



**TOWN OF IRVINGTON, VIRGINIA  
IRVINGTON BAPTIST CHURCH  
TOWN COUNCIL SPECIAL CALLED MEETING  
*to be held as a WORKSHOP*  
THURSDAY, AUGUST 13, 2020 5:30 PM**

**Notice**

Notice is hereby given that the Irvington Town Council will hold a special called to be held as a Workshop on Thursday, August 13, 2020 at 5:30 PM at the Irvington Baptist Church

**Agenda**

- A. CALL TO ORDER – *Mayor Bugg***
- B. ROLL CALL – *S. Phillips, Clerk***
- C. PUBLIC COMMENT**
- D. NEW BUSINESS**
  - 1. CARES ACT Grant
  - 2. VTC Grant
- E. ROUNDTABLE DISCUSSION**
- F. ANNOUNCEMENTS**
- G. ADJOURN**

# Federal CARES Coronavirus Relief Funds

## \$35,245.21

PERSONAL PROTECTIVE EQUIPMENT (PPE)	TOURISM BUSINESS DISTRICT	TECHNOLOGY CONTACTLESS TRANSACTIONS	SMALL BUSINESS GRANTS	EMPLOYEE RELATED COSTS (PPP)	WORKPLACE COMPLIANCE
<p>FACE MASKS</p> <p>FACE SHIELDS</p> <p>GLOVES</p> <p>HAND SANITIZER</p> <p>PLEXI GLASS DESK DIVIDER</p>	<p>HAND SANITIZING STATIONS</p> <p>HAND SANITIZER SOLUTION</p> <p>TENNIS COURTS</p>	<p><u>ZONING</u> Forms Town Code</p> <p><u>TREASURER</u> Forms</p> <p><u>FOIA</u> Minutes Agenda Audio</p> <p><u>CLERK</u> Agenda &amp; Supporting</p> <p><u>COUNCIL</u></p> <p><u>COMMISSION</u></p> <p><u>RESIDENTS</u> AV Equipment CCTV</p>	<p>&gt;25 Business</p> <p>\$,1000 GRANTS</p>	<p>PAYROLL</p>	<p>COMPLIANCE WITH GOVERNOR'S WORKPLACE SAFETY</p> <p>IRVINGTON BAPTIST CHURCH</p> <p>AIR HANDLING UNITS</p>
<b>\$3,000</b>	<b>\$2,000</b>	<b>\$6,245.21</b>	<b>\$9,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

*\*Illustration and content is for informational purposes only. This will be discussed during the workshop.*

**AGREEMENT FOR THE USE OF  
FEDERAL CARES CORONAVIRUS RELIEF FUNDS**

**THIS AGREEMENT**, made this the 11th day of June, 2020 by and between the County of Lancaster, a political subdivision of the Commonwealth of Virginia, (herein after referred to as the "County") party of the first part, and the Town of Irvington, a political subdivision of the Commonwealth of Virginia, (hereinafter referred to as the "Town") party of the second part;

**WITNESSETH**

**WHEREAS**, the United States Congress passed, and the President signed the *Coronavirus Aid, Relief and Economic Security ("CARES") Act of 2020* (the "Act"); and,

**WHEREAS**, the Act provided funding for a number of different programs to address the COVID-19 pandemic; and,

**WHEREAS**, a primary component of the Act is the provision of \$150 billion in assistance to state, local, territorial and tribal governments for the direct impact of the COVID-19 pandemic through the establishment of the Coronavirus Relief Fund ("CRF"); and,

**WHEREAS**, the County has been notified that it will receive an allocation of \$925,071 from the CRF and that it must share a portion of those funds with the Towns located in the County. Irvington's share of such funds is \$ 35,245.21 ("the Town distribution"); and,

**WHEREAS**, expenditure of the funds is subject to be used only for qualifying expenses as defined by the Act, the expenditure of the funds will be audited and any funds expended for purposes other than as provided by the Act will have to be repaid and returned to the Commonwealth of Virginia; and,

**WHEREAS**, the parties hereto wish to confirm that the expenditure of the funds from CRF is limited to the uses established in the Act and that the funds distributed to the Town will be subject to refund and return by the Town and not by the County;

**NOW THEREFORE THE PARTIES HERETO DO HEREBY AGREE AS FOLLOWS:**

- 1) That the County will distribute to the Town the sum of \$ from the CRF funds distributed to the County within ten (10) days of receipt of the funds by the County.

