equipment and other personal property used in connection with courthouse security.

# CARES Funds & Covid-19 Update

by Felicia Hart

# Committee Update on the Berryville/ Clarke County Joint Committee on Economic Development & Tourism

By Chris Boies



## County of Clarke Economic Development Advisory Committee

*Jim Barb, Chris Bates, Christy Dunkle, Christina Kraybill, John Milleson,  
Elizabeth Pritchard, Lee Sheaffer, David Weiss*

### 2020 Meeting Schedule

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January 29

March 18

May 20

July 15

September 16

November 18

December 16 [*Annual Business Tour*]

January 20, 2021 – Organizational Meeting

**Third Wednesday at 1:00 pm  
Berryville Clarke County Government Center  
Meeting Room AB**

# Clarke County Economic Development Advisory Committee

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**Adjourn**



## Reports in Packet:

- 2020 Building Department Monthly Reports
  - New Single Family Dwellings
  - Building Inspections
  - Project Application Report
- EDAC Follow-up Items Status Report
- Industrial Development Authority January 23, 2020, Minutes
- Berryville/Clarke County Joint Committee on Economic Development and Tourism February 12, 2020, Minutes
- Berryville/Clarke County Joint Committee on Economic Development and Tourism May 1, 2020, Minutes

Building Department - Clarke County  
New Single Family Dwellings 2020

	Battletown	Berryville	Boyce	Chapel	Greenway	Longmarsh	TOTAL	COMMENTS			
January			2	2	1		5				
February	1		3	1			5				
March	1	1			1	4	7				
April					1		1				
May				2		1	3				
June				1			1				
July											
August											
September											
October											
November											
December											
TOTAL	2	1	5	6	3	5	22				

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Clarke County  
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Sewer Line	06/01/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14481	A
Water Line	06/01/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14482	A
Footings	06/01/20	BT	P	Deck/Porch	BYC	BYC	323 LIMESTONE CT	BRAZIL AOIFE ELIZABETH	14405	A
Framing	06/01/20	BT	P	Rmdl Res	BYC	BYC	332 BELINDA CT	MERCER MICHAEL	13468	A
Footings	06/01/20	BT	P	NRSF	BLMT	CHPL	86 POSTON LN	MILLER MACKENZIE	14242	A
Footings	06/01/20	BT	P	Add Res	BYC	GNWY	3439 SWIFT SHOALS RD	GIROUX TERRENCE & BARBA	14387	A
Final Closing Electr	06/01/20	BT	P	Add Res	BLMT	BLTN	17559 RAVEN ROCKS RD	ROCHE ROBERT P	14467	A
Electrical Rough In	06/01/20	BT	P	Rmdl Res	BYC	BYC	332 BELINDA CT	MERCER MICHAEL	14446	A
Electrical Rough In	06/01/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	14464	A
Plumbing Rough In	06/01/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	14465	A
Mechanical Rough In	06/01/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	14466	A
Framing	06/01/20	BT	F	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	13376	A
Final Closing Buildi	06/01/20	BT	P	Add Res	BLMT	BLTN	17559 RAVEN ROCKS RD	ROCHE ROBERT P	13998	A
Final Closing Buildi	06/01/20	BT	P	Demolition	BYC	BYC	121 WEST CRESCENT ST	KIMBROUGH TARA H A	14129	A
Final Closing Buildi	06/01/20	BT	P	Add Res	BYC	CHPL	2953 PYLETOWN RD	ELTINGE JANET W TRUSTEE	14485	A
Electric Service	06/02/20	BT	P	ELEC RES	BYC	CHPL	346 SALEM CHURCH RD	GERENSKI EMILY	14471	A
Final Closing Electr	06/02/20	BT	F	ELEC RES	BYC	CHPL	346 SALEM CHURCH RD	GERENSKI EMILY	14472	A
Concrete Form	06/02/20	BT	P	NRSF	BLMT	CHPL	86 POSTON LN	MILLER MACKENZIE	14483	A
Electric Service	06/02/20	BT	P	ELEC RES	BVL	LNGM	1752 SUMMIT POINT RD	JOHNSON KENNETH M & MAR	14359	A
Final Closing Electr	06/02/20	BT	F	ELEC RES	BVL	LNGM	1752 SUMMIT POINT RD	JOHNSON KENNETH M & MAR	14360	A
Shower Pan	06/02/20	BT	P	NRSF	BYC	CHPL	620 TILTHAMMER MILL RD	NISWANDER RICHARD S	14501	A
Insulation	06/03/20	BT	P	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	11976	A
Gas Tank	06/03/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	14379	A
Gas Line Pressure Te	06/03/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	14380	A
Footings Porch/Deck	06/03/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	14342	A
Footings	06/03/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	13730	A
Footings	06/03/20	BT	P	Add Res	BVL	BVL	320 SOUTH CHURCH ST	BROWN COLIN R & DEVENEY	14151	A
Final Closing Electr	06/03/20	BT	P	Add Res	BVL	BVL	6 RICE ST	BASS MATTHEW E & KELBI	14502	A
Electric Service	06/03/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14511	A
Final Closing Electr	06/03/20	BT	F	Accessory	BYC	CHPL	3057 CALMES NECK LN	KING-GILBERT JAKE & JAN	14504	A
Electric Service	06/03/20	BT	F	ELEC RES	BVL	LNGM	651 NOBLE LN	UPDYKE JERRY L & WINIFR	14506	A
Final Closing Electr	06/03/20	BT	F	ELEC RES	BVL	LNGM	651 NOBLE LN	UPDYKE JERRY L & WINIFR	14507	A
Final Closing Plumbi	06/03/20	BT	P	Add Res	BVL	BVL	6 RICE ST	BASS MATTHEW E & KELBI	14503	A
Final Closing Buildi	06/03/20	BT	P	Add Res	BVL	BVL	6 RICE ST	BASS MATTHEW E & KELBI	11609	A
Final Closing Electr	06/04/20	BT	P	Nw Commrc1	BVL	BVL	16 ROSEMONT MANOR LN	GENDA LAND HOLDINGS LLC	14522	A
Final Closing Buildi	06/04/20	BT	P	Nw Commrc1	BVL	BVL	16 ROSEMONT MANOR LN	GENDA LAND HOLDINGS LLC	14523	A
Electric Service	06/04/20	BT	P	ELEC RES	BVL	LNGM	1151 SENEY RD	BUTLER JOHN W & TAMMY K	14540	A
Gas Tank	06/04/20	BT	P	NRSF	BVL		5674 HARRY BYRD HWY	WARFIELD HOMES INC	14519	A
Gas Line Pressure Te	06/04/20	BT	P	NRSF	BVL		5674 HARRY BYRD HWY	WARFIELD HOMES INC	14520	A
Ditch Electric	06/04/20	BT	P	Garage	BVL	BVL	114 EAST MAIN ST	MCINTYRE GLENN C	14525	A
Slab Porch/Deck	06/04/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	14526	A
Framing	06/04/20	BT	F	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13096	A
Final Closing Electr	06/04/20	BT	P	ELEC RES	BVL	LNGM	651 NOBLE LN	UPDYKE JERRY L & WINIFR	2428	A
Footings	06/04/20	BT	P	Deck/Porch	BVL	BVL	405 WALNUT ST	COSGROVE DELORES	14046	A
Final Closing Plumbi	06/04/20	BT	F	Add Res	BYC	CHPL	3269 BISHOP MEADE RD	SEMMELE DAVID S	14524	A
Electrical Rough In	06/04/20	BT	P	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13098	A
Plumbing Rough In	06/04/20	BT	P	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13102	A
Mechanical Rough In	06/04/20	BT	P	NRSF	GNWY		2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13104	A
Backfill	06/05/20	BT	P	NRSF	BLMT	CHPL	86 POSTON LN	MILLER MACKENZIE	14530	A
Electric Service	06/05/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14541	A
Drain Tile	06/05/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14538	A
Insulation	06/05/20	BT	P	Rmdl Res	BVL	LNGM	845 WADESVILLE RD	ERMINI LISA	13377	A

