

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



September 24, 2021  
Regular Meeting Packet



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

*Jay Arnold, Doug Lawrence, Kara Rodriguez, David Weiss, Chris Boies, and Christy Dunkle*

### Agenda

**10:00 am, Friday, September 24, 2021**

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

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Berryville-Clarke County Government Center  
101 Chalmers Court  
Berryville, VA 22611

# **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:**

## **July 16, 2021, Regular Meeting**

PROPOSED MOTION: I MOVE TO APPROVE THE MINUTES OF JULY 16, 2021, AS [PRESENTED] OR [AS AMENDED CITING SPECIFIC AMENDMENT].

Berryville-Clarke County Joint Committee on Economic Development and Tourism  
July 16, 2021                                      Regular Meeting                                      10:00 am

At a regular meeting of the Berryville/Clarke County Joint Committee on Economic Development and Tourism held on Friday, July 16, 2021, at 10:00 am in the Main Meeting Room, Berryville Clarke County Government Center, 101 Chalmers Court, 2nd Floor, Berryville, Virginia.

**Members Present:** Harry "Jay" Arnold, Berryville Mayor and Town Council Representative;  
Doug Lawrence, Board of Supervisors Representative;  
Kara Rodriguez, Town Council Representative;  
David Weiss, Board of Supervisors Representative;

**Members Absent:** None

**Staff Present:** Chris Boies, Christy Dunkle, Felicia Hart, Cathy Kuehner, Brandon Stidham, and Brianna Taylor

**Press Present:** None

**Others Present:** Mary Ivie

**1. Call to Order - Determination of Quorum**

At 10:01 am, Chair Arnold called the meeting to order.

**2. Adoption of Agenda**

**David Weiss, seconded by Doug Lawrence, moved to adopt the agenda as presented. The motion carried by the following vote**

Jay Arnold	Aye
Doug Lawrence	Aye
Kara Rodriguez	Aye
David Weiss	Aye

**3. Approval of Minutes**

**Kara Rodriguez, seconded by David Weiss, moved to approve the minutes for March 19, 2021, as presented. The motion carried by the following vote:**

Jay Arnold	-	Aye
Doug Lawrence	-	Aye
Kara Rodriguez	-	Aye
David Weiss	-	Aye

#### 4. Economic Development and Tourism

Update by Director Felicia Hart:

##### Goals

1. Convene a group of hospitality owners/operators.
    - Group has met once in person. Discussion continues as needed and when appropriate.
      - I have not heard from anyone (good or bad) regarding the new meals tax.
  2. Engage stakeholders on the feasibility of a hotel in Berryville (this would include owners/operators in the region).
    - Work in progress – COVID major consideration right now
      - In another locality, one hotel has decided to hold off on building; in another locality, two are holding off.
      - In talking with other localities, a majority of the hotels are having difficulty hiring front line staff.
      - Locally, the occupancy rate is holding at about 70% right now.
      - Local hotels are competing against the AirBnBs and short-term rentals.
  3. Continue efforts on small business attraction, retention, and expansion (seminars, promotion, assistance). I have also expanded this to include workforce initiatives and expansion.
    - Working regionally regarding the Worlds of Work!, Workforce Initiative, and programs Clarke County schools are currently involved in.
    - We have brought in Virginia Career Works, the Virginia Employment Commission, and other local and state agencies as needed for networking.
    - Wrapped up the latest Economic Gardening program. Have met with a participant, and they are very pleased with the results and end product.
    - Note newest Clarke County unemployment numbers. We had an unemployment rate of 3.9% in March – lower than February's rate of 4%, although some of our Main Street businesses are reducing hours because of the lack of employees applying.
  4. Engage in a dialogue with property owners of vacant buildings and the developable land to spur economic activity.
-

- Ongoing.
  - I update my list weekly of available properties.
5. Evaluate what is needed to make the Berryville Main Street program viable and successful – report back to Joint Committee on a recommendation.
- Letter received from Berryville Main Street regarding reorganizing.
  - I attended their recently held public meeting, and they have elected nine new board members. They are now working on developing committees.
6. Formalize website and social media strategies for economic development.
- Work in progress regarding updates;
  - A new website is in design works – will better enable us to post immediately and provide more pertinent information for those who use it.
7. Establish relationships, and provide training for realtors in the area.
- In regular conversations with Blue Ridge Association of Realtors (BRAR) ED Nancy Silva.
  - Made introductions with ED and Clarke County High School officials as a partnership for teaching students.
  - Made the Blue Ridge Association of Realtors aware of the new Waterloo water/sewer program and the potential at Double Tollgate.
  - Continue meeting one-on-one with realtors to learn of speedbumps/issues/concerns.
8. Develop and implement an incentive program using the CARES funding
- Program completed.
  - New funds are available through the American Rescue Plan. We are currently trying to understand how these new funds can be used and when.

**Other projects:**

**Economic Development**

- Continue having broadband meetings/updates/phone calls. We are looking at opportunities to use the new American Rescue Plan funds.
  - On behalf of the Virginia Health Department, we are coordinating with local businesses to schedule on-site vaccines.
    - This is a no-cost program that allows the Health Department to schedule on-site (at the businesses) vaccines for all their employees. This will help to eliminate manufacturing downtime while at the same time vaccinating more people.
      - Four local businesses have taken advantage of this program.
-



- The Commissioner's Office will be visiting each restaurant/store to educate them on the recently passed meals tax program and will be distributing information.
    - Working with them, I developed handouts for our restaurants regarding available grant monies from the American Rescue Plan program.
  - Met with representatives from our local Department of Social Services to make them aware of several local programs and organizations for partnership opportunities.
    - Made them aware of numerous existing programs their clients may be able to take advantage of. Made several introductions to local organizations/businesses for the DSS Director to speak at to update local elected officials (Town of Berryville) and citizens (civic clubs) as to the Department of Social Services' current reality. We have now set up quarterly meetings for regular updates.
  - Have monthly phone calls with representatives of the Virginia Economic Developers Association (VEDA). We continue to update them on the current reality of Clarke County and regionally.
  - I have met several times with Ali Farahani, the owner of Oakhurst Cabinetry on Cattleman's Lane.
    - I have made several introductions with local businesses and organizations and a couple of State organizations. I am continuing to work with him on needs and opportunities as they arise.
  - Continue to utilize Christine Kriz from the Lord Fairfax Small Business Development Center.
  - Regionally (Winchester, Frederick County, Clarke County), we had a meeting with Draper Aden regarding the EPA Community-Wide Brownfields Coalition Grant.
    - This is a new opportunity grant program Clarke County agreed to participate in. The program will allow us to work with any property owner who is in need of an environmental site assessment in order to sell their property. This is especially pertinent for any older farms that may have used any chemicals or pesticides. This is a no-cost program to the property owner or Clarke County. The program has a total value of \$600,000 with no match required.
  - Regionally participating in the Startup Shenandoah Valley program. This program works with businesses to identify and address their risks while scaling up.
  - Continue to meet regularly with Christy Dunkle for updates/catch-up.
  - I continue to meet regularly with Clarke County's Planning and Zoning Directors for updates/catch-ups.
-

- Have monthly phone calls with representatives of the Virginia Economic Developers Partnership (VEDP). We continue to update them on the current reality of Clarke County and regionally.
  - VEDP is establishing a new division – Office of Education Economics. I have already made introductions with Clarke County High School officials to make them aware of the programs already in place here in Clarke County.
  - Had a conference call with VEDP's representative regarding international sales.
- Work/talk continues on both the Waterloo and the Double Tollgate areas. In addition, Clarke County is still awaiting word back from Frederick County regarding our water/sewer request.
- Continue hosting weekly meetings with Frederick County and City of Winchester EDAs. Also part of the group is Christine Kriz with Lord Fairfax Small Business Development Center and Cynthia Snyder with the Top of Virginia Chamber.
  - Many businesses need employees, so we are working with the Top of Virginia Chamber, the US Chamber, and the Virginia Employment Commission to set up job fairs, both virtually and in-person, to get the information out to prospective employees.
- Regionally we are part of the Small Business Resiliency Team program as part of the GOVirginia – this is in partnership with Lord Fairfax Small Business Development Center. This program assists small businesses with marketing, financial guidance, creating an e-commerce website, and accounting software.

