

Berryville-Clarke County Joint Committee on Economic Development and Tourism



October 28, 2022
Regular Meeting Packet

Agenda

10:00 am, Friday, October 28, 2022

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

Page No.

1. Call to Order
2. Adoption of Agenda
3. Approval of Minutes
 - April 22, 2022, Regular Meeting
4. Review 2021-2022 Goals & Priorities
5. Set 2022-2023 Goals & Priorities
6. Economic Development & Tourism Update by Felicia Hart
7. Next Meeting
 - January 27, 2023, Organizational Meeting
8. Adjourn

Reports In Packet:

- Memorandum of Understanding between Berryville and Clarke County

Call to Order

Adoption of Agenda

Approval of Minutes:

April 22, 2022 – Regular Meeting

At a regular meeting of the Berryville-Clarke County Joint Committee on Economic Development and Tourism held on Friday, April 22, 2022, 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;
David Weiss, Board of Supervisors Representative;
Doug Lawrence, Board of Supervisors Representative,
Kara Rodriguez, Town Council Representative;

Members Absent: None

Staff Present: Chris Boies, Cathy Kuehner, Catherine Marsten

Press Present: None

Others Present: Keith Dalton, Elizabeth Mauck, Jill Butler, Glenn Catlett, Kerry Desjardins, Joel Evans, Emily Johnson, Ron King, Kristina Maddox, Anna Russell, Henry Schmick, Jr., Bill Waite, and Katherine Webster.

1. Call to Order

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

2. Adoption of Agenda

Kara Rodriguez made a motion, seconded by Jay Arnold, 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

Doug Lawrence

- Welcomed the members of the Clarke County Citizen’s Academy and explained the importance of maintaining an agenda for public meetings.

3. Approval of Minutes

Jay Arnold made a motion, seconded by David Weiss, to approve the minutes of January 28, 2022, as presented. The motion carried by the following vote:

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

4. Citizens Academy Discussion

Chris Boies introduced the Clarke County Citizens Academy to the committee and explained the committee's purpose and goals.

The committee members introduced themselves and described their roles.

Kerry Desjardins

- Inquired if there are places for people to stay overnight in Clarke County.

Doug Lawrence

- Responded that there are brochures in the lobby downstairs. Gathering this kind information and promoting it has been a task of this committee.

Anna Russell

- Asked if Clarke County had a lot of Airbnbs.

David Weiss

- Replied that there is a great debate as to how many Airbnbs there are. Previously, the County had no rules for Airbnbs and did not treat short term rental as different from long term rental. Recently, the Board of Supervisors adopted some rules that have clarified this matter.
- Clarified that a business license is required to operate a short term rental, and the operator has to prove they have appropriate septic. The County is trying to encourage it and generate Transient Occupancy Tax, all while making it safe for renters and the community.

Felicia Hart

- Added that the Transient Occupancy Tax is state-mandated to help subsidize the Tourism budget, which was started years ago by the hotel industry.

Elizabeth Mock

- I own Modern Mercantile in town. I have been trying since 2020 to get some things done to help promote our local businesses. If anybody goes on the Clarke Tourism website, there is a key group of businesses missing and that is shopping. There is "places to eat", "places to stay", "things to do", I've brought this up to so many people and we're still not there. It's honestly pretty absurd at this point that my business isn't listed on a website that is supposed to be promoted to tourists.

Doug Lawrence

- Acknowledged Ms. Mock's concerns and thanked her for sharing.

Katherine Webster

- Asked if Airbnbs had to be registered with the County and what the process is.

Doug Lawrence

- Replied that the Board of Supervisors just adopted rules for short term rentals. They will need to get a business license. When they apply for the business license, all the other rules will be explained.

Chris Boies

- Added that short term rentals do have to register now. The County has an agreement with Airbnb, who will collect the Transient Occupancy Tax for the operator and send it directly to the County. As Mr. Weiss said, there is a minor checklist to go through to make sure everything is safe.

Jay Arnold

- Noted that one of the Town of Berryville’s priorities for this committee was to build a small hotel in town. A boutique hotel would bring people in to stay downtown, shop downtown, visit the restaurants, etc. That was a big thing for the Town and Felicia has been making contacts with small hotel chains that do boutique hotels. The challenge over the last couple years is that no one is developing anything due to Covid. Hopefully, we will get back on track with that as there are several places in town that will handle that well.
- Added that there is a perception that there is a lot of empty buildings downtown, but there really are not that many buildings downtown. Building owners have been choosing to take a loss on the buildings and do not repair or rent them out.
- Further added that the Town has taken American Rescue Plan money and set it aside for Economic Development. We have been meeting with many businesses downtown who can apply for funds to get new signage, paint the building fronts, improve handicapped accessibility, etc. There have already been 4 or 5 places be approved for these things to help spruce up the downtown area. Property owners can get up to \$12,500.

David Weiss

- Acknowledged Ms. Mock’s concerns and advised that the County is collaborating with the Barns and the Berryville Main Street on an update to the website. The County appreciates your input and it has not fallen on deaf ears.

Elizabeth Mock

- There are a lot of small, fundamental things that are not happening to help promote the businesses that are here. It is really hard to do the type of business that I do in town, we don’t have the population for it and we are dependent upon having some tourists come in. We need to get promotional items, a rack card; simple, fundamental things. QR codes on windows that will get you to a good website, good social media.

5. Director of Economic Development & Tourism Goals Update

Felicia Hart provided the following update:

- The VATI grant was approved and the Board of Supervisors just approved an agreement regarding the broadband project. Clarke County is one of 8 communities participating. Every home that does not have access to broadband will get access to broadband via fiber run directly to the home.
- Because Clarke County's numbers were so low during Covid, there was not an empty short-term rental or Airbnb. People were doing their research and coming here. Having broadband access is critical for this.
- We hosted a newcomers meeting the other day. Having broadband
- Tourism is an opportunity to bring people in to our community and attracting them to move here or to start a business here.
- Partnering with Winchester and Frederick County, we just hosted our first-ever agribusiness summit and almost 100 people attended. It is a growing niche in our area and a great opportunity.
- Local farm markets were able to pivot quickly, to get trained and set up to do more business using the internet and contactless deliveries. People have established relationships with farmers and producers and we continue to have a vibrant farmers market here. The farmers market will open May 7.
- We work closely with the local realtors. Next month, I will be presenting to the Blue Ridge Association of Realtors to help them understand what is really happening in localities. We want educate the new population coming in about our community.
- We constantly work with the EDA Directors in Winchester and Frederick County and have a conference call every 2 weeks.
- We partner with the Top of Virginia Chamber and with the Lord Fairfax Small Business Development Center, and we talk to local banks to get a sense of what is going on.
- Regionally, we worked with LFSBDC during COVID to be able to give training to the front-line employees who lost their jobs due to Covid, so that they could develop another skill set and find another job. A lack of available staff is a reason that restaurants and hotels are struggling.
- We used CARES funding to provide grants to local small businesses during Covid, and we are using ARPA funding for the broadband project.
- We work with Christine Kriz at the Lord Fairfax Small Business Development Center to help local businesses by helping with business plans, establishing relationships, finding a workforce and providing training.
- We are in the second round of a GOVirginia grant, which will provide free social media training, free financial training, and free website help to small businesses who can benefit from it.
- We have a local bus service, who offers curb-to-curb transportation to help people get out to do their shopping or go to appointments. This service was offered for free during Covid, now it costs \$1, you just need to call to make a reservation.
- We Just hosted first newcomer's meet and greet. It was very well-attended. We put together a welcome bag to give out. Any business can add a brochure,

coupon, sample, etc to these bags, which are handed out at the event, as well as at the Barns, at the Commissioner of the Revenue's office, and at the Town office. These bags are a great way to get information out to the community and business owners are encouraged to participate.

- Many business owners are not aware that the Ruritan Fairgrounds are available to be leased to hold events. When groups lease the fairgrounds, we help promote events and make connections to get local vendors involved.
- We are working to expand signage so that we can get people coming back in to town and staying there to eat and shop.
- We are reaching out to events in other localities that may be outgrowing their spaces to let them know that the Fairgrounds are available, and also what is available locally.
- Partnerships with the Barns and the Berryville Main Street help to get messages out and make information available and easily accessible to visitors.
- We are working closely with the visitor center to enhance that space and make it more of a welcome center, so people can actually see what Clarke County has to offer.

Doug Lawrence

- Offered that there are a wealth of programs and opportunities available in Clarke County that not a lot of people know about.
- Asked Felicia Hart to investigate what is available to help visiting vendors understand, collect, and submit local taxes correctly.

Kara Rodriguez

- Stated that the joint economic development Memorandum of Understanding between the Town of Berryville and the County of Clarke for a number of years. The MOU was just updated in the last few years and this committee has begun meeting more regularly. Annually, the committee gives goals and priorities to the Director of Economic Development and Tourism, so a much more transparent relationship has evolved. Both the Town and the County are able to guide what the shared economic development priorities are.

Felicia Hart

- Agreed, adding that priorities are constantly evolving and changing. We want to make sure that businesses can be successful, and that involves a lot of connecting the dots and making businesses aware of what is available to help them.

6. Next Meeting

The next scheduled meeting is July 22, 2022.

7. Adjournment

At 11:01 am, Doug Lawrence adjourned the meeting.

Minutes Recorded and Transcribed by Catherine D. Marsten

Review 2021-2022 Goals & Priorities

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

Set 2022-2023 Goals & Priorities

Economic Development & Tourism Update By Felicia Hart

Other projects:

Economic Development

An update to the VATI grant is schedule for later this week. Clarke County staff will be participating. Also note that All Points broadband will be presenting to the Board of Supervisors at their December 20th meeting.

Plans are in the works to host a half-day USDA training here in Clarke County at the Barns of Rose Hill in early December. This will be a regional event in partnership with Frederick County and the City of Winchester, along with the Blue Ridge Association of Realtors and the Northern Shenandoah Valley Regional Commission. I'm also exploring having the Virginia Extension office there. Invitations will be sent to elected officials, finance officers, business owners along with farmers/farm markets and realtors with a social media campaign to local business owners.

I continue to work one-on-one with the Laurel Ridge Small Business Development Center (LRSBDC). *A copy of their latest numbers per locality is attached for your review.* Our GOVirginia Small Business Resiliency Team grant is also being managed through the LRSBDC. Just as a reminder, this program assists small businesses with free access to marketing, financial guidance, creation of an e-commerce website and accounting software.

We just completed the WoW! (Worlds of Work) event hosted at the new Shenandoah University Event Center. This is in partnership with Frederick County, Page, Shenandoah, Warren Counties along with the City of Winchester. Clarke County had 5 businesses participate who had hands-on booths to showcase potential career opportunities to over 8,000 8th graders throughout the region.

Work continues at the LGV Group site. Their plans are to build 2- 60,000 square foot warehouses – one of which will, when completed, house their new facility. Upon completion, their current facility on Station Road will be moved to this new warehouse and then that facility closed.

The Agritourism Summit sub groups in partnership with Winchester/Frederick County still continues to meet. We're working on putting together manageable goals.

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 also allows the students to "shadow" an employee to determine if they really are interested in that profession. We just hosted a "field trip" for several students at the Winchester Airport.

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

Work continues on the regional "talent website." New information and photos of Clarke County are being added to this site. This site provides an overview of our area and the quality of life that we offer.

I continue to work closely with the Clarke County Farmer's Market to not only help promote their events, but assist them with regional/state/federal events and potential fundings for their members. I've given them the information for the Virginia Tourism Corporation's newest grant. Members of this group and I talk regularly about needs and opportunities.

I continue to work closely with local realtors to get a heads up of properties that will be coming on the market. This allows us to work one on one with them and make introductions to appropriate potential business owners.

We recently hosted the Fall EDAC Business Tour that included Berryville Graphics and Mackintosh Fruit Farm. It was educational for those in attendance.

We are already working on our next regional Employer Expo. Last years' was very successful and we expect the same going forward.

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 Laurel Ridge Small Business Development Center, United Way, Clarke County Department of Social Services and numerous local and state agencies.

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

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

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

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

The last (for this year) New Resident Meet and Greet was just hosted with plenty of local non-profits set up. *A copy of the invitation is attached.*

We are about a year out since our first local Business Meet and Greet and I am looking at hosting our next one. More information will be provided as it becomes available.

Tourism

Just recently, our ARPA grant request from the Virginia Tourism Corporation (VTC) was approved for the full 30,000. I want to thank Brenda Bennett for her help in managing/submitting the paperwork on our behalf.