- 2) That the funds distributed to the Town by the County may only be used for the direct costs associated with the response to the COVID-19 pandemic as those expenses qualify and as defined and limited by the Act. These are specifically limited to costs that:
  - a) are necessary expenditures incurred due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID-19);
  - b) were not accounted for in the budget most recently approved as of March 27, 2020 for the Town; and,
  - c) were incurred during the period that begins on March 1, 2020 and ends on December 30, 2020.
- 3) That the Town shall keep and maintain all necessary documentation to ensure compliance with the federal, state and county requirements.
- 4) Expenditure of the Town distribution by the Town is at its sole risk. Should the appropriate federal or state authorities determine that the Town improperly expended such funds for purposes that do not qualify under the Act the Town must promptly return and repay the funds subject to the improper expenditure to the County. The County shall not be required to appeal or contest any determination by the federal or state authorities that such funds were improperly expended.
- 5) Should the Town not expend all the Town distribution on or before December 30, 2020 the Town shall promptly return such unexpended funds to the County.
- 6) The Town shall fully comply with all requirements of the Act and fully cooperate with the County, the Commonwealth of Virginia, and the United States of America in the use of the Town distribution., including any audit.
- 7) The parties agree that the Town shall be strictly liable in the use and expenditure of the Town distribution and shall reimburse the County for any expenditure of funds by the County necessitated by the failure of the Town to fully comply with the Act, including any costs, such as audit fees or other expenses and any amounts that the County may be required to refund because of the violation by the Town of the Act or the improper expenditure of the Town distribution.



- 8) In order to secure repayment of any amounts due hereunder to be reimbursed to the County by the Town, the Town agrees that any amount due hereunder, if not paid within ten days of notification and request to pay, may be withheld by the County from any funds due the Town which passes through the office of the County Treasurer. This may include sales taxes, real estate taxes, personal property taxes or other funds which the County Treasurer collects on behalf of the Town and remits to the Town.

This Agreement has been duly authorized and approved by the Town Council of the Town of Irvington and the Board of Supervisors of Lancaster County and the Chairman of the Board and the Mayor of the Town authorized to execute the same.

**WITNESS** the following signatures:

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Chairman  
Board of Supervisors of  
Lancaster County, Virginia

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Mayor  
Town of Irvington, Virginia

## MEMORANDUM OF UNDERSTANDING

### Town of Irvington and Lancaster County Economic Development Authority

**THIS MEMORANDUM OF UNDERSTANDING**, dated August \_\_\_, 2020, is entered into by and between the Town of Irvington ("Irvington") and the Lancaster County Economic Development Authority ("EDA").

**WHEREAS**, Congress enacted the *Coronavirus Aid, Relief and Economic Security ("CARES") Act of 2020* (the "Act") which provides funding for a number of different programs to address the COVID- 19 pandemic, and Irvington received an allocation from the Coronavirus Relief Fund ("CRF"); and,

**WHEREAS**, Irvington has designated certain CRF funds to be used for a program of small business grants; and

**WHEREAS**, Irvington desires to: (i) enable CRF funds to be accessed by as many Irvington businesses as possible, (ii) disburse these funds into the businesses as quickly as possible, and (iii) have a second round of grants in the event of further need in the Fall of 2020; and

**WHEREAS**, Irvington cannot disburse funds directly to private businesses and has requested that the EDA assist Irvington in disbursing the grants under the direction of Irvington; and

**WHEREAS**, the EDA desires to assist Irvington in disbursing the grants to qualifying businesses in Irvington under the terms and conditions established herein.

