



Memorandum

December 9, 2016

To: Tourism and Economic Development (TED) Committee

From: Tiffany Cummins, Town Clerk

Cc: *Mayor & Town Council; Angela K. Clem, Town Manager; Mandy R. Belyea, Deputy Town Manager; Administration; John Eckman, Executive Director, FNFSR; Jenna French, Tourism Director, County of Shenandoah; Media*

Re: **TED Committee Meeting – 13 December 2016**

The purpose of this memorandum is to notify you of the TED Committee meeting to be held on **Tuesday, December 13, 2016, at 5:30 pm** in the Planning Commission Room of the Municipal Office. Agenda topics include:

- Friends of the North Fork of the Shenandoah River (FNFSR) – Project & Program Updates
- Shenandoah County Tourism Update – Accomplishments and 2017 Plan
- Woodstock Branding Initiative – Update

If you have any questions or concerns, please feel free to contact me at the Municipal Office, 540.459.3621.

Angela Clem

From: John Eckman <john.eckman@fnfsr.org>
Sent: Tuesday, December 06, 2016 4:42 PM
To: Angela Clem
Subject: TED talk points

Hello Ms. Clem,

Friends of the North Fork will present briefly for discussion next week on the following:

Environmental Education -- update on our programs

River Health and E.coli bacteria -- how Woodstock looks relative to the rest of the river

Stormwater projects -- potential for collaboration on projects like our Edinburg Mill biofiltration facility

Seven Bends State Park -- Our role as "community support organization" for the Park

While this seems like a lot of topics, much is purely informational and should go quickly.

We appreciate the opportunity to present.

Best regards,

John Eckman

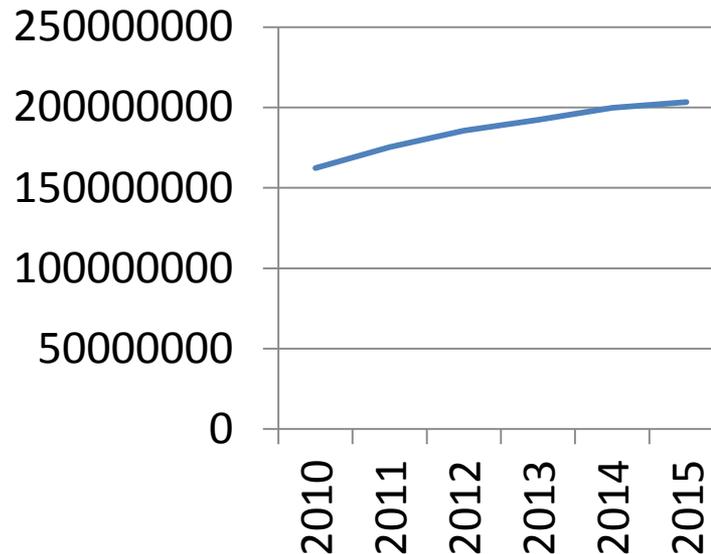
John Eckman, Executive Director
Friends of the North Fork of the Shenandoah River
540.810.2258 (c) 540.459.8550 (o)
Member supported since 1988. Join today!

*Shenandoah
County*



2015 Economic Impact Data

- 1.8% increase in travel related expenditures
- \$203,325,641
- #1 in the Shenandoah Valley
- #23 in Virginia