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Clarke County  
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Erosion & Sediment C	06/08/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14554	A
Erosion & Sediment C	06/08/20	BT	P	NRSF			51 ASPEN LN	RUMEL INC	14556	A
Erosion & Sediment C	06/08/20	BT	P	NRSF			54 CUNNINGHAM LN	DUVALL PEGGY S	14557	A
Erosion & Sediment C	06/08/20	BT	P	NRSF	BVL	BLTN	280 GLEN OWEN LN	TRUMP BRIAN	14555	A
Erosion & Sediment C	06/08/20	BT	P	NRSF	PRS	CHPL	21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14558	A
FOUNDATION	06/08/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14552	A
Insulation	06/09/20	BT	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13644	A
Ditch Electric	06/09/20	BT	P	ELEC RES	BVL	CHPL	2869 PARSHALL RD	KELLY BRIAN & PAMELA	14512	A
Gas Line Pressure Te	06/09/20	BT	P	Gas Per-R	BLMT	BLTN	11 GOOD SHEPHERD RD	SANDALA DENNIS L & MARY	14561	A
Conduit	06/09/20	BT	P	ELEC RES	BVL	CHPL	2869 PARSHALL RD	KELLY BRIAN & PAMELA	14513	A
Gas Tank	06/09/20	BT	P	Gas Per-R	BLMT	BLTN	11 GOOD SHEPHERD RD	SANDALA DENNIS L & MARY	14560	A
Footings	06/09/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14559	A
Electric Service	06/09/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14553	A
Footings	06/09/20	BT	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14061	A
Final Closing Electr	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12917	A
Final Closing Plumbi	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12920	A
Final Closing Mechan	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12922	A
Final Closing Buildi	06/09/20	BT	P	NRSF	BYC	BYC	345 UPTON CT	RICHMOND AMERICAN HOMES	12923	A
Electric Service	06/10/20	BT	P	ELEC RES	PRS	CHPL	231 SLATE RIDGE LN	HARE IAN W	14563	A
Footings	06/10/20	BT	P	Add Res	BVL	CHPL	2200 SENSENY RD	MORRIS MICHAEL F	13783	A
Insulation	06/10/20	BT	P	NRSF		GNWY	2708 MILLWOOD RD	BALLENGER WILLIAM & AMY	13097	A
Plumbing Rough In	06/10/20	BT	P	Rmdl Res	BYC	BYC	200 NORTH GREENWAY AVE	HUNTINGDON GATE HOUSE L	14576	A
Gas Line Pressure Te	06/10/20	BT	P	NRSF	PRS	CHPL	21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14572	A
Final Closing Electr	06/10/20	BT	P	ELEC RES	BVL	LNGM	1151 SENSENY RD	BUTLER JOHN W & TAMMY K	14573	A
Gas Tank	06/10/20	BT	P	NRSF	PRS	CHPL	21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14571	A
Gas Rough In	06/11/20	BT	P	Gas Per-R	BLMT		124 GROUSE RIDGE LN	DOUBLE WOOD FARM LLC	14515	A
Gas Line Pressure Te	06/11/20	BT	P	Gas Per-R	BLMT		124 GROUSE RIDGE LN	DOUBLE WOOD FARM LLC	14517	A
Water Line	06/11/20	BT	P	NRSF	BVL		305 FIRST ST	HURTADO PEDRO	14577	A
Final Closing Electr	06/11/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14582	A
Framing	06/11/20	BT	P	Deck/Porch	BYC	BYC	323 LIMESTONE CT	BRAZIL AOIFE ELIZABETH	14406	A
Final Closing Buildi	06/11/20	BT	P	Deck/Porch	BYC	BYC	323 LIMESTONE CT	BRAZIL AOIFE ELIZABETH	14407	A
Slab Garage/Carport	06/11/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14579	A
Framing Porch/Deck	06/11/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14580	A
Slab Porch/Deck	06/11/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14581	A
Sewer Line	06/11/20	BT	P	NRSF	BVL		305 FIRST ST	HURTADO PEDRO	14578	A
Concrete Form	06/11/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14568	A
Slab	06/11/20	BT	P	Add Res	BLMT	BLTN	203 KELLY LN	LANDMESSER MICHAEL TODD	14607	A
Final Closing Electr	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13303	A
Final Closing Plumbi	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13306	A
Final Closing Mechan	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13308	A
Final Closing Buildi	06/12/20	BT	P	NRSF	BYC		237 PLEASANT HILL DR	RICHMOND AMERICAN HOMES	13309	A
Framing	06/12/20	BT	P	Rmdl Res	BVL	LNGM	405 TRIPLE J RD	ZIERCHER JOHN R JR & K	13270	A
Electrical Rough In	06/12/20	BT	P	Rmdl Res	BVL	LNGM	405 TRIPLE J RD	ZIERCHER JOHN R JR & K	14610	A
Draintile	06/15/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14613	A
Backfill	06/15/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14614	A
Waterproofing/Pargin	06/15/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14615	A
Plumbing Groundworks	06/15/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	13736	A
Insulation	06/16/20	BT	P	Rmdl Res	BVL	LNGM	405 TRIPLE J RD	ZIERCHER JOHN R JR & K	13271	A
Electric Service	06/16/20	BT	P	Elec Per-C	BVL	LNGM	1025 WEST MAIN ST	GT COMMERCIAL INVESTMEN	14627	A
Final Closing Electr	06/16/20	BT	P	Elec Per-C	BVL	LNGM	1025 WEST MAIN ST	GT COMMERCIAL INVESTMEN	14628	A
Electric Service	06/16/20	BT	P	ELEC RES	BVL	BVL	107 BLUE RIDGE ST	OWENS DARIN L	14618	A
Slab Garage/Carport	06/16/20	BT	P	Garage	BVL	BVL	114 EAST MAIN ST	MCINTYRE GLENN C	14621	A

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Clarke County  
INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Framing	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13832	A
Final Closing Plumbi	06/16/20	BT	P	Add Res	BYC	CHPL	3269 BISHOP MEADE RD	SEMMELE DAVID S	14624	A
Electrical Rough In	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13834	A
Electric Service	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13835	A
Plumbing Rough In	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13838	A
Mechanical Rough In	06/16/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13840	A
Slab Basement	06/16/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14622	A
Slab Garage/Carport	06/16/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14623	A
Erosion & Sediment C	06/18/20	BT	P	NRSF	BVL		1105 MOOSE RD	SPADAFORA STACY ELIZABE	14680	A
Erosion & Sediment C	06/18/20	BT	P	NRSF	BVL		138 KAVE LN	DAVIS SAMUEL LEWIS	14679	A
Pool Barrier	06/18/20	BT	P	SPIG	CLK	CHPL	1980 TRIPLE J RD	LEMARR RONALD L & SUSAN	11788	A
Final Closing Buildi	06/18/20	BT	P	SPIG	CLK	CHPL	1980 TRIPLE J RD	LEMARR RONALD L & SUSAN	11789	A
Pool Barrier	06/18/20	BT	P	SPAG	BVL	BVL	217 LIBERTY ST	217 LIBERTY STREET LLC	14666	A
Final Closing Buildi	06/18/20	BT	P	SPAG	BVL	BVL	217 LIBERTY ST	217 LIBERTY STREET LLC	14667	A
Insulation	06/18/20	BT	P	NRSF	BVL	BVL	728 EAST MAIN ST	CAPITAL BUILDERS LLC	13833	A
Slab Garage/Carport	06/18/20	BT	P	Accessory	BLMT	CHPL	505 FROGTOWN RD	ELSEA CHAD STEPHEN & BR	14676	A
Final Closing Buildi	06/18/20	BT	P	Rmdl Res	BYC	GNWY	1260 GINNS RD	OPEQUON ENTERPRISES LLC	14459	A
Footings	06/18/20	BT	P	Deck/Porch	BVL	LNGM	60 DAIRY LN	STILES JOHN STEVEN JR &	14668	A
Final Closing Plumbi	06/18/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14677	A
Final Closing Mechan	06/18/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	14678	A
Final Closing Buildi	06/18/20	BT	P	Rmdl Res	BVL	BVL	116 BATTLETOWN DR	LAKE & LAUTEN REAL ESTA	12987	A
Electric Service	06/19/20	BT	P	ELEC RES	BLMT	BLTN	203 EAGLE ROCK LN	TRENT CAROLYN ALISON &	14605	A
Framing	06/19/20	BT	P	Deck/Porch	BVL	BVL	107 EAST FAIRFAX ST	FRYE ROSE C & JAMES	14633	A
Final Closing Electr	06/19/20	BT	F	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13291	A
Final Closing Plumbi	06/19/20	BT	F	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13294	A
Final Closing Mechan	06/19/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13296	A
Final Closing Buildi	06/19/20	BT	F	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	13297	A
Electrical Rough In	06/23/20	BT	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14709	A
Final Closing Buildi	06/23/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	14700	A
Ditch Electric	06/23/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14682	A
Water Line	06/23/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14683	A
Plumbing Rough In	06/23/20	BT	P	PlumPer-R	BVL	BVL	125 VIRGINIA AVE	HETZEL PETER H & SUSAN	14684	A
Sewer Line	06/23/20	BT	P	PlumPer-R	BVL	BVL	125 VIRGINIA AVE	HETZEL PETER H & SUSAN	14685	A
Pool Barrier	06/23/20	BT	P	SPAG	BYC	GNWY	13635 LORD FAIRFAX HWY	KRAUSE CHRISTOPHER P	14494	A
Framing	06/23/20	BT	P	Deck/Porch	BLMT	BLTN	57 REDBUD LN	MUTSCHLER MATTHEW S & E	14589	A
Final Closing Buildi	06/23/20	BT	P	SPAG	BYC	GNWY	13635 LORD FAIRFAX HWY	KRAUSE CHRISTOPHER P	14495	A
Electrical Rough In	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13698	A
Framing	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13696	A
Final Closing Electr	06/23/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	14698	A
Final Closing Plumbi	06/23/20	BT	P	NRSF	BYC	BYC	310 LIMESTONE CT	RICHMOND AMERICAN HOMES	14699	A
Plumbing Rough In	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13702	A
Mechanical Rough In	06/23/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13704	A
Final Closing Gas	06/23/20	BT	P	Gas Per-R	BVL	BVL	204 JACKSON DR	COMPHER JAMES C JR & NA	14477	A
Final Closing Buildi	06/24/20	BT	P	Rmdl Res	BYC	CHPL	30 LAKEVIEW LN	SHENEMAN SCOTT D	14493	A
Final Closing Electr	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12825	A
Final Closing Plumbi	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12828	A
Final Closing Mechan	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12830	A
Final Closing Buildi	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	12831	A
Final Closing Gas	06/24/20	BT	P	NRSF	BLMT		170 DEER HAVEN LN	LICKING VALLEY CONSTRUC	14706	A
Draintile	06/24/20	BT	P	NRSF	BLMT	BLTN	176 LOST BOYS LN	HARRIS KIMBERLY R & AND	14707	A
FOUNDATION	06/24/20	BT	P	Add Res	BVL	BVL	320 SOUTH CHURCH ST	BROWN COLIN R & DEVENEY	14708	A
Final Closing Buildi	06/25/20	BT	P	Deck/Porch	BVL	LNGM	1491 SUMMIT POINT RD	HOUCK III WILLIAM ALBER	13915	A