#### SmartAsset piece

- Clarke County has been rated 8 out of 10 for 2020.
- Working directly with Industrial Development Authority (IDA) and Economic Development Advisory Committee (EDAC) Committees to develop personalized contact lists. This would allow each committee member to talk directly with businesses to determine how we can be of greater assistance. We have a questionnaire that is a work in progress to initiate conversation and help us understand how we can be of assistance.

#### **Tourism**

- Continue to write blogs for state, regional, and local use
    - Recently hosted a travel writer who visited eight businesses in Clarke County and stayed at Smithfield Farm Bed and Breakfast.
  - Continue conversations with our local farmers/farm markets about needs and opportunities.
-

- Our partnership in the Shenandoah Valley Spirits Trail continues to show results. Social media and website stats are improving, and we are getting visitors from further away. They are sharing and posting positive comments on our wineries and breweries.
- Expanded blog opportunities listings with the Shenandoah Valley Tourism Partnership (SVTP) and the Shenandoah Valley Travel Association (SVTA)
- Continue to update the Virginia Tourism Corporation (VTC) website regarding Clarke County and our assets/businesses.

#### Davis Weiss

- Noted the Board of Supervisors has been trying, unsuccessfully, to find an industry representative to serve on the Shenandoah Valley Workforce Investment Board. Dr. Seal of the schools represents the Chief Executive Officer position. Asked the committee if they know of anyone who may be interested to please send recommendations our way.
  - Doug Lawrence asked how often they meet; Chris Boies responded that he believed they meet quarterly. Also noting they receive State dollars for workforce development and provide guidance on how those dollars are spent and then help with training. In addition, they are a sounding board for the industry on what the needs are for the community.

#### Kara Rodriguez

- Asked what the outreach has been from prospective businesses and/or property owners of vacant builders along the main street? Felicia Hart stated there is no push for the vacant building owners because they do not need the money. However, this happens along every main street; people are starting to look at this from a regional perspective.
  - Chris Boies added some traction on the last vacant lot in Industrial Park with Christy Dunkle, confirming that she has communicated with them multiple times. Chris Boies also noted that the Mercke land has had some interest.

### **5. Berryville Area Plan Five-Year Review Resolution Discussion**

Brandon Stidham highlighted the following:

- In 1988 the Town and County adopted the first Annexation Area Agreement to cover the area's future development.
  - There were later updates to the agreement in 1990 and 1992, which were efforts to create an entity to oversee this development, ultimately becoming the Berryville Area Development Authority (BADA), and to develop a comprehensive land plan specific to this area which eventually became the Berryville Area Plan.
  - BADA acts as the Planning Commission for land use decision-making within this area; they supersede the Berryville Planning Commission and County Planning Commission.
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- Christy Dunkle and I partnered on an extensive cover-to-cover update to clarify the plan in 2015 that was customer/citizen-friendly.
- Attachment 2, Map 4 – Berryville Area Plan Land Uses (2015)
  - The majority of areas have been annexed into the Town though there are a few that still remain in the County.
  - The numbers on the map correspond to the narrative text within the Berryville Area Plan, which describes the existing characteristics of where the areas are, development, the current pattern of development, and current recommendations for future development.
  - Subarea 21 is the business park which is predominately developed.
  - Subareas 19A and 23 are light industrial areas.
  - Subarea 12B, located off first street, is also recommended for business park uses.
  - There are two commercial areas, Subarea 6 and subarea 7.
    - Subarea 6 is split into two pieces; the easternmost piece adjacent to subarea 7 is not annexed into the town and is referred to as the Mosby Business Area. This is recommended for business/office uses.
    - The Northern part of Subarea 7 and is currently in the Byrd family, is not annexed. This is recommended for Highway, and Visitor Commercial type uses.
- Areas for potential annexation were added in 2015, See Attachment 3, Map 5 – Potential Future Growth Area
  - This is predominately the Smallwood Property. Specific properties were not highlighted, but a general shaded area was noted to describe a general study area.
  - The first opportunity with the Smallwood Property is to look at and study all of the options for the property.
  - This was identified as a short-term priority within the first 10-years of the adoption of the plan.
- Attachment 4, Map 6 – Hermitage South Potential Future Growth Area
  - This is specifically for low-density residential uses, similar to what is in the Hermitage subdivision currently.
- Attachment 7, Map 7 – Western Potential Future Growth Area
  - Shows another area to be possibly looked at for residential, long-term study areas, meaning longer than the ten (10) year threshold.
- Attachment 1, Resolution to Initiate Review of the 2015 Berryville Area Plan
  - State codes require a review of the comprehensive plan every five years and take some sort of action on its status, whether that be keeping the existing plan or initiate updates/changes.
  - The review contains a bulleted list of items as a starting point; it's not intended to be an all-inclusive list but an initial scope of work.

Kara Rodriquez

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- If the review starts in 2022, do you anticipate an adoption in 2022 or 2023? Brandon Stidham clarified the process usually takes 12-months, so plan on starting in 2022, but that exact date is dependent on Christy Dunkle and I's workloads. Once a direction is received from the BADA, then work would begin on the redraft, noting this would require adoption by the County Board of Supervisors and the Town Council. Christy Dunkle added that the census data would also affect when the work can begin.

#### Doug Lawrence

- Asked if the acreage of Berryville 20 years ago, what percent has been annexed, and what the percentage of total acreage up for annexation in January is?
  - Christy Dunkle clarified they are still gathering information.
  - Brandon Stidham noted that we are in a unique situation because most Towns and Counties do not have a joint annexation agreement, much less having staff that works together to accomplish this. In most cases, annexation can be an adversarial process. Adding that residential area takes up the majority of total acreage than business uses.
- Doug Lawrence additionally asked if it were a ratio of 5:1 house per job ratio? Brandon Stidham stated the philosophy of what percentage of your tax base should come from commercial use versus residential is the most commonly used trick.

#### **6. Set 2021-2022 Goals**

Davis Weiss asked for Felicia Hart's feelings on the current goals and if she feels they need to be updated or kept the same. Felicia Hart responded that most of the goals of 2020-2021 were more of an ongoing priority list and deal with them as they come up. Felicia Hart went over the list of 2020-2021 goals as follows:

- 1) Convene a group of hospitality owners/operators - Topics to include TOT, short-term rentals, Civil War.
  - a. This is complete.
- 2) Engage stakeholders on the feasibility of a hotel in Berryville - Include owners/operators in the region.
  - a. This is a continual discussion trying to find out what is going on in the world, what the current feel for a project like this is.
- 3) Continue efforts on business attraction, retention, and growth - Seminars, promotion, assistance.
  - a. This is done daily when going out to talk with folks. Feels being able to assure businesses that we're here and can listen to issues and concerns and provide guidance.
- 4) Engage in a dialogue with property owners of vacant buildings and the developable land to spur economic activity.
  - a. Ongoing piece.

- 5) Evaluate what is needed to make the Berryville Main Street program viable and successful - Report to Joint Committee on recommendations.
  - a. This is a work in progress and is building partnerships and relationships to help spread the message.
- 6) Formalize website and social media strategies for economic development.
  - a. Made a top priority for the upcoming year to complete the new Economic Development website.
- 7) Establish relationships, and provide training for realtors in the area.
  - a. Just went through again and had an hour-long class with some of the local realtors. Wants to get to the point of having Christy Dunkle and the Planning & Zoning directors have one-on-one conversations to help realtors better understand how to do business in the Town and County.
- 8) Develop and implement an incentive program using the CARES funding
  - a. This is complete. Has moved into working on the use of the American Rescue Funds focusing on broadband efforts around the County.