**NOW THEREFORE**, for and in consideration of the premises and the exchange of mutual promises, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

- 1. Irvington Responsibilities.** Irvington shall: (i) notify business community of grant opportunity, (ii) send designated CRF funds to EDA, (iii) create grant application, qualifications, and determine amount(s) of grants, (iv) create online portal for application, (v) respond to grant inquiries, (vi) process grant applications, (vii) send grantee list to EDA, (viii) administer program, (ix) keep and maintain records, and (x) participate in a second round of grants if needed prior to December 30, 2020, and (xi) otherwise comply with the Act..
- 2. EDA Responsibilities.** The EDA shall: (i) hold CRF funds sent to it by Irvington, (ii) disburse such funds to grantees as determined by Irvington and in the amounts indicated by Irvington, (iii) cut checks and mail out within five (5) business days after receipt of grantee list from Irvington, (iv) send reconciliation report of disbursed funds to Irvington in a timely manner, (v) participate in a second round of grants if needed prior to December 30, 2020, and (vi) return remaining CRF funds to Irvington, within five (5) business days following a written request from Irvington.

The parties agree that the EDA is solely acting as the agent of Irvington pursuant to this Agreement. The EDA is making no independent determination as to the eligibility of any grantee pursuant to the Act or the amount of any grant to such grantee. The EDA is aware that Irvington is under an agreement with the County of Lancaster whereby Irvington is solely responsible for repayment of any CRF funds should Irvington fail to comply with the Act in the disbursement of such funds and this Agreement shall not replace that Agreement with the County or cause the EDA to have any liability for

any actions taken hereunder at the direction of Irvington. Provided the EDA acts in accordance with this Agreement, Irvington shall, to the extent provided by law, hold harmless the EDA, its agents, officers, Director and staff from any liability of any nature in the performance of this Agreement.

This Agreement has been authorized and approved by action of the Board of the EDA and the Town Council of the Town of Irvington, meeting in regular session.

**TOWN OF IRVINGTON**

**LANCASTER COUNTY ECONOMIC  
DEVELOPMENT AUTHORITY**

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

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

Albert D. Bugg, III, Mayor

Roy Carter, Chair.



**Status: Final Submitted**

**Date Created: October 31, 2019 11:52 AM**

**Date Modified: December 17, 2019 12:58 PM**

**Date Submitted: December 17, 2019 12:58 PM**

Cover Sheet

**Program Name:** To Play or To Pause in Irvington

**Lead Partner Name:** Town of Irvington

**Summary:**

The Town of Irvington is partnering with The Tides Inn and Hope & Glory Inn to draw upper income couples from the Washington DC metro areas to Irvington during the "shoulder" fall season. "To Play or To Pause" in Irvington appeals to working-age professionals who want to refresh themselves with a getaway, and spend time dedicated to each other. The campaign will direct visitors to an activity and events-based Town of Irvington tourism site with links to lodging, dining, retail, wine, and heritage businesses and organizations within a four-mile radius of the Town.

**Budget of Proposed Program**

**Tier Two Leverage Program (\$10,001 - \$50,000)**

Leverage Funds Requested:	<b>\$15,250.00</b>
Partners Matching Funds:	<b>\$30,500.00</b>
Total Budget for Program:	<b>\$45,750.00</b>
Anticipated Date of Completion (Month / Year):	<b>1/2021</b>
If your program is an event, what are the dates?	

Contact Forms

<b>Program Name:</b>	To Play or To Pause in Irvington
<b>Lead Partner Name:</b>	Town of Irvington
<b>Lead Partner Contact Name:</b>	Sharon L Phillips
<b>Lead Partner Mailing Address:</b>	P.O. Box 174
<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Lead Partner Physical Address:</b>	235 Steamboat Road
<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Phone:</b>	(804) 438-6230
<b>Fax:</b>	
<b>Email:</b>	sphillips@town.irvington.va.us
<b>Website:</b>	https://www.town.irvington.va.us
<b>Federal Employer Identification Number (FEI #):</b>	54-6066374
<b>Lead Partner Financial Commitment:</b>	\$10,000.00
<b>Authorized by Sharon L. Phillips, Clerk on November 08, 2019 10:37 AM</b>	

