

## **AGENDA**

**MIDDLESEX COUNTY  
ECONOMIC DEVELOPMENT AUTHORITY  
Boardroom of the Historic Courthouse, Saluda, Virginia**

**Thursday, August 19, 2021  
9:30 a.m.**

1. Call to Order, Attendance and Quorum Count
2. Approval of Agenda
3. Executive Session:

Pursuant to Code of Virginia, Section 2.2-3711(A)(1), for the discussion, consideration, or interviews of prospective candidates for employment, specifically regarding the hiring of the Executive Director of Economic Development and Tourism; and pursuant to Code of Virginia, Section 2.2-3711(A)(3) for the discussion or consideration of the disposition of publicly held real property, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Authority.
4. Approval of minutes of the July 15, 2021 meeting
5. Treasurer's Report - Janet Riggs
6. Old Business
  - a. HRSD Cook's Corner Sewer Easement, with a motion to approve or deny
  - b. County Lodging Tax Report, first half 2021 - Holly Oliver
7. New Business
  - a. Motion to request the Board of Supervisors amend the MOU with regard to the RCE building
  - b. Virginia River Realm Updates - Holly Oliver
  - c. MOM's sign - Holly Oliver
  - d. Bethpage RV Rally - Holly Oliver
  - e. Oyster Festival Advertising - Holly Oliver
8. Middlesex Broadband Update - Kevin Gentry
9. Adjournment

**Next Scheduled Meeting: Thursday, September 16, 2021**

**Minutes July 15, 2021**  
**Economic Development Authority of Middlesex County Meeting**  
**Old County Courthouse, Saluda, VA**

**In attendance:**

Gordon White, Chair  
Janet Riggs, Vice-Chair & Treasurer  
Celane Roden, Secretary  
James Reed, Member  
Bill Cawthorn, Member  
Michelle Brown, Economic Development & Tourism Coordinator  
Heather Lewis, Staff Attorney

**Call to Order, Roll Call & Quorum:** The meeting was called to order by Chairman Gordon White. Roll call determined a quorum.

**Approval of Agenda:** Chairman White presented the agenda for review and requested the addition of closed session during the discussion of ED position - adopted without objection.

**Approval of Minutes:** June 17, 2021, minutes were approved without objection.

**June Financial Report:** (Riggs) May Financial Report: cash balance: \$358,013; income: \$101.68 (interest); & expenses: \$60,000 (\$35,000 to county for ED salary/benefits; \$25,000 VA River Realm grant). Without objection the financial report was approved. Mrs. Riggs received audit of financial statement for Westminster Canterbury. She will review the statement.

**Old Business: Cook's Corner Update**

*Commercial Real Estate Broker:* The contract with Thalhimer is signed and Richmond-based David Smith hired to seek a buyer for the EDA owned property at Cook's Corner. Mrs. Brown showed agent Dave Smith's electronic property listing and reported 500 prospective emails targeting medical services and farm retail have been sent.

*Discussion:*

Is the reference to a \$100,000 grant misleading in the marketing info? Lewis: \$100,000 is restricted to roof repair but likely being it for outreach.

Can the building be torn down? Lewis: Nothing in deed or MOU with county legally prohibits removal of building. Tear down would be subject to contractual agreements with buyer.

Are there restrictions with electrical availability? White: Buyer responsibility to deal with their own electricity. Lewis suggests discussion between all parties currently involved in electricity to discuss access. Water and sewer access issues would also need to be sorted out.

**Old Business: Cook's Corner Sewer Pump Station Easement**

*Issue:* Negotiations are underway between Authority and Hampton Roads Sewer District (HRSD) attorneys for sewer pump easement request at the EDA owned property at Cook's Corner. Unresolved issues have been: easement size, potential odor, road maintenance, HRSD payment, deadline, notice of any future land disturbance of easement area, and above ground structures. The BOS has approved installation of waterlines on the property as well. In June the Authority voted to express displeasure to the County Administrator of placement without Authority approval of waterlines on property Board of Supervisors has entrusted the Authority to market.

**Thanks to Michelle Brown for tremendous service and presentation of parting gift.**

**Adjournment:** Motion by Mrs. Roden, seconded by Mr. Reed to adjourn. Passed unanimously.

**Next Scheduled Meeting:** August 19, 2021.

Submitted by:

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Celane Roden, Secretary

Approved by:

---

Gordon White, Chairman

**Middlesex Economic Development Authority  
Profit and Loss**

**As of July 30, 2021**

		Annual Budget	7/30/2021	Year to date
<b>Income</b>				
Interest	CD	981.00	69.52	69.52
Interest	Checking	851.00	221.61	221.61
Fees	Rappahannocke Chesapeake	7,490.00	0.00	0.00
Fees	Rappahannocke Union First	7,490.00	0.00	0.00
	Ymca	4,375.00	0.00	0.00
	YBSFA Christ Church	500.00	0.00	0.00
Lodging Tax		110,090.00	0.00	0.00
Arts Commission Grant		4,500.00	0.00	0.00
County Contribution		21,107.00	0.00	0.00
<b>Total Income</b>		<b>157,384.00</b>	<b>291.13</b>	<b>291.13</b>
<b>Expense (see note below)</b>				
Expense	Compensation Costs	82,957.00	*	0.00
	Advertising	5,808.00		0.00
	Supplies and Operations	2,899.00	135.15	135.15
	Initiatives and Programs	20,200.00		0.00
	Arts in the Middle	9,000.00		0.00
	Liability Insurance	1,331.00	2,015.00	2,015.00
	River Realm	25,000.00		0.00
	Travel Expenses	4,281.00		0.00
	Contributions	5,000.00		0.00
	Memberships/Dues	404.00		0.00
	Equipment	505.00		0.00
<b>Total Expense</b>		<b>157,385.00</b>	<b>2,150.15</b>	<b>2,150.15</b>
<b>Net Income</b>		<b>(1.00)</b>	<b>(1,859.02)</b>	<b>(1,859.02)</b>

\* Reimburse to the county quarterly

Expense - County's budget paid for EDA wages and cell phone expenses during July which the EDA will refund.

