

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



April 22, 2022  
Regular Meeting Packet

## Agenda

10:00 am, Friday, April 22, 2022

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: to adopt agenda [as presented] or [as amended – providing specific amendments].

# **Approval of Minutes:**

## **January 28, 2022, Regular Meeting**

Proposed Motion: to approve the minutes of January 28, 2022, [as presented] or [as amended, citing specific amendments].



Doug Lawrence called for the nomination and election of the 2022 Vice-Chair

**Jay Arnold, seconded by Doug Lawrence, moved to nominate and elect Kara Rodriguez 2022 Vice-Chair. The motion carried by the following vote:**

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

*Set meeting Date, Time, and Location*

The following bi-monthly schedule was proposed to the committee:

- January 28, 2022 – Organizational Meeting
- March 25, 2022
- May 27, 2022
- July 22, 2022
- September 23, 2022
- November 17, 2022
- January 27, 2023

After discussion, the committee agreed to meet on the fourth Friday of the month, coinciding with a quarterly meeting schedule.

- January 28, 2022 – Organizational Meeting
- April 22, 2022
- July 22, 2022
- October 28, 2022
- January 27, 2023 – Organizational Meeting

**Vice-Chair Rodriguez, seconded by Jay Arnold, moved to approve the Meeting Dates, Time, and Location for 2022 on a quarterly basis. The motion carried by the following vote:**

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

### **3. Adoption of Agenda**

**Jay Arnold, seconded by Kara Rodriguez, 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	-	Absent

**4. Approval of Minutes**

**Kara Rodriguez, seconded by Jay Arnold, moved to approve the minutes September 24, 2022, as presented. The motion carried by the following vote:**

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

**5. Director of Economic Development & Tourism Goals Update**

Chris Boies explained that Felicia Hart was not able to attend. The report below was provided in the packet. Chris Boies highlighted items of note as indicated in bold below.

- 1) Complete redo of the Economic Development website
- 2) Set up quarterly meetings with the Berryville Main Street President and Barns of Rose Hill Director 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. Regular Meet/Greet with businesses and another for new residents
- 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

**Other projects:**

**Economic Development**

- Broadband – Our VATI grant for universal broadband coverage in Clarke County was approved by the State. Now we are waiting on the MOU from them in order to better plan for the next steps and overall timeline.
- We continue to work one-on-one with the Lord Fairfax Small Business Development Center. Numerous (9) local business introductions have been made, which the LFSBDC has immediately followed up with.
- **Met with the owner of the LGV group and his property manager.** I've since made numerous introductions, including local businesses, local realtors, EDAs in Winchester and Frederick County, along with introductions to the Lord Fairfax Small

Business Development Center and to both the Virginia Economic Development Partnership (VEDP) and the Virginia Economic Developers Association (VEDA). I continue to have regular conversations with all entities.

- **We are developing an Agritourism summit in partnership with Winchester/Frederick County to bring our local farmers together for a meet/greet.** At this conference, we will be discussing their needs (local/state) to better determine how we can be of assistance to them. We have already reached out to the leadership of the Clarke County Farmer's Market to participate. We are looking at a meeting at the end of February that will be hosted here in Clarke County at the Ruritan grounds.
- **Have reached out to the group that purchased the Battletown Inn to see if I can be of assistance.**
  - Chris Boies noted this project is currently on hold for the owners to deal with some structural issues.
- We continue to work closely with the Clarke County Farmer's Market to not only help promote their events but also assist them with regional/state/federal events and potential fundings for their members.
- Continue to plan the new Economic Development website. I am still researching resources from fellow EDA's, the State's EDA site, and other potential resources.
- We continue to work closely with local realtors to get a heads up on properties that will be coming on the market soon. This allows us to work one on one with them and make introductions to appropriate business owners.
- We have made several introductions to property owners in the Waterloo area. These introductions are from realtors/businesses outside our area who are looking at potential properties.
- Clarke County will be represented again in the upcoming Widget Cup. This is a partnership between EDAs and the school systems in Winchester and Frederick and Clarke Counties. Clarke County currently holds the title.
- We are already working on the Economic Development Advisory Committee Spring Tour.
- I, along with the EDA Directors for Winchester and Frederick County, presented to the Top of Virginia Chamber's Leadership class. The discussion was on economic development and tourism.
- **Clarke County Economic Development was represented at the Employer Expo hosted in Winchester at the War Memorial Building.** In addition to serving on the planning committee, Clarke County had two local businesses host recruiting tables at the event. Wrap-up and planning for our next Expo is already in the works.
- Have met with the owner of Clarke Monthly to see how we can better collaborate on getting the word out about new programs/projects Clarke County is participating in and opportunities for our Clarke County citizens. Opportunities like the Habitat Home Repair program are out there, we just need to help get the word out.

