



Agenda
Page County Board of Supervisors
Work Session
Board of Supervisors Room – 103 South Court Street, Luray
March 6, 2018 – 7:00 p.m.

Call to Order

- Invocation (District 4)
- Pledge of Allegiance

Review of Davenport Proposals

Kyle Laux

Review of Cash Flow

Penny Gray

Economic Development Update

Liz Lewis

Review of the Proposed Tourism Zone

Liz Lewis (p. 2)

Adoption of the Emergency Operations Plan

Woody Brown (p. 8)

Discussion of EMS Revenue Recovery

Woody Brown

Schedule Budget Work Sessions

Amity Moler

Supervisors Time

Adjourn

Mission Statement

To provide essential and desired services to all Page County citizens through an open and responsive decision making process that values ethical conduct, fiscal responsibility, professional expertise, regional collaboration and proactive stewardship.



COUNTY OF PAGE

103 South Court Street, Suite F
Luray, Virginia 22835
(540) 743-4142
Fax: (540) 743-4533

Board of Supervisors:

Morgan Phenix – Chairman – At- Large
D. Keith Guzy, Jr. – District 1
David Wiatrowski – District 2
Mark Stroupe – District 3
Larry Foltz – District 4
Jeff Vaughan – District 5

County Administrator:

Amity Moler

TO: Chairman Phenix and Board of Supervisors
FROM: Liz Lewis, Page County Economic Development & Tourism
SUBJECT: Proposed Tourism Zone
DATE: March 6, 2018

SUMMARY:

RECOMMENDATION:

Staff recommends the creation of a Tourism Zone for the purpose of increasing tax revenues by providing incentives to qualified tourism businesses located within the designated area. A public hearing and then amendment to current code to include a Tourism Zone will be the next course of action.

BACKGROUND:

Page County Tourism Zone (PCTZ) purpose is to promote the County's tourism industry by providing incentives to eligible businesses within the designated tourism zone that will attract visitors, create new employment opportunities and/or promote education opportunities while increasing travel-related revenue in Page County. Successful efforts will aid in the stability and growth of the tourism industry. The PCTZ designated boundaries include all areas within the County's Enterprise Zone. Incentives will benefit both new and existing qualified businesses. An application with supporting documents must be submitted for incentives to be considered.

Adoption of this Zone also provides tourism development projects in a Tourism Zone access to gap financing offered by the Commonwealth of Virginia and administered by Virginia Tourism Corporation.

Virginia Code states:

8.1-3851. Creation of local tourism zones.

A. Any city, county, or town may establish, by ordinance, one or more tourism zones. Each locality may grant tax incentives and provide certain regulatory flexibility in a tourism zone.

B. The tax incentives may be provided for up to 20 years and may include, but not be limited to (i) reduction of permit fees, (ii) reduction of user fees, and (iii) reduction of any type of gross receipts tax. The extent and duration of such incentive proposals shall conform to the requirements of the Constitutions of Virginia and of the United States

C. The governing body may also provide for regulatory flexibility in such zone that may include, but not be limited to (i) special zoning for the district, (ii) permit process reform, (iii) exemption from ordinances, excluding ordinances or provisions of ordinances adopted pursuant to the requirements of the Chesapeake Bay Preservation Act (§ [62.1-44.15:67](#) et seq.), the Erosion and Sediment Control Law (§ [62.1-44.15:51](#) et seq.), or the Virginia Stormwater Management Act (§ [62.1-44.15:24](#) et seq.), and (iv) any other incentive adopted by ordinance, which shall be binding upon the locality for a period of up to 10 years.

D. The establishment of a tourism zone shall not preclude the area from also being designated as an enterprise zone.

FISCAL IMPACT:

Tourism incentives to promote economic growth will improve employment opportunities and increase tax revenue. Minimal expense from the county will be in rezoning fee rebates. Transient Occupancy Tax revenue will be used to fund the proposed tourism marketing incentive. This fund amount would be known and approved at the beginning of each fiscal year.

ISSUES:

N/A

MOTION:

I move to proceed with a public hearing on the proposed Tourism Zone and that it be scheduled for the April 17, 2018 meeting.

ATTACHMENTS:

1. Proposed Tourism Zone Program and Application

PCTZ

Program Guidelines Application

DRAFT

Page County Tourism Zone (PCTZ)

Overview

Page County Tourism Zone (PCTZ) purpose is to promote the County's tourism industry by providing incentives to eligible businesses within the designated tourism zone that will attract visitors, create new employment opportunities and/or promote education opportunities while increasing travel-related revenue in Page County. Successful efforts will aid in the stability and growth of the tourism industry. The PCTZ designated boundaries include all areas within the County's Enterprise Zone. Incentives will benefit both new and existing qualified businesses. An application with supporting documents must be submitted for incentives to be considered.