Annual Travel Expenditures

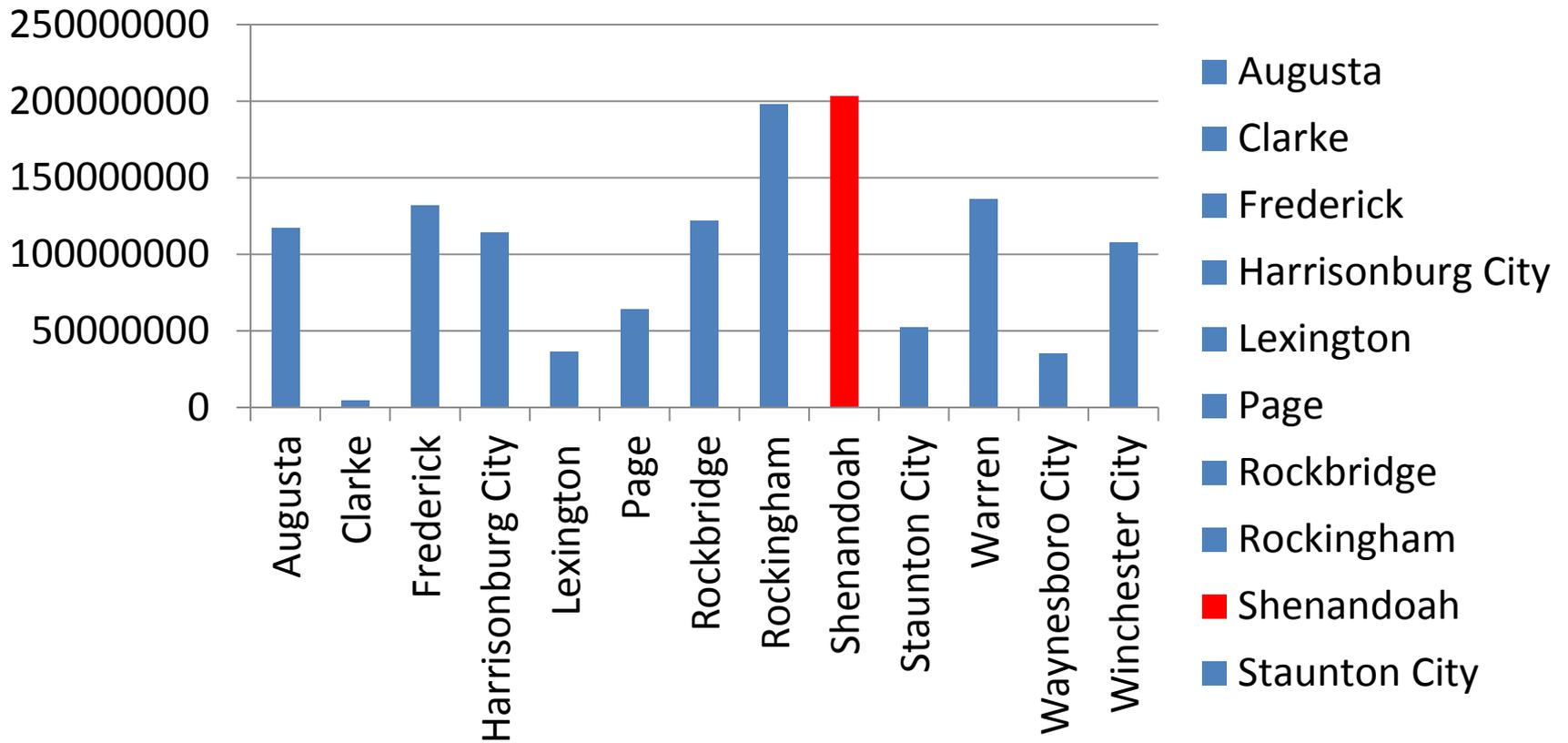
Economic Impact Data

Shenandoah County visitors
spent an average of
\$557,056 per day!