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Framing	06/25/20	BT	P	Deck/Porch	BLMT	BLTN	184 EAGLE ROCK LN	BRADY JAMES WILLIAM JR	14149	A
Final Closing Buildi	06/25/20	BT	P	Deck/Porch	BLMT	BLTN	184 EAGLE ROCK LN	BRADY JAMES WILLIAM JR	14150	A
Slab Porch/Deck	06/25/20	BT	P	Deck/Porch	BVL	BVL	405 WALNUT ST	COSGROVE DELORES	14715	A
Final Closing Electr	06/25/20	BT	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14716	A
Final Closing Buildi	06/25/20	BT	F	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14717	A
Insulation	06/25/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	13697	A
Meeting with Inspect	06/25/20	BT	P	Rmdl Res	BLMT	BLTN	19680 BLUE RIDGE MTN RD	MITCHELL JEFFREY T	14710	A
Electric Service	06/26/20	BT	P	ELEC RES	BVL	CHPL	2245 LOCKES MILL RD	CULLEEN ROSA K TRUST U/	14727	A
Final Closing Gas	06/26/20	BT	P	NRSF	BVL		5674 HARRY BYRD HWY	WARFIELD HOMES INC	14714	A
Final Closing Electr	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13459	A
Final Closing Plumbi	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13462	A
Final Closing Mechan	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13464	A
Final Closing Buildi	06/26/20	BT	P	NRSF	BVL	LNGM	5674 HARRY BYRD HWY	WARFIELD HOMES INC	13465	A
Framing Porch/Deck	06/29/20	BT	P	Deck/Porch	BYC	BYC	220 PLEASANT HILL DR	GARCIA EFRAIN ANTONIO &	14736	A
Ditch Electric	06/29/20	BT	P	ELEC RES	BLMT	CHPL	3811 EBENEZER RD	DOUBLE WOOD FARM LLC	14731	A
Framing	06/29/20	BT	P	Rmdl Res	BVL	BVL	201 TYSON DR	KNOWLES DOUGLAS CARTER	14543	A
Footings	06/29/20	BT	P	Deck/Porch	BYC	BYC	224 PLEASANT HILL DR	MCCAULEY BARBARA J	14732	A
Electrical Rough In	06/29/20	BT	P	Rmdl Res	BVL	BVL	201 TYSON DR	KNOWLES DOUGLAS CARTER	14721	A
Footings	06/29/20	BT	P	Add Comm	BYC	GNWY	8153 JOHN MOSBY HWY	SHENANDOAH HILLS PARTNE	14722	A
Electric Service	06/29/20	BT	P	Elec Per-C	BVL	BVL	23 WEST MAIN ST	WILLIAMS KENNETH H & SA	14638	A
Final Closing Buildi	06/29/20	BT	F	Deck/Porch	BLMT	BLTN	57 REDBUD LN	MUTSCHLER MATTHEW S & E	14590	A
Meeting with Inspect	06/30/20	BT	P	NRSF	PRS		21818 BLUE RIDGE MTN RD	SEYRLEHNER, GEORG	14753	A
Erosion & Sediment C	06/30/20	BT	P	NRSF	BYC		274 CAREFREE LN	HAYES JEREMY S & REBECC	14756	A
Erosion & Sediment C	06/30/20	BT	P	NRSF	BVL	BLTN	134 CANNON BALL RD	ROSENTHAL CRAIG & TERRI	14755	A
Meeting with Inspect	06/30/20	BT	P	Rmdl Res	BYC	GNWY	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE	14754	A
Meeting with Inspect	06/30/20	BT	P	Rmdl Res	BYC	GNWY	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE	14744	A
Footings	06/30/20	BT	P	Garage	BVL	BLTN	673 QUARRY RD	SAMPLES TIMOTHY A & JOA	13991	A
Final Closing Buildi	06/30/20	BT	PRT	Deck/Porch	BVL	BLTN	6827 LORD FAIRFAX HWY	PISCITELLE KATHRYN	13959	A
INSPECTOR TOTALS: 184 INSPECTIONS FEES: .00 PAID TO DATE: .00 UNPAID: .00										
Electrical Rough In	06/02/20	JR	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13645	A
Framing	06/02/20	JR	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13643	A
Plumbing Rough In	06/02/20	JR	PWC	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13649	A
Mechanical Rough In	06/02/20	JR	P	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	13651	A
Gas Rough In	06/02/20	JR	F	NRSF	BVL	LNGM	3229 OLD CHARLES TOWN RD	GODBOLD DENNIS & MARY J	14496	A
Backfill	06/03/20	JR	P	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	14508	A
Waterproofing/Pargin	06/03/20	JR	P	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	14509	A
DrainTile	06/03/20	JR	P	NRSF	BYC	CHPL	1776 OLD WINCHESTER RD	HILL JIMMY L & ELIZABET	14510	A
Electrical Rough In	06/04/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14505	A
Ditch Electric	06/05/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14565	A
Electric Service	06/05/20	JR	PWC	ELEC RES	BLMT	CHPL	639 LEEDS MANOR LN	KUMARI WARREN K & FABIH	14401	A
Electrical Rough In	06/05/20	JR	P	Rmdl Res	BVL	LNGM	664 WRIGHTS MILL RD	OHRSTROM GEORGE L II	14527	A
Fireplace Thimble	06/05/20	JR	P	Accessory	CLK	CHPL	382 TILTHAMMER MILL RD	CRIDER KEITH D & AARON	14539	A
Sprinkler System	06/08/20	JR	P	Mech Per-C	BVL	BVL	3 CATTLEMANS LN	TRI COUNTY FARM SERVICE	14528	A
Fire Alarm System	06/08/20	JR	P	Rmdl Comm	BVL	BVL	3 CATTLEMANS LN	1881 LLC	14529	A
Water Line	06/09/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14566	A
Insulation	06/09/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14791	A
Insulation	06/09/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14792	A
Insulation	06/09/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14793	A
Slab Porch/Deck	06/10/20	JR	F	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14611	A
Slab Porch/Deck	06/10/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14567	A

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION	DATE	BY	RSLT	PROJECT	CITY	AREA	LOCATION	OWNER	INSP ID	T
Hydro Test	06/10/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14790	A
Slab Porch/Deck	06/11/20	JR	P	NRSF	BVL		1856 BRIGGS RD	CLINE ROGER M & ANNE C	14612	A
Framing	06/11/20	JR	P	Add Comm	BVL	BVL	523 JACK ENDERS BLVD	KELLEY & COCHRAN ENTERP	13961	A
Final Closing Electr	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13415	A
Final Closing Plumbi	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13418	A
Final Closing Mechan	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13420	A
Final Closing Buildi	06/15/20	JR	P	NRSF	BVL		525 TRIPLE J RD	MCCLELLAN DWAYNE J & VI	13421	A
Insulation	06/16/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14794	A
Electrical Rough In	06/16/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14795	A
Footings	06/17/20	JR	P	Garage	BVL		320 MINNIEWOOD LN	ERISMAN, KEVIN	14675	A
Framing	06/17/20	JR	P	Add Res	BVL	BVL	204 TAYLOR ST	PFISTERER JOSEPH & CARO	14062	A
Electric Service	06/17/20	JR	P	ELEC RES	BVL	LNGM	252 RUSSELL RD	MAINELLO ANGELA & MATTH	14630	A
Electrical Rough In	06/18/20	JR	F	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14681	A
Insulation	06/18/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14796	A
Gas Line Pressure Te	06/18/20	JR	P	Add Comm	BYC	GNWY	8153 JOHN MOSBY HWY	SHENANDOAH HILLS PARTNE	14743	A
Gas Tank	06/18/20	JR	P	Add Comm	BYC	GNWY	8153 JOHN MOSBY HWY	SHENANDOAH HILLS PARTNE	14635	A
Final Closing Plumbi	06/22/20	JR	P	Nw Commrc1	BVL	BVL	430 MOSBY BLVD	MDC BERRYVILLE LLC	9471	A
Insulation	06/23/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14797	A
Electric Service	06/23/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14798	A
Electrical Rough In	06/23/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14799	A
Meeting with Inspect	06/23/20	JR	P	Add Res	BLMT	BLTN	203 KELLY LN	LANDMESSER MICHAEL TODD	14704	A
Final Closing Electr	06/23/20	JR	PRT	Elec Per-C	BVL	BVL	3 CATTLEMANS LN	CIE INTERNATIONAL LLC	12718	A
Footings	06/23/20	JR	PWC	Deck/Porch	BYC	BYC	220 PLEASANT HILL DR	GARCIA EFRAIN ANTONIO &	14594	A
Footings	06/23/20	JR	PWC	Deck/Porch	BYC	BYC	224 PLEASANT HILL DR	MCCAULEY BARBARA J	14549	A
Footings	06/23/20	JR	P	Rmdl Res	BYC	GNWY	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE	14687	A
Insulation	06/24/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14800	A
Electrical Rough In	06/24/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14801	A
Concrete Form	06/24/20	JR	P	Add Comm	BVL	BVL	523 JACK ENDERS BLVD	KELLEY & COCHRAN ENTERP	14705	A
Insulation	06/25/20	JR	P	Nw Commrc1	BVL		430 MOSBY BLVD	MDC BERRYVILLE LLC	14802	A
INSPECTOR TOTALS:		50	INSPECTIONS	FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
DEPARTMENT TOTALS:		234	INSPECTIONS	FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00
REPORT TOTALS:		234	INSPECTIONS	FEEES:		.00	PAID TO DATE:	.00	UNPAID:	.00