Qualified Tourism Business (QTB):

Qualified Tourism Business (QTB) must lease or own a business within the tourism zone boundaries and create and maintain a minimum of one full time or two new part time jobs. A QTB must also show a verified investment of no less than \$2,000 to the marketing of Page County or to the improvement of a *tourism related* lodging, recreation, entertainment, arts, agriculture, culinary, cultural, and retail product available in Page County. Qualifying businesses must hold a current business license and be current in all tax liabilities as well as be in compliance with County ordinances. Qualifying businesses must submit a working business and marketing plan.

(*tourism related* is defined as a business whose primary purpose is to provide tourism products, processes or related services and establish a desirable destination to attract tourists from outside of the community and create an environment for those visitors that will deliver a memorable experience and increase travel-related revenue in Page County.)

Examples of a Qualified Tourism Business (QTB):

Hotels, Campgrounds, B&Bs/Inns, Cabin Rentals • Restaurants • Retail Shops • Established Events
Transportation Services • Recreation Services • Wedding Venues • Farm/Agritourism

Incentives:

1. QTB shall receive the benefits of the Tourism Zone incentives for up to a three (3) year incentive period.
2. Zoning fees charged in connection with the review and processing of applications for new construction or re-use renovation to establish a *Qualified Tourism Business (QTB)* will be reimbursed up to 50% of the total paid to Page County. ONLY approved applications will be eligible for reimbursement. This one time reimbursement incentive will not exceed \$500 per business license.
3. A Tourism Marketing Investment Fund (TMIF) is available to assist the local tourism industry with marketing efforts. 1:1 matching funds are awarded to a Qualified Tourism Business (QTB) who contributes to the local tourism economy and advertises the Page County brand in their marketing efforts. To be eligible, the required match is 1:1 and payments are made on a reimbursement basis. For every dollar of TMIF being requested, the QTB also matches one dollar and must submit receipts showing both the fund and the matching dollars. The reinvestment fund balance is limited. A request for TMIF must be made in a formal application. Requests will be reviewed on a first-come, first-served basis until the fund period ends or funds run out, whichever is sooner. Only one TMIF award to not exceed \$5,000 may be granted to a QTB in a fiscal year (July-June). TMIF funds are generated from Transient Occupancy Tax (TOT) and will fluctuate accordingly.

Tourism Marketing Investment Funds (TMIF) can be used for the creation or enhancement of marketing collateral but can not be used for marketing consulting, domain registration, website hosting, general maintenance services or annual subscription.

Funds are encouraged to be used for electronic media including web design and development services, internet marketing campaigns (search engine optimization, e-Newsletters, blogs, social media). Websites must link back to www.pageforbusiness.com or www.pagecounty.virginia.gov and social media discussions must include #pagecova.

Other marketing services the funds can be used for include but not limited to: graphic design services, print collateral, print ad placement, video and placement for social media or television, photography services essential to marketing collateral.

Funds can not be used to fund grants or as a match to grants.

PCTZ Application Process:

1. Applicant completes application form and marketing plan and submits the signed application to Economic Development (ED) Tourism Coordinator at 103 South Court Street, Luray VA 22835.
2. An e-mail will be sent to applicant verifying the receipt of a complete application package or notification of an incomplete application package.
3. Application is reviewed and is approved or denied by the Page County ED Tourism Coordinator and the Page County EDA. An email or phone call will be made to applicant informing them of the decision and, if approved, will provide notice of the amount of funding it is eligible to receive.
4. ED Tourism Coordinator reserves the right to publicize businesses who are awarded PCTZ incentives on website or in social media to promote program success.

Supporting Documents:

The following documents must be submitted with the application:

1. Copy of current business plan and business license for Page County.
2. Project summary - detail amount of funding requested and how those funds, if received, will be used. Outline how the Page County brand will be represented in marketing efforts. Include details on how you plan to track success.
3. Zoning receipts and copy of permit for reimbursement.

Marketing Plan must also be submitted which includes measurable marketing goals.