- We continue to push 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.
- We continue to make introductions for local companies that have an immediate hiring need. Introductions include Clarke County High School, Top of Virginia Chamber, Christine Kriz at Lord Fairfax Small Business Development Center, United Way, and numerous local and state agencies.
- We continue to have monthly phone calls with representatives of the Virginia Economic Developers Association (VEDA).
- Continue to meet with Christy Dunkle for updates/catch-up.
- Continue to meet regularly with Clarke County's Planning and Zoning Directors for updates.
- I continue to regularly post upcoming events (training, meetings, etc.) on the Economic Facebook page.
- Work/talk continues regarding the water/sewer subsidiary program offered in the Waterloo area. I have made a presentation at the Blue Ridge Association of Realtors, have made other regional associations aware, and continue to talk with local property owners in the area about this. After a call from a local realtor, Chris and I met and talked with the Sanitary Authority about our fees and how they are determined.
- Work/talk continues on sewer/water in the Double Tollgate area from Frederick Water. Chris Boise has been regularly meeting with them to discuss the next steps.
- **I continue to work directly with Shaine Coleman from Clarke County High School to make introductions to our local businesses.** This includes working to find potential jobs in our area and also allows the students to "shadow" an employee to determine if they really are interested in that profession.
- I continue hosting weekly meetings with Frederick County and the 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.
- I want to personally thank Winchester, Frederick, and Shenandoah County for taking the lead on a new "talent website." I am currently updating information for Clarke County to this new site. This site provides an overview of our area and the quality of life that we offer.
- I continue to push the Small Business Resiliency Team regional program as part of the GOVirginia – this is in partnership with Lord Fairfax Small Business Development Center. This program assists small businesses with access to free marketing, financial guidance, the creation of an e-commerce website, and accounting software.

## Tourism

- **Being aware of the disconnect between what is going on at the fairgrounds and what our local businesses know, and do not know, we have developed new relationships.** I have joined the Ruritans to help bridge this gap. A "Welcome" piece

for Ruritans to hand out to organizations who are renting/leasing fairground space is being produced. This handout will provide my contact information and give ideas on ways that we can assist them in not only promoting their event but making introductions to local businesses that can be of assistance to them.

- Lucketts Market is already committed to two events this year – one in May and one in October.
  - We can provide them the links to "Places to Stay" and "Things to Do" while their vendors and attendees are here – and share any specials or discounts local businesses would like to offer.
  - We are looking at additional signage opportunities at the fairgrounds to remind attendees of our Main Street and what else Clarke County has to offer.
- Continue to write blogs for state, regional, and local use.
  - As mentioned earlier, we will be hosting an Agritourism Summit here in Clarke County at the end of February. This is a partnership with Winchester/Frederick County, and all farmers/farm markets will be invited.
  - **We are promoting the fairgrounds as a place that can be rented for outdoor/indoor events.** We are targeting the Northern Virginia area to help promote this space – especially with COVID restrictions.
  - Continue conversations with our local farmers/farm markets about needs and opportunities, and we continue to promote them regionally.
  - We continue to post regular updates on the Tourism Facebook page highlighting upcoming events, places to visit, and things to do.
  - Clarke County hosted space at the Virginia Welcome Center in Clear Brook, VA, for the month of December. In addition to the Clarke County marketing, numerous non-profits also had displayed. This marketing allows Clarke County to get in front of over 40,000 visitors.
  - We have expanded blog opportunities listings with the Shenandoah Valley Tourism Partnership (SVTP) and the Shenandoah Valley Travel Association (SVTA) and are sharing these with the Virginia Tourism Corporation (VTC).
  - **Distribution of the ARPA funds through the Virginia Tourism Corporation is in the works.** Discussions about new rack cards, ways to promote/improve the experience at the Clarke County Visitors Center, and additional signage at the fairgrounds are topics of discussion.
  - We are working closely with local photographers to share their talents/images on our Tourism website and through our social media.
  - I would like to (again) acknowledge the new partnership between the Berryville Main Street Program and the Barns of Rose Hill. This partnership provides:
    - An opportunity for Clarke County, Berryville Main Street, and the Barns to reach a broader audience to disseminate information in a timelier manner.
    - We already hosted our first quarterly Meet/Greets (two meetings) and had wonderful turnouts at both events.