Suggestions:

Kara Rodriquez

- With so many new residents looking to move into Clarke County, believes it would be a unique opportunity to engage our new and current residents with a shop and dine local campaign by targeted marketing, direct communication, and getting back to business profiles on Social Media.
    - Felicia Hart clarified she is meeting with Sarah Ames, Director of Barns of Rose Hill, on how to get new and current folks to come downtown. Since Barns is the official visitor's center, they are looking into how to gather the data from the visitors. Currently do not know what their expectations are and what they expect when visiting. Noting they are planning on doing a bigger outreach program.
    - Kara Rodriquez wondered if the Barns of Rose Hill, in collaboration with us, can do an online survey to help gather more data.
  - Saw somewhere there was going to be a "big" announcement on Broadband today by the Governor. A long-term goal, with the knowledge that infrastructure in place is a priority, would be to get feedback regarding co-op workspaces so people who don't necessarily want to drive an hour plus commute.
    - Christy Dunkle and Felicia Hart have had this conversation many times. Christy Dunkle noted in the past, there was a committee specific to this topic. The previous office space used was funded by the federal government. There are some spaces that people could use to have access to Broadband. Felicia Hart added that many folks in the Town and County have been reaching out to see how they can get Broadband. The talk is there, and we can look into spreading the word and giving more opportunities to people.
-

- Develop and implement an incentive program using available State and Federal funding.
- Would like to see the resident engagement, shop and dine campaign a goal for the next year.

Doug Lawrence

- Thanked Felicia Hart and Chris Boies for working on Broadband for the County. Added that Shentel is hanging wireless beam technology on the old high school antenna. The rates vary from \$60, \$80, and \$160 to get fixed wireless. Believes this should provide "pretty good" coverage to all of the Town, and they hope to have the project complete this summer. The electrical permit has been pulled. Shentel will do their own publicity. When the County finds out more information, they will let the Town know. The State wants fiber to the home but not enough resources; hopefully will add more money to the VATI program.
- Asked if the Welcome Wagons still existed? Christy Dunkle suggested that Felicia Hart may be able to work with Berryville Main Street to do welcome bags for new residents.

Felicia Hart provided a handout to the committee members with the following 2021-2022 goals as ongoing priorities:

- 1) Complete redo of the Economic Development website
  - 2) Set up quarterly meetings with Barns of Rose Hill Director Sarah Ames to discuss/work out
    - a. Partnership opportunities
    - b. Ways to gather data from our visitors
    - c. How they provide additional support to a broader business base
    - d. Ways to enhance the visitors' experience while at the Barns of Rose Hill
  - 3) Enhance our regional participation and opportunities with groups like
    - a. Economic Coalition of the Northern Shenandoah Valley
    - b. Shenandoah Valley Travel Association
    - c. Shenandoah Valley Tourism Partnership
    - d. Shenandoah Spirits Trail
    - e. Virginia Economic Development Authority (VEDA)
    - f. Virginia Economic Development Partnership (VEDP)
  - 4) Manage and maintain websites and social media highlighting Clarke County. This includes blog posts, stories, and photography for sites, including:
    - a. YesClarkeCounty,
    - b. Clarke Tourism,
    - c. Clarke Connect,
    - d. Virginia Tourism Commission
    - e. Shenandoah Valley Tourism Partnership,
    - f. Shenandoah Valley Travel Association (2 sites),
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- g. Shenandoah Spirits Trail,
    - h. Virginia Economic Development Authority (VEDA), and
    - i. Virginia Economic Development Partnership.
- 5) Enhance relationships between County and Town departments to more easily share information.
  - a. New business licenses,
  - b. Current business licenses, and
  - c. Potential rezoning requests.
- 6) Work with businesses to highlight employment and training opportunities. This could include:
  - a. Social media listings/shares,
  - b. Virtual Job Fair opportunities,
  - c. Listings on the Virginia Employment Commission site,
  - d. Listings on the Top of Virginia Job Opportunities site,
  - e. Introduction to the workforce training at Clarke County Schools, and
  - f. Any other outlets as needed/determined.
- 7) Continuation of:
  - a. Engaging stakeholders on a potential hotel in Berryville,
  - b. Continue efforts on business attraction, retention, and growth to include:
    - i. Assistance,
    - ii. Promotions,
    - iii. Training and any needed support, and
    - iv. Potential co-op space.
  - c. Continue the dialogue with property owners of vacant properties and developable land,
  - d. Continue relationship with Blue Ridge Association of Realtors.

#### Jay Arnold

- Noted the Town is using the American Rescue Plan funds looking at the Wayfinding Sign Program. The Town has been looking at that for the last five-six years, trying to get enough money. Hoping to get that off the ground to direct more folks downtown and provide signage downtown. Also looking for incentives for downtown building owners to enhance the building frontage.
- Asked if there is a way to work with GPS to get information to people who travel in, to have something show what is available to see and do in Berryville? Felicia Hart confirmed it is possible, but noted it might be costly. Kara Rodriguez and Jay Arnold confirmed they would be interested in seeing the cost. Jay Arnold felt it would be nice for them to have the option. Felicia Hart added "Siri" and "Alexa" is another source of technology that hinders the use of GPS because people can ask their smartphones for what specifically they are looking for.



David Weiss

- Noted the County is planning to put the American Rescue Plan funds towards Broadband. Chris Boies added that it looked like the Governor was going to put quite a bit of money back into the Rebuild Virginia program, which was a business assistance program. Remarking the needs the County is hearing from businesses right now is not financial, but employees to work.

Felicia Hart

- Believes enhancing the relationship and discussion with the fairground would be beneficial to the businesses. Kara Rodriguez agreed that is an issue and added if there was a way to catch that information and make the businesses aware of what to expect and travelers know what is available in Clarke County. Felicia Hart felt providing either a tear-away map or a large "you are here" map would help visitors, as well as businesses, prepare so, for example, restaurants do not run out of food. There is a need to improve that relationship. Kara Rodriguez felt a QR code might be very useful.

Kara Rodriguez

- The Town adopted a plan to use a portion of the ARPA funds to redo the website and a refresh in four-five years. They are looking at ways to compliment the County and Tourism website for events. Going to be kicking off that process, imagining it is going to take a while to get going. One area to improve the available information for prospective business owners. Felicia Hart believes this is perfect timing as she redoes the Economic Development website, making sure people know the difference between whether they need to be working with the Town or the County, what the different rules are, and this is a great opportunity for collaboration.
  - Doug Lawrence asked who upgrades and maintains the Town's website currently? Kara Rodriguez stated Civic Plus handles all that. Doug further asked if it would be an advantage to have an MOU or partnership with the County's Information office?
- Suggested getting a draft list of priorities and formally vote at the next meeting.

**9) Next Meeting**

The next scheduled meeting is September 17, 2021

**10) Adjournment**

**Kara Rodriguez, seconded by Doug Lawrence, moved to adjourn the meeting. The motion carried by the following vote:**

Jay Arnold - Aye

*Draft for Approval September 17, 2021*

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Doug Lawrence	-	Aye
Kara Rodriguez	-	Aye
David Weiss	-	Aye

At 10:59 am, Chair Arnold adjourned the meeting.

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Minutes Recorded and Transcribed by Brianna R. Taylor & Tiffany R. Kemp

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Berryville-Clarke County Joint Committee for Economic Development and Tourism  
Meeting Minutes – July 16, 2021

**RESOLUTION TO INITIATE REVIEW  
OF THE 2015 BERRYVILLE AREA PLAN**

**WHEREAS**, the 2015 Berryville Area Plan was adopted by the Berryville Town Council on May 10, 2016 and by the Clarke County Board of Supervisors on May 17, 2016, and

**WHEREAS**, Code of Virginia §15.2-2230 requires that at least once every five years, a locality’s planning commission shall review the comprehensive plan “to determine whether it is advisable to amend the plan,” and

**WHEREAS**, the Berryville Area Plan is an implementing component plan of the 2013 Clarke County Comprehensive Plan,

**AND WHEREAS**, May 2021 marks the five-year anniversary of the Plan’s adoption.

**NOW THEREFORE, BE IT RESOLVED** that the Berryville Area Development Authority has determined that it is necessary to conduct a review of the 2015 Berryville Area Plan, and that the scope of this review shall include, but not be limited to, the following issues:

- The current Plan’s goals and objectives and whether they remain relevant and current or need to be updated.
- Changes in population and demographic information as reported in the final release of 2020 Census data.
- The results of the Southeastern Collector Study (PrimeAE, April 2020).
- Cooperative economic development efforts between the Town and County.
- The build-out status of residential sub-areas (including Battlefield Estates, Hermitage Section 5, Berryville Glen, and Shenandoah Crossing) and whether these sub-areas can be removed from the Area Plan.
- The status of designated potential future growth areas.
- The impact of any updates to the County or Town Comprehensive Plans since the previous Berryville Area Plan update.
- The impact of new development projects, capital projects, or transportation improvements completed since the previous Plan update.
- Development of guidance for a future review and update of the Town-County Annexation Area Agreement.
- Any other subject not addressed or inadequately addressed by the current Plan.