Our approved request includes:

- Love Local campaign – a logo designed to showcase locally made (Clarke County) product. Full color stickers will be produced and provided to local businesses (including the farm markets) to showcase their County pride. The logo will also be made available for website and social media use.

- Restaurant Week campaign – working with all County restaurants, a week will be determined by them to showcase what our restaurants have to offer. Social media and a print campaign will be included.
- Berryville/Clarke County Visitors Center enhancements – campaign includes flags to show they are open, a “selfie” backdrop, production of town/county map for distribution to businesses to be able to provide to tourists, table display pieces will be purchased for their participation at off-site events – like those at the fairgrounds, and a social media campaign through iHeart that will be tied in to a larger event at the fairgrounds for capturing tourist data is also included.
- Clarke County Ruritan Fairgrounds campaign – includes on-site community calendar highlighting upcoming events, website enhancement and additional signage to help showcase what Berryville/Clarke County has to offer.
- Farm Tour – a program that will play off the previously successful farm tour.

We continue to showcase the fair grounds and the rental opportunities there. I’ve arranged on-site meetings with two other larger events hosted in other localities to see what Clarke County has to offer.

- HamFest will be back
- Watermelon Pickers is expected to be back
- Lockett’s Fair will be back for two events – and possibly a holiday event later this year
- Fiber Festival is expected to be back
- We can 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.
- A “Welcome” piece was developed and given to the Ruritans to hand out to organizations who are renting/leasing fairground space. It provides my contact information and gives ideas on ways that I can assist them in not only promoting their event, but making introductions to local businesses who can be of assistance to them.
- The Ruritans have recently invested a considerable amount to clean up buildings and the grounds there. A number of buildings have been pressured washed and painted, the recent damage from a storm to the Horticulture Building has been rebuilt, fencing repaired and numerous other projects to enhance the facilities have been completed - but still a work in progress. Fund raising has begun for the dairy barn.
- As a reminder, the Board of the Ruritans have approved my request to house the LOVE artwork on permanent display there along the Rt. 7 side for enhanced visibility. This will allow Clarke County to be a participant in the State WonderLOVE Trail through VTC. Now, I just have to work with local artists/craftsmen to get it designed and built.

I just participated in the first webinar for the VA250 Commemoration Committee on next steps for their event. This is the Virginia American Revolution 250 Commission that is working in partnership with the Virginia Tourism Corporation. More information will be provided as it becomes available.

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

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).

We continue producing Welcome Bags with information about the Town/County, coupons/ brochures from local businesses, information about local non-profits. Additional bags are provided to the Town of Berryville, the Commissioner's Office, the Treasurer's Office, local realtors and the Visitors Center.

Questions?

Info from Laurel Ridge Small Business Development Center – 10/1/22

Sept 1, 2022 to Sept 30, 2022										
Location:	# of clients	Hours	Start-ups	J/C	J/R	Capital Formed	Annual P/L \$ Max	% of total funding	% of clients	% of time
VA: Clarke	2	6						7%	2%	4%
VA: Fauquier	22	37					\$ 50,000.00	7%	23%	26%
VA: Frederick	28	46	1	1	3	\$ 23,000.00	\$ 400,000.00	40%	30%	33%
VA: Shenandoah	15	14					\$ 10,000.00	13%	16%	10%
VA: Warren	6	8					\$ 180,000.00	0%	6%	6%
VA: Winchester City	21	30						32%	22%	21%
	94	140	1	1	3	\$ 23,000.00	\$ 640,000.00	100%	100%	100%

YTD (7/1-9/30)										
Location:	# of clients	Hours	Start-ups	J/C	J/R	Capital Formed	Annual P/L \$ Max	% of total funding	% of clients	% of time
VA: Clarke	18	50	1	5	5	\$ 92,000.00		7%	5%	9%
VA: Fauquier	68	92	1	6	11	\$ 278,100.00	\$ 130,000.00	7%	19%	16%
VA: Frederick	108	168	2	25	35	\$ 280,335.00	\$ 800,000.00	40%	31%	30%
VA: Shenandoah	49	46	2	29	29	\$ 840,500.00	\$ 60,000.00	13%	14%	8%
VA: Warren	23	27	1	7	2	\$ 198,300.00	\$ 210,000.00	0%	7%	5%
VA: Winchester City	83	174		16	24	\$ 167,000.00	\$ 120,000.00	32%	24%	31%
	349	558	5	77	106	\$ 1,856,235.00	\$ 1,320,000.00	100%	100%	100%

Submitted by Christine Kriz, Director, Laurel Ridge Small Business Development Center

Update on the GOVirginia Small Business Grant from the Laurel Ridge Small Business Development Center

	Total #	Total #						
County/City	Allotted	Left	July	August	Sept	Oct	Completers	\$ Value
							0	\$0.00
Augusta	2	1		1				\$0.00
Buena Vista	5	3		1	1			\$0.00
Clarke	5	4				1		\$0.00
Frederick	7	3		2	1		1	\$1,800.00
Harrisonburg	7	5			2			\$0.00
Highland	1	1						\$0.00
Page	5	0		3	2			\$0.00
Rockbridge	5	5						\$0.00
Rockingham	5	4		1				\$0.00
Shenandoah	6	4		2				\$0.00
Warren	5	5				2		\$0.00
Winchester	5	2		3			1	\$1,800.00
Total	58	37	0	13	6	3	2	\$3,600.00

	Total Participants	Total	Total	
<u>Program Name</u>	<u>Allowed</u>	<u>Active Participants</u>	<u>Spaces Left</u>	<u># of Completers</u>
eCommerce/Marketing	20	19	1	2
Operational Systems	12	0	12	0
Finance	20	2	18	<u>0</u>
Cohort	<u>6</u>	<u>0</u>	<u>6</u>	
	58	21	37	2



You are cordially invited to the
Clarke County New Residents Get Together
Tuesday, October 18 | 6:00-8:00 PM
Barns of Rose Hill
95 Chalmers Court, Berryville



**This is an opportunity to learn more about our community,
our non-profits, volunteer opportunities,
and so much more!**

Have a new friend or neighbor? Feel free to bring them along!