**Partner 2 (Hope and Glory Inn / The Dog and Oyster Vineyard)**

**Partner Name:** Hope and Glory Inn / The Dog and Oyster Vineyard



<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Partner Physical Address:</b>	65 Tavern Road
<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Phone:</b>	(804) 438-6053
<b>Fax:</b>	
<b>Email:</b>	dudley@hopeandglory.com
<b>Website:</b>	www.hopeandglory.com
<b>Federal Employer Identification Number (FEI #):</b>	06*1744493 / 30-0751432
<b>Partner Financial Commitment:</b>	\$10,000.00
<b>Authorized by Dudley M Patteson, Owner on November 20, 2019 11:41 AM</b>	

**Partner 3 (Tides Inn)**

<b>Partner Name:</b>	Tides Inn
<b>Partner Contact Name:</b>	Stuart Barwise
<b>Partner Mailing Address:</b>	480 King Carter Drive
<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Partner Physical Address:</b>	572 King Carter Dr.
<b>City:</b>	480 King Carter Dr.
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Phone:</b>	(804) 438-4421
<b>Fax:</b>	
<b>Email:</b>	Stuart.Barwise@tidesinn.com
<b>Website:</b>	www.tidesinn.com
<b>Federal Employer Identification Number (FEI #):</b>	54-2029519
<b>Partner Financial Commitment:</b>	\$10,000.00
<b>Authorized by Stuart Barwise, General Manager on November 13, 2019 9:49 AM</b>	

**Partner 4 (Steamboat Era Museum)**

<b>Partner Name:</b>	Steamboat Era Museum
<b>Partner Contact Name:</b>	Barbara Brecher
<b>Partner Mailing Address:</b>	PO Box 132
<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Partner Physical Address:</b>	156 King Carter Drove
<b>City:</b>	Irvington
<b>State:</b>	VA
<b>Zip:</b>	22480
<b>Phone:</b>	(804) 428-6888
<b>Fax:</b>	
<b>Email:</b>	bbrecher@steamboatmuseum.com



<b>Federal Employer Identification Number (FEI #):</b>	54-1945448
<b>Partner Financial Commitment:</b>	\$250.00
<b>Authorized by Barbara Brecher, Executive Director on November 07, 2019 11:12 AM</b>	

**DMO 2 (Northern Neck Tourism Commission)**

<b>Partner Name:</b>	Northern Neck Tourism Commission
<b>Partner Contact Name:</b>	Lisa Hull
<b>Partner Mailing Address:</b>	P.O. Box 1707
<b>City:</b>	Warsaw
<b>State:</b>	VA
<b>Zip:</b>	22572
<b>Partner Physical Address:</b>	457 Main Street
<b>City:</b>	Warsaw
<b>State:</b>	VA
<b>Zip:</b>	22572
<b>Phone:</b>	(804) 333-1919
<b>Fax:</b>	
<b>Email:</b>	lhull@nnpdc17.state.va.us
<b>Website:</b>	http://www.northernneck.org
<b>Federal Employer Identification Number (FEI #):</b>	540907886
<b>Partner Financial Commitment:</b>	\$250.00
<b>Authorized by Lisa Hull, Coordinator, Economic Development &amp; Tourism on October 31, 2019 4:50 PM</b>	

Marketing Leverage Program Questions

**Program Description (15 Points)**

1.) Tell us about your program. Why is it needed, and what do you want to accomplish?

For the first time, the Town of Irvington has joined with three tourism stakeholders - the Tides Inn, the Hope & Glory Inn/Dog & Oyster Vineyard (same owner), and the Steamboat Era Museum - to conduct a digital marketing campaign to market Irvington as a destination for leisure travel. The Tides Inn and Hope & Glory already invest in digital advertising for their respective properties, and as a result have a significant digital footprint, both in earned and paid media throughout the mid-Atlantic region including from Forbes, Washingtonian, and Coastal Living in 2019 alone. For its recent exhibit of a restored pilot house from a steamboat, the Steamboat Era Museum has garnered a mention in Boomer. These luxury lodging offerings and museum attract similar clientele and seek to join with the Town to leverage the media attention the area is already receiving with a coordinated digital and social media campaign to drive visitors to a tourism-specific website for the Town, which will be developed through this effort.