- We will start hosting quarterly Meet/Greet for new residents of Berryville and Clarke County. Our first event will be on April 11<sup>th</sup> at the Barns of Rose Hill. This will give us an opportunity to help new residents understand the Town vs. the county and what services are provided by each, introductions to our local non-profits and volunteer opportunities here in Clarke County, handouts from local businesses/organizations, and an opportunity for new residents to ask questions.
- We have developed a social media calendar with all the national holidays and "national days." This will allow us to plan marketing around specific events. Marketing would include our three entities and local businesses and organizations to allow for an even greater audience reach.
- We are producing Welcome Bags with information about the Town/County, coupons/ brochures from local businesses, information about local non-profits.
- We continue the conversation about a mural program here in the Town/County. We could become part of the Appalachian Mural Trail program that would give us an even broader audience.
- We continue to explore the opportunity to become a WonderLOVE community through the Virginia Tourism Corporation. This statewide program would give us another targeted audience.
- The Barns just hosted their first "Dinner and a Show" event that was sold out. If an attendee provided a receipt from a local restaurant for dinner, they get a reduced rate to attend the show. We will continue to push social media between the three of us to help get the word out. Additional marketing opportunities are being explored.
- We will be looking at the production of a new rack card incorporating businesses in the Town and the County and a possible coupon card.
- Berryville Main Street will be producing its own website. This will enable the three organizations to share more information, provide links to each other's sites and provide a more cohesive message to not only our community but to our visitors as well.
- We continue exploring ways to host a "Community Calendar" on the Berryville Main Street's website.
- Work is in progress to develop a "Local Love" program/campaign

Questions:

*Doug Lawrence*

- Asked if it were possible to have the Sheriff's Office allow traffic to make a left-hand turn out of the fairgrounds when events are happening? Feels it would serve the county to direct citizens into town instead of Route 7.

- Jay Arnold agreed, adding it was an inconvenience and safety hazard not to allow a left-hand turn because drivers end up making a U-turn at Jim Barnett Park and then work their way back into town. Chris Boies stated he would bring this up to the Sheriff.
- Inquired if the lights could be extended further down towards the park and if grants could be found to help fund that type of project.
  - Jay Arnold agreed and believed it shouldn't cost too much to upgrade the lights.
  - Chris Boies stated he would look into it.

**Additional Discussion:**

*Jay Arnold*

- Stated the Town of Berryville was getting ready to distribute ARPA funds to businesses to use for the improvement of the buildings to include painting, facade, handicap accessible ramps, handrails, etc.
  - Chris Boies asked if the county could assist with publicizing that? Jay Arnold believed it would be appreciated.
  - Christy Dunkle added that Berryville Main Street would also be advocating for the Town of Berryville with this project.

**6 Next Meeting**

The next scheduled meeting is April 22, 2022

**7 Adjournment**

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

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

At 10:25 am, Doug Lawrence adjourned the meeting.

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Minutes Recorded and Transcribed by Tiffany R. Kemp

# **Citizens Academy Discussion**

# **Update by Felicia Hart – Director of Economic Development and Tourism**



**Other projects:**

**Economic Development**

Broadband – Our VATI grant for universal broadband coverage in Clarke County was approved by the State. The Board of Supervisors will get an update this week on the joint MOU.