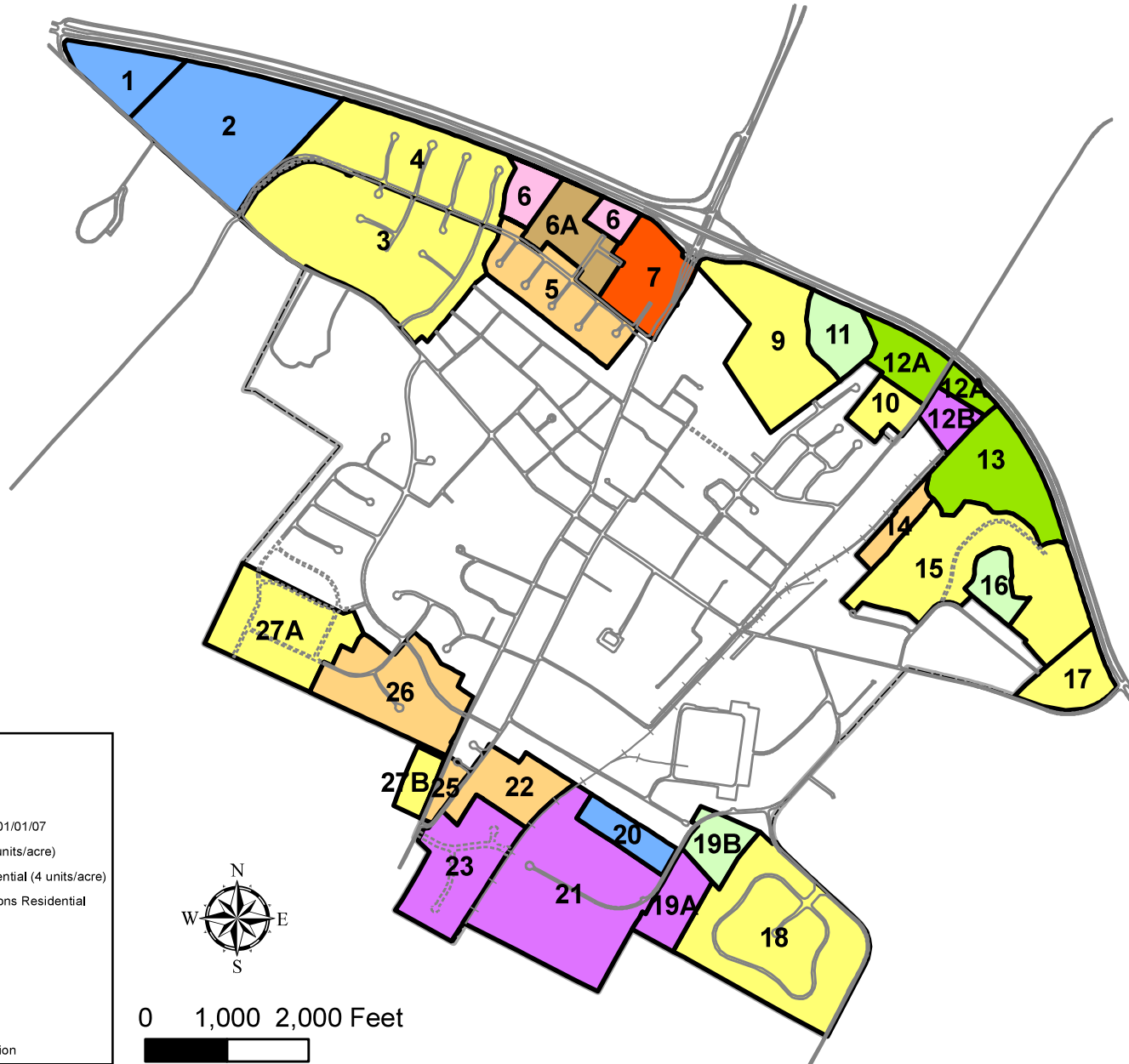
**BE IT FURTHER RESOLVED** that the Authority intends to commence this review in 2022 following publication of all Census 2020 data and as the Authority's and Staff's workload permits.

Adopted this 26<sup>th</sup> day of May, 2021.

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Allen Kitselman, Chair

# MAP 4 -- Berryville Area Plan Land Uses (2015)

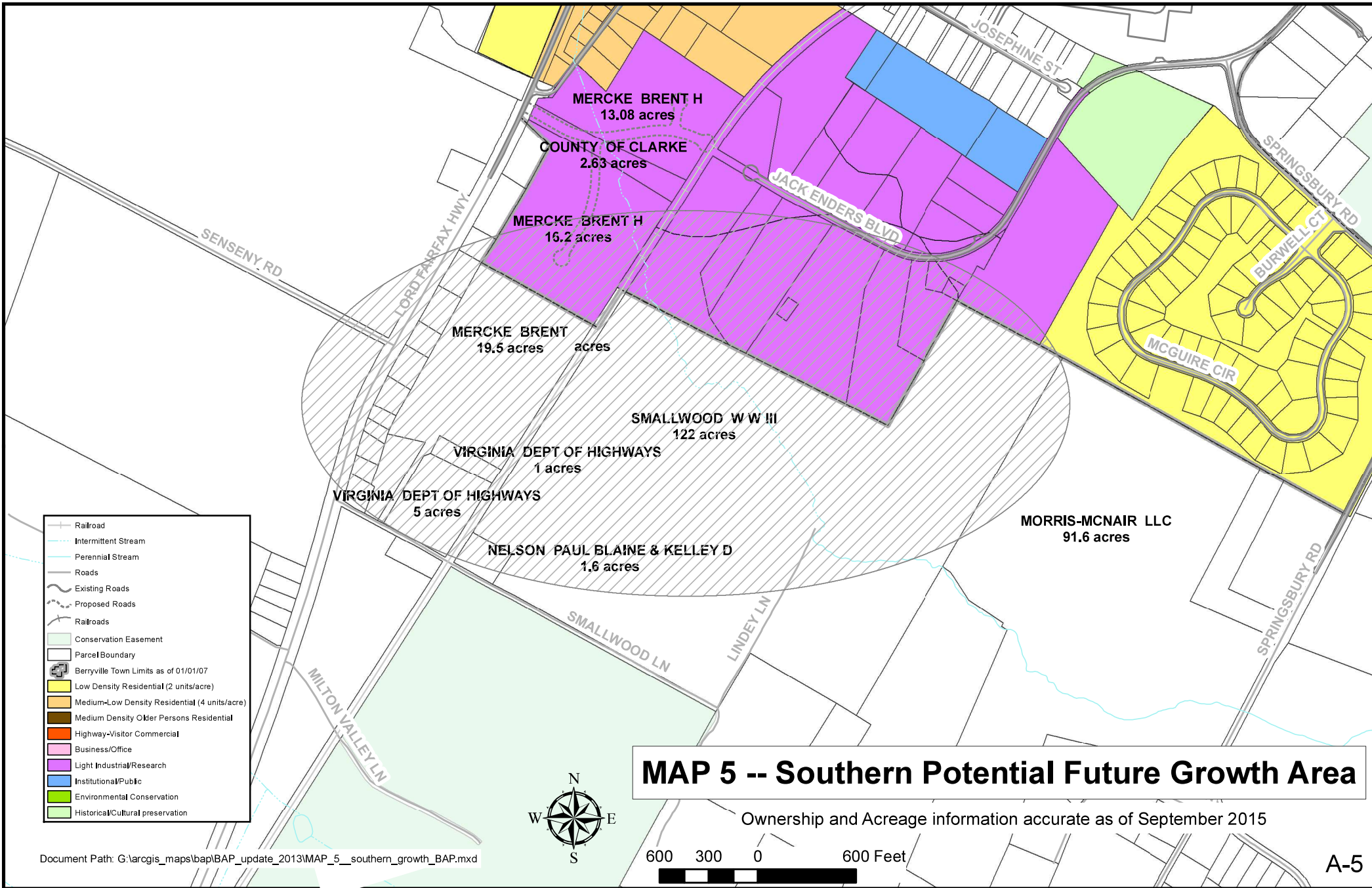


Existing Roads  
 Proposed Roads  
 Railroads  
 Berryville Town Limits as of 01/01/07  
 Low Density Residential (2 units/acre)  
 Medium-Low Density Residential (4 units/acre)  
 Medium Density Older Persons Residential  
 Highway-Visitor Commercial  
 Business/Office  
 Light Industrial/Research  
 Institutional/Public  
 Environmental Conservation  
 Historical/Cultural Preservation