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INSPECTION REPORT

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Building Inspections

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION TYPE SUMMARY	COUNT	INSPECTOR SUMMARY	COUNT	RESULT SUMMARY	COUNT
Backfill	3	Bernie Thompson	184	FAIL	18
Concrete Form	3	Jamie Royston	50	PARTIAL	2
Conduit	1			PASS	210
Ditch Electric	5			PASS WITH CONDITIONS	4
DrainTile	4				
Electric Service	17				
Electrical Rough In	15				
Erosion & Sediment Control	9				
Final Closing Building	24				
Final Closing Electric	20				
Final Closing Gas	3				
Final Closing Mechanical	7				
Final Closing Plumbing	12				
Fire Alarm System	1				
Fireplace Thimble	1				
Footings	17				
Footings Porch/Deck	1				
FOUNDATION	2				
Framing	14				
Framing Porch/Deck	2				
Gas Line Pressure Test	6				
Gas Rough In	2				
Gas Tank	5				
Hydro Test	1				
Insulation	15				
Mechanical Rough In	5				
Meeting with Inspector	5				
Plumbing Groundworks	1				
Plumbing Rough In	7				
Pool Barrier	3				
Sewer Line	3				
Shower Pan	1				
Slab	1				
Slab Basement	1				
Slab Garage/Carport	4				
Slab Porch/Deck	6				
Sprinkler System	1				
Water Line	4				
Waterproofing/Parging	2				
<b>TOTAL INSPECTIONS:</b>	<b>234</b>				



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ALL

INSPECTIONS PERFORMED: 06/01/20 to 06/30/20

INSPECTION TYPE SUMMARY	COUNT	INSPECTOR SUMMARY	COUNT	RESULT SUMMARY	COUNT
Backfill	3	Bernie Thompson	184	FAIL	18
Concrete Form	3	Jamie Royston	50	PARTIAL	2
Conduit	1			PASS	210
Ditch Electric	5			PASS WITH CONDITIONS	4
DrainTile	4				
Electric Service	17				
Electrical Rough In	15				
Erosion & Sediment Control	9				
Final Closing Building	24				
Final Closing Electric	20				
Final Closing Gas	3				
Final Closing Mechanical	7				
Final Closing Plumbing	12				
Fire Alarm System	1				
Fireplace Thimble	1				
Footings	17				
Footings Porch/Deck	1				
FOUNDATION	2				
Framing	14				
Framing Porch/Deck	2				
Gas Line Pressure Test	6				
Gas Rough In	2				
Gas Tank	5				
Hydro Test	1				
Insulation	15				
Mechanical Rough In	5				
Meeting with Inspector	5				
Plumbing Groundworks	1				
Plumbing Rough In	7				
Pool Barrier	3				
Sewer Line	3				
Shower Pan	1				
Slab	1				
Slab Basement	1				
Slab Garage/Carport	4				
Slab Porch/Deck	6				
Sprinkler System	1				
Water Line	4				
Waterproofing/Parging	2				
TOTAL INSPECTIONS:	234				

\*\* END OF REPORT - Generated by Angela Cather \*\*

## Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Project Fees
Commercial Electric Permit	200250	66.30
	200253	66.30
Land Disturbance	200235	
	200267	250.00
Residential Accessory	200233	458.20
	200237	240.80
	200254	456.55
	200276	508.55
Residential Deck/Porch no Roof	200240	201.00
	200243	201.00
	200245	201.00
	200261	201.00
	200269	201.00
Residential Deck/Porch w/Roof	200252	51.00
	200268	51.00
Residential Electric Permit	200239	45.90
	200241	45.90
	200246	
	200248	45.90
	200251	45.90
	200264	45.90
	200265	122.40
	200266	122.40
	200271	45.90
	200272	56.10
	200273	
200277	45.90	
Residential Gas Permit	200234	40.80
	200242	40.80
Residential Mechanical Permit	200244	122.40
	200257	122.40
Residential New	200255	2454.05
Residential Plumbing Permit	200258	122.40

## Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Project Fees
Residential Remodel	200230	427.38
	200231	102.00
	200238	158.10
	200262	102.00
	200263	202.00
Sign Permit	200259	61.20
Solar Array System	200236	168.30
Swimming Pool Above Ground	200232	140.80
	200260	40.80
Swimming Pool In Ground	200247	228.50
	200270	178.50
Tents Over 900 sq ft	200274	40.80
<b>Total</b>		<b>8529.13</b>

## Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees Blank = collected by another dept	Project Status
Commercial Electric Permit	200250	1025 W MAIN ST	GT COMMERCIAL INVESTMENTS LLC	\$0	\$66.30	ISSUED W/O CONDITIONS
	200253	23 W MAIN ST	WILLIAMS KENNETH H & SANDRA K	\$0	\$66.30	ISSUED W/O CONDITIONS
Land Disturbance	200235	2885 FROGTOWN RD	LAMAR WILLIAM ROBERT & REBECCA LOU	\$0		ISSUED W/O CONDITIONS
	200267	0	GADGET MARKETING LLC	\$0	\$250.00	ISSUED W/O CONDITIONS
Residential Accessory	200233	672 TILTHAMMER MILL RD	WRIGHT GEORGE E JR & WENDY K	\$45,360	\$458.20	ISSUED W/O CONDITIONS
	200237	280 ANNFIELD RD	WILSON JACK C & PATRICIA A HUNT	\$8,640	\$240.80	APP PENDING
	200254	2834 CALMES NECK LN	KIRBY VICTOR C	\$45,000	\$456.55	ISSUED W/O CONDITIONS
	200276	496 GORHAM LN	HARRISON RANDALL & DEBORAH	\$45,000	\$508.55	APP PENDING
Residential Deck/Porch no Roof	200240	224 PLEASANT HILL DR	MCCAULEY BARBARA J	\$0	\$201.00	ISSUED W/O CONDITIONS
	200243	57 REDBUD LN	MUTSCHLER MATTHEW S & ELIZABETH P	\$0	\$201.00	ISSUED W/O CONDITIONS
	200245	220 PLEASANT HILL DR	GARCIA EFRAIN ANTONIO & ISABEL GUT	\$0	\$201.00	ISSUED W/O CONDITIONS
	200261	60 DAIRY LN	STILES JOHN STEVEN JR & KIMBERLEE	\$0	\$201.00	ISSUED W/O CONDITIONS
	200269	7171 HOWELLSVILLE RD	CHESSON SUSAN E TRUSTEE	\$0	\$201.00	ISSUED W/O CONDITIONS
Residential Deck/Porch w/Roof	200252	107 E FAIRFAX ST	FRYE ROSE C & JAMES	\$0	\$51.00	ISSUED W/O CONDITIONS
	200268	9 PAGE ST	CLYDE SHAYDON	\$0	\$51.00	ISSUED W/O CONDITIONS
Residential Electric Permit	200239	107 BLUE RIDGE ST	OWENS DARIN L	\$0	\$45.90	APP PENDING

## Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees Blank = collected by another dept	Project Status
Residential Electric Permit	200241	231 SLATE RIDGE LN	HARE IAN W	\$0	\$45.90	ISSUED W/O CONDITIONS
	200246	405 TRIPLE J RD	ZIERCHER JOHN R JR & K A ARTHUR	\$0		WITHDRAWN
	200248	203 EAGLE ROCK LN	TRENT CAROLYN ALISON & TIMOTHY HIL	\$0	\$45.90	ISSUED W/O CONDITIONS
	200251	252 RUSSELL RD	MAINELLO ANGELA & MATTHEW WARFIELD	\$0	\$45.90	ISSUED W/O CONDITIONS
	200264	2245 LOCKES MILL RD	CULLEEN ROSA K TRUST U/D	\$0	\$45.90	ISSUED W/O CONDITIONS
	200265	3811 EBENEZER RD	DOUBLE WOOD FARM LLC	\$0	\$122.40	ISSUED W/O CONDITIONS
	200266	168 HOLLOW BROOK LN	DOUBLE WOOD FARM LLC	\$0	\$122.40	ISSUED W/O CONDITIONS
	200271	7664 HOWELLSVILLE RD	SPEELMAN SYLVESTER OTIS & MARGARET	\$0	\$45.90	ISSUED W/O CONDITIONS
	200272	811 MCGUIRE CIR	PATRICK CHRISTOPHER A & CHAN L	\$0	\$56.10	APP PENDING
	200273	405 WALNUT ST	COSGROVE DOLORES R	\$0		WITHDRAWN
Residential Gas Permit	200277	381 BARBOUR LN	FAIRBANKS JEFFREY RICHARD & MARCIA	\$0	\$45.90	ISSUED W/O CONDITIONS
	200234	124 GROUSE RIDGE LN	DOUBLE WOOD FARM LLC	\$0	\$40.80	ISSUED W/O CONDITIONS
Residential Mechanical Permit	200242	384 OLD FERRY LN	JELINEK PETER A	\$0	\$40.80	ISSUED W/O CONDITIONS
	200244	310 BRECKINRIDGE CT	KIZER KRISTEN C	\$0	\$122.40	ISSUED W/O CONDITIONS
Residential New	200257	204 RICE ST	TILLEY NATHAN JOHN CHARLES & BOBBIE TILL	\$0	\$122.40	ISSUED W/O CONDITIONS
	200255	2885 FROGTOWN RD	LAMAR WILLIAM ROBERT & REBECCA LOU	\$355,829	\$2,454.05	ISSUED W/O CONDITIONS

