

Campbell County Economic Development Commission

April 20, 2006

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, April 20, 2006 in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

Members Present:

William Anderson
Don Atkins
William E. Calohan, III
G. Michael Damron
J. Michael Davidson
Kyle Rosser
Scott Tweedy

Those Absent

Marvin Clements
Herbert Guthrie
O. Richard Metz, Chair
William Overacre
Lester Wooldridge

Also Present:

Jamie Banton, Administrative Assistant

Mr. Davidson called the meeting to order at 12:08 pm. The February 16, 2006 meeting minutes were approved without changes.

Matters from the Director

// Mr. Davidson presented the Commission with a Project Updates report. He noted that construction of Phase II of the Seneca Commerce Park will begin soon as Haymes Brothers Construction (Chatham, VA) was awarded the contract. The Wards Crossing West project is on schedule, and the Altavista Commons shopping center is scheduled to open July 15.

// Next, Mr. Davidson gave the Commission a brief overview of future tourism efforts. Mr. Davidson stated that it would be a stretch to spend significant amounts of money on tourism with no large destination located within the county. Still, tourism is an important part of Economic Development. Mr. Davidson stated that Campbell County will try to capitalize on regional attractions.

Mr. Davidson noted the Virginia Tourism Corporation study (*Travel Impacts on Localities*) shows over \$27 million in travel related expenditures in Campbell County in 2004. The study tries to track taxable sales. Mr. Davidson explained that staff has a limited ability to market tourism because of a low documented return on investment.

Staff intends to complete development of a tourism marketing brochure later this year. The brochure will be distributed locally and regionally. After one year, the impact of the brochures will be assessed to determine if continual distribution of brochures is justified.

// Next, Mr. Davidson presented the Commission with the FY2007 Economic Development Marketing Plan for Campbell County. Mr. Davidson noted that the 2003 Comprehensive Economic Development Strategy recommended a \$120,000 marketing budget. The actual economic development marketing budget for FY2007 will be about \$35,000 (\$15,000 for tourism, \$10,000 for advertising and the remainder for trade shows and marketing missions). Mr. Davidson stated that the proposed FY2007 Marketing Plan is concentrated on supporting existing business first and then for the attraction of new businesses. The FY2007 Marketing Plan is attached to these minutes as record. Mr. Davidson asked that if any Commission members have suggestions for improving the Marketing Plan to let him know. Staff intends to present the plan to the CED Committee on May 1, 2006 and then to the Board of Supervisors on May 15, 2006.

// Next, Mr. Davidson stated that all Commission members received the Executive Summary and Project List from the 2003 Comprehensive Economic Development Strategy in their meeting packet. Mr. Davidson asked that Commission members read the Executive Summary prior to the June meeting. Also in June, staff will provide updates to the CEDS data.

During the 2006 CEDS update, meetings will remain as scheduled (every other month), and the process should be complete by January or February 2007. Mr. Davidson noted that the VEDP Research Department may be able to assist us in determining the relevance of the old Campbell County Target Market Study. Mr. Davidson also noted that CEDS Committee members will have seven to ten days to review data and information prior to each meeting. The full CEDS Committee member list (with the ED Commission used as its core) will be presented to the Board of Supervisors for final approval on May 15, 2006.

Matters from the Commission

// Mr. Tweedy stated that a counter on the website may be something to think about adding as it will help measure the traffic and effectiveness. Mr. Davidson stated that he would look into the counter.

Following a general discussion of the before-mentioned matters and with no other items presented for consideration, the meeting adjourned at 12:45 pm until Thursday, June 15, 2006 at 12:00 pm.



Campbell County FY2007 Marketing Plan

The Campbell County FY2007 marketing plan includes promoting, as funding and resources allow, Campbell County's industrial and commercial assets as well as tourism attractions and opportunities.

Campbell County will concentrate on providing assistance and support to existing businesses first and then attracting the Board's approved Target Market Sectors. We will ally with the Region 2000 Economic Development Council and the Virginia Economic Development Partnership. We will concentrate on accomplishing the following:

- Use our website as our primary means of marketing/advertising
- Advertise in selected print media
- Provide electronic and printed marketing material for Campbell County industrial properties.
- Participate with the Region 2000 Economic Development Council and VEDP at trade shows and marketing missions
- Attend Plastics Encounter Southeast Tradeshow (Charlotte NC)
- Produce and distribute three electronic newsletters to select consultants and industrial brokers