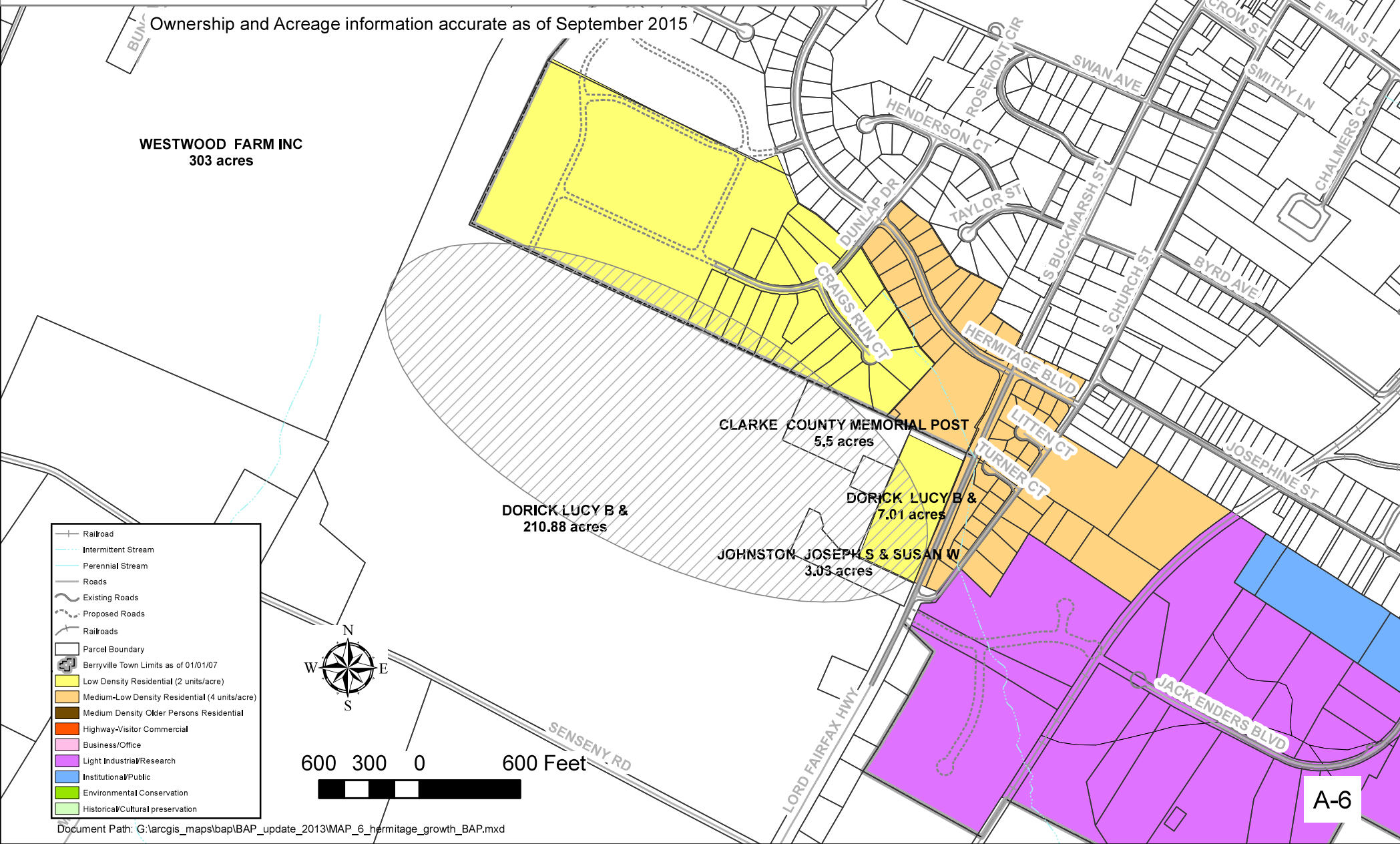
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# MAP 6 -- Hermitage South Potential Future Growth Area

Ownership and Acreage information accurate as of September 2015



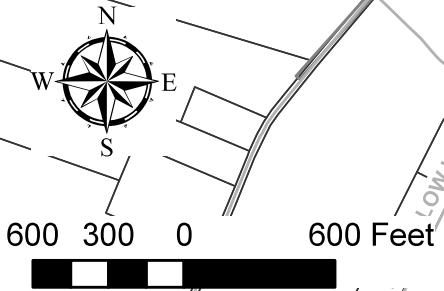
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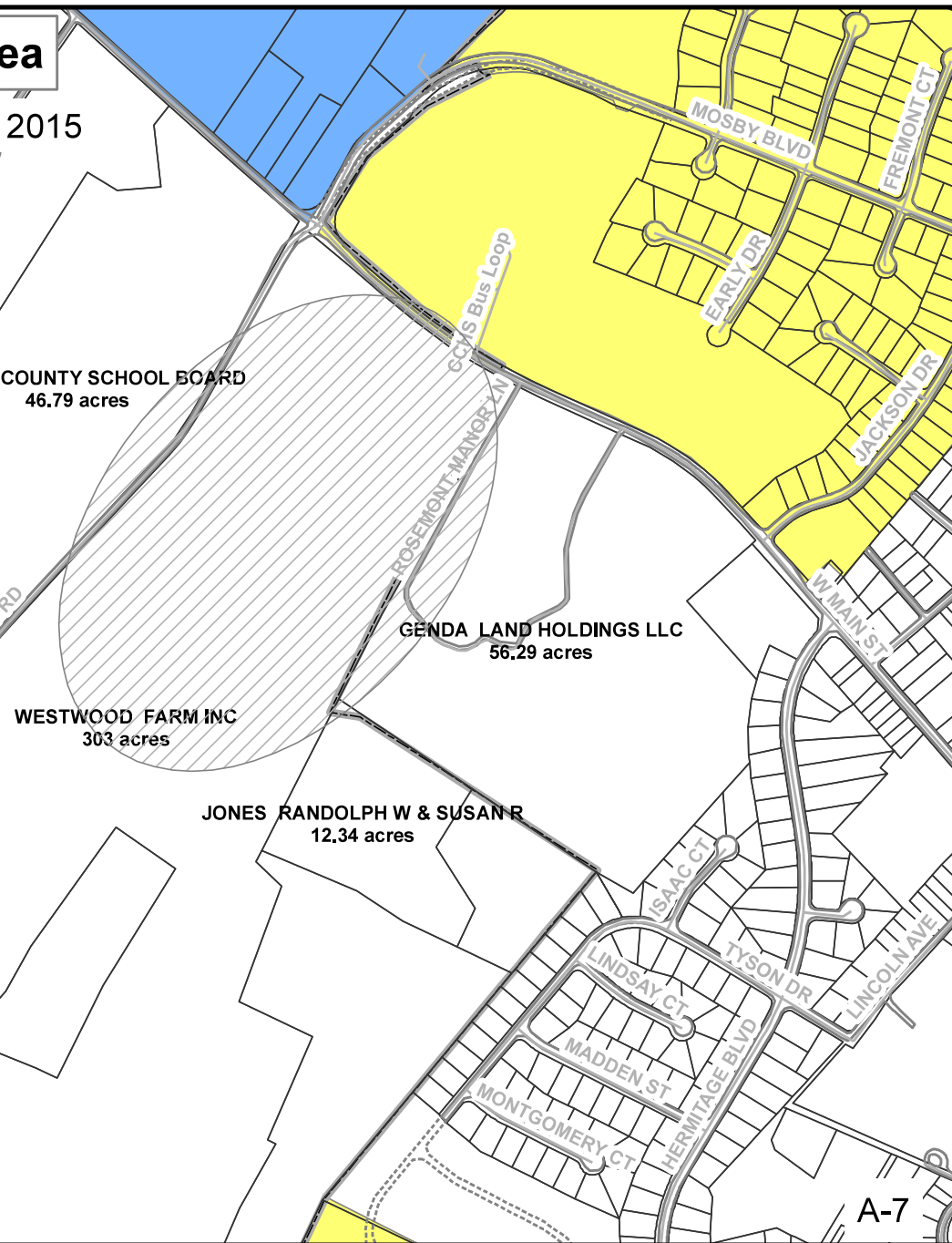
# MAP 7 -- Western Potential Future Growth Area