2015 Economic Impact Data

Visitor Expenditures



2015 Economic Impact Data

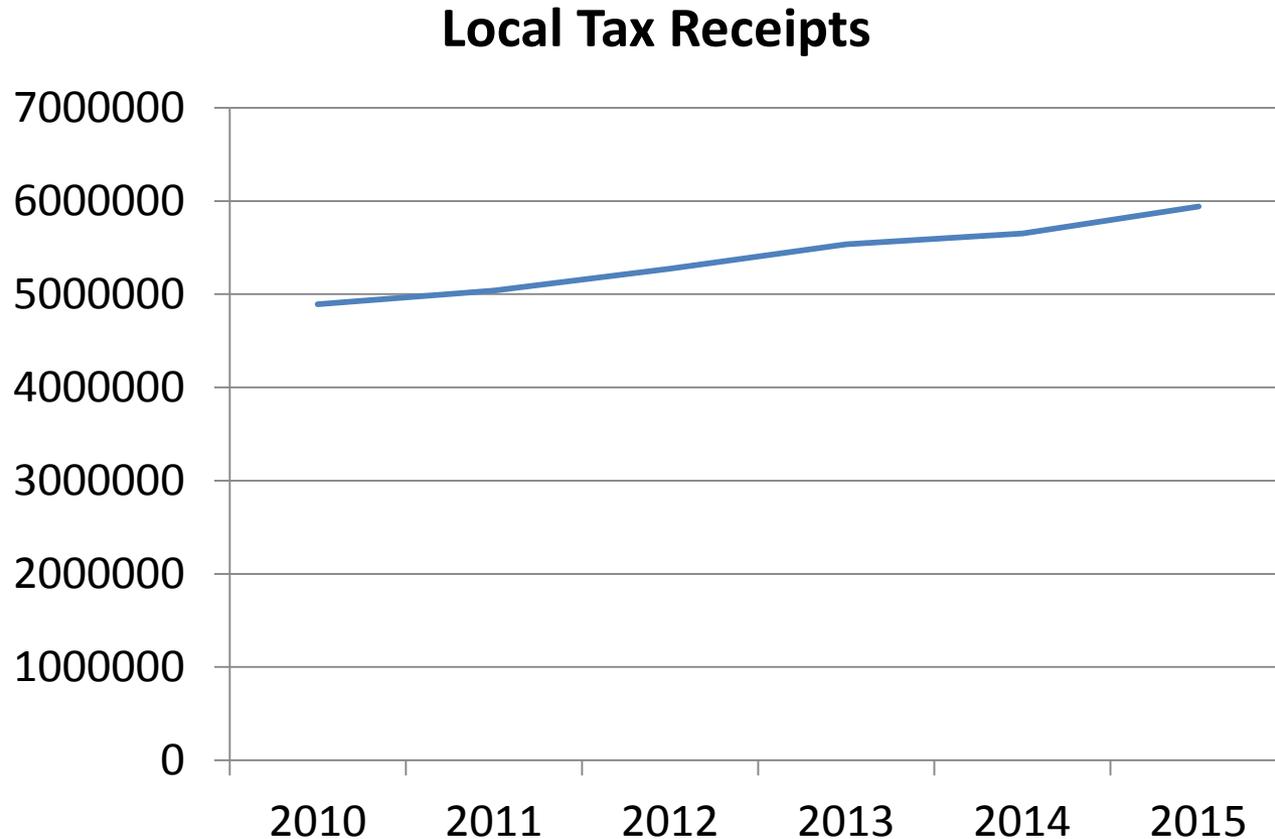
- 1732 Tourism Related Jobs
- 2.2% increase vs. last year



Illustration by Chris Gash

2015 Economic Impact Data

- \$5,941,565 in Local Tax Receipts



Welcome Center FAM

14 State Representatives

- Clearbrook
- Manassas
- Fredericksburg
- Covington



Family Travels With Colleen Kelly



Travel Writers

THE BLOG

27 Fantastic Things to Do in Northern Virginia

🕒 04/28/2016 06:38 pm ET | Updated May 29, 2016

Malerie Yolen Cohen

- Artisan Trail
- Shenandoah County Historic Court House
- Woodstock Garden Café at Fort Valley Nursery
- Woodstock Brewhouse

Travel Writers

VISIT: Artist Studios on the [O Shenandoah County Artisan Trail](#). There are now over 70 artists on the Trail, but stopping in at the studios of the following few is a start, and brings you to some that are most involved in community events. This is a fantastic way to discover back roads and small hamlets, and of course, fantastic people.



[Kary Haun Pottery](#), Woodstock. Haun's painting-like glazes are distinctive works of art. She works "slow and steady," concentrating, for example, on the shape of geranium blooms, or woodland scenes.

Travel Writers



STOP: [Woodstock Courthouse Museum and Visitors Center, Woodstock](#). A symbol of Shenandoah, this is the oldest working courthouse west of the Blue Ridge. Until 2012, trials were still held here, but local citizens wanted this historic building opened to the public. On this spot is also where, in January 1776, Pastor John Peter Muhlenberg had his Patrick Henry moment. Ending his sermon with, "There is a time to preach and a time to fight. This is the time to fight," Muhlenberg threw off his frock to reveal his Continental Army uniform. The current building has stood here since 1795, and was a prison for both Union and Confederate soldiers whose graffiti you can still see on the walls. *Thurs – Sat. 11-4, free.*

Travel Writers

Charles & Julie McCool

- Big Schloss
- Shenandoah Vineyards
- Woodstock Garden Café at Fort Valley Nursery
- Woodstock Brewhouse
- Woodstock Tower

Fun in **FAIRFAX VA**
Dine, explore, and play in Fairfax County VA


McCool Travel

Travel Writers

- 8 Great Things to Do Shenandoah Valley Virginia
- Northern Shenandoah Valley Road Trip: Winchester to Harrisonburg

In the center of town, [Woodstock Brewhouse](#), offers a nice selection of Virginia craft beer along with huge pretzels and tasty flatbread pizzas. The open space is hopping on Thursday nights when live music amps up the volume and the energy.