**Check listing  
July**

<b>Check Number</b>	<b>Date</b>	<b>Payee</b>	<b>Amount</b>
201	7/14/2021	Gordon White	135.15
231	7/1/2021#	VRSA Insurance	2,015.00

**Middlesex Economic Development Authority**  
**Summary of Bank Accounts**  
**As of July 30, 2021**

	<u>7/30/2021</u>	<u>6/30/2021</u>	<u>Change</u>
Checking 6704	18,483.42	20,626.74	(2,143.32)
Checking 2997	57,884.73	57,867.35	17.38
Checking 3000	57,884.73	57,867.35	17.38
Checking 7221	57,873.32	57,855.94	17.38
Checking 2991	57,884.72	57,867.34	17.38
CD29	21,373.05	21,299.24	73.81
CD28	21,248.53	21,175.15	73.38
CD27	21,326.73	21,313.45	13.28
CD26	20,927.04	20,893.92	33.12
CD25	21,267.75	21,246.56	21.19
	<u>356,154.02</u>	<u>358,013.04</u>	<u>(1,859.02)</u>

Cooks Corner Update:

Showed property 7/30 at 5pm

Potential business took photos and seemed to appreciate the sturdy foundation/walls and openness of the property.

They were informed of the grant available for the roof repair.

I have told them the potential next steps that were told to me by Gordon, building inspector and contractor to look at the damage.

David Smith has also been in contact with them frequently.

I spoke HRSD and they said that once the easement and such is approved, construction could start roughly winter of this year.

PREPARED BY AND RETURN TO:  
Conway H. Sheild, III VSB #06893  
Jones, Blechman, Woltz & Kelly, P.C.  
701 Town Center Drive, Suite 800  
Newport News, Virginia 23606

TAX EXEMPT PURSUANT TO VA CODE SECTION 58.1-811 A3 & C4

Map#: 27-122

**DEED OF EASEMENT**

THIS DEED OF EASEMENT, made this \_\_\_ day of \_\_\_\_\_, 2021, by and between the **ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY, VIRGINIA**, a political subdivision of the Commonwealth of Virginia, **GRANTOR**, and **HAMPTON ROADS SANITATION DISTRICT**, a political subdivision of the Commonwealth of Virginia, **GRANTEE**, whose mailing address is: P.O. Box 5911, Virginia Beach, Virginia, 23471-0911.

**WITNESSETH:**

That for and in consideration of the sum of TEN DOLLARS (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, **GRANTOR** does hereby grant and convey with **SPECIAL WARRANTY OF TITLE**, unto the **GRANTEE**, its successors and assigns, a perpetual, non-exclusive easement and right-of-way, hereinafter described, for the purpose of laying, erecting, constructing, operating, and maintaining underground wastewater and/or water reuse force mains and/or gravity mains together with below ground equipment, accessories, and appurtenances thereto, hereinafter called "facilities," all of which are confined to the twenty (20) foot wide easement depicted on the Bowman Plat as "Proposed Sanitary Sewer Easement" (hereinafter "Sewer Easement") and an Access Easement for ingress/egress to said facilities on the lands of the **GRANTOR** which is depicted on the Bowman Plat as "Proposed Temporary 20' Access Easement" (hereinafter "Access Easement"), said permanent Sewer Easement and Access Easement (collectively referred to as the "Easements") being further described as follows:

All that certain lot, tract or parcel of land lying, situate and being in the County of Middlesex, Virginia, designated and described as a, "PROPOSED SANITARY SEWER EASEMENT 14,441 SF" and a "PROPOSED TEMPORARY 20'



ACCESS EASEMENT”, as shown on that certain plat entitled, “EASTERN MIDDLESEX COUNTY HAMPTON ROAD[sic]S SANITATION DISTRICT PROPOSED SANITARY SEWER & ACCESS EASEMENTS,” a copy of which is attached hereto and made a part hereof, to which reference is here made, dated August 6, 2021 and made by Bowman Consulting Group, Ltd.

This easement is subject to the following conditions and provisions:

A. The facilities existing or constructed on or under the Easement shall remain the property of **GRANTEE**. **GRANTEE** shall have the right and duty to inspect, maintain and repair the facilities, but any changes to drainage flow outside of the facilities would need to be approved by **GRANTOR**. All construction, maintenance, equipment and facilities shall comply with all applicable laws, ordinances, codes and regulations.

B. Any disturbance of the premises by the **GRANTEE** or its contractor will be restored by the **GRANTEE** as nearly as practicable. This includes paving, fences, backfilling of trenches, grass, reseeding, replacing or replanting landscaping, and removal of trash or debris. Landscaping will be replaced with immature trees, shrubs, and ground cover.

C. **GRANTEE** shall have the right to trim, cut and remove trees, shrubbery or other obstructions which interfere with or threaten the efficient and safe operation, construction and maintenance of said facilities. All trees and limbs cut by **GRANTEE** shall become the responsibility of **GRANTEE** to dispose of and shall be removed and trimmed at the expense of **GRANTEE**.

D. **GRANTEE** shall have the right of ingress to and egress from said Access Easement over the lands of **GRANTOR**. **GRANTEE** shall exercise such right in such manner as shall not occasion injury and inconvenience to **GRANTOR**. **GRANTEE** shall pay for or repair any injury to any of **GRANTOR'S** land, structures, roads, fences and other improvements caused by **GRANTEE**, its employees, agents or contractors. **GRANTEE** shall have use of the current existing gravel access road labeled “Proposed Temporary 20’ Access Easement” on the attached plat until **GRANTOR** finds a developer to develop the property. At such time as the Access Easement is no longer available to **GRANTEE**, **GRANTOR** shall provide an alternate access across **GRANTOR'S** property, at no expense to **GRANTEE**, and as approved by **GRANTEE** for its use. **GRANTEE'S** approval of the alternate access shall not unreasonably be withheld or delayed.