In addition to website development, the effort will include a media strategy with the components of search engine marketing, search engine optimization, facebook, twitter, and instagram advertising, blog posts, and banner advertising. The strategy is to engage through social media to drive visitors to blogposts to engage them more fully to go to the website to plan a visit.

The advertising program is geared to increase visitation by 3% to Irvington by attracting affluent couples from the Washington DC metro area to visit, particularly during the Fall shoulder season of 2020.

Goals:

- 1) increased visitation - measured by hotel occupancy in comparison with the baseline year.
- 2) increased visitor expenditures - measured by visitor expenditures to Lancaster County, where Irvington resides, in comparison with the previous year.
- 3) increased engagement on the channels of Facebook, Instagram, Twitter, Pinterest and Yelp for the partners that will be linked to the URL call to action on a tourism-specific website that will be developed through this program.
- 4) increased recognition for Irvington as a tourism destination in the Mid-Atlantic area.

Included in the marketing plan is distribution of Northern Neck tourism brochures at all Virginia Welcome Centers.

2.) Has this program received VTC funding in the past?

No

<b>Lead Partner</b>	<b>Role:</b>	The Town will host and maintain a separate website for tourism designed for ease of use for an older population.
<b>Partner 2: Hope and Glory Inn / The Dog and Oyster Vineyard</b>	<b>Role:</b>	The Inn and Vineyard operate year-round, and readily host travel writers and influencers interested in Irvington. The Inn/Vineyard will link the campaign to their website to increase traffic to the new website.
<b>Partner 3: Tides Inn</b>	<b>Role:</b>	The Tides Inn has a vast marketing reach, and will use its long-standing brand to link the Town to the property. Also The Tides will participate in hosting travel writers, influencers, and bloggers.
<b>Partner 4: Steamboat Era Museum</b>	<b>Role:</b>	Important for measuring impact, the Steamboat Era Museum counts visitors and is within walking/biking access of the Tides Inn & Hope & Glory Inn. Also, the SEM has in 2019 installed the only restored steamboat pilot house inside the Museum, which is garnering additional media attention.

4.) Tell us how you will adjust your program if you do not receive full requested funding?

The campaign will be trimmed to accommodate budgetary constraints by the frequency of blogs or social media posts being reduced. Scaling back the campaign will be with duration/frequency of message, and not the campaign itself.

### Target Audience and Market Research (25 Points)

1.) Who is your target market or target audience?

The target market is affluent leisure travelers between the ages of 35-65 from the Washington, DC metro area. This campaign will focus on the "charmed couple" as identified by Tides Inn research in Question 3 in this section.

2.) How will you specifically track your program? What is your Tracking Mechanism?

The program will create a website specifically designed for tourism for the Town of Irvington. The digital campaign will be geared to reach working-age upper income couples geo-targeted to the Washington, DC area, and drive visitation to the to-be-developed Town tourism website. Website hits and analytics on social media for the Town will be tracked. Partners' visitation and expenditures will also be used as well as occupancy rates, and social media engagement. The partners will track occupancy rates to gauge program's impact. The Town will monitor number of lodging entities paying lodging tax to measure business growth as a result of the campaign.

3.) What specific local and/or state research supports why you chose this target market or target audience?



the region, which takes into account current visitors, and desired audiences. Three visitor segments are the most appropriate fit for Irvington, with profiles to follow: 1) the charmed couple; 2) reinvigorated seeker; and 3) all-American family.

The charmed couple are frequent travelers, empty nesters, lifestyle content enthusiasts (interested in trends/fashions), corporate executives, having \$500k household income, seeking well-being, enriching activities, and high-quality southern hospitality (comfort/service). The charmed couple has higher level brand affinity, and uses Instagram.

The reinvigorated seeker is a professional explorer with \$200k household income, a full-time professional, a food & fitness enthusiast, and responds to health and well-being key drivers. This single person may be a spiritual reader, travels alone or with a friend, is a quality of life seeker, and wants to leave a destination better than when she came, and to take home skills over souvenirs (buying experiences, not things). This individual seeks environments conducive to internal connection, and tranquil environment that evokes contemplation.