Please RSVP to the Barns at **540-955-2004**
by **Friday, October 14, 2022**

This event is hosted by the
Clarke County Economic Development and Tourism office,
Berryville Main Street, and Barns of Rose Hill

Virginia's September Unemployment Rate Held Steady at 2.6 Percent

From : Virginia Employment Commission <news@vec.virginia.gov> Fri, Oct 21, 2022 02:04 PM
Subject : Virginia's September Unemployment Rate Held Steady at 2.6 Percent
To : fhart@clarkecounty.gov
Reply To : Virginia Employment Commission <news@vec.virginia.gov>



COMMONWEALTH of VIRGINIA
Virginia Employment Commission

Carrie Roth
Commissioner
Advisor to the Governor for Strategic Initiatives

Post Office Box 26441
Richmond, VA 23261-6441

For Release: September 21, 2022

Contact: Conrad Buckler
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Economic Information & Analytics Division
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Virginia's September Unemployment Rate Held Steady at 2.6 Percent; The Labor Force Participation Rate Decreased to 63.6% and Employed Virginians Rose by 993

RICHMOND— Virginia's seasonally adjusted unemployment rate held steady in September at 2.6 percent, which is 0.8 percentage points below the rate from a year ago. According to household survey data in September, the labor force increased by 108 to 4,346,936, as the number of unemployed residents decreased by 885 to 113,220. The number of employed residents rose by 993 to 4,233,716. Virginia's seasonally adjusted unemployment rate continues to be below the national rate, which declined 0.2 percentage point to 3.5 percent. The Commonwealth's labor force participation rate decreased by 0.1 of a percentage point to 63.6 percent in September. The labor force participation rate measures the proportion of the civilian population age 16 and older that is employed or actively looking for work.

Virginia's nonagricultural employment, from the monthly establishment survey, rose by 8,000 jobs in September to 4,093,600. August's preliminary estimate was revised upward by 300, adding to that month's job gain. In September, private sector employment increased by 7,000

jobs to 3,367,800, while public sector employment increased 1,000 to end at 725,800. Increases within that sector occurred in state government employment (+800 jobs), federal government (+200 jobs), and local government held steady.

Employment rose in nine of eleven major industry sectors and declined in two. The largest job gain during September occurred in Construction, with an increase of 3,300 jobs to 209,100. The second largest increase occurred in Trade, Transportation, and Utilities (+2,400 jobs) to 673,900. Professional and Business Services was third, with a gain of 1,600 jobs, rising to 796,300. Other increases included Education and Health Services (+1,000) to 568,900; Government (+1,000) to 725,800; Manufacturing (+900) to 240,400; Information (+800) to 70,500; Miscellaneous Services (+400) to 188,400; and Financial Services (+300) to 206,200.

The largest job loss during September occurred in Leisure and Hospitality (-3,500 jobs) to 406,800. The remaining loss was in Mining and Logging, with a decrease of 200 jobs to 7,300.

Nonfarm Employment in Virginia*
Seasonally Adjusted

Industry	Employment			August 2022 to September 2022		September 2021 to September 2022	
	September 2022	August 2022	September 2021	Change	% Change	Change	% Change
Total Nonfarm	4,093,600	4,085,600	3,958,900	8,000	0.2%	134,700	3.4%
Total Private Sector	3,367,800	3,360,800	3,248,100	7,000	0.2%	119,700	3.7%
<i>Goods-Producing</i>	456,800	452,800	449,300	4,000	0.9%	7,500	1.7%
Mining	7,300	7,500	6,900	-200	-2.7%	400	5.8%
Construction	209,100	205,800	205,400	3,300	1.6%	3,700	1.8%
Manufacturing	240,400	239,500	237,000	900	0.4%	3,400	1.4%
<i>Service-Providing</i>	3,636,800	3,632,800	3,509,600	4,000	0.1%	127,200	3.6%
Private Service-Providing	2,911,000	2,908,000	2,798,800	3,000	0.1%	112,200	4.0%
Trade, Transportation, and Utilities	673,900	671,500	654,600	2,400	0.4%	19,300	2.9%
Information	70,500	69,700	66,000	800	1.1%	4,500	6.8%
Finance	206,200	205,900	210,400	300	0.1%	-4,200	-2.0%
Professional and Business Services	796,300	794,700	778,700	1,600	0.2%	17,600	2.3%
Education and Health Services	568,900	567,900	534,100	1,000	0.2%	34,800	6.5%
Leisure and Hospitality Services	406,800	410,300	370,800	-3,500	-0.9%	36,000	9.7%
Miscellaneous Services	188,400	188,000	184,200	400	0.2%	4,200	2.3%
Government	725,800	724,800	710,800	1,000	0.1%	15,000	2.1%
Federal Government	188,000	187,800	186,800	200	0.1%	1,200	0.6%
State Government	157,400	156,600	153,000	800	0.5%	4,400	2.9%
Local Government	380,400	380,400	371,000	0	0.0%	9,400	2.5%

*Current month's estimates are preliminary.

From September 2021 to September 2022, the VEC estimates that establishments in Virginia gained 134,700 jobs, an increase of 3.4%. In September, the private sector recorded an over-

the-year gain of 119,700 jobs, while employment in the public sector gained 15,000 jobs.

Compared to a year ago, on a seasonally adjusted basis, ten of eleven major industry divisions experienced employment increases while one saw an employment decrease. The largest over-the-year job gain occurred in Leisure and Hospitality, up 36,000 jobs (+9.7%). The second-largest over-the-year job gain occurred in Education and Health Services, up 34,800 jobs (+6.5%). The third largest over-the-year job gain occurred in Trade, Transportation, and Utilities, up 19,300 jobs (+2.9%). Other job gains occurred in Professional and Business Services (+17,600 jobs); Government (+15,000 jobs); Information (+4,500); Miscellaneous (+4,200 jobs); Construction (+3,700 jobs); Manufacturing (+3,400); and Mining and Logging (+400 jobs). Within Government, Local (+9,400 jobs), State (+4,400 jobs), and Federal employment increased (+1,200 jobs). The only job losses occurred in Finance (-4,200 jobs) to 206,200.