Ownership and Acreage information accurate as of September 2015

- Intermittent Stream
- Perennial Stream
- Roads
- Existing Roads
- Proposed Roads
- Railroads
- Parcel Boundary
- Berryville Town Limits as of 01/01/07
- Low Density Residential (2 units/acre)
- Medium-Low Density Residential (4 units/acre)
- Medium Density Older Persons Residential
- Highway-Visitor Commercial
- Business/Office
- Light Industrial/Research
- Institutional/Public
- Environmental Conservation
- Historical/Cultural preservation



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# **2021-2022 Goals & Priorities**

PROPOSED MOTION: I MOVE TO APPROVE THE 2021-2022 GOALS & PRIORITIES AS [PRESENTED] OR [AS AMENDED CITING SPECIFIC AMENDMENT].

## Priorities:

July 2021

- 1) Complete redo of the Economic Development website
- 2) Set up quarterly meetings with Barns of Rose Hill Director Sarah Ames to discuss/work out
  - a. Partnership opportunities
  - b. Cross-promotion of events (at the fairgrounds and in the community)
  - c. Ways to gather data from our visitors
  - d. How they provide additional support to a broader business base
  - e. Ways to enhance the visitors' experience while at the Barns of Rose Hill
  - f. Potential "Shop and Dine" cards or coupons
- 3) Enhance our regional participation and opportunities with groups like
  - a. Economic Coalition of the Northern Shenandoah Valley
  - b. Shenandoah Valley Travel Association
  - c. Shenandoah Valley Tourism Partnership
  - d. Shenandoah Spirits Trail
  - e. Virginia Economic Development Authority (VEDA)
  - f. Virginia Economic Development Partnership (VEDP)
- 4) Manage and maintain websites and social media highlighting Clarke County.  
This includes blog posts, stories, and photography for sites, including
  - a. YesClarkeCounty
  - b. Clarke Tourism
  - c. Clarke Connect
  - d. Virginia Tourism Commission
  - e. Shenandoah Valley Tourism Partnership
  - f. Shenandoah Valley Travel Association (2 sites)
  - g. Shenandoah Spirits Trail
  - h. Virginia Economic Development Authority (VEDA), and
  - i. Virginia Economic Development Partnership
- 5) Enhance relationships between County/Town departments to more easily share information –
  - a. New business licenses
  - b. Current business licenses
  - c. Potential rezoning requests
- 6) Work with businesses to highlight employment and training opportunities. This could include
  - a. Social media listings/shares
  - b. Virtual Job Fair opportunities
  - c. Listings on the Virginia Employment Commission site
  - d. Listings on the Top of Virginia Job Opportunities site
  - e. Introduction to the workforce training at Clarke County Schools, and
  - f. Any other outlets as needed/determined
- 7) Continuation of
  - a. Engaging stakeholders on a potential hotel in Berryville
  - b. Continue efforts on business attraction, retention, and growth – to include
    - i. Assistance
    - ii. Promotions
    - iii. Training and any needed support
    - iv. Potential co-op space
  - c. Continue the dialogue with property owners of vacant properties and developable land
  - d. Continue relationship with Blue Ridge Association of Realtors

# **Economic Development & Tourism Update**

○ By Director Felicia Hart

**Goals**

- #1 Convene group of hospitality owners/operators
  - I keep in touch with them as needed to understand what their reality is
- #2 Engage stakeholders on the feasibility of a hotel in Berryville (this would include owners/operators in the region)
  - Work in progress – COVID major consideration right now
    - Talked with a company recently about this – but they come into a locality and look for local financiers and then build
    - In talking with other localities, a majority of the hotels are still having difficulty hiring front line staff – for many, it's almost a self-serve mentality when you check in
    - Locally, the occupancy rate is dropping right now because of cancellations
    - Some local hotels are competing against the Airbnb's and short-term rentals
- #3 Continue efforts on small business attraction, retention and expansion (seminars, promotion, assistance). I have also expanded this to include workforce initiatives and expansion.
  - We have brought in Virginia Career Works, the Virginia Employment Commission and other local and state agencies as needed for networking
  - Working regionally regarding the Worlds of Work!, Workforce Initiative and programs Clarke County schools are currently involved in
  - We continue to work with the schools in making introductions for local businesses and the students
  - See attachment from Christine Kriz – Lord Fairfax Small Business Development Center
- #4 Engage in a dialogue with property owners of vacant buildings and the developable land to spur economic activity.
  - Ongoing.
  - I continue to review weekly
  - Merke property has sold – LVG will be building a warehouse to double the size of their existing space on Station Road
  - Spoke with several property owners recently regarding the Brownfield grant.
  - In talks with some to utilize their front window space for marketing/promotion of Main Street in partnership with Berryville Main Street and the Barns
- #5 Evaluate what is needed to make the Berryville Main Street (BMS) program viable and successful – report back to Joint Committee on recommendation.
  - They have a new president – Michelle Mellon with Edward Jones. Very positive meetings
  - Have developed regular joint meetings with Berryville Main Street, The Barns and Clarke County. Many new programs are in the works including quarterly Meet/Greet meetings for new citizens; regular meetings with local businesses; BMS will be expanding their marketing to include businesses in the County; Business Spotlight enhancement program;

welcome bags for new citizens; and we're working directly with the Ruritans to develop relationships with those organizations/ groups renting the fairgrounds; rack and coupon cards; and Dinner and a Show program at the Barns; a cohesive holiday program with several events tied together; enhanced social media blitz with all three parties; Clarke County will also be working directly with these two outlets to better address quick turn-around needs from VTC and other news outlets wanting information directly on local businesses.

- #6 Formalize website and social media strategies for economic development.
  - Work in progress regarding updates -
  - New website is in design works – will better enable us to post immediately and provide more pertinent information for those who use it
  
- #7 Establish relationships, and provide training for, realtors in the area.
  - In regular conversations with Blue Ridge Association of Realtors (BRAR) ED Nancy Silva
  - Made introductions with ED and Clarke County High School officials as partnership for teaching students
  - Made BRAR aware of new Waterloo water/sewer program and the potential at Double Tollgate
  - Continue meeting one-on-one with realtors to learn of speedbumps/issues/concerns
  - Continue to offer my assistance for those dealing with properties in Clarke County
  
- #8 Develop and implement an incentive program using the CARES funding
  - Program completed
  - New funds are available through the American Rescue Plan. We are currently trying to understand how these new funds can be used, and when.

#### **Other projects:**

##### **Economic Development**

Continue having broadband meetings/updates/phone calls. We are looking at opportunities to use the new American Rescue Plan funds – update on the VATI grant with a partnership with All Points Broadband

Have been pushing the Return to Earn grant program that reimburses companies (up to \$500) for sign-on bonuses. This is a program through the Governor's office.

Will be producing a "Welcome" piece for Ruritans to hand out to officials who are renting/leasing fairground space. Handout will provide my contact information and give ideas on ways that we can assist them in getting the word out about their upcoming programs and we can make introductions with local companies they would need services/products from.

We are still working with the Virginia Health Department; we are coordinating with local businesses to schedule on-site vaccines.

- This is a no-cost program that allows the Health Department to schedule on-site (at the businesses) vaccines for all their employees. This will help to eliminate manufacturing down time while at the same time vaccinating more people.

I continue to have regular update meetings with representatives from our local Department of Social Services to make them aware of several local programs and organizations for partnership opportunities.

I continue to make introductions for companies like Casey Trees who has an immediate hiring need. Introductions include Clarke County High School, Top of Virginia Chamber, Christine Kriz, United Way, and numerous local and state agencies.

Have monthly phone calls with representatives of the Virginia Economic Developers Association (VEDA). We continue to update them on current reality of Clarke County and regionally.