The all-American family has \$350k HI, and is looking for family-based travel. They are memory collectors, driven by an overachieving mom, requiring kid-friendly amenities, family fun, luxury and high-end experiences. This family likes upgrades and is willing to pay more for convenience, and activities that reinforce a healthy household mindset.

For this particular marketing campaign, the charmed couple is selected as the target audience due to the visitation observed in Irvington and the appropriate fit with the amenities already present in the community.

Fall is documented in this research as a preferred travel time for all three demographic segments. Weatherwise, the cooler autumn months, with reduced humidity, are more conducive to local travel around the Northern Neck leading to a variety of and more active experiences than the dreaded summer humidity which leaves guests hanging about a pool with a cold drink, reluctant to go outside their lodging for anything but necessities. According to the Leisure Travel Trip profile ([https://www.vatc.org/wp-content/uploads/2018/12/Leisure\\_TripProfile\\_FY2018.pdf](https://www.vatc.org/wp-content/uploads/2018/12/Leisure_TripProfile_FY2018.pdf)), 7% of travelers visit in September and October, which are when Irvington would like to increase visitation.

The town's amenities - walkable, attractive, quiet, well-maintained, safe for golf carts and biking, curbside dining - both public and private are reflective of the needs and consumer habits of an affluent population, many of whom probably vacationed in Irvington, then later made the decision to move there. The marketing objectives can be achieved through a digital campaign geo-targeting this demographic of leisure, working-age travelers.

While neither the Town nor the County currently have an official visitors center, social media channels or collect tourism information, the Northern Neck Tourism Commission recently revised its "Strategic Tourism Plan for the Northern Neck of Virginia: 2019-2023" which used social media and website data collected by Northern Neck Tourism in addition to a survey of visitors to the Northern Neck. The plan confirmed that the primary source markets for Northern Neck Tourism are the Richmond and Washington DC metro areas, which lie within a 3-mile drive of the area. The survey, conducted by Virginia Tech Office of Sponsored Programs, also asked respondents to complete the sentence, "If one thing can be added to the Northern Neck, it should be \_\_\_\_." The top response was 'nothing'. The Key Marketing Insights from this response were: 1) visitors are generally satisfied with their experiences; 2) The current "experience the road less traveled" tagline is well-received and appropriate; and 3) any area development should be handled cautiously and responsibly. With regard to affluence, of survey respondents, nearly 42% had household incomes of over \$140,000, and half of the visitors earn household incomes above \$120,000. 76% were married, and 79% had either no children or adult children. These survey results serve as evidence that the emphasis on upper-income couples in the Washington DC metro is well-aligned with the marketing strategy in this campaign. Additionally, the Overnight Trip Profile for FY18 from VTC documents that 14% - the largest share - of travel to Virginia is from the Washington, DC metro market.

Research shows that utilizing social media to reach older, wealthier adults is an effective strategy. With respect to reaching the target audience in this campaign, data from the Pew Research Center (<https://www.pewresearch.org/internet/fact-sheet/social-media/>) indicates that as of February 2019, 69% of adults, ages 50-64, use at least one social media site, with 40% of those 65 or over using at least one site. According to Pew, of those adults with incomes over \$75,000 or higher, 78% are present on at least one social media platform. 79% of college graduates use social media in on at least one channel, and 76% of urban dwellers. These last percentages are the highest for education level, and community type.

Specifically for Facebook, Instagram and Twitter, 2019 research shows that those three sites are the top three social media apps, with 35% of adult Americans using Instagram (from <https://www.makeuseof.com/tag/top-social-media-apps-sites/>). As the article states, despite their problems and detractors, there are still more people using these apps consistently than other sources of information. Statista reports that, with 2.45 billion monthly active users as of the third quarter of 2019, Facebook is the biggest social network worldwide. In "Social Media Tips for Travel Bloggers," Twitter, Facebook and Instagram all rank as necessary methods to garner attention to blogposts - where in-depth engagement occurs and sale is made. Instagram is gaining in use, and is especially helpful in destination marketing through visual engagement. Travel bloggers use Instagram for ideas, to show off work, and to connect with other photographers:

<https://www.travelanddestinations.com/5-reasons-instagram-is-great-for-travel-photographers/> Apart from reaching the target audience directly, Instagram is a key avenue to generate earned media to amplify the paid media.