Total Nonfarm Employment in Virginia*

Area	Employment			August 2022 to September 2022		September 2021 to September 2022	
	September 2022	August 2022	September 2021	Change	% Change	Change	% Change
Virginia	4,093,600	4,085,600	3,958,900	8,000	0.2%	134,700	3.4%
Blacksburg-Christiansburg-Radford MSA	82,400	81,900	80,200	500	0.6%	2,200	2.7%
Charlottesville MSA	120,200	119,400	115,700	800	0.7%	4,500	3.9%
Harrisonburg MSA	69,400	70,300	68,200	-900	-1.3%	1,200	1.8%
Lynchburg MSA	104,800	104,500	101,400	300	0.3%	3,400	3.4%
Northern Virginia MSA	1,532,400	1,533,000	1,494,000	-600	0.0%	38,400	2.6%
Richmond MSA	681,800	679,800	670,900	2,000	0.3%	10,900	1.6%
Roanoke MSA	160,300	160,200	157,700	100	0.1%	2,600	1.6%
Staunton-Waynesboro MSA	51,400	51,700	50,000	-300	-0.6%	1,400	2.8%
Virginia Beach-Norfolk-Newport News, Virginia/North Carolina MSA	789,600	786,900	771,100	2,700	0.3%	18,500	2.4%
Winchester, Virginia/West Virginia MSA	68,500	68,400	67,300	100	0.1%	1,200	1.8%

*Current month's estimates are preliminary.

Seasonally adjusted total nonfarm employment data is produced for ten metropolitan areas. In September, seven metropolitan areas experienced over-the-month job gains while three saw an employment decrease. The largest absolute job increase occurred in Virginia Beach-Norfolk-Newport News (+2,700 jobs). The next largest absolute job gain occurred in Richmond (+2,000 jobs). The third largest increase occurred in Charlottesville (+800 jobs). Other over-the-month job gains occurred in Blacksburg-Christiansburg-Radford (+500), Lynchburg (+300 jobs), Roanoke and Winchester (+100 jobs). The largest decrease was in Harrisonburg (-900). The second largest decrease was in Northern Virginia (-300 jobs). The third largest was Staunton-Waynesboro (-300).

Over-the-year, seasonally adjusted total nonfarm employment increased in all ten metropolitan areas. The Northern Virginia metropolitan area experienced the largest absolute job gain, up

38,400 jobs (+2.6%). Virginia Beach-Norfolk-Newport News was next, with a gain of 18,500 jobs. Richmond was third, with a gain of 10,900 jobs. Other over-the-year job gains occurred in Charlottesville (+4,500 jobs), Lynchburg (+3,400 jobs), Roanoke (+2,600 jobs), Blacksburg-Christiansburg-Radford (+2,200 jobs), Staunton-Waynesboro (+1,400 jobs), Harrisonburg and Winchester (+1,200 jobs).

Not Seasonally Adjusted Data

Virginia's unadjusted unemployment rate decreased 0.6 of a percentage point in September to 2.6 percent. This is 0.8 percentage point lower than the rate from a year ago. Compared to a year ago, the number of unemployed decreased by 32,141, household employment increased by 134,992, and the labor force increased by 102,851. Virginia's not seasonally adjusted unemployment rate continues to be below the national unadjusted rate, which decreased 0.5 percentage point in September to 3.3 percent.

Compared to last month, the September unadjusted workweek for Virginia's 156,100 manufacturing production workers increased by 0.1 hour to 43.0 hours. Average hourly earnings of private-sector production workers increased \$0.45 to be \$22.56 in September and average weekly earnings increased by \$21.56 to \$970.08.

###

Technical note: Estimates of unemployment and industry employment levels are obtained from two separate monthly surveys. Resident employment and unemployment data are mainly derived from the Virginia portion of the national Current Population Survey (CPS), a household survey conducted each month by the U.S. Census Bureau under contract with BLS, which provides input to the Local Area Unemployment Statistics (LAUS) program (often referred to as the "household" survey). Industry employment data is mainly derived from the Current Employment Statistics (CES) survey, a monthly survey of approximately 18,000 Virginia businesses conducted by BLS, which provides estimates of employment, hours, and earnings data broken down by industry for the nation as a whole, all states and most major metropolitan areas (often referred to as the "establishment" survey). Both industry and household estimates are revised each month based on additional information from updated survey reports compiled by the BLS. For national figures and information on how COVID-19 affected collection of the BLS establishment and household surveys in April 2020, refer to the BLS [September 2022 Employment Situation](#) press release for details.

The statistical reference week for the household survey this month was the week of September 11-17, 2022.

The Virginia Employment Commission plans to release the September local area unemployment rates on Wednesday, November 2, 2022. The data will be available on our website www.VirginiaWorks.com. The October 2022 statewide unemployment rate and employment data for both the state and metropolitan areas are scheduled to be released on Friday, November 18, 2022.

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Virginia Employment Commission

Berryville-Clarke County Joint Committee on Economic Development and Tourism
October 28, 2022 Regular Meeting Packet