## Project Application Report - Building Dept

For Period: 6/1/2020 to 6/30/2020

Project Type	Project Number	Location	Owner	Estimated Building Value	Fees Blank = collected by another dept	Project Status
Residential Plumbing Permit	200258	125 VIRGINIA AVE	HETZEL PETER H & SUSAN M	\$0	\$122.40	ISSUED W/O CONDITIONS
Residential Remodel	200230	97 TILTHAMMER MILL RD	ANDERSON DEBORAH J & BRUCE S	\$72,000	\$427.38	ISSUED W/O CONDITIONS
	200231	30 LAKEVIEW LN	SHENEMAN SCOTT D	\$0	\$102.00	CLOSED W/ FINAL
	200238	201 TYSON DR	KNOWLES DOUGLAS CARTER & JOANN	\$20,250	\$158.10	ISSUED W/O CONDITIONS
	200262	2374 SHEPHERDS MILL RD	SULPHUR HILL FARM LLC	\$0	\$102.00	ISSUED W/O CONDITIONS
	200263	1326 SWIFT SHOALS RD	MCINTOSH WILLIAM & ANNE TRUSTEES	\$0	\$202.00	ISSUED W/O CONDITIONS
Sign Permit	200259	1 E FAIRFAX ST	D R HORTON INC	\$0	\$61.20	ISSUED W/O CONDITIONS
Solar Array System	200236	400 CAREFREE LN	COPELAND CHRISTOPHER & LIRA	\$0	\$168.30	ISSUED W/O CONDITIONS
Swimming Pool Above Ground	200232	13635 LORD FAIRFAX HWY	KRAUSE CHRISTOPHER P	\$0	\$140.80	ISSUED W/O CONDITIONS
	200260	217 LIBERTY ST	217 LIBERTY STREET LLC	\$0	\$40.80	ISSUED W/O CONDITIONS
Swimming Pool In Ground	200247	471 LONGMARSH RD	GARNER JOYCE C & GORDON E	\$0	\$228.50	ISSUED W/O CONDITIONS
	200270	207 S CHURCH ST	DAVIS ADAM & ELIZABETH S	\$0	\$178.50	ISSUED W/O CONDITIONS
Tents Over 900 sq ft	200274	840 W MAIN ST	RURITAN CLUB OF CLARKE COUNTY	\$0	\$40.80	APP PENDING

Economic Development Advisory Committee  
Follow Up Items Status Report

Year	Meeting Date	Item	Description	Follow Up	Status	Date Complete	Review Date	No. of Days
2020	1/29/2020	52	Forward approved meeting schedule to Public Information for upload to calendar	Lora B. Walburn	Complete	1/29/2020		0
2020	1/29/2020	53	Process approved minutes and post to website	Lora B. Walburn	Complete	1/31/2020		2
2020	1/29/2020	54	Carry forward brochure review	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020		2
2020	1/29/2020	55	Add presentation by Dana Waring to the March Agenda	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020		2
2020	1/29/2020	56	Add review of agri-equine survey to March agenda.	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020		2
2020	1/29/2020	57	Carry forward meals tax discussion to March agenda	Lora B. Walburn	Added to agenda 01/31/2020	1/31/2020		2
2020	1/29/2020	58	Provide brochure proposal at March meeting.	Chris Boies	Meeting cancelled due to Covid-19			-43859
2020	1/29/2020	59	Include 2002 ag-survey in March packet. Send to members prior to meeting to allow more time for review.	Lora B. Walburn	01-31: 2002 ag-survey not in County Admin file, requested assistance from McKay, Bates locating, and with VDACS / USDA reports.	1/31/2020		2

Industrial Development Authority of the Clarke County Virginia  
Board of Directors  
January 23, 2020, Minutes

A meeting of the Industrial Development Authority of the Clarke County Virginia held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Thursday, January 23, 2020, at 1:00 PM.

Directors Present: Ben Cochran, Brian Ferrell, English Koontz, Rodney Pierce, Isreal Preston, William Waite, William Wolfe

Directors Absent: None

Board of Supervisors Liaison Present: David Weiss

County Staff Present: Chris Boies, Len Capelli, Cathy Kuehner, Lora Walburn

Others Present: Janice Kuhn, Doug Lawrence

1. Call to Order

At 1:00 pm, Lora Walburn called the meeting to order.

2. Organizational Items

Elect Chair

Lora Walburn, IDA Clerk, called for nominations for 2020 Chair.

**Bill Waite moved to re-nominate and elect Brian Ferrell to continue to serve as Chair in 2020.**

Lora Walburn, Clerk, called for vote on the motion to nominate and elect.

**The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye



Following vote, the meeting was turned over to Chairman Ferrell.

Elect Vice Chair

Chairman Ferrell called for nominations for 2020 Vice Chair.

**Brian Ferrell moved to nominate and elect Ben Cochran to serve as 2020 Vice Chair. The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Elect Secretary/Treasurer

Chairman Ferrell called for nominations for 2020 Secretary / Treasurer

**Brian Ferrell moved to re-nominate and elect William "Bill" Waite to continue serve as Secretary / Treasurer in 2020. The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Set Meeting Date, Time and Location

By affirmation, the Board adopted the schedule as presented.

2020 Meeting Schedule

1:00 pm, Fourth Thursday Quarterly, Meeting Room AB

January 23 – Organizational

April 23

July 23

October 22

January 28, 2021 – 2021 Organizational

Adopt Bylaws and Rules and Procedures of the Industrial Development Authority of the Clarke County, Virginia

Lora Walburn informed the Board that no members had suggested changes. She continued stating that, while staff had no recommendation for changes to the current revision, any revision to the Board's bond fee rates, scheduled for review later in the meeting, would result in a revision to the Rules and Procedures.

Director Waite recommended carrying adoption of the Bylaws and Rules and Procedures forward to the April 23, 2020, meeting to allow sufficient time for the Board to review bond fees provided by surrounding jurisdictions.

Director Koontz requested correction of a typographical error on Page 1 removing the "l" following [15.2-490](#) f.

3. Adoption of Agenda

**Director Cochran, seconded by Director Koontz, moved to adopt the agenda as presented. The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

4. Approval of Minutes

**Director Waite, seconded by Director Cochran, moved to approve the October 24, 2019, minutes as presented. The motion carried as follows:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Abstain
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

## 5. Investment Status Update with Janice Kuhn

Janice Kuhn, Investment Consultant Infinex Investments Inc., distributed an investment report.

– Highlights of review:

- Account value as of close of business Wednesday, January 22, 2020: \$112,616.23
- Report includes:
  - Actual holdings and position values
  - Year-end statement December 31, 2019.
- Year-end value: \$111,100.60
- Grown approximately \$1,600 in the time-period between December 31, 2019, and January 22, 2020.
- Prior year-end value, December 31, 2018: \$98,481.63
- Grew from \$98,481.63 to \$112,616.23, a little over 14%, a very good year.
- Refresher on holdings:
  - IDA agreed to diversify a little over a year ago, which worked out in its favor.
  - Funds are growth and income funds that all pay dividends, which are reinvested. Dividends are used to purchase more shares, and dividends increase with the more shares owned.
  - Four funds:
    - › Franklin Income Fund: 14.92% one-year return
    - › Franklin Rising Dividends Fund: 28.9% one-year return
      - Both of the above are higher growth.
      - Generate income and invest in investments that pay dividends.
      - These two funds did the best with last year being a very good year in equities.
    - › Franklin Floating Rate Daily Access Fund: 2.61%
      - Fund invests in short-term bank notes, which typically does better in a rising interest rate environment.
      - Typically pays over 5% dividends.
      - Averaged 2.61% for year, which is better than funds will get in a cd or a money market.
      - While it had the lowest rate of return in the portfolio, it still did better than not having it invested at all.
    - › Franklin Strategic Income Fund: 7.72%

- Fund is more conservative and moderate.
- Portfolio is very diversified.
- Comfortable leaving investments “as is.”

Director Waite comments:

- Propose leaving the percentages the same.
- Propose leaving the investments the same. Investments have done exactly what was expected for minimal risk.
- Investments have earned more than budgeted [\$10,405 FY2020] which could go away; however, for right now, it is going well.
- He can identify no reason to change.

**Director Waite, seconded by Director Koontz, moved to accept the report and maintain these investments for next year. The motion carried by the following vote:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Members of the Board expressed their appreciation to Mrs. Kuhn for her fund management.