I continue to work one-on-one with the Lord Fairfax Small Business Development Center (LFSBDC). Eight local business introductions have been made to which the LFSBDC has immediately followed up with. *See report (attached) from LFSBDC regarding the previous 61 businesses they worked directly with and the capital amounts.*

We developed an Agribusiness summit in partnership with Winchester/Frederick County to bring our local farmers/farm markets/wanna be's together for a meet/greet. The first meeting was hosted in February at the Clarke County Ruritan fairgrounds with almost 100 attendees. We just hosted our follow up meeting and had 28 people attend. This Agribusiness group was designed to understand their needs, and learn the commonalities so we can better assist them. We are working in partnership with our local Extension Agents and other government entities to educate the farmers at the same time. *See attached flyer.*

I continue to work closely with the Clarke County Farmer's Market to not only help promote their events, but to also assist them with regional/state/federal events and potential fundings for their members. They were a big part of getting the word out about our Agribusiness event. I just provided them with upcoming state training and grant opportunities. They, in turn, pass that information along to their members. This is a wonderful partnership.

I continue to work closely with local realtors to get a heads up of properties that will be coming on the market soon and what properties just sold. This allows us to work one on one with them and make introductions to appropriate potential business owners. I will be participating in their upcoming meeting in May to give them an update on the programs here in Clarke County including the water subsidy in Waterloo and the water/sewer update in Double Tollgate along with what is going on in town.

Clarke County High School, along with Sherando, James Wood and Handley, just recently participated in the Widget Cup. It was hosted at the new innovation center in Winchester. These teams had to design, build and market a needed product for a local business. They were judged on different categories throughout the day. Clarke County proudly took home the trophy again this year.

The Economic Development Advisory Committee happened earlier this week with a tour of Audley Farm and the Grafton facility.

I, along with the EDA Directors for Winchester and Frederick County presented to the Top of Virginia Chamber's Leadership class. Discussion was on economic development and tourism.

I am working with the Virginia Regional Transit group to promote local bus service that is available to all residents in Berryville/Clarke County. This curb-to-curb service allows our seniors and those in need of transportation, a way to get to shopping and needed appointments. *See attached flyer.*

I am working directly with the new property owner on Cattleman's Lane regarding warehouse space that is now available. We are scheduling an on-site meeting of the facility and then will work to put together a marketing plan for regional realtors. This will also include an update to the Virginia Economic Developers Partnership.

Clarke County Economic Development will again be working on, and with, the upcoming Employer Expo hosted in Winchester at the War Memorial Building in May. I serving on the planning committee and work to encourage our local businesses to participate by hosting their own hiring tables. We are currently pushing this information out to our local businesses. *See flyers attached.*

I had a working meeting with the Mayor and Town Manager of Boyce to discuss their needs and talk about opportunities they could take advantage of. I have encouraged them to pass along my contact information.

We continue to make introductions for local companies who have an immediate hiring need. Introductions include Clarke County High School, Top of Virginia Chamber, Christine Kriz at Lord Fairfax Small Business Development Center, United Way, and numerous local and state agencies.

I continue to have monthly phone calls with representatives of the Virginia Economic Developers Association (VEDA).

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

Continue to meet regularly with Clarke County's Planning and Zoning Directors for updates.

I am working with another company here in town that has recently consolidated work showroom space and will now have their old showroom space available.

Talk continues on sewer/water in the Double Tollgate area from Frederick Water. County Administrator Chris Boise just gave an update to the Board of Supervisors.

I continue to work directly with Shaine Coleman from Clarke County High School to make introductions to our local businesses for those students who may not be attending college. This includes working to find potential jobs in our area and allows the students to "shadow" an employee to determine if they are really interested in that profession. I just recently made introduction to the Winchester Airport Authority to schedule a field trip there and updated Shaine on a new program in the City of Winchester collaborating with the local high school.

I 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.

I continue to work with Winchester, Frederick and Shenandoah County on the new Talent website. I am currently updating information for Clarke County to this new site. This site provides an overview of our area and the quality of life that we offer.

Last year our Small Business Resiliency Team regional program grant from GOVirginia – in partnership with Lord Fairfax Small Business Development Center was so popular that we have applied for, and won – the grant again this year. This program assists any small business with access to free marketing, financial guidance, creation of an e-commerce website and accounting software. We will be starting our campaign to promote this soon.