Continue to utilize Christine Kriz from the Lord Fairfax Small Business Development Center.

Regionally (Winchester, Frederick County, Clarke County) we had a meeting with Draper Aden regarding the EPA Community-Wide Brownfields Coalition Grant.

- This is a new opportunity grant program Clarke County agreed to participate in. The program will allow us to work with any property owner who is in need of an environmental site assessment in order to sell their property. This is especially pertinent for any older farms who may have used any chemicals or pesticides. This is a no cost program to the property owner or Clarke County. The program has a total value of \$600,000 with no match required.

Regionally participating in the Startup Shenandoah Valley program. This program works with businesses to identify and address their risks while scaling up.

Continue to meet regularly with Christy Dunkle for updates/catch up.

I continue to meet regularly with Clarke County's Planning and Zoning Directors for updates/catch ups.

I continue to regularly post upcoming events (training, meetings, etc.) on the Economic Facebook page. I also post about opportunities such as free visits from the Health Department

Work/talk continues on both the Waterloo and the Double Tollgate areas. Clarke County is still awaiting final vote from Frederick County regarding our water/sewer request.

Continue hosting weekly meetings with Frederick County and City of Winchester EDAs. Also part of the group is Christine Kriz with Lord Fairfax Small Business Development Center and Cynthia Snyder with the Top of Virginia Chamber.

Regionally we are part of the Small Business Resiliency Team program as part of the GOVirginia – this is in partnership with Lord Fairfax Small Business Development Center. This program assists small businesses with marketing, financial guidance, creation of an e-commerce website and accounting software.

## **Tourism**

Continue to write blogs for state, regional and local use – making it seasonal right now

Continue conversations with our local farmers/farm markets about needs and opportunities

I continue to post regular updates on the Tourism Facebook page highlighting upcoming events, places to visit and things to do.

Expanded blog opportunities listings with the Shenandoah Valley Tourism Partnership (SVTP) and the Shenandoah Valley Travel Association (SVTA)

Evaluating additional signage at the fairgrounds to showcase more of what Clarke County/Berryville have to offer

Continue to update the Virginia Tourism Corporation (VTC) website regarding Clarke County and our assets/businesses.

Have talked with Berryville Main Street and the Barns about utilizing some of our blogs.

We have also been in discussion with them about a potential mural campaign around town.

Discussion is also happening about a potential LOVEWorks program.

Location	# of Counseling/Prep			Jobs	Jobs	Capital Raised	Monthly Total			YTD Total		
	# of Clients	Hours	Start-ups	Created	Retained		% of total funding	% of clients	% of time	% of total funding	% of clients	% of time
VA: Clarke	9	27		9	32	\$ 1,101,500.00	8%	7%	9%	8%	4.5%	5.5%
VA: Fauquier	3	5		13	58	\$ 473,000.00	0%	2%	2%	0%	10.0%	6.5%
VA: Frederick	49	117	1	14	20	\$ 1,430,608.00	43%	39%	40%	43%	38.5%	44.0%
VA: Shenandoah	17	41		7	9	\$ 290,988.00	14%	13%	14%	14%	13.0%	12.5%
VA: Warren	3	5		2	4	\$ 29,305.00	0%	2%	2%	0%	6.5%	2.5%
VA: Winchester	45	101		9	6	\$ 39,125.00	35%	36%	34%	35%	27.5%	29.0%
	126	296	1	54	129	\$ 3,364,526.00	100%	100%	100%	100%	100.0%	100%



## Lord Fairfax National Small Business Week

### Press Release

Written by Christine Kriz,

Director Lord Fairfax Small Business Development Center

September 14, 2021

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners.

More than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year. Small businesses are not only the engines of our economic progress — they are the heart and soul of our communities. During National Small Business Week, we celebrate our Nation's small businesses — the pillars of their neighborhoods

As part of National Small Business Week Sept 13-15, the Lord Fairfax Small Business Development Center takes the opportunity to highlight the impact of entrepreneurs, small business owners, and others from the Shenandoah Valley. Every day, the LFSBDC, an SBA and local economic development grant funded program, works to help inspire people to start, and grow small businesses, create 21st century jobs, drive innovation, and increase the Shenandoah Valley's global competitiveness. Each year this grant funded program provides free consultations to over 450 entrepreneurs and businesses in Clarke, Frederick, Shenandoah, Warren, Warrenton, and the City of Winchester. Services can include how to get a

business loan, social media best practices, finance & accounting evaluations, human resources evaluations, lean operations, and much more. Interested folks can sign up for a free consultation at [lfsbdc.org](http://lfsbdc.org) or call 540-868-7094.

Celeste Borel, L'Auberge Provencale of Clarke County is the LFSBDC Middletown Small Business of the Year.

Forty years ago, Alain and Celeste Borel used ingenuity and hard work to convert a "broken down Virginia farmhouse" into a first-class French country inn. That ingenuity, along with support from the Lord Fairfax SBDC, helped the Clark County innkeepers survive a pandemic.

"When the pandemic hit, our inn shut down like everybody else," Celeste says. About that time, Celeste received a call from Lord Fairfax SBDC Center Director Christine Kriz. "The SBDC had grant money to help small businesses with marketing and advertising," Celeste recalls. "Christine contacted me to see if she could help. We accepted her offer and worked with the SBDC on several marketing projects." The marketing strategy included a video and flyers. "We used flyers to get the word out," Celeste explains. "Yes, we're open, and we're COVID safe!"

The innkeepers literally turned the tables to reassure guests. "We put tables from the restaurant in guest rooms so people would feel safe while enjoying our amenities," Celeste relates. "We also put tables in the grass,

on the terrace, and on the porch. We changed up the way we did things to make people feel comfortable.”

Pandemic challenges, Celeste notes, were reminiscent of the obstacles the couple faced 40 years ago, when they purchased what was then known as Mt. Airy. “There were ‘groundhog condominiums’ all over the place when we bought it,” she says, referring to the vast underground networks the vermin had created over the years. “Basically, the whole property was in need of loving care.” Undeterred by the many renovation challenges, the couple transformed Mt. Airy into an intimate, 11-room inn with dining space, featuring three- and five-course meals. The result was, as one reviewer described it, “a true French countryside experience right here in America.”

The many challenges and final success of Mt. Airy helped remind Alain and Celeste that all was not lost. Yet, closing the inn because of the pandemic was still difficult for them. Fortunately, that shutdown was short-lived. “We closed in March, but by June we were doing very well,” Celeste says. “Advertising a COVID-safe experience in the country brought guests back. We’re very appreciative of the SBDC’s help.”

In addition to marketing assistance, the SBDC offered tutorials on applying for the Paycheck Protection Program (PPP) and other government assistance. “The SBDC kept us informed on how to weave our way through all the US Small Business Administration requirements,” Celeste notes.

Celeste continues to value her SBDC connections. “The SBDC knows people, and if you need a project done, they will connect you,” she says. “I think that’s very valuable.”

That value was apparent in the inn’s year-end financial report. “By the end of the COVID year in 2020, we recovered more than we made the previous year,” Celeste concludes. “The SBDC definitely helped make that happen.”



## 2021 Meeting Schedule

Third Friday, 10:00 am, Main Meeting Room

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- January 15, 2021 – Organizational Meeting
  
- March 19
  
- May 21
  
- July 16
  
- September 17
  
- November 19      *Staff Propose Thursday, November 18, 2021*
  
- January 21, 2022 – Organizational Meeting

# **Adjourn**

PROPOSED MOTION: I MOVE TO ADJOURN THE MEETING.

## **Reports in Packet:**

- Memorandum of Understanding

**Memorandum of Understanding (MOU)  
Between The Town of Berryville and Clarke County  
Regarding Economic Development and Tourism**

**WHEREAS**, the Town of Berryville and Clarke County have previously entered into a MOU regarding economic development and tourism and now wish to update that document; and

**WHEREAS**, the Town of Berryville and Clarke County over the past four decades have worked cooperatively to promote a unique and highly successful land use philosophy that focuses growth and development within the Town while preserving the County's natural, historical, and agricultural resources; and

**WHEREAS**, the County's small land area, close proximity to four surrounding urban growth areas, and limited access to public water and sewer capacity make the sharing of Economic Development resources a necessity; and

**WHEREAS**, the future of economic development – including business, retail, industry, agriculture, and Tourism – in Clarke County is dependent upon effective collaboration and cooperation between the Town and County;

**AND WHEREAS**, the Town and the County recognize that combining resources and creating unified points of contact for Economic Development and Tourism will enable our communities to more efficiently address the needs of new and existing businesses, streamline regulations and regulatory processes, and more effectively market our unique assets.