Direct Economic Impact and Spending Shares by Industries, 2021

Source: Tourism Economics

Locality	Region	2021 Direct Impacts											
		Direct Visitor Spending, 2021 (in millions)								Employment	Labor Income (in millions)	State Taxes (in millions)	Local Taxes (in millions)
		Lodging*	F&B	Retail	Recreation	Transport**	Total Spending	Total Spending % Change (2021/2020)	Spending Share of State				
AUGUSTA	Shenandoah Valley	\$36.1	\$37.7	\$12.4	\$13.4	\$23.8	\$123.4	47.2%	0.49%	1,062	\$29.0	\$3.3	\$4.7
BUENA VISTA CITY	Shenandoah Valley	\$1.3	\$2.1	\$0.5	\$0.9	\$1.1	\$5.8	35.5%	0.02%	60	\$1.5	\$0.2	\$0.2
CLARKE	Shenandoah Valley	\$3.0	\$3.0	\$4.0	\$1.1	\$4.0	\$15.0	31.5%	0.06%	108	\$3.6	\$0.4	\$0.6
FREDERICK	Shenandoah Valley	\$37.9	\$52.2	\$14.6	\$19.0	\$40.5	\$164.2	49.1%	0.65%	1,268	\$43.4	\$4.5	\$6.6
HARRISONBURG CITY	Shenandoah Valley	\$52.4	\$91.6	\$24.9	\$23.1	\$22.7	\$214.7	52.6%	0.85%	2,295	\$62.9	\$6.8	\$10.9
LEXINGTON CITY	Shenandoah Valley	\$15.3	\$20.7	\$4.7	\$7.8	\$4.3	\$52.8	71.6%	0.21%	394	\$14.6	\$1.5	\$2.4
PAGE	Shenandoah Valley	\$43.9	\$14.4	\$18.0	\$23.3	\$11.4	\$111.1	52.5%	0.44%	1,066	\$29.9	\$3.0	\$5.8
ROCKBRIDGE	Shenandoah Valley	\$37.4	\$17.1	\$26.8	\$17.6	\$41.1	\$139.9	38.5%	0.55%	1,199	\$39.6	\$3.7	\$6.9
ROCKINGHAM	Shenandoah Valley	\$62.0	\$54.9	\$13.5	\$20.1	\$27.1	\$177.7	44.0%	0.70%	1,393	\$38.0	\$4.5	\$7.3
SHENANDOAH	Shenandoah Valley	\$34.0	\$30.7	\$31.0	\$12.7	\$22.2	\$130.6	29.5%	0.52%	1,149	\$31.0	\$3.3	\$5.0
STAUNTON CITY	Shenandoah Valley	\$15.8	\$25.7	\$5.9	\$7.3	\$8.5	\$63.1	39.6%	0.25%	698	\$18.8	\$1.9	\$3.3
WARREN	Shenandoah Valley	\$20.4	\$26.7	\$6.8	\$11.2	\$12.7	\$77.8	42.8%	0.31%	713	\$19.7	\$2.0	\$3.3
WAYNESBORO CITY	Shenandoah Valley	\$16.5	\$29.2	\$7.5	\$5.7	\$8.0	\$66.9	41.6%	0.27%	731	\$18.8	\$2.1	\$3.2
WINCHESTER CITY	Shenandoah Valley	\$17.1	\$36.3	\$19.9	\$9.8	\$13.0	\$96.1	34.1%	0.38%	1,004	\$29.3	\$3.0	\$4.6
Regional Total	Shenandoah Valley	\$393.1	\$442.3	\$190.5	\$173.0	\$240.2	\$1,439.2	44.2%	5.7%	13,140	\$380.1	\$40.0	\$64.9