## Tourism

I am working closely with the Ruritans Fairgrounds to promote their facility. I've produced a handout for them to give to entities who lease their facility explaining how I can not only assist them in marketing their event, but also connect them with local businesses they may need for their event. [See attached handout](#). In addition, we

- Provide them links to “Places to Stay” and “Things to Do” while their vendors and attendees are here – and share any specials or discounts local businesses would like to offer.
- We are looking at additional signage opportunities at the fairgrounds to remind attendees of our Main Street, Visitors Center and what else Clarke County has to offer.
- I am promoting the fairgrounds as a place that can be rented for outdoor/indoor events to the Northern Virginia area. I have also made the state Tourism Corporation aware of this space.
- In addition, I am reaching out to other event managers that I have worked with in other localities to make them aware of this facility.
- Lucketts Market has already signed up for two events – one coming up in May and another one in October.
- Watermelon Pickers has already signed on.
- HamFest is signed on.
- Blandy Farm will host its Mother’s Day Gardening Show there again this year.
- The Steam Show hosted their two-day toy show there and will host their annual Steam Show event later this year.

I continue to write blogs for state, regional and local use.

Clarke County hosted space at the Virginia Welcome Center in Clear Brook, VA for the month of March – in partnership with the Shenandoah Valley Travel Association. This marketing allows Clarke County to get in front of an average of 40,000 visitors.

We have expanded blog opportunities listings with the Shenandoah Valley Tourism Partnership (SVTP) and the Shenandoah Valley Travel Association (SVTA) and are sharing these with the Virginia Tourism Corporation (VTC).

I am working with representatives from Blandy and the Blue Ridge Wildlife to promote the “Take a Hike” in Clarke County. This would be a play off the existing flyer produced by the Clarke County Conservation group that showcases trails/paths in the Town/County.

Distribution of the ARPA funds through the Virginia Tourism Corporation (VTC) are still in the works. Discussions about new rack cards, ways to promote/improve the experience at the Clarke County Visitors Center and additional signage at the fairgrounds are topics of discussion. This is a work in progress while trying to work through VTC’s new program.

I would (again) like to acknowledge the partnership between the Berryville Main Street Program and the Barns of Rose Hill. This partnership provides:

- An opportunity for Clarke County, Berryville Main Street and the Barns to reach a broader audience to disseminate information in a timelier manner.

- We already hosted our first Business Meet/Greet (two meetings) and had wonderful turnouts at both events.
- We just hosted our first New Comers meeting and had terrific turnout from new residents. Numerous non-profits had tables and were able to introduce themselves. At this meeting we handed out Welcome Bags filled with about 50 items from the Town of Berryville/Clarke County government and numerous local businesses and non-profits. Additional bags have been distributed to the Town of Berryville, the Commissioner's Office, the Barns of Rose Hill and with Berryville Main Street.
- We continue to explore the opportunity to become a WonderLOVE community through the Virginia Tourism Corporation. This statewide program that would give us another targeted audience.
- The Barns hosted their latest "Dinner and a Show" event and it was sold out. If an attendee provided a receipt from a local restaurant for dinner, they got a reduced rate to attend the show. We continue to push social media between the three of us and we helped distribute flyers and tent cards to numerous restaurants. *See attached flyer.*
- We are still in discussion about producing a "Restaurant Week" program during the year. This would allow us to highlight all that Berryville/Clarke County has to offer – both to locals and outsiders.
- We will be looking at the production of a new rack card incorporating businesses in the Town and the County.
- Work is in progress to develop a "Local Love" program/campaign
- Regionally, through our partnership in the Shenandoah Valley Tourism Partnership (SVTP) Clarke County is now a part of the Fields of Gold trail program. All farms (accepting visitors), farm markets, wineries, and agritourism businesses will be able to participate free of charge.

Questions?

# Lord Fairfax Small Business Development Center

March 1, 2022 to March 31, 2022									
Location:	# of clients	Hours	Start-ups	J/C	J/R	Capital Formed	% of total funding	% of clients	% of time
VA: Clarke	8	13				\$ -	8%	6%	7%
VA: Fauquier	18	21				\$ -	0%	14%	11%
VA: Frederick	45	60	2	6	1	\$ 1,345,000.00	43%	36%	31%
VA: Shenandoah	20	17				\$ -	14%	16%	9%
VA: Warren	4	11				\$ -	0%	3%	6%
VA: Winchester city	<u>30</u>	<u>74</u>				<u>\$ -</u>	<u>35%</u>	<u>24%</u>	<u>38%</u>
	125	196	2	6	1	\$ 1,345,000.00	100%	100%	100%
July 1, 2021 to March 31, 2022									
Location:	# of clients	Hours	Start-ups	J/C	J/R	Capital Formed	% of total funding	% of clients	% of time
VA: Clarke	61	131	1	10	32	\$ 1,301,500.00	8%	6%	7%
VA: Fauquier	116	173		24	71	\$ 823,000.00	0%	11%	9%
VA: Frederick	370	783	17	63	45	\$ 3,943,108.00	43%	37%	40%
VA: Shenandoah	145	214		15	14	\$ 506,738.00	14%	14%	11%
VA: Warren	43	66		3	4	\$ 29,305.00	0%	5%	3%
VA: Winchester city	<u>274</u>	<u>606</u>	<u>5</u>	<u>47</u>	<u>31</u>	<u>\$ 912,125.00</u>	<u>35%</u>	<u>27%</u>	<u>31%</u>
	1,009	1,973	22	128	197	\$ 7,515,776.00	100%	100%	100%