E. **GRANTOR**, its successors and assigns, may use said Access Easement for any purpose not inconsistent with the rights hereby granted, provided such use does not unreasonably interfere with the safe and efficient construction, operation or maintenance of said facilities, and

further provided that such use is not inconsistent with any laws, ordinances or codes pertaining to the construction, operation or maintenance of said facilities. **GRANTOR** shall not place any permanent improvements within the Sewer Easement without permission of **GRANTEE**, or its successors, including but not limited to houses, buildings, pools, sheds, signs, or similar permanent structures; and **GRANTEE'S** permission shall not unreasonably be withheld or delayed. **GRANTOR** may install fences, driveways, pavement and landscaping (trees and shrubs shall be varieties that will not exceed 20 feet tall at maturity).

F. It is understood and agreed that the consideration paid to the **GRANTOR** in connection herewith constitutes payment in full for the property hereby conveyed and for damages, if any, to the residue or other property of the **GRANTOR** resulting from the project and use made of the property conveyed.

G. Notwithstanding the above, should the property on which the aforesaid perpetual easement lies be subdivided, then the access rights to the easement as above enumerated shall be along the publicly dedicated streets within the said subdivision as far as practical, and then the access shall be on subdivided lots within the subdivision which shall efficiently provide access for the purposes of the **GRANTEE** as herein enumerated.

H. The parties agree **GRANTEE** may install fence posts in the Sewer Easement, but **GRANTEE** shall use the minimum amount required, which shall not exceed 10 fence posts. Said fence posts are being installed to identify the sewer lines and to provide Hampton Roads Sanitation District's contact information regarding said sewer lines. **GRANTEE** may install four (4) manholes, one air vent, and a clean out in the Sewer Easement, provided that all these things are installed at grade level.

I. **GRANTEE** shall give two weeks written prior notice to **GRANTOR** before initiation of the pump station construction.

WITNESS the following signature and seal all as of the day and year first above written.

ECONOMIC DEVELOPMENT AUTHORITY OF THE  
COUNTY OF MIDDLESEX, VIRGINIA

By: \_\_\_\_\_

Its: \_\_\_\_\_

APPROVED AS TO FORM:

\_\_\_\_\_  
Authority Attorney

COMMONWEALTH OF VIRGINIA,  
County of Middlesex, to-wit:

I, \_\_\_\_\_, a Notary Public in and for the County and State aforesaid, whose commission expires on the \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, do hereby certify that \_\_\_\_\_, \_\_\_\_\_ (title) of the ECONOMIC DEVELOPMENT AUTHORITY OF THE COUNTY OF MIDDLESEX, VIRGINIA, a political subdivision of the Commonwealth of Virginia, whose name is signed to the foregoing writing, have acknowledged the same before me in my County and State aforesaid.

Given under my hand seal this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Notary Public  
Registration No.: \_\_\_\_\_