## 6. Treasurer’s Report

Fiscal-Year-to-Date Checking Account Log:

Industrial Development Authority FY2020 YTD Check Log

FY	Status	Check No.	Date	Description	Category	Credit	Debit	Balance	Additional Information
2020	C	588	6/28/2019	VACorp	Insurance	\$ -	\$ 1,340.00	\$ 45,805.55	FY2020 07/01/2019 thru 06/30/2020
2020	C	Dep	7/1/2019	Shenandoah University	Bond Fees	\$ 1,000.00	\$ -	\$ 46,555.55	Bond Modification 06/13/2019; 0176551
2020	C	594	7/25/2019	Mark Cochran	Director Fees	\$ -	\$ 50.00	\$ 46,505.55	Meeting 7/25/2019
2020	C	595	7/25/2019	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 46,455.55	Meeting 7/25/2019
2020	C	596	7/25/2019	Bill Waite	Director Fees	\$ -	\$ 50.00	\$ 46,405.55	Meeting 7/25/2019
2020	C	597	7/25/2019	Bill Wolfe	Director Fees	\$ -	\$ 50.00	\$ 46,355.55	Meeting 7/25/2019
2020	C	598	10/24/2019	William Waite Richmond Meeting	Director Fees	\$ -	\$ 425.00	\$ 45,930.55	Conference, Richmond, VA
2020	C	599	7/25/2019	Berryville Main Street	Civic Contributions	\$ -	\$ 4,750.00	\$ 41,180.55	Civic Contribution
2020	C	600	7/25/2019	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 41,130.55	Meeting 7/25/2019
2020	C	601	8/6/2019	Lord Fairfax Community College	Civic Contributions	\$ -	\$ 6,000.00	\$ 35,130.55	SBDC FY2020
2020	C	602	10/24/2019	William Waite	Director Fees	\$ -	\$ 50.00	\$ 35,080.55	Meeting 10/24/2019
2020	C	603	10/24/2019	Brian Ferrell	Director Fees	\$ -	\$ 50.00	\$ 35,030.55	Meeting 10/24/2019
2020	C	604	10/24/2019	English Koontz	Director Fees	\$ -	\$ 50.00	\$ 34,980.55	Meeting 10/24/2019
2020	C	605	10/24/2019	Isreal Preston	Director Fees	\$ -	\$ 50.00	\$ 34,930.55	Meeting 10/24/2019
2020	Dep		1/6/2020	Grafton School	Bond Fees	\$ 562.50	\$ -	\$ 35,493.05	2019 Bond Fee

Director Waite provided the following:

- The only financial activity since the October meeting was receipt of bond income from Grafton.
- Reminder notices sent today to two entities with outstanding 2019 bond fees.
- Expenditures are down to meeting attendance and insurance.
- Insurance premium is the same as last year and should be on April's report.
- Still light on the budget but expect to be close.
- IDA is covering all its operating expenses.
- Appreciate having all the data at every quarterly meeting, so there is nothing that is not completely visible.

Lora Walburn added that no inquiries or requests had been made for Waterloo Area Water and Sewer Availability Fee Subsidy; therefore, the IDA would not be reviewing any potential fund expenditures.

Following review, **Director Koontz, seconded by Director Pierce, moved to accept the Treasurer's Report as presented. The motion carried as follows:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Fiscal-Year-to-date Budget:

Expenditures Category	Amount	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Expended YTD	Remaining Balance
Advertising	\$ 400	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400
Audit	\$ 1,675	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,675
Civic Contributions	\$ 6,000	\$ 4,750.00	\$ 6,000.00	\$ -	\$ -	\$ -	\$ -	\$ 10,750.00	\$ (4,750)
Director Fees	\$ 1,400	\$ 250.00	\$ -	\$ -	\$ 625.00	\$ -	\$ -	\$ 875.00	\$ 525
Insurance	\$ 1,340	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,340
Postage	\$ 25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 25
Professional Services	\$ 1,250	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,250
<b>Total Expenditures:</b>	<b>\$ 12,090</b>	<b>\$ 5,000.00</b>	<b>\$ 6,000.00</b>	<b>\$ -</b>	<b>\$ 625.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 11,625.00</b>	<b>\$ 465</b>

Estimated Revenues	Estimated Amount	Actual Revenue	+/- Estimate
<b>Bonds:</b>			
Grafton School, Inc. Bond	\$ 655	\$ 563	\$ (93)
LFCC Bond	\$ 2,750	\$ -	\$ (2,750)
Shenandoah University Bond	\$ 3,800	\$ -	\$ (3,800)
	\$ 7,205	\$ 563	\$ (6,643)
<b>Interest Income:</b>	\$ 3,200	\$ 2,561	\$ (639)
<b>Total Revenue:</b>	\$ 10,405	\$ 3,124	\$ (7,281)

**FY2020 Investment Summary**

Asset Summary	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	FY2020 YTD
Beginning Balance	107,808.82	\$108,179.85	\$107,623.55	\$108,495.19	\$107,981.51	\$109,096.35	
Dividends, Interest, & Other Income	\$ 311.74	\$ 303.24	\$ 292.07	\$ 312.88	\$ 292.59	\$ 1,048.65	\$ 2,561.17
Net Change in Portfolio	\$ 59.29	\$ (859.54)	\$ 579.57	\$ (826.56)	\$ 822.25	\$ 955.60	\$ 730.61
Ending Balance	108,179.85	107,623.55	108,495.19	107,981.51	109,096.35	111,100.60	

Fiscal-Year-to-Date Bond Log:

Industrial Development Authority of the Clarke County, Virginia  
Outstanding Bonds

Borrower	Bond Type	Date Issued / Resolution	Purchaser / Trustee	Original Amount \$MM	2019 Fees \$K	Outstanding Balance 2019 \$MM	Date OB
BCCGC County of Clarke	Lease Revenue Bond	5/16/2007	RDA	\$4,822,000			6/30/2016
BCCGC Town of Berryville	Lease Revenue Bond	5/16/2007	RDA	\$2,327,000			6/30/2016
Grafton School, Inc.	Tax-exempt Educational Facilities Revenue Refunding Bonds Series 2010	Loan 5/1/2010; Issued 5/28/2010	Wells Fargo Bank, National Association	\$9,225,000	\$563	\$1,125,000	12/3/2010
Lord Fairfax Community College Educational Foundation, Inc.	Educational Facilities Revenue Bond Series 2012A [Tax-exempt] \$8,400,000	11/14/2012; 12/28/2012	United Bank	\$ 8,400,000			12/28/2016
Shenandoah University Project	Educational Facilities Revenue Bonds, Series 2011	12/08/2011; 12/15/2011; 12/27/2011; Issue Date 5/31/2012	BB&T	\$7,815,000			12/27/2017
						\$563	

Director Waite provided the following:

- All historic bonds – no current bonds in process.
- Grafton has paid its 2019 fees; still waiting on Lord Fairfax Community College and Shenandoah University.
- In 2019, processed a renewal for Shenandoah University.
- No significant investments nor opportunities inside Clarke.
- Supporting entities outside Clarke to generate income.

- Bond fees cover the majority of the IDA's operating expenses.

David Weiss, Board of Supervisors Liaison, added that IDA's in all localities have a limit as to what can be lent; and, generally, once another locality reaches the limit, the applicant reaches out to Clarke, which was done in the case of Valley Health and Lord Fairfax Community College. He also reminded that the IDA processed the bond on the Berryville-Clarke County Government Center.

## 7. Director Economic Development and Tourism Update

Highlights of Len Capelli's review include:

- This was his last meeting with the IDA.
- February 22, 2020, or earlier depending upon when he reaches his contracted number of hours, will be his last day with Clarke.
- It has been a pleasure working with everyone on the Authority. He has appreciated working with a group that is so professional, particularly with the constraints in the County that limit certain growth.
- Become an Agripreneur Seminar:
  - o Wednesday, February 12, at 6:30 pm
  - o Forty-five farmers attended the 2017 Agripreneur seminar held in Clarke.
  - o The event is advertised on Facebook and the County's website
  - o Speakers / representatives from:
    - Cooperative Extension
    - Lord Fairfax Community College Small Business Development Center
    - MidAtlantic Farm Credit
    - Virginia Beginning Farmer & Rancher Coalition Program
    - Virginia Department of Agriculture and Consumer Services
    - Virginia Farm Bureau
  - o Focal areas include:
    - Business promotion on social media.
    - Business planning
  - o A North Carolina company that deals with Clarke's Equine Alliance has contributed a leaf blower as a door prize.
  - o Over one hundred persons have expressed interest

Local EDA/IDA Bond Terms Review

Highlights of review include:

- Carry review forward to the April 23 meeting.
- Director Waite has no recommendation at this time.
- Jenna French, Shenandoah County Director of Economic Development and Tourism, provided her bond fees research saving Clarke's staff tremendous amount of time.

Chairman Ferrell and Director Waite thanked Len Capelli for his service to the Industrial Development Authority.

8. Closed Session

**1:21 pm, Director Waite, seconded by Director Cochran, moved that the Clarke County Industrial Development Authority convene in closed session pursuant to Section 2.2-3711-A3 discussion or consideration of the acquisition of real property for a public purpose, or of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body.**

Chris Boies, County Administrator, joined the Authority in Closed Session.

**The motion carried as follows:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

**At 2:34 pm, Director Koontz, seconded by Director Ferrell, moved to return to Open Session. The motion carried as follows:**

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye



Chairman Ferrell called for a roll call vote that only matters pertaining to the subject the Authority convened into Closed Session were discussed and that no action was taken while in Closed Session.

English Koontz read the certification of Closed Session.

#### Certification of Closed Session

WHEREAS, the Board of Directors of the Industrial Development Authority of Clarke County, Virginia convened a closed session on this date pursuant to an affirmative recorded vote and in accordance with the provisions of The Virginia Freedom of Information Act; and

WHEREAS, § 2.1-344.1 of the Code of Virginia requires a certification by this Authority that such closed session was conducted in conformity with Virginia law;

NOW, THEREFORE BE IT RESOLVED that the Industrial Development Authority of Clarke County, Virginia hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed session were heard, discussed or considered by the Board of Directors.