(J/C = Jobs created and J/R = jobs retained. Note: we usually see this number jump when we survey clients once every six months)  
 (Capital formed = the amount of money we helped business owners obtained through loans, grants, investors)  
 (% of funding is the percentage of funding from each locality. In order to “pull down” SBA federal funds we must always be able to receive a total match from localities of 50% which right now is approx..\$60,000 in totality from all counties)



# Growing Your Agribusiness



An Information and Idea Session for Agribusinesses in  
Winchester - Frederick - Clarke

**Friday, February 25, 2022**  
**11am-2pm**

Clarke County Fairgrounds Ruritan Building  
890 W. Main Street, Berryville, VA 22611

Join us for an **informational and input session** to assist and gather feedback from those looking to start or grow their agribusiness. **We will discuss tools and formulate priorities to help regional agritourism and agribusiness thrive.**

## Agenda

- 11:00am – 12:00pm Information Session on Agribusiness: including grant opportunities, marketing, and assistance available
- 12:00pm – 1:00pm LUNCH and Networking Break
- 1:00pm – 2:00pm Feedback and Input Session



Space is limited!  
Please register for  
this free event at:

[www.Facebook.com/VisitWinchesterVA/events](https://www.Facebook.com/VisitWinchesterVA/events)





## Ride the Clarke County On Demand

Virginia Regional Transit provides curb-to-curb service to the residents of Berryville and surrounding Clarke County on a daily basis, Monday through Friday.

Service operates from 9:00am to 1:00pm

To any destination within the Clarke County service area

Trips to Winchester are provided on Monday, Wednesday, and Friday each week  
9:00am to 1:00pm

Reservations are required and can be made the day before or up to two weeks in advance.

Reservations are on a first –come, first-serve basis.

Call toll free (877) 777-2708 to reserve a ride or learn more



Virginia Regional Transit buses well maintained to provide safe and reliable transportation services for our passengers. All buses are clean, air conditioned, comfortable, and are ADA accessible. Our drivers are professional, friendly, and well trained ready to assist their passengers.

Reasonable fares

General Public ..... \$1.00

Children (under 5 yrs.)..... Free

Seniors.....\$1.00

Seniors Ride for Free every Thursday

# THE WORKFORCE INITIATIVE

WINCHESTER • FREDERICK • CLARKE • WARREN • SHENANDOAH



# THE EMPLOYER EXPO HIRING FAIR

WINCHESTER, VA

**MAY 25  
2022**



**@ JIM BARNETT PARK REC CENTER  
1001 E. CORK ST. WINCHESTER, VA 22601**

**A FREE EVENT FOR JOB SEEKERS!  
1PM to 2PM - High School Students Only  
2PM to 6PM - Open to the Public**

**ASL & Spanish Translators Available**

## BECOME AN EXHIBITOR!

**\$150  
Exhibitor Fee**

**Showcase your  
career & internship  
opportunities.  
Pre-screen onsite.**

**50+  
Companies**

**One hour is reserved  
for high school  
students. Reach your  
future workforce!**

**Register\*  
& submit listing of  
opportunities by:  
May 18, 2022**

**\*Payment required  
at time of registration.  
Logo required to  
maximize marketing.**

**The Employer Expo is open to companies with a physical location in Winchester,  
Frederick County, Clarke County, Warren County, and Shenandoah County, Virginia.**