Woodstock Brew House Northern Shenandoah Valley

[Woodstock Garden Cafe](#) is a nice stop for lunch, especially when the weather is warm and you can enjoy a table in the greenhouse. Enjoy sandwiches, salads, and daily specials in a relaxed, casual setting.



Woodstock Garden Cafe, Northern Shenandoah Valley

New Ad Campaign

\$50,000

Marketing Leverage
Grant
Through
Virginia Tourism Corp.



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This is our
RUSH HOUR

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Shenandoah
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STRASBURG | TOMS BROOK | WOODSTOCK | EDINBURG | BRYCE | MOUNT JACKSON | NEW MARKET

New Ad Campaign



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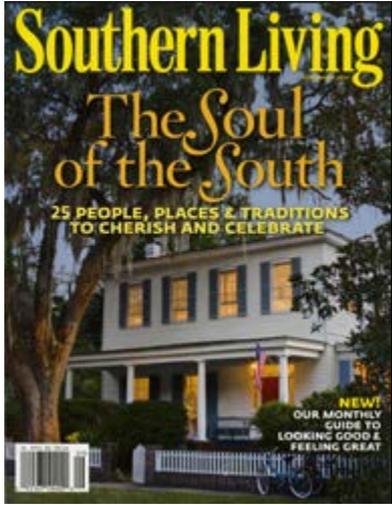


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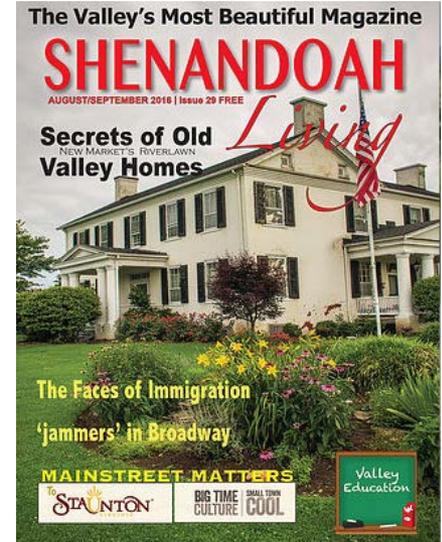
Visit
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County.com

FY17 Marketing Plan



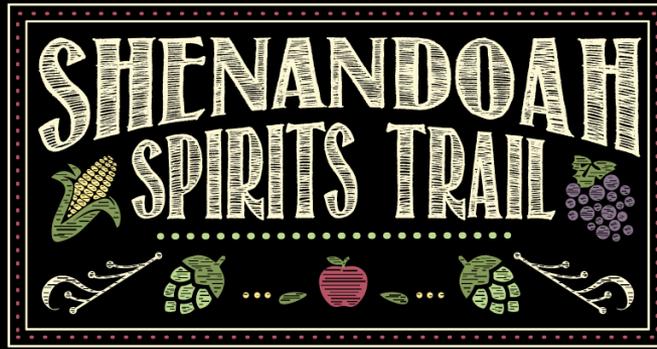
The Washington Post

VIRGINIA LIVING



Regional Collaboration





27 Establishments

- 14 Vineyards
- 9 breweries
- 2 cideries
- 2 Distilleries

SHENANDOAH SPIRITS TRAIL

WINERIES • BREWERIES • DISTILLERIES • CIDERIES

wineries • breweries • distilleries • ciders

THE ULTIMATE PATH TO
BEVERAGE ENLIGHTENMENT...
ONE SIP AT A TIME.



Fold Up Maps
Posters
website
Window Clings

What's in Store for 2017

- New Website
- New Videos
- Regional Efforts
 - Regional Branding
 - Regional Portal Website
 - Regional Marketing
- Farm to Fork Event
- National Tourism Week

WWI & WWII Commission