The motion carried as follows:

Ben Cochran	-	Aye
Brian Ferrell	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye
Isreal Preston	-	Aye
William Waite	-	Aye
William Wolfe	-	Aye

Next Meeting

The next meeting is scheduled for Thursday, April 23, 2020, 1:00 pm.

9. Adjournment

At 2:35 pm, Chairman Ferrell adjourned the meeting.

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Minutes recorded and transcribed by: Lora B. Walburn, IDA Clerk

Berryville / Clarke County Joint Committee for Economic Development and Tourism  
February 12, 2020, Minutes

A meeting of the Berryville/Clarke County Joint Committee for Economic Development and Tourism [Joint MOU] Committee held in the Berryville-Clarke County Government Center, Berryville, Virginia, on Wednesday, February, 12, 2020, at 10:00 am.

Board: Jay Arnold, Berryville Town Council – Recorder; Chris Boies, Clarke County – County Administrator; Keith Dalton, Town of Berryville – Town Manager; David Weiss, Clarke County Board of Supervisors - Chair

Absent: None

Staff: Christy Dunkle, Cathy Kuehner, Lora B. Walburn

Press Present: None

Also Present: Diane Harrison - Ward Two Berryville Town Council Member; Kara Rodriguez – Ward Four Berryville Town Council Member; Bill Waite – Secretary / Treasurer Industrial Development Authority of the Clarke County Virginia; Robina Rich Bouffault – Planning Commissioner – White Post District

1. Call to Order

At 10:01 am, David Weiss called the meeting to order.

2. Adoption of Agenda

- Add Discussion of Organization and Committee Structure

**Jay Arnold, seconded by Chris Boies, moved to approve the agenda as modified. The motion carried by the following vote:**

Jay Arnold	-	Aye
Chris Boies	-	Aye
Keith Dalton	-	Aye
David Weiss	-	Aye

3. Approval of Minutes

Jay Arnold, seconded by Keith Dalton, moved to approve the July 1, 2019, minutes as presented. The motion carried by the following vote:

Jay Arnold	-	Aye
Chris Boies	-	Abstain
Keith Dalton	-	Aye
David Weiss	-	Aye

#### 4. Discussion of Organization and Committee Structure

Highlights of discussion include:

- Membership:
  - o Berryville Town Council selected Kara Rodriguez as its second representative on the Joint Committee. Councilor Rodriguez heads the Community Development Committee.
  - o The Board of Supervisors has agreed to appoint an additional member, and the appointee should be named before the next Committee meeting.
  - o Jay Arnold and David Weiss concurred that they wished to adhere to the original intent of the Committee to include the Town Manager and the County Administrator in discussions.
  - o By consensus, the Committee agreed that the two new members from the elected bodies would be in addition to the existing members.
  - o Keith Dalton affirmed that it would be Town Manager or designee, specifically Christy Dunkle.
    - David Weiss raised the question of "lateral" staff in oversight of the proposed Economic Development and Tourism Director position; however, while it was a concern, he agreed to leave in the "or designee" phrase.
    - Keith Dalton opined that the County Administrator would be responsible for the direct supervision of the position; however, if the Town and County end up sharing the position, the agreement would address any input the Town Manager would have and membership on the MOU Committee does not necessarily represent supervision.
  - o Additional members will join the Committee at its next regularly scheduled meeting.
- Meeting date / time:
  - o Jay Arnold noted that staff would need time to accomplish the tasks set forth at meetings.
  - o David Weiss suggested that, once established, the Committee could meet quarterly.
  - o By consensus, the Committee agreed to meet every other month initially.
  - o Staff will draft a meeting schedule for Committee review.
  - o By consensus, the Committee agreed morning meetings.
- Chair / Vice Chair:

- By consensus, the Committee agreed to finalize the selection and process for establishing the position of chair and vice chair at the next meeting.

5. Follow-up Items from July 19, 2019, Meeting

Highlight of discussion include:

- Committee determined that it had made progress, but still had things to accomplish.
- The Committee had discussed expanding its membership to include one additional person from each of the elected bodies.
- Memorandum of Understanding [MOU]:
  - Jay Arnold noted that much of the MOU was timeline tasks.
  - The Town would like to update the MOU to look at partnerships with the County and participation of each group.
  - Jay Arnold suggested that staff draft the MOU and take to committee before bringing back to the Committee opining that it would be difficult to hash it out in this type of meeting.
  - David Weiss concurred and requested to add review of an updated job description in the process.
- Hotel in Town of Berryville:
  - Jay Arnold noted that it was one of the primary items for the Town discussed at the last meeting.
  - The Town had a survey done about five to eight years ago with nothing done. A survey was conducted in 2019, and The Town does not wish to see the idea "die on the shelf" and before the survey has to be updated.
  - Town hopes that with the Economic Development Director a hotel in Berryville will be a priority.
  - David Weiss stated that the Supervisors support the hotel, understand all the issues involved, and the pros and cons. He opined that he did not believe the issue in the county was too many rooms, regardless of where they are for the more rooms you have the more likely you will have people to fill them.
  - David Weiss also noted that the Industrial Development Authority [IDA] supports a hotel in Berryville.
- Position Funding:
  - Town of Berryville is discussing funding; and, with budget season coming up, it is looking at budget items.
  - Keith Dalton suggested that he and Chris Boies discuss this further.
  - Full-time or part-time:

- Keith Dalton opined that a full-time position would produce the most positive effect; however, it comes down to whether the Town and County are organized and have something for the individual to market.
  - David Weiss put forth that one of the benefits of a more defined and robust partnership would be the ability to generate a full-time workload.
  - David Weiss opined that it might be difficult to hire part-time, noting that there were only two respondents to the Board's last solicitation.
  - Jay Arnold opined that there were many tasks noting that there was a lot of interest in promoting the downtown, business buildings, and the First Street area.
  - David Weiss put forth exploration of the Camp 7 property at Double Tollgate, amongst other properties within the County.
  - Keith Dalton stated that to take the position full-time Town Council would be looking at something after the beginning of the next fiscal year.
- Economic Development Advisory Committee [EDAC] / Industrial Development Authority [IDA]
- o The Supervisors are desirous of more actively engaging the EDAC and the IDA with the hiring, job description, and the whole concept of the economic development office.
  - o David Weiss has spoken to the Chairs of both public bodies, and they are interested in participating and being more active.
  - o David Weiss would like to utilize both Chairs in the selection process.

## 6. Discussion about Economic Development Position

Highlight of discussion include:

- Job Description:
- o Chris Boies stated that getting input from the Committee was the first step in the process.
  - o David Weiss added that the County was looking at an interim placement, which would be a source but may not be available.
  - o Town Council should give direction to Keith Dalton on the job description, and he can work with Chris Boies.
  - o Keith Dalton would like to discuss the job descriptions and characteristics with Christy Dunkle before discussing with the County Administrator.
  - o Jay Arnold added that the Community Development Committee has been discussing the position and whether it will be doing both economic development and tourism. He told the Committee that he was informed that these positions take two different types of persons.
  - o Chris Boies responded that in many smaller, rural localities the position ends up doing both economic development and tourism. He opined that it was all about making connections, working with persons that wish to locate somewhere or visit somewhere.

- Jay Arnold opined that at some point a person with a real estate background might be needed.
- Business Retention:
  - Jay Arnold opined that the position should focus on business retention.
  - Jay Arnold noted that, often, the Town does not find out about a business until it is going out of business. This position might be able to help identify and assist struggling businesses.
- Chamber of Commerce:
  - Chris Boies noted that Berryville and Clarke do not have their own Chamber of Commerce. He provided an example of how a chamber was used in another locality to identify local business needs; and, subsequently, it conducted a job fair from which local businesses were able to hire needed employees. He observed that local businesses are not going to contact competitors and work together to host a job fair. He put forth that it is about creating connections; and, while the Top of Virginia Regional Chamber is doing what it can, there is not a lot of membership in this locality that would allow the regional chamber to focus a lot of time and resources. He opined that the proposed position could help coordinate efforts.
  - Keith Dalton concurred that the Town of Berryville recognized this as an issue. He noted that Len Capelli worked with the Lord Fairfax Community College Small Business Development Center. He stated that work force development was a challenge everywhere.
  - Jay Arnold suggested that the position could help with more utilization of Berryville Main Street [BMS], which has access to grants, resources, architects, tax credits, architects, etc. Some businesses take advantage of BMS as a resource while others do not know it is available.
- Holiday Business Tour:
  - Chris Boies observed that one of Len Capelli's most effective efforts was the annual Holiday Business Tour. He opined that it was helpful to him to meet the owners and employees, hear what their challenges were, and to understand the community.
  - The tour is a retention tool.
  - The tour is good for the EDAC and IDA.
- Direct Supervision:
  - Chris Boies noted that the position had plenty to do, but must be provided the structure, direction, metrics to succeed.
  - Keith Dalton responded to David Weiss' query that it was his belief that the Town was comfortable in the partnership allowing the County to be the direct supervisor.
  - Keith put forth that he recognized that an individual cannot have multiple bosses, so, the question is how does the Town have input?