# THE WORKFORCE INITIATIVE

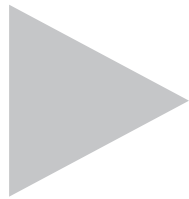
WINCHESTER • FREDERICK • CLARKE • WARREN • SHENANDOAH



# THE EMPLOYER EXPO HIRING FAIR

WINCHESTER, VA

**MAY 25  
2022**



@ JIM BARNETT PARK REC CENTER  
1001 E. CORK ST. WINCHESTER, VA 22601

2PM to 6PM

Free & Open to the Public

ASL & Spanish Translators Available

**50+  
Companies**

View the list of  
employers and  
positions available at  
[TheEmployerExpo.com](http://TheEmployerExpo.com)

**CAREERS**

- FULL TIME
- PART TIME

**INTERNSHIPS**

**WORKSHOPS (free!)**

**SCHOLARSHIPS**



**THEEMPLOYEREXPO.COM**

Again, thank you for hosting your event  
here in Clarke County.

We are here to help.



Felicia Hart  
Director of Economic Development and Tourism  
[fhart@clarkecounty.gov](mailto:fhart@clarkecounty.gov)  
540-955-5107



Clarke County  
Ruritan Club



We are here to help you  
host a very successful event

**Welcome!** Moreover, thank you for leasing the Clarke County Ruritan Fairgrounds.

Clarke County offers a unique setting for your event. While these grounds are part of the heart and soul of Berryville/ Clarke County, they also provide you and your event with thousands of people who drive by and/or visit.

As Director of Economic Development and Tourism, my job is to not only work to highlight all that Clarke County has to offer, but also to work directly with the businesses and the facilities we have. As someone who is hosting an event here, I am here to help you put on a successful event.

Feel free to reach out to me at your earliest convenience so we can start working on next steps.

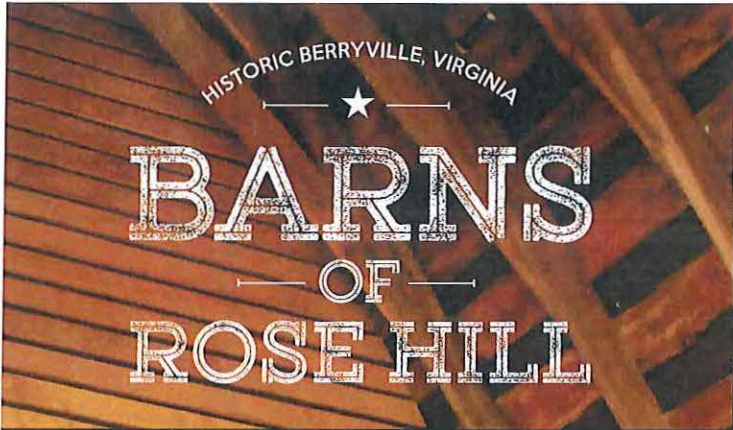
I look forward to the opportunity.

Felicia Hart  
Director, Economic Development and Tourism  
fhart@clarkecounty.gov  
540-955-5107



Just some of what we might be able to assist you with includes:

- Introductions to local businesses for supplies and resources
- Introductions to local organizations for support and resources
- Help and support for additional promotion of your event through –
  - Local, Regional and State-wide outlets
- Help with some additional signage
- Help with getting your event information to our local businesses
  - So they are aware of your event;
  - So they are prepared for potential additional customers and traffic;
  - So they can potentially provide you and your attendees with special deals or offers
- Introductions to local marketing opportunities including
  - Radio
  - TV
  - Social media
  - PSAs
- Links to and from our website for
  - Places to Stay
  - Places to Eat
  - Places to Visit
  - And others specific to Clarke County



Aaron Riddle Photography (ACRiddle.com)