HAMPTON ROADS SANITATION DISTRICT

By: \_\_\_\_\_

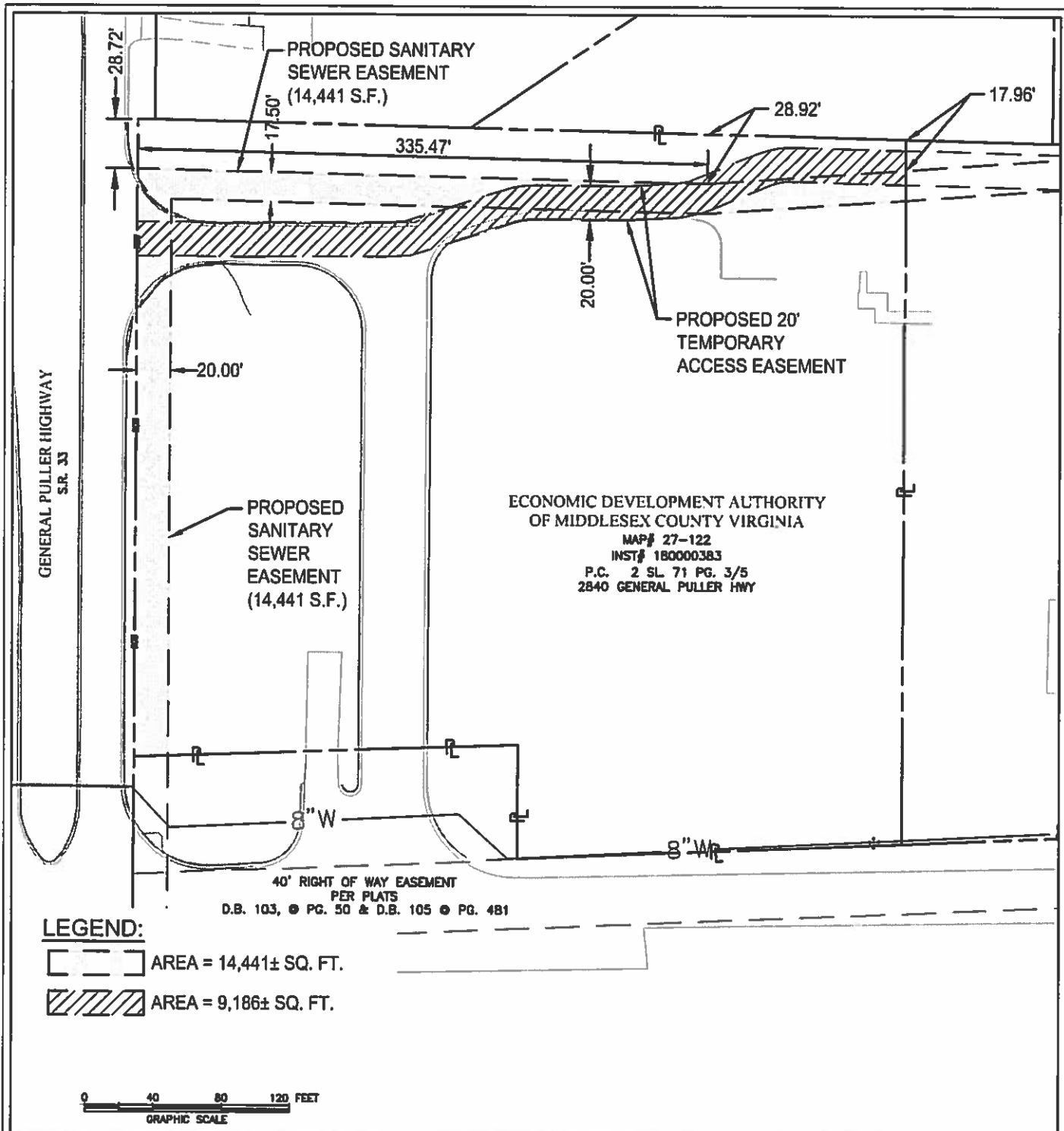
Its: \_\_\_\_\_

COMMONWEALTH OF VIRGINIA,  
County/City of \_\_\_\_\_, to-wit:

I, \_\_\_\_\_, a Notary Public in and for the County/City and State aforesaid, whose commission expires on the \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, do hereby certify that \_\_\_\_\_, \_\_\_\_\_ (title) of the HAMPTON ROADS SANITATION DISTRICT, a political subdivision of the Commonwealth of Virginia, whose name is signed to the foregoing writing, have acknowledged the same before me in my County and State aforesaid.

Given under my hand seal this \_\_\_\_\_ day of \_\_\_\_\_, 2021.



\_\_\_\_\_  
Notary Public  
Registration No.: \_\_\_\_\_



ECONOMIC DEVELOPMENT AUTHORITY  
 OF MIDDLESEX COUNTY VIRGINIA  
 MAP# 27-122  
 INST# 180000383  
 P.C. 2 SL. 71 PG. 3/5  
 2840 GENERAL PULLER HWY

40' RIGHT OF WAY EASEMENT  
 PER PLATS  
 D.B. 103, PG. 50 & D.B. 105 PG. 481

**LEGEND:**

-  AREA = 14,441± SQ. FT.
-  AREA = 9,186± SQ. FT.



DWG: EASEMENT\_HRSD-PLATS      DATE: 2021-08-06      SCALE: 1" = 80'

**Bowman**  
 CONSULTING

**EASTERN MIDDLESEX COUNTY**  
 HAMPTON ROAD SANITATION DISTRICT  
 PROPOSED SANITARY SEWER & ACCESS EASEMENTS

Bowman Consulting Group, Ltd.      Phone: (757) 229-1776  
 460 McLaws Circle, Suite 120      Fax: (703) 229-4683  
 Williamsburg, Virginia 23185      www.bowmanconsulting.com

TAX MAP NO. 27-122

© Bowman Consulting Group, Ltd.

## AGREEMENT TO PURCHASE

**THIS AGREEMENT**, made this \_\_\_\_\_ day of \_\_\_\_\_ 2021, by and between **ECONOMIC DEVELOPMENT AUTHORITY OF MIDDLESEX COUNTY VIRGINIA**, a political subdivision of the Commonwealth of Virginia, ("Landowner"), and **HAMPTON ROADS SANITATION DISTRICT** ("HRSD"), a political subdivision of the Commonwealth of Virginia, located at 1434 Air Rail Avenue, Virginia Beach, Virginia 23455 (the "Grantee"), and Collectively, Landowner and HRSD shall be referred to as the "Parties."

WITNESSETH: That for and in consideration of ONE DOLLAR (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged, Landowner agrees to convey to HRSD an Access and Sanitary Sewer Easement over, across and through the following described property of the Landowner, by Deed of Access and Sanitary Sewer Easement, properly executed, acknowledged, and delivered.

The land and improvements subject to the Access and Sanitary Sewer Easement (hereinafter referred to as the "Easement") is described as follows:

All that certain lot, tract or parcel of land lying, situate and being in the County of Middlesex, Virginia, designated and described as a, "PROPOSED SANITARY SEWER EASEMENT 14,441 SF" and a "PROPOSED TEMPORARY 20' ACCESS EASEMENT", as shown on that certain plat entitled, "EASTERN MIDDLESEX COUNTY HAMPTON ROAD[sic]S SANITATION DISTRICT PROPOSED SANITARY SEWER & ACCESS EASEMENTS," a copy of which is attached hereto and made a part hereof, to which reference is here made, dated August 6, 2021 and made by Bowman Consulting Group, Ltd.

The total consideration for the conveyance provided for herein is as follows:

**CONSIDERATION: SIXTEEN THOUSAND SIX HUNDRED FORTY-FIVE DOLLARS AND 00/100 cents (\$16,645.00)** in full for the easement described herein before and for all damages, if any.

The consideration hereinabove mentioned represents the value of all estates or interests in such land, and the damages to remaining lands of the Landowner which may result by reason of the use to which HRSD will put the land to be conveyed.

Should HRSD no longer require the aforementioned Access Easement for the purposes enumerated herein, HRSD agrees to vacate its interest in said easement at no cost to Landowner and all Easement rights revert to Landowner.

It is understood and agreed that the consideration paid to the Landowner in connection herewith constitutes payment in full for the Easement hereby conveyed. Damages, if any, to the residue or other property of the Landowner resulting from the project and use made of the Easement conveyed for the installation of the facilities shall be covered by the HRSD.

In the event the Landowner is unable to convey clear title to the above easement to HRSD as herein provided, and HRSD should elect to institute condemnation proceedings for the purpose of acquiring such easement, it is agreed by the Landowner that this instrument may be introduced in such proceedings as evidence of the value of land and damages, if any, to the remaining property of the Landowner.

The Landowner by execution of this instrument acknowledges that the plans for the aforesaid project as they affect the subject property have been fully explained to the undersigned.