- David Weiss stated that it makes sense for the County to oversee since it covers the larger share of cost.
- Chris Boies added that the County would need to have a clear understanding of what the Town expects in return for whatever investment it is making.
- Keith Dalton concurred with Mr. Boies stating that clear expectations were critical.
- Jay Arnold put forth that the MOU would spell out some of the expectations.
- Review:
  - David Weiss stated that the position would have annual reviews.
  - David Weiss remarked that if the Committee meets quarterly it should be able to communicate issues.
- Potential Town Projects for Position:
  - Christy Dunkle provided the following:
    - Southeast Collector Project:
      - Brandon Stidham and she should soon be wrapping up with the consultant.
      - Look at business park zoning district.
      - Identify what is still relevant.
      - Identify things that need to be modified.
    - Branding
      - Community Development Committee will be issuing an RFP at the end of the month.
      - Branding is in this FY2020 budget.
- Specific Staff Action for March Meeting:
  - Develop MOU and job descriptions as a separate documents.
  - Review memorandum of understanding
  - Review job description
    - Provide reference to industry pay scales
  - Develop funding agreement
  - Draft 2020 meeting schedule
  - Involve as many partners as you can in the initial stage including IDA, EDAC, and other partners.

Kara Rodriguez commented that after the July 2019 MOU Committee meeting the Community Development Committee started chipping away at the MOU reviewing it for areas that needed tweaked. It was at the point that it was going to start sorting all of its recommendations that the Community Development Committee, with two changes at the top of County leadership, it opted to

stay a holding pattern. She stated that if it would be helpful for the next meeting she could compile those recommendations and provide them to the Committee.

David Weiss asked Ms. Rodriguez to provide the information to Keith Dalton and Chris Boies in advance of the meeting, if possible, so they could utilize those thoughts in the review process.

7. Next Meeting

The next meeting date is tentatively set for Friday, March 20, 2020, at 10:00 am in Meeting Room AB.

8. Adjournment

At 10:38 am, David Weiss adjourned the meeting.

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Minutes recorded and transcribed by Lora B. Walburn



Berryville / Clarke County Joint Committee for Economic Development and Tourism  
May 1, 2020 Minutes

A meeting of the Berryville/Clarke County Joint Committee for Economic Development and Tourism Committee held in the Berryville-Clarke County Government Center, Berryville, Virginia, on Friday, May, 1, 2020, at 10:00 am.

Board: David Weiss, Clarke County Board of Supervisors – Chair, Jay Arnold, Berryville Town Council – Vice Chair, Kara Rodriguez, Doug Lawrence

Absent: None

Staff: Chris Boies – County Administrator, Keith Dalton – Town Manager, Christy Dunkle, Cathy Kuehner, and Tiffany Kemp

Press Present: Mickey Powell, Winchester Star

Also Present: None

1. Call to Order

At 9:58 am, Mr. David Weiss called the meeting to order.

2. Adoption of Agenda

**Ms. Kara Rodriguez, seconded by Mr. Jay Arnold, moved to approve the agenda as presented. The motion carried by the following vote:**

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

3. Approval of Minutes

– Mr. Dalton noted before the meeting to the clerk, Tiffany Kemp, of a mistake in the minutes from the February 12, 2020 meeting. Edits highlighted below were made prior to the meeting and distributed to all in attendance.

- o Page 5 of 7, Direct Supervision, bullet point #2:

“Keith Dalton responded to David Weiss’ query that it was his belief that **county** was comfortable in the partnership allowing the County to be the direct supervisor.”

*Amended to say:*

“Keith Dalton responded to David Weiss’ query that it was his belief that **the town** was comfortable in the partnership allowing the County to be the direct supervisor.”

**Mr. Jay Arnold, seconded by Ms. Kara Rodriguez, moved to approve the February 12, 2020, minutes as amended. The motion carried by the following vote:**

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

4. Establish Policy for Selection of Chair/Vice Chair

Highlights of discussion include:

- Mr. Boies proposed the MOU to follow a similar format as other joint groups where if the Chair was represented by the County, the Vice Chair would be represented by the Town. The following year, the Chair would be represented by the Town and the Vice Chair would be represented by the County. This would alternate every year to ensure equal representation. The Town Manager, or designee, and the County Administrator would be staff of the committee, not voting members.

**Mr. Jay Arnold, seconded by Mr. Doug Lawrence, nominated Mr. David Weiss be Chair. The nomination passed by consensus.**

**Ms. Kara Rodriguez, seconded by Mr. David Weiss, nominated Mr. Jay Arnold to be the Vice Chair. The nomination passed by consensus.**

5. Review and set 2020 meeting schedule

Highlights of discussion include:

- Ms. Rodriguez noted she may have a conflict with the September proposed date, but she did not want to make changes at this time.
- Mr. Weiss suggested revisiting the September meeting date at the next meeting in July; and, if an adjustment is needed, it can be discussed more at that time.

**Ms. Kara Rodriguez, seconded by Mr. Doug Lawrence, moved to approve the meeting schedule as presented. The motion carried by the following vote:**

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

2020 Meeting Schedule

Third Friday, 10 am, Meeting Room AB

July 17, September 18, November 20

6. Discussion and Review Memorandum of Understanding for Joint Economic Development and Tourism

Highlights of discussion include:

- Mr. Boies restructured the addendum as the previous document was more of a “to do” list. It was proposed to have an amendment to the MOU so the committee does not have to go to the full council and board for approval for the annual goals.
- The new MOU addresses the joint management of the economic development and tourism efforts, the position of Economic Development Director, and how the Berryville / Clarke County Joint Committee for Economic Development and Tourism functions as a group.
- Mr. Dalton believes a yearly budget will need to be set for Economic Development and Tourism.
- Mr. Arnold noted the town has set aside funds for the position this year in the amount of \$17,500.
- Ms. Rodriguez inquired about salary range for the Economic Development Director position.
- Mr. Boies responded with a salary range of \$65,000 - \$105,000 with a mid-range of \$85,000. The actual amount will be determined based on qualifications.
- The salary range was acceptable to the committee.
- The Economic Development Director, as a jointly funded position, will report to the County Administrator but receive guidance from the Berryville-Clarke County Joint Committee for Economic Development and Tourism.
- The following edits are needed in regards to the MOU:
  - *MOU Point # 1.*
    - Remove “town has requested more specificity” The remaining wording works for both town and county.
    - Ms. Rodriguez wants to be sure the economic development efforts are directed to the town and how that position will split it’s time between county and town.
    - Mr. Weiss wants to be sure the Economic Development Director is not boxed in too much on a specific schedule for the position. The position is interconnected between county and town, Mr. Weiss doesn’t believe the county will take town money and then say “that’s all you get”. There needs to be a fluidity between town and county. The money put forth by the town allows the position to go full time.
  - *MOU Point # 2*
    - Single point of contact for the town and county will be the Economic Development Director. The Director of Community Development would be the staff liaison to this position for the town.
  - *MOU Point #3*
    - Remove “but now wish to expand that committee to include an additional elected official for the Town and County.”

- The committee shall consist of two (2) representatives from the Berryville Town Council and two (2) representatives from the Board of Supervisors. The Town Manager, or designee, and the County Administrator will be staff to the Berryville-Clarke County Joint Committee for Economic Development and Tourism.
- *MOU Point #4*
  - Remove the word “hire” and replace with “employ”
  - Remove the word “split” and replace with “shared”
  - Add in a 3 year commitment period. The town will put \$17,500 to the position the first year. The second and third year amounts will be discussed by the town and report back.
  - FY21: \$ 17,500.00
  - FY22: \$ \_\_TBD\_\_
  - FY23: \$ \_\_TBD\_\_

7. Discussion and Review Proposed Economic Development and Tourism Director Job Description

Highlights of discussion include:

- As noted above, the Economic Development and Tourism Director will report to the County Administrator, but take guidance from the Berryville / Clarke County Joint Committee for Economic Development and Tourism.
- In regards to Berryville Main Street, this person will be a major help in regards to grants, projects currently being worked on, wayfinding, and finding ways to support and maintain business on Main Street.
- Mr. Dalton stated they were currently working to understand the accreditation associated with Berryville Main Street and how the Economic Development Director position may be able to assist Berryville Main Street.
- The committee decided to drop “MOU” from the committee name.
- Mr. Arnold stated this person should be someone to provide direction and continuity to Berryville Main Street.
- Three minor adjustments were requested to the job description;
  - (1) Add in the Economic Development Director will be the primary point of contact for the public for the Berryville / Clarke County Joint Committee for Economic Development and Tourism;
  - (2) Adjust the number of years of experience working within the economic development field from 10 years to 5 years;
  - (3) Add in that applicants must hold an appropriate state driver’s license.
- Mr. Weiss noted a common criticism that the Economic Development Director is not on hand and accessible to the community because of attendance at regional and state meetings.

- Ms. Rodriguez brought up that the goal of the position is to sell Clarke County and the Town of Berryville to non-residents. This requires the position to travel away from Clarke County. They must be accountable though.
- Mr. Boies noted that we need to look at tourism as a Shenandoah Valley region. People may not come here specifically, but they may do a tour of the valley and Berryville/Clarke County could be a day/overnight stop.
- The job will be posted as a Grade Level 25 on multiple field appropriate job sites for three (3) to four (4) weeks. Support Staff will narrow down the list of applicants and present the top picks to be interviewed by the committee with a start date as close to July 1 as possible. Mr. Dalton thought a more realistic start date would be August 1.

**Mr. Jay Arnold, seconded by Ms. Kara Rodriguez, moved to authorize staff to amend and post the Economic Development job description under the parameters as discussed. The motion carried by the following vote:**

David Weiss	-	Aye
Jay Arnold	-	Aye
Kara Rodriguez	-	Aye
Doug Lawrence	-	Aye

8. Adjourn

At 11:03 am, Mr. David Weiss adjourned the meeting.

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Minutes recorded and transcribed by Tiffany R. Kemp