The marketing plan should address the following:

1. Target Market - Briefly mention your target market for your company, website, product, etc., including any important demographics.
2. Industry Trends - Are there any industry trends that would affect your marketing strategy?
3. Goal(s) - What is the goal of your marketing efforts? What do you want to accomplish? Make your goals specific and measureable.
4. Strategies - In a general sense, how do you plan to reach your goals? These shouldn't be specific tactics but should be broad in nature (such as increasing repeat visitor traffic).
5. Yearly Marketing Budget - Simply include your predetermined marketing budget so you know what you have to work with when planning out your marketing tactics.

6. Marketing Mix Understanding

- a. Product (or service) - Mention what your product service is.
- b. Price - How will the pricing model of your products/services factor into your marketing?
- c. Placement (also referred to as distribution) - Placement means where you will physically or figuratively "place" your products or services to make them visible to your target market.
- d. Promotion - Give a very general overview of how you intend to promote your products or services. How will you build your brand?

7. Top 3 Competitors - Who are the top three competitors that you need to position yourself against?

8. Your Strengths - What are your particular strengths which might help in your positioning?

9. Your Weaknesses - What are your weaknesses or potential barriers to positioning yourself against your competitors?

Page County Tourism Zone incentives are subject to local and state ordinances. The Tourism Zone shall not in any respect override any applicable town or county code regulatory requirements including, but not limited to, zoning regulations, fire code, nuisance.

Application

PCTZ

Basic Information

Date: _____

Name: _____ Title: _____

E-mail Address: _____ Contact Number: _____

Mailing Address: _____

Physical Address: _____

Business Information

Legal Business Name: _____

Federal EIN: _____

Type of Business: (circle) Sole Proprietor Partnership Limited Liability Corp Corporation

Other: _____

Doing Business As or Trade Name: _____

Website: _____ Year Business Established: _____

Current Annual Gross Sales: _____ Number of Employees: _____

Did you apply for and receive a zoning permit? Yes No _____ Date

Is the business listed on the application involved in any suit or legal action related to the work it has performed?
 Yes No

Authorization

The undersigned authorizes Page County Economic Development and Tourism Coordinator to verify any and all information furnished in connection with this application. Everything that has been stated in the application is correct to the best of my knowledge. My signature below indicates that I have read, understand and will adhere to the Page County Tourism Zone Program Guidelines.

I understand that applications are approved or denied at the sole discretion of the ED Tourism Coordinator and the Page County EDA.

Signature of Applicant

Date



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Jeff Vaughan – District 5

County Administrator:

Amity Moler

TO: Chairman Phenix and Board of Supervisors

THRU: Amity Moler, County Administrator

FROM: Woody Brown, Emergency Services

SUBJECT: Adoption of Emergency Operations Plan

DATE: February 27, 2018

SUMMARY:

The Virginia Department of Emergency Management requires every four years that the Emergency Operations Plan for Page County be updated and adopted by the Page County Board of Supervisors. The plan itself (Attachment 2) and the detailed Emergency Support Functions (ESFs) will be provided to the Board of Supervisors as a work session item on March 6, 2018 for review and comment.

RECOMMENDATION:

It is recommended that the Board pass the resolution adopting the revised 2018 Emergency Operations Plan for Page County.

BACKGROUND:

The Commonwealth of Virginia Emergency Services and Disaster Law requires each County to have a plan in place in the event of a disaster that may occur in the County. We have worked during the past six months to update the information in the plan. We have met with the Region 2 Virginia Department of Emergency Management Coordinator and Planner to help us update our current plan that is in place.

ISSUES:

There are no issues to consider.

ALTERNATIVES:

There are no alternatives to consider.

FISCAL IMPACT:

There is no fiscal impact to consider.

MOTION(S):

I move to approve the adoption of Resolution #2018-02 for approval of the revised 2018 Emergency Operations Plan for Page County.

ATTACHMENTS:

1. Resolution Adopting the Revised 2018 Emergency Operations Plan for Page County
2. 2018 Revised Emergency Operations Plan

#2018-02
RESOLUTION
ADOPTION OF THE REVISED EMERGENCY OPERATIONS PLAN

WHEREAS, the Emergency Operations Plan, further known as the EOP, is required to be revised every four years; and

WHEREAS, the EOP is continually being revised, the entire EOP has to be reviewed and revised every four years.

NOW THEREFORE, BE IT RESOLVED, that the Page County Board of Supervisors adopts the EOP as revised on March 6, 2018.

BE IT FURTHER RESOLVED, that the Page County Board of Supervisors authorizes Woody Brown to make the revisions, as needed.

This Resolution was adopted by the Page County Board of Supervisors in regular session on this 6th day of March, 2018.

Dr. Morgan Phenix, Chairman

Amity Moler, Clerk