*Lodging includes 2nd home spending

**Transportation includes both ground and air transportation

September 11, 2022 - October 08, 2022 Rolling-28 Day Period	Occupancy										ADR										RevPAR									
	SUN	MON	TUE	WED	THU	WD Total	FRI	SAT	WE Total	Total Week	SUN	MON	TUE	WED	THU	WD Total	FRI	SAT	WE Total	Total Week	SUN	MON	TUE	WED	THU	WD Total	FRI	SAT	WE Total	Total Week
United States	54.3%	64.0%	69.0%	69.8%	68.1%	65.0%	75.1%	78.9%	77.0%	68.5%	\$141.19	\$145.86	\$150.41	\$150.87	\$149.26	\$147.83	\$165.58	\$171.83	\$168.78	\$154.56	\$76.74	\$93.35	\$103.76	\$105.25	\$101.63	\$96.14	\$124.37	\$135.61	\$129.99	\$105.81
Virginia	51.9%	63.4%	68.5%	69.4%	67.1%	64.1%	74.5%	77.8%	76.2%	67.5%	\$113.91	\$122.63	\$127.40	\$126.99	\$123.82	\$123.43	\$139.88	\$143.39	\$141.68	\$129.31	\$59.12	\$77.69	\$87.33	\$88.15	\$83.08	\$79.07	\$104.25	\$111.62	\$107.93	\$87.32
Washington, DC	54.7%	67.9%	76.1%	76.4%	71.0%	69.2%	74.8%	78.8%	76.8%	71.4%	\$167.85	\$192.63	\$207.21	\$207.11	\$191.03	\$194.78	\$172.88	\$174.86	\$173.90	\$188.36	\$91.86	\$130.82	\$157.67	\$158.14	\$135.69	\$134.84	\$129.26	\$137.87	\$133.57	\$134.47
Arlington, VA	56.2%	77.8%	85.8%	86.0%	76.8%	76.5%	73.5%	75.6%	74.5%	76.0%	\$182.52	\$213.46	\$223.30	\$220.70	\$196.86	\$209.41	\$163.45	\$165.20	\$164.34	\$196.78	\$102.65	\$166.13	\$191.56	\$189.83	\$151.21	\$160.28	\$120.06	\$124.82	\$122.44	\$149.47
Alexandria, VA	59.7%	69.5%	76.4%	75.9%	69.0%	70.1%	75.6%	81.9%	78.8%	72.6%	\$145.36	\$162.61	\$168.85	\$164.93	\$151.51	\$159.35	\$140.46	\$144.75	\$142.69	\$154.18	\$86.71	\$112.99	\$129.01	\$125.24	\$104.59	\$111.71	\$106.22	\$118.57	\$112.39	\$111.90
Fairfax/Tysons Corner, VA	48.2%	64.7%	74.8%	72.5%	61.9%	64.4%	68.2%	73.8%	71.0%	66.3%	\$143.57	\$170.17	\$182.67	\$179.63	\$158.04	\$168.89	\$134.18	\$134.40	\$134.30	\$158.31	\$69.22	\$110.10	\$136.71	\$130.31	\$97.79	\$108.83	\$91.56	\$99.23	\$95.40	\$104.99
Suburban Virginia Area	55.5%	66.8%	70.2%	71.6%	70.2%	66.9%	81.4%	85.5%	83.5%	71.6%	\$121.50	\$120.53	\$123.42	\$124.85	\$132.94	\$124.83	\$159.67	\$166.37	\$163.10	\$137.58	\$67.46	\$80.55	\$86.66	\$89.33	\$93.37	\$83.48	\$130.01	\$142.29	\$136.15	\$98.53
I-95 Fredericksburg, VA	56.4%	62.7%	65.0%	67.5%	66.8%	63.7%	75.5%	78.4%	76.9%	67.5%	\$88.75	\$91.19	\$93.31	\$93.57	\$93.42	\$92.16	\$105.94	\$107.47	\$106.71	\$96.90	\$50.09	\$57.21	\$60.61	\$63.20	\$62.42	\$58.70	\$80.03	\$84.20	\$82.11	\$65.39
Dulles Airport Area, VA	57.5%	74.5%	81.6%	81.0%	73.8%	73.7%	75.7%	78.0%	76.9%	74.6%	\$116.60	\$135.07	\$141.72	\$140.63	\$127.39	\$133.34	\$116.34	\$115.35	\$115.84	\$128.19	\$67.07	\$100.62	\$115.62	\$113.93	\$94.01	\$98.25	\$88.12	\$89.96	\$89.04	\$95.62
Norfolk/Virginia Beach, VA	53.2%	59.9%	64.2%	64.4%	63.1%	60.9%	72.4%	76.7%	74.5%	64.8%	\$105.31	\$106.90	\$110.07	\$110.28	\$110.06	\$108.66	\$137.61	\$145.59	\$141.71	\$119.52	\$55.98	\$64.00	\$70.63	\$71.02	\$69.46	\$66.22	\$99.67	\$111.59	\$105.63	\$77.48
Chesapeake/Suffolk, VA	63.4%	75.3%	80.2%	79.4%	75.0%	74.7%	78.2%	80.6%	79.4%	76.0%	\$88.66	\$91.81	\$94.50	\$94.23	\$92.75	\$92.55	\$101.42	\$104.14	\$102.80	\$95.61	\$56.19	\$69.16	\$75.83	\$74.84	\$69.57	\$69.12	\$79.32	\$83.96	\$81.64	\$72.70
Newport News/Hampton, VA	55.8%	65.0%	69.1%	68.3%	65.5%	64.7%	72.2%	77.4%	74.8%	67.6%	\$76.13	\$80.16	\$81.41	\$80.71	\$80.48	\$79.92	\$95.13	\$98.43	\$96.84	\$85.26	\$42.44	\$52.07	\$56.29	\$55.13	\$52.74	\$51.73	\$68.65	\$76.17	\$72.41	\$57.64
Norfolk/Portsmouth, VA	61.7%	71.0%	75.4%	73.1%	71.0%	70.4%	75.3%	77.5%	76.4%	72.1%	\$100.36	\$107.48	\$111.26	\$110.90	\$108.82	\$108.02	\$119.50	\$124.00	\$121.78	\$112.19	\$61.92	\$76.35	\$83.89	\$81.03	\$77.22	\$76.08	\$89.93	\$96.10	\$93.02	\$80.92
Virginia Beach, VA	52.8%	58.3%	64.5%	65.0%	61.1%	60.3%	71.9%	76.3%	74.1%	64.3%	\$130.14	\$132.08	\$136.08	\$135.69	\$132.23	\$133.40	\$171.75	\$181.09	\$176.56	\$147.63	\$68.73	\$77.02	\$87.75	\$88.24	\$80.74	\$80.49	\$123.43	\$138.21	\$130.82	\$94.88
Williamsburg, VA	37.0%	37.4%	38.2%	41.6%	49.2%	40.7%	67.1%	72.8%	69.9%	49.0%	\$115.60	\$107.48	\$108.94	\$112.35	\$122.71	\$113.91	\$167.27	\$183.17	\$175.55	\$139.03	\$42.74	\$40.15	\$41.58	\$46.79	\$60.33	\$46.32	\$112.16	\$133.39	\$122.77	\$68.16
Virginia Area	46.3%	57.8%	62.3%	65.1%	67.3%	59.8%	76.3%	78.0%	77.2%	64.7%	\$103.71	\$103.84	\$104.98	\$107.48	\$117.52	\$107.93	\$154.84	\$156.56	\$155.71	\$124.20	\$48.07	\$59.99	\$65.37	\$69.92	\$79.09	\$64.49	\$118.21	\$122.11	\$120.16	\$80.39
Virginia Area (non-MSA)	46.5%	56.9%	60.8%	63.1%	63.7%	58.2%	72.9%	74.6%	73.7%	62.6%	\$104.16	\$104.11	\$104.26	\$104.78	\$110.50	\$105.69	\$136.97	\$138.64	\$137.82	\$116.50	\$48.39	\$59.20	\$63.34	\$66.13	\$70.44	\$61.50	\$99.79	\$103.43	\$101.61	\$72.96
Lynchburg, VA	44.4%	59.3%	65.4%	67.9%	72.5%	61.9%	81.6%	82.8%	82.2%	67.7%	\$101.10	\$105.81	\$108.12	\$110.02	\$113.86	\$108.43	\$143.75	\$142.64	\$143.19	\$120.49	\$44.86	\$62.74	\$70.76	\$74.68	\$82.59	\$67.13	\$117.31	\$118.07	\$117.69	\$81.57