**NOW THEREFORE, BE IT RESOLVED THAT** the Town of Berryville and Clarke County agree to work cooperatively to implement the following action items:

1. **Joint Management of Economic Development and Tourism.** The Town and County shall jointly manage the Economic Development and Tourism efforts in Clarke County and the Town of Berryville on an ongoing basis.
2. **Single Points of Contact for Economic Development and Tourism.** Both the Town and County agree that it would be best if the business community dealt with a single point of contact for Economic Development and Tourism. The point of contact will be the Clarke County Director of Economic Development & Tourism. The Town Director of Community Development will serve as the primary liaison to the County Director of Economic Development & Tourism for economic and tourism activities in the Town.
3. **Joint Committee for Economic Development and Tourism.** The Berryville/Clarke County Joint Committee for Economic Development and Tourism shall consist of two members of the Board of Supervisors and two members of the Town Council. The Committee shall elect a Chair and Vice Chair annually, rotating between the Town and County. For example, when the Chair position is held by an elected representative of the Town, the Vice Chair position shall be held by an elected official of the County. In the following year the Chair position would be held by an elected official of the County and the Vice Chair position held by an elected official of the Town. The Committee shall





## **Director of Economic Development & Tourism**

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### **GENERAL DEFINITION OF WORK:**

Performs complex professional and administrative work developing and directing a broad range of tourism, marketing and business development programs, services, and activities for the County and the Town of Berryville, serves as the primary point of contact for both entities concerning economic development and tourism matters; does related work as required. Work is performed under the general supervision of the County Administrator. Supervision is exercised over all department and contract personnel.

### **ESSENTIAL FUNCTIONS/TYPICAL TASKS:**

Planning, directing, and supervising economic development and tourism activities; supporting existing business and industry; recruiting new business and industry including agriculture, agri-business, agri-tourism, eco-tourism, recreational tourism, and cultural and historic tourism; conducting market research and analysis; promoting workforce retention and training; serving as liaison between business, industry, local, regional, state, and federal regulatory agencies; preparing and maintaining files and records.

(The following are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)

➤ Departmental:

- Directs and administers the Economic Development office; develops and administers annual department budget; monitors expenditures and maintains budget records; coordinates the procurement of goods and services related to the department in compliance with applicable procurement regulations.
- Coordinates work activities; organizes, prioritizes, and assigns work; monitors status of work and inspects completed work; assists with complex/problem situations, provides technical expertise.
- Applies for and manages grants for economic development and tourism activities.

➤ Public Bodies / External Agencies:

- Provides professional, technical support and serves as the primary point person for:
  - Economic Development Advisory Committee [EDAC]
  - Industrial Development Authority [IDA]
    - Manages the IDA's bonding process including receiving and processing applications, presenting applications to the IDA, ensuring compliance with

## **Director of Economic Development & Tourism**

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- Manages the IDA's bonding process including receiving and processing applications, presenting applications to the IDA, ensuring compliance with state code requirements, and managing ongoing records of approved bonds in conjunction with the IDA Clerk.
- Develops and manages economic development incentive programs including the Waterloo Fee Subsidy Program.
- Serves as liaison on behalf of the County and Town and coordinates program with:
  - Appropriate local, state, and federal agencies;
  - The general public on economic development and tourism matters as appropriate;
  - Establishes and maintains effective and functional professional relationships with economic development and tourism agencies and associations including but not limited to Berryville Main Street, Top of Virginia Chamber of Commerce, Go Virginia, Virginia Economic Development Partnership, Lord Fairfax Small Business Development Center, Shenandoah Valley Travel Partnership, Virginia Department of Agriculture and Consumer Services, the Barns of Rose Hill, Berryville/Clarke County Joint Committee on Economic Development and Tourism, and Northern Shenandoah Valley Regional Commission in order to facilitate business outreach efforts.
- Attends meetings and events, serves on committees, and makes speeches or presentations as needed. Responds to questions from citizens and provides information to the public.
- Economic Development:
  - Develops and implements long- and short-term plans, goals, and objectives for the County and Town consistent with the Clarke County Economic Development Strategic Plan and other tourism and economic development plans subsequently developed.
  - Researches, compiles, and/or monitors various statistical, demographic, or administrative data; makes applicable calculations; analyzes data and identifies trends; prepares/generates reports and charts; maintains records.
  - Develops and implements business development/retention initiatives. Provides technical assistance to existing businesses that are interested in expansion.
  - Serves as primary point of contact for any new potential business prospects seeking to locate in the County or Town. Responsible for coordinating prospect site visits and meetings with County and Town staff and leaders.
  - Serves as a facilitator for business owners to aid in navigating the County and/or Town's land use regulatory process. Responsible for understanding and conveying

## **Director of Economic Development & Tourism**

information on the County's and Town's zoning and permitting processes to potential new businesses and to businesses seeking to expand.

- Identify, and advocate for, needed infrastructure improvements (water, sewer, roads, broadband internet) to promote economic development activities in areas identified in the County and Town Comprehensive plans.
- Property Listing:
  - o In conjunction with Town and County officials and local realtors, helps identify and maintains a current list of properties and structures available for sale or lease within the County and Town.
  - o In conjunction with the Director of Public Information, ensures that this information is published online and kept up to date.
  - o In conjunction with the County and Town zoning administrators, provides guidance on these properties and structures in coordination with the property owners, listing agents, etc.
- Tourism: Coordinates the overall County and Town tourism programs including the marketing of travel and tourism destinations, events, hospitality facilities, and services to tourists and travel media.
- Websites and social media:
  - In conjunction with the Director of Public Information, is responsible for developing content for various websites and social media related to the County and Town economic development and tourism efforts.
  - In conjunction with the Director of Public Information, ensures that all web and social media content is kept up to date.
- Performs related tasks as required.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Comprehensive knowledge of modern principles and practices of economic development, small business development and tourism.
- Comprehensive knowledge of the principles and practices of public and business administration.
- Ability to attract industry and business to the County and the Town of Berryville.
- Ability to plan, assign and coordinate the work programs of office and technical staff.

## **Director of Economic Development & Tourism**

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- Ability to prepare clear and comprehensive financial, administrative, and analytical reports.
- Ability to communicate ideas clearly and concisely, both orally and in writing.
- Ability to establish and maintain effective working relationships and to foster collaboration among County and Town officials, staff, businesses, and the general public.

### **EDUCATION AND EXPERIENCE:**

**Minimum Requirements:** Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in marketing, business, agricultural science, or related fields and experience in tourism, economic development, and/or marketing.

**Preferred Requirements:** Prefer minimum of five (5) years of experience working in economic development for a municipality or a state or quasi-governmental agency associated with economic development, or in a progressively-responsible role with a private-sector economic development firm. Extensive experience with rural economic development issues, agriculture/agribusiness, tourism, and broadband internet access is desirable.

### **PHYSICAL REQUIREMENTS:**

This work requires:

- Sedentary, requires little to up to 50 pounds of exertion
- Standing, walking, speaking, or hearing
- Using hands to finger, handle or feel, climbing or balancing, stooping, kneeling, crouching or crawling
- Reaching with hands and arms, pushing or pulling and lifting
- Repetitive motions
- Close vision, distance vision, ability to adjust focus, depth perception, color perception and peripheral vision
- Vocal communication to express or exchange ideas by means of the spoken word
- Hearing to perceive information at normal spoken word levels
- Preparing and analyzing written or computer data
- Operating motor vehicles

Clarke County, Virginia  
Revision Date May 6, 2020

Grade Level 25 (Option B)  
FLSA Status: *Exempt*

### **Director of Economic Development & Tourism**

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- Observing general surroundings and activities;
- No exposure to environmental conditions
- Generally, in a moderately noisy location (e.g. business office, light traffic).

#### **SPECIAL REQUIREMENTS:**

Conflict of Interest Disclosure  
Possession of a valid state driver's license.