ENRICHING LIVES THROUGH THE ARTS, EDUCATION, AND COMMUNITY

January - June  
 2022 DINNER AND A SHOW CONCERTS



**ONE STREET OVER**  
 SATURDAY, JAN. 8 | 7 PM  
 TRADITIONAL IRISH MUSIC



**HEIDI MARTIN**  
 ALBUM RELEASE  
 SATURDAY, APRIL 9 | 7 PM



**FURNACE MOUNTAIN TRIO**  
 SATURDAY, FEB. 12 | 7 PM  
 OLD-TIME APPALACHIAN



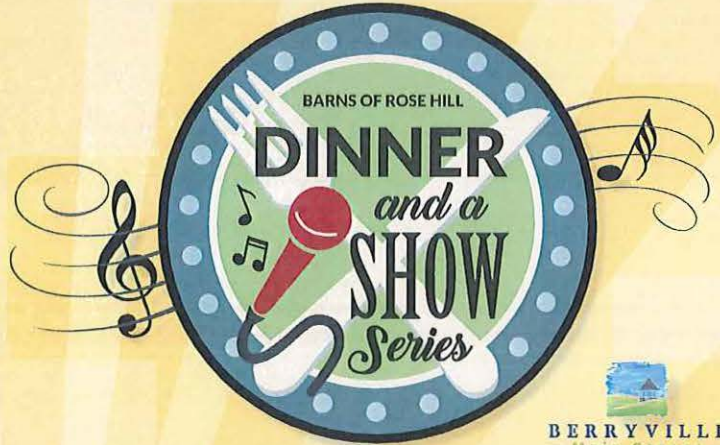
**LOW WATER BRIDGE BAND**  
 SATURDAY, MAY 14 | 7 PM  
 COUNTRY AMERICANA



**KIPYN MARTIN AND GINA FORSYTH**  
 SATURDAY, MARCH 12 | 7 PM  
 INDIE FOLK



**CHRIS TIMBERS**  
 SATURDAY, JUNE 11 | 7 PM  
 ALTERNATIVE SOUL



**DINNER AND A SHOW SERIES**  
 Tickets to these select shows are \$10.00 at the door or \$5.00 in advance plus a receipt from a dinner purchased from a Berryville restaurant on the night of the show. This is a great excuse to treat yourself to dinner and a concert, while supporting local businesses!

**BERRYVILLE MAIN STREET**  
 Berryville Main Street is a non-profit organization dedicated to the economic development of all businesses throughout the Town of Berryville and Clarke County. In partnership with Barns of Rose Hill, Berryville Main Street is helping promote not only the cultural opportunities available through the *Dinner and a Show Series*, but also encourage the patronage of area restaurants.

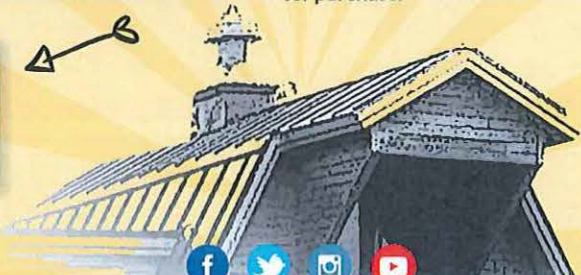
All seats are general admission. Doors open one hour before show time. Beer and wine available for purchase.

Scan here to get more info and purchase tickets in advance!

Programming at Barns of Rose Hill is made possible through the Robert and Genevieve Boxley Barns of Rose Hill Fund for the Performing Arts and the Eugene B. Casey Barns of Rose Hill Endowment Fund. Thank you to our endowment donors.



Thank you to the National Endowment for the Arts and the Virginia Commission for the Arts for their ongoing support!



**SPECIAL THANKS**  
 Dinner and a Show Series is made possible through grant support from the Town of Berryville.

**BORH LOCATION AND CONTACT**  
 95 Chalmers Court | Berryville, VA | 22611  
 Box Office: 540-955-2004

LIVE MUSIC | FILMS | EXHIBITS | LECTURES, CLASSES, & WORKSHOPS | AND MUCH MORE!  
**SEE WHAT'S COMING UP AT BARNsofROSEHILL.ORG**

## **Next Meeting:**

July 22, 2022, Regular Meeting

# **Adjourn**

## **Reports in Packet:**

- Memorandum of Understanding between Berryville and Clarke County
- 2021-2022 Established Goals

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

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

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

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

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

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

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

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





**Priorities:**

*approved September 2021*

- 1) Complete redo of the Economic Development website
- 2) Set up quarterly meetings with the Berryville Main Street President and Barns of Rose Hill Director to discuss/work out
  - a. Partnership opportunities
  - b. Cross promotion of events (at the fair grounds 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. Regular Meet/Greet with businesses and another for new residents
- 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 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 dialogue with property owners of vacant properties and developable land
  - d. Continue relationship with Blue Ridge Association of Realtors