HRSD or its contractor will restore Landowner's land and Parcel affected as a result of construction of the project as closely as is reasonably possible to its pre-construction condition (or better) upon completion of the Project including replacing with acceptable landscaping. Any disturbance of the premises during the life of this Agreement by the GRANTEE or its contractor will be restored by the GRANTEE as nearly as practicable. This includes paving, fences, backfilling of trenches, grass, reseeding, replacing or replanting landscaping, addressing ground sink issues, and removal of trash or debris. Landscaping will be replaced with immature trees, shrubs, and ground cover.

HRSD or its contractor hereby agrees that it will perform all such measures in a manner causing as little inconvenience and disruption to the Landowner, and Landowner's invitees, licensees and occupants as is reasonably possible.

**RIGHT TO ENTER:** The HRSD, or its agents, may exercise the right to enter upon so much of the parcel or Land needed for such purposes as may be necessary for the construction of this project with at least 48-hour notice to the Landowner, unless in cases of emergency repair of HRSD facilities.

**ETHICS IN PUBLIC CONTRACTING:** By executing this Agreement, the undersigned Landowner or its representative, and the representative of HRSD, certify that the prices agreed to in this Agreement were arrived at without collusion or fraud and that they have not offered or received any payment, kickbacks or other inducement from any other party to this Agreement or its agent or employee in connection with this Agreement, and that they have not conferred on any public employee having responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything of more than nominal value, present or promised unless disclosed in this Agreement.

Landowner acknowledges that HRSD has relied upon these covenants, representations and warranties in purchasing the above easements.

Settlement shall be within ninety (90) days, or as soon thereafter, allowing a reasonable time to correct any title defects reported by the title examiner and preparation and signing of the necessary documents to enable the HRSD to take proper title.

THE COVENANTS, AGREEMENTS, REPRESENTATIONS, WARRANTIES OF THE LANDOWNER CONTAINED IN THESE PARAGRAPHS SHALL SURVIVE THE CLOSING AND DELIVERY OF THE DEED OF ACCESS AND SANITARY SEWER EASEMENT ACROSS THE SUBJECT LAND.

WITNESS the following signatures and seals:

**LANDOWNER: ECONOMIC DEVELOPMENT OF MIDDLESEX COUNTY**

BY: \_\_\_\_\_  
(Signature)

ITS: \_\_\_\_\_  
(Title)

COMMONWEALTH OF VIRGINIA

City/County of \_\_\_\_\_, to-wit:

The foregoing instrument was acknowledged before me this \_\_\_ day of \_\_\_\_\_, 2021, by  
\_\_\_\_\_ (Name), \_\_\_\_\_ (Title),

ECONOMIC DEVELOPMENT OF MIDDLESEX COUNTY, a political subdivision of the  
Commonwealth of Virginia.

\_\_\_\_\_  
Notary Public

Notary Public Registration No. \_\_\_\_\_

My commission expires: \_\_\_\_\_



**GRANTEE: HAMPTON ROADS SANITATION DISTRICT**

By: \_\_\_\_\_  
(Signature)

Its: \_\_\_\_\_  
(Title)

COMMONWEALTH OF VIRGINIA,  
County/City of \_\_\_\_\_, to-wit:

I, \_\_\_\_\_, a Notary Public in and for the County/City and State aforesaid, whose commission expires on the \_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, do hereby certify that \_\_\_\_\_, \_\_\_\_\_ (title) of the HAMPTON ROADS SANITATION DISTRICT, a political subdivision of the Commonwealth of Virginia, whose name is signed to the foregoing writing, have acknowledged the same before me in my County and State aforesaid.

Given under my hand seal this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
Notary Public  
Registration No.: \_\_\_\_\_

## Transient Tax Billed In 2021

Jan-21	\$ 20,330.32
Feb-21	\$ 18,529.92
Mar-21	\$ 28,994.76

April 2021	\$ 19,270.25
May 2021	\$ 22,784.84
June 2021	\$ 33,705.61

July is not due until August 20<sup>th</sup> as per Mae Burke, Commissioner of Revenue.

## Current Things In The Works:

### Ads:

#### 1. Virginia Campground Fall Issue

- All Four Campgrounds

#### 2. Local Scoop Fall/ Holiday Issue

- Urbanna Oyster Festival VIP Oyster Lovers Experience

#### 3. Northern Virginia Magazine

- Urbanna Oyster Festival VIP Oyster Lovers Experience

#### 4. Recreation News based out of MD (potentially)

- Urbanna Oyster Festival VIP Oyster Lovers Experience

#### 5. PBS show Virginia Found

- Virginia River Realm

### Bethpage RV Rally:

- September 19-25
- Bringing roughly 200 people (100 camp sites roughly)
- Making hand out goody bags including all businesses that want to put something in or if they want to be included in our coupon page I am creating

### Urbanna Oyster Festival:

- Billboard signs are up
- Contacted Urbanna businesses about being included in the coupon given to the VIP ticket purchasers

8 Great Small Towns Video:

- Kilmarnock was published 7/21/21
- Deltaville has been published (which was emailed to members 8.11.21)

MOM:

- New sign completed- See photo

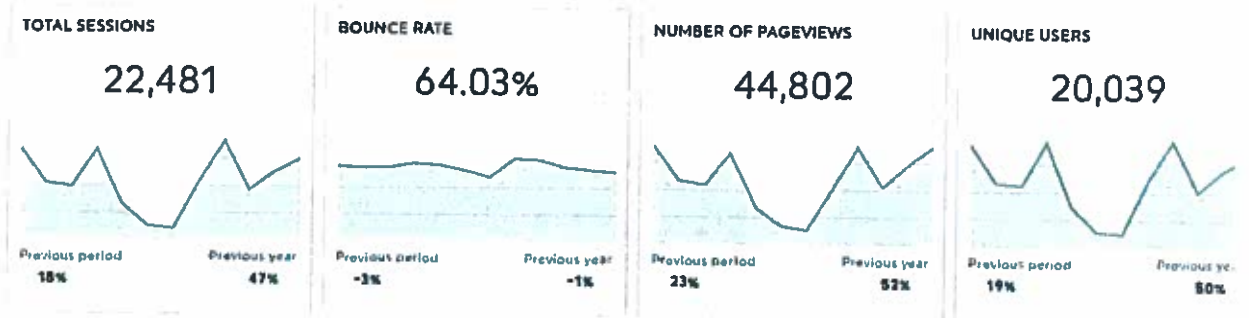




REPORT FOR THE PERIOD 01/01/2018 - 01/31/2018

VIRGINIA'S RIVER REALM

WEBSITE ANALYTICS



**TOP PAGES BY PAGEVIEWS**

Page Path	Pageviews
/experiences/	9,255
/things-to-do/	3,987
/	1,769
/ways-to-stay/	1,113
/event/	1,014
48-hour-girls-getaway	1,006
/Romantic-Fall-Getaway	1,001
/luxury-itinerary/	879
/river-realm-events/	768
/about-vrr/	692
/family-getaway	584
/aide_events/urbanna-independence-day-fireworks/	554
/white-stone/	508
/crabs	499
/unique-experiences/	478
/business-directory/	473
/foodie-guide/	466



**SOURCE / MEDIUM BY SESSIONS**

Source / Medium	Sessions
google / organic (direct) / (none)	13,417
m.facebook.com / referral	5,427
fb / Facebook_Mobile_Feed	1,449
kilmarnockva.com / referral	641
bing / organic	425
yahoo / organic	165
i.facebook.com / referral	113
duckduckgo / organic	111
facebook.com / referral	65

**TOP CITIES BY SESSIONS**

City	Sessions
(not set)	2,930
Virginia Beach	1,625
Washington	1,070
Richmond	526
Baltimore	492
Chesapeake	381
Irvington	320
Charlottesville	296
Boston	260
Ashburn	243

FACEBOOK INSIGHTS

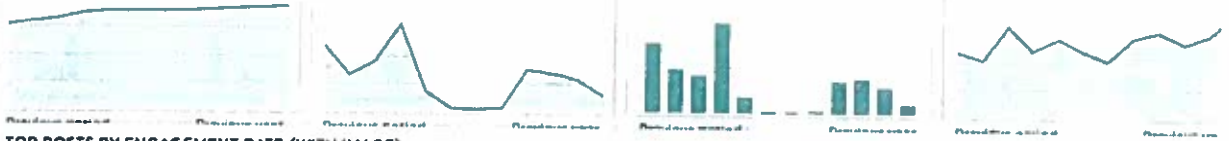
FANS COUNT	ENGAGED USERS	PAGE IMPRESSIONS	PAGE ENGAGEMENT RATE

11,357

8,954













159,521

5.61%



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

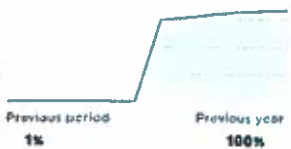
Post With Image

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 Here comes the Deltaville SKI! (id: 802459276539242_858932421672516)	11.83%	+11	0	+2
 Down here by the river, there's a town packed with totally unique boutiques that carry things like river-inspired decor and Virginia-grown CBD. In walking distance from one another, comfy restaurants and	10.47%	+111	+7	+175
 Happy 10-year anniversary to Merrill! There's more than just good food here, there's a piece of River Realm history. If you've enjoyed oysters and more here, then you've seen Ruby the deadrise boat! Its story begins	9.41%	+95	+4	+13
 Who's ready for some festival fun?! The KVFD Carnival is around the corner! It all starts July 29 and lasts through August 7: <a href="https://www.virginiasriverrealm.com/ajde_events/kvfd-">https://www.virginiasriverrealm.com/ajde_events/kvfd-</a>	7.29%	+17	+3	+46
 We feel the same about Mondays, too. We'll be dreaming of the weekend at the river like @sillygooseondeloose today.  (id: 802459276539242_4105956486189488)	7.19%	+64	+4	+3
 RELAX on the water during a cruise from the Tides Inn. Sit back while a captain guides you around Carter's Creek with a bottle of wine paired with cheese and seasonal fruit. A seasoned River Realm caption can	6.94%	+49	+4	+6
 Check out this gorgeous piece-- or pieces! Tiles Projects creates custom tiles and murals. With an unlimited color palette, you have the option to select from a standard collection, or create custom designed	6.52%	+19	+1	+6
 This massive fish taco at Jim Dan Dee Seafood "Crab King" will more than hit the spot with an entire fillet wrapped in goodness. We won't judge you for being messy... it's worth it! Find one of our favorite seafood	6.16%	+37	+1	+4
 Save the date oyster lovers! The Urbanna Oyster Festival is back and better than ever. Get the scoop, book your stay, and snag your VIP tickets while you can: <a href="https://www.urbannaoysterfestival.com">https://www.urbannaoysterfestival.com</a> (id:	6.11%	+104	+8	+28
 Deltaville SKI and Fun Run Happening NOW! (id: 802459276539242_2823970954583132)	6.02%	+11	+2	+1
 Ready for the weekend! How about you?! See what's happening all over the River Realm with our event calendar: <a href="https://www.virginiasriverrealm.com/event/">https://www.virginiasriverrealm.com/event/</a> (id: 802459276539242_4075400865911717)	5.10%	+13	0	+13