Blacksburg & Wytheville, VA	40.1%	53.1%	60.5%	62.5%	66.3%	56.5%	73.3%	74.7%	74.0%	61.5%	\$94.73	\$96.14	\$100.74	\$108.85	\$136.95	\$109.32	\$167.00	\$161.07	\$164.01	\$128.12	\$37.95	\$51.03	\$60.94	\$68.03	\$90.83	\$61.76	\$122.39	\$120.28	\$121.33	\$78.78
Staunton & Harrisonburg, VA	50.1%	61.3%	64.9%	68.4%	71.6%	63.3%	85.7%	86.4%	86.1%	69.8%	\$89.75	\$91.87	\$92.90	\$94.17	\$99.62	\$94.00	\$155.37	\$159.12	\$157.25	\$116.29	\$45.00	\$56.34	\$60.29	\$64.45	\$71.31	\$59.48	\$133.19	\$137.51	\$135.35	\$81.15
Roanoke, VA	46.9%	57.9%	63.3%	67.0%	68.0%	60.6%	74.2%	77.4%	75.8%	64.9%	\$94.71	\$97.73	\$101.37	\$104.35	\$110.41	\$102.33	\$125.31	\$128.31	\$126.84	\$110.48	\$44.42	\$56.55	\$64.21	\$69.91	\$75.03	\$62.02	\$92.93	\$99.28	\$96.09	\$71.73
Charlottesville, VA	49.6%	62.3%	64.6%	68.5%	75.2%	64.0%	84.1%	85.0%	84.6%	69.9%	\$140.84	\$131.23	\$130.11	\$136.01	\$156.24	\$139.39	\$256.41	\$266.22	\$261.34	\$181.55	\$69.86	\$81.71	\$84.04	\$93.14	\$117.54	\$89.26	\$215.68	\$226.40	\$221.04	\$126.91
Bristol-Kingsport MSA	48.2%	61.9%	67.3%	70.7%	76.2%	64.9%	88.5%	90.8%	89.7%	71.9%	\$99.55	\$98.62	\$102.38	\$105.96	\$125.96	\$107.56	\$164.96	\$168.23	\$166.62	\$128.59	\$47.98	\$61.05	\$68.95	\$74.90	\$95.92	\$69.76	\$146.00	\$152.78	\$149.39	\$92.51
Richmond - Petersburg, VA	52.6%	65.8%	70.7%	70.7%	65.9%	65.1%	73.4%	77.4%	75.4%	68.1%	\$96.53	\$104.60	\$108.66	\$108.07	\$103.56	\$104.72	\$118.07	\$122.21	\$120.20	\$109.62	\$50.80	\$68.78	\$76.80	\$76.36	\$68.29	\$68.20	\$86.63	\$94.64	\$90.64	\$74.61
Petersburg/Chester, VA	61.9%	70.3%	71.4%	72.0%	69.0%	68.9%	73.9%	75.0%	74.4%	70.5%	\$82.77	\$86.71	\$88.48	\$88.18	\$86.88	\$86.71	\$95.31	\$96.94	\$96.13	\$89.55	\$51.22	\$60.92	\$63.20	\$63.53	\$59.94	\$59.76	\$70.44	\$72.70	\$71.57	\$63.14
Richmond CBD/Airport, VA	47.8%	64.1%	73.2%	74.0%	66.2%	65.1%	73.3%	76.9%	75.1%	67.9%	\$127.54	\$141.22	\$146.27	\$146.68	\$136.38	\$140.60	\$154.97	\$161.06	\$158.09	\$146.12	\$61.02	\$90.47	\$107.07	\$108.54	\$90.34	\$91.49	\$113.53	\$123.82	\$118.68	\$99.26
Richmond North/Glen Allen, VA	50.1%	64.0%	69.7%	69.2%	64.6%	63.5%	73.0%	78.9%	75.9%	67.1%	\$93.34	\$99.92	\$103.59	\$101.98	\$99.31	\$100.01	\$114.86	\$119.62	\$117.33	\$105.61	\$46.80	\$63.93	\$72.17	\$70.59	\$64.17	\$63.53	\$83.81	\$94.32	\$89.07	\$70.83
Richmond West/Midlothian, VA	51.9%	66.0%	67.9%	66.5%	63.9%	63.2%	73.8%	78.6%	76.2%	66.9%	\$84.37	\$89.16	\$90.18	\$89.30	\$88.23	\$88.43	\$103.34	\$105.63	\$104.52	\$93.67	\$43.82	\$58.86	\$61.20	\$59.38	\$56.36	\$55.92	\$76.32	\$83.02	\$79.67	\$62.71
VTC Tourism Regions																														
Central Virginia	51.1%	64.2%	69.0%	69.8%	67.8%	64.4%	75.8%	79.1%	77.5%	68.1%	\$103.22	\$108.13	\$110.90	\$111.63	\$112.91	\$109.71	\$143.27	\$146.79	\$145.07	\$121.20	\$52.77	\$69.46	\$76.48	\$77.92	\$76.56	\$70.64	\$108.66	\$116.16	\$112.41	\$82.57
Chesapeake Bay	47.1%	62.5%	67.4%	69.2%	61.7%	61.6%	70.7%	75.6%	73.2%	64.9%	\$105.54	\$107.81	\$108.39	\$105.39	\$106.09	\$106.70	\$134.20	\$142.40	\$138.43	\$116.93	\$49.66	\$67.34	\$73.04	\$72.95	\$65.48	\$65.69	\$94.92	\$107.66	\$101.29	\$75.86
Coastal Virginia - Eastern Shore	49.1%	58.9%	63.3%	65.7%	65.3%	60.5%	75.2%	75.6%	75.4%	64.7%	\$121.50	\$122.25	\$120.00	\$119.57	\$123.39	\$121.32	\$155.85	\$159.85	\$157.86	\$133.48	\$59.66	\$71.95	\$75.94	\$78.56	\$80.62	\$73.35	\$117.14	\$120.85	\$118.99	\$86.39
Coastal Virginia - Hampton Roads	53.0%	59.6%	63.9%	64.1%	62.9%	60.7%	72.3%	76.6%	74.5%	64.6%	\$104.92	\$106.74	\$109.93	\$110.12	\$109.93	\$108.47	\$137.64	\$145.70	\$141.78	\$119.44	\$55.58	\$63.64	\$70.22	\$70.62	\$69.18	\$65.85	\$99.56	\$111.57	\$105.57	\$77.20
Northern Virginia	55.9%	70.1%	76.5%	76.6%	70.1%	69.8%	74.5%	78.2%	76.4%	71.7%	\$133.93	\$153.52	\$161.59	\$159.48	\$145.50	\$151.85	\$134.38	\$136.24	\$135.33	\$146.82	\$74.82	\$107.56	\$123.62	\$122.10	\$101.94	\$106.01	\$100.17	\$106.58	\$103.38	\$105.26
Shenandoah Valley	48.0%	57.8%	61.1%	64.7%	69.5%	60.2%	83.1%	84.1%	83.6%	66.9%	\$93.81	\$95.30	\$95.62	\$96.81	\$104.18	\$97.50	\$144.92	\$148.36	\$146.65	\$115.05	\$45.02	\$55.06	\$58.41	\$62.59	\$72.40	\$58.70	\$120.37	\$124.78	\$122.58	\$76.95
Southern Virginia	51.3%	60.8%	64.8%	66.5%	63.7%	61.4%	67.9%	70.4%	69.1%	63.6%	\$100.56	\$95.01	\$95.93	\$96.93	\$99.92	\$97.56	\$114.58	\$116.25	\$115.43	\$103.11	\$51.56	\$57.78	\$62.14	\$64.49	\$63.63	\$59.92	\$77.81	\$81.81	\$79.81	\$65.60
Southwest Virginia - Blue Ridge Highlands	41.4%	53.0%	58.9%	61.9%	67.5%	56.5%	76.1%	77.2%	76.6%	62.3%	\$105.47	\$105.02	\$107.42	\$113.10	\$136.84	\$114.95	\$170.13	\$166.56	\$168.33	\$133.72	\$43.70	\$55.66	\$63.30	\$69.96	\$92.35	\$64.99	\$129.3			

Next Meeting

January 27, 2023 – Organizational Meeting

Adjourn

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