INSTAGRAM INSIGHTS

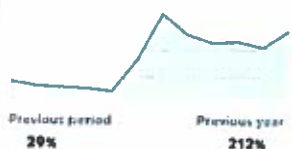
FOLLOWERS

3,300



COMMENTS

53



LIKES

1,716



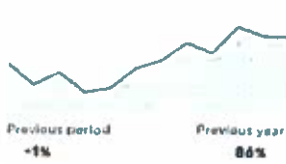
POST COUNT

28



PROFILE VIEWS

563



WEBSITE CLICKS

49



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

		Likes ▾	Comments	Engagement		
	We feel the same about Mondays, too. We'll be dreaming of the weekend at the river like @sillygooseondaloose today... ❤️👍📸	246	+246	9	+9	N/A N/A
	From the river, with love. Established in 1899 by James A. Croxton, @rosysters started raising oysters for River Realm locals. Today, it is owned by JA's great-grandsons Ryan and Travis Croxton. The company's oysters are served in some of the world's best restaurants. You can eat like the best of them. Order your own oysters fresh and ready	122	+122	4	+4	N/A N/A
	RELAX on the water during a cruise from the @tidesinn. Tides Inn guests back while a captain guides you around Cartor's Creek with a bottle of wine paired with cheese and seasonal fruit. A seasoned River Realm caption can navigate you through the beauty and history of Cartor's Creek. Learn more on the @tidesinn website! #virginiasriverrealm	108	+108	3	+3	N/A N/A
	Check out this gorgeous piece-- or piece! @tilesprojects creates custom tiles and murals. With an unlimited color palette, you have the option to select from a standard collection, or create custom designed tiles adding a special touch to your space. Learn more about this River Realm biz: <a href="https://www.virginiasriverrealm.com/places/tiles">https://www.virginiasriverrealm.com/places/tiles</a>	106	+106	4	+4	N/A N/A
	Save the date oyster lovers! @urbannaoysterfest is back and better than ever. Get the scoop, book your stay, and snag your VIP tickets while you can at <a href="http://www.urbannaoysterfestival.com">www.urbannaoysterfestival.com</a> #virginiasriverrealm #findyourshoreline #rappahannockriver #visitvirginia #virginiasforoysterlovers #visittheriver #roadtripguide	102	+102	2	+2	N/A N/A
	Fresh oyster energy at @merrolr_topping. This River Realm staple features oysters served fresh, barbecued, tasted, and even as a PoBoy sandwich! Order up other fresh seafood finds like fish tacos, steamed shrimp, and tuna tartare. #virginiasriverrealm #findyourshoreline #rappahannockriver #visitvirginia #virginiasforoysterlovers	91	+91	7	+7	N/A N/A
	Lunch breaks look different around here... This massive fish taco at Jim Dan Dee Seafood will more than hit the spot with an entire filet wrapped in goodness. We won't judge you for being messy... it's worth it! Find one of our favorite seafood spots in the River Realm--> @virginiasriverrealm #virginiasriverrealm #findyourshoreline #rappahannockriver	74	+74	4	+4	N/A N/A
	Kicking off the holiday weekend with Urbanna Fireworks over Urbanna Creek! Happy 4th of July!! #findyourshoreline #independenceday	62	+62	0	=	N/A N/A
	In between our shorelines and marinas, local farmers bring out the best of the fields and farms in the River Realm. They produce a bounty of fresh finds. They feature their local produce, meats, and gourmet goods at farmer's markets and stands in the area. You can discover locally sourced pickles, summer vegetables, freshly prepared dips and	59	+59	2	+2	N/A N/A
	Thirsty? Grab a rum punch with a view at @dvirawbar. Learn more about this River Realm must-taste on our website --> @Virgiasriverrealm. Look out for a Deltaville travel guide coming soon! #virginiasriverrealm #findyourshoreline #rappahannockriver #visitvirginia #virginiasforoysterlovers #visittheriver #roadtripguide #virginiasforlovers	58	+58	1	+1	N/A N/A
	Just catching some river smells. 🐟📸 Photo by @sillygooseondaloose #virginiasriverrealm #findyourshoreline #rappahannockriver #visitvirginia #virginiasforoysterlovers #visittheriver #roadtripguide #virginiasforlovers #eastcoasttravels #southernblogger #southerntravels #familytrip #virginiabeer	58	+58	3	+3	N/A N/A

EMAIL MARKETING

LIST GROWTH

DELIVERED



UNIQUE OPEN RATE

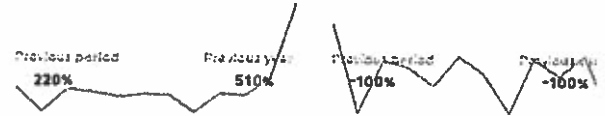
USERS WHO CLICKED RATE

100.00%

0.00%



1,003 321



TOTAL CLICKS

Popular Links

- <http://www.virginiasriverrealm.com/about-vrr/>
- <http://www.virginiasriverrealm.com/dining/>
- <http://www.virginiasriverrealm.com/event/>
- <http://www.virginiasriverrealm.com/itineraries/>
- <http://www.virginiasriverrealm.com/things-to-do/>
- <http://www.virginiasriverrealm.com/ways-to-stay/>
- <https://twitter.com/VAsRiverRealm/>
- <https://www.facebook.com/VirginiasRiverRealm/>
- <https://www.instagram.com/virginiasriverrealm/>
- <https://www.virginiasriverrealm.com>

TOP CAMPAIGNS (UNIQUE OPEN RATE)

Total Clicks	Campaign	Unique Open Rate
0	(id : 54543afb0c)	100.00%
0		
0		
0		
0		
0		
0		
0		
0		
0		

FACEBOOK AD CAMPAIGNS

ENGAGEMENT BY AD (WITH IMAGE)

There is no data for this period.

GOOGLE ADWORDS

TOP CLICKED CAMPAIGNS

Campaign	Clicks
Weekend Getaway - Summer 21	4,719
Brand Essence	3,961
Outdoors 4-2021	2,722

TOP CITIES

City	Clicks	Impressions	Cost	Conversions			
--	3,114	+1,684	122,432	+60,318	\$1,261.62	+\$588.38	0.00
Arlington	996	+968	27,618	+26,592	\$404.31	+\$392.71	0.00
Washington	771	+644	21,214	+17,711	\$280.41	+\$223.49	0.00
Virginia Beach	482	+265	14,761	+7,705	\$249.66	+\$127.99	0.00
Richmond	471	-311	16,181	-5,385	\$178.79	-\$174.85	0.00
Williamsburg	247	+106	10,265	+5,901	\$97.96	+\$32.83	0.00
Charlottesville	202	+133	7,538	+4,404	\$71.08	+\$40.83	0.00



City	Clicks		Impressions		Cost		Conversions
Fredericksburg	158	+95	5,302	+3,227	\$59.95	+\$33.06	0.00

TOP KEYWORDS WITH QUALITY SCORE

Keyword	Clicks		Impressions		Click-Through Rate (CTR)		Quality Score
va	3,564	+2,147	146,955	+85,228	2.43%	+0.13%	7
virginia	1,205	+480	64,244	+25,782	1.88%	-0.01%	1
vacation spots	647	+190	19,066	+6,117	3.39%	-0.14%	5
virginia vacation spots	592	+426	12,972	+10,114	4.56%	-1.24%	7
weekend trips	501	+407	9,856	+7,653	5.08%	+0.82%	7
weekend getaways	467	+269	9,841	+4,924	4.75%	+0.72%	6
best vacation spots	352	+223	10,203	+7,192	3.45%	-0.83%	5
rv camping	295	+128	9,923	+4,972	2.97%	-0.40%	5
rv campgrounds	254	+177	7,674	+5,327	3.31%	+0.03%	5
best vacation spots in the us	194	+84	5,165	+2,441	3.76%	-0.60%	2
cheap getaways	163	+135	3,578	+3,053	4.56%	-0.78%	N/A
vacations near me	139	+98	4,079	+2,746	3.41%	+0.33%	5
family vacations	138	+93	3,802	+2,531	3.63%	+0.09%	3
weekend getaways near me	134	+95	3,251	+2,411	4.12%	-0.52%	7
getaways near me	118	+71	3,246	+2,120	3.64%	-0.54%	6
small town vacations	117	+70	1,883	+1,207	6.21%	-0.74%	N/A
weekend getaway in virginia	116	+108	2,516	+2,244	4.61%	+1.67%	7



## Virginia River Realm & Middlesex County Grant Update:

I have to finish providing receipts for the back end of the Spring Road Trip grant from VTC. Some items were not provided from Michelle.

Virginia River Realm was awarded \$10,000 out of the \$20,000 requested for the VTC Recover Grant.

Middlesex County also applied to the same grant for \$20,000- to use the funds for the ABC Channel 7 commercials- however we were awarded \$0.

It is to my understanding VRR is going to check their budget, but we still want to move forward for the commercials.

The email following this is just an email talking about the grant from the Governor.

## **Governor Northam Announces 64 Tourism Initiatives Receive Funding to Expedite Recovery and Economic Growth**

Press, Governor Northam <press@governor.virginia.gov>

Wed 8/11/2021 1:36 PM

To: Michelle Brown <m.brown@co.middlesex.va.us>

### *Commonwealth of Virginia Office of Governor Ralph S. Northam*

**FOR IMMEDIATE RELEASE** · August 11, 2021

#### **Office of the Governor**

Contact: Alena Yarmosky

Email: [Alena.Yarmosky@governor.virginia.gov](mailto:Alena.Yarmosky@governor.virginia.gov)

#### **Virginia Tourism Corporation**

Contact: Andrew Cothorn

Email: [acothorn@virginia.org](mailto:acothorn@virginia.org)

## **Governor Northam Announces 64 Tourism Initiatives Receive Funding to Expedite Recovery and Economic Growth**

*~ More than \$860,000 in matching grants awarded through Recovery Marketing Leverage Program ~*

**RICHMOND**—Governor Ralph Northam today announced \$861,080 in matching grants were awarded to 64 local tourism initiatives as part of the Virginia Tourism Corporation's (VTC) Recovery Marketing Leverage Program. VTC revised its traditional Marketing Leverage Program to create this recovery program in an effort to support tourism initiatives as they respond to, and recover from, the COVID-19 pandemic.

The Recovery Marketing Leverage Program grant application was open to all Virginia tourism industry partners. The awarded funds help local and regional tourism programs leverage limited marketing budgets through in-kind matches of state grants, totaling more than \$2.2 million. This program will impact over 380 tourism entities across the Commonwealth.

"The tourism and hospitality industries have been among the hardest hit by the pandemic," said Governor Northam. "The Commonwealth is stepping in to address

the impacts of decreased revenue and job loss, along with the temporary closure of tourism-related businesses. These funds are the latest step in Virginia's efforts to revive our tourism economy, spur new economic activity, and inject critical funds back into our communities."

Visitors to Virginia spent \$27 billion in 2019—a 3.4 percent increase from 2018—supporting 237,000 work opportunities and contributing \$1.8 billion in state and local taxes. In 2020, however, there was a major decline in tourism revenues. 2021 forecasts project similar revenue declines. Funding opportunities, like the Recovery Marketing Leverage Program, are crucial to helping industries in need recover from the impacts of the COVID-19 pandemic.

"We want to equip Virginia destinations with the tools they need to support and promote the diverse communities that travelers love to visit," said **Secretary of Commerce and Trade Brian Ball**. "Many people are eager to go on vacations again, and these grants will help towns and cities across our Commonwealth position themselves for success as visitors get back on the road."

The Virginia Tourism Corporation offered these grants as a way to stimulate re-entry into the marketplace. It will lead to increased economic activity and promote travel across the Commonwealth. The Recovery Marketing Leverage Program is designed to increase visitor spending through new tourism marketing partnerships and by expanding the "*Virginia is for Lovers*" brand. Past and present awardees include destination marketing organizations, museums, cultural events, foundations, and private sector businesses.

For more information on Virginia Tourism Corporation's industry assistance programs, including the COVID-19 Industry Response Toolkit, visit [vatc.org](http://vatc.org). A full list of Recovery Marketing Leverage Program grant recipients can be [here](#).

[Full Release](#)

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Office of the Governor, Commonwealth of Virginia | P.O. Box 1475, Richmond, VA 23218

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Sent by [press@governor.virginia.gov](mailto:press@governor.virginia.gov)