Engaging socially with the target audience encouraging continued social engagement through the travel experience, leading to increased and positive Yelp reviews. Yelp press facts state that 32% of Yelp users are over 55, 64% have some college education, and 51% have incomes over \$100k. The strategy is that front-end digital engagement will not only increase visitation, but also feed post-travel reviews and sharing of the experience.

## Performance Measures (20 Points)

1.) Please include below as much baseline data and other information as possible. Your Research and Performance Measurement Plan is based upon the duration of your program.

**Lead Partner**



				Goal
Total Number of Visitors	2000		2500	25%
Total Visitor Expenditures	117931		125000	6%
Total Tourism Tax Receipts	1563		2000	28%
Jobs Created or Sustained	0		0	0%
Total Number of Meetings Booked	0	Not Applicable	0	0%
Average Occupancy	0	Not Applicable	0	0%
Total Number of Unique Website Visitors per Year	0	Not Applicable	0	0%

### Marketing Message and Program (25 Points)

#### 1.) What is your specific marketing message and the call to action?

The specific marketing message is, "Come to Irvington to play or pause by the creek and the Bay." Our call to action is to go to the Town's tourism website to plan a visit, not yet active: [www.town.irvington.va.us/visit](http://www.town.irvington.va.us/visit).

The visual will support the Town's image as a waterfront destination with historic, cultural, shopping, wine, and culinary amenities. The visual and logo will appeal to a sophisticated audience of seasoned leisure travelers. The visual will be reinforced in the social media messaging, highlighting the 'resort' nature of the visitor experience. A marketing firm will be used to ensure that the brand messaging across all channels and the website are consistent, easy to use per the demands of the target audience and encourage cross-referral among experiences and stakeholders.

The advertisements will be served on social media channels that are actively used by the target audience: Facebook, Twitter and Instagram primarily.

The program will be supported and amplified by the professional social media team from The Tides Inn in addition to the partnership implementing this program.

#### 2.) Marketing Plan, Budget, and Timeline

##### Marketing Calendar and Budget Items

Media Outlet	Ad Type, Size and Frequency	Placement Date (Month, Year)	How does this reach your Target Audience/Market?	Total Cost	VTC Funds Amount	Partner Funds Amount
Facebook/Instagram/Twitter	Monthly	4/2020	Direct geo and demographic targeting as part of an overall digital marketing strategy led by an experienced firm in traveler digital marketing. The firm will have access to current Tides Inn and Hope & Glory analytics to inform the campaign.	\$13,350.00	\$8,945.00	\$4,405.00
Blog	Monthly	4/2020	Irvington-centric stories drawing interest will be promoted through social media.	\$3,600.00	\$2,412.00	\$1,188.00

##### Other Program Related Budget Items

Specific Item (brochure, design services, display production, tradeshow registration, etc.)	Anticipated Completion Date (Month, Year)	How does this reach your Target Audience/Market?	Total Cost	VTC Funds Amount	Partner Funds Amount
Digital Marketing on behalf of Tides Inn	November 2019	Pay per click targeted campaign	\$10,000.00	\$0.00	\$10,000.00
Digital advertising - pay per click	January 2021	Pay per click	\$2,125.00	\$1,465.00	\$660.00



inn		click			
Search engine optimization	January 2021	Ongoing optimization of new tourism website ensuring that the right keywords and search engines are engaged.	\$3,175.00	\$2,169.00	\$1,006.00
Development of Town of Irvington tourism website	May 2020	The URL for all social & digital campaigns directing visitors to lodging, dining, and activities	\$3,000.00	\$259.00	\$2,741.00
The Local Scoop print lifestyle publication	Fall 2020	When visitors are in town, they pick up local lifestyle magazines distributed at lodgings/retail in area. These local guides highlight museums and other activities and attractions in the area.	\$400.00	\$0.00	\$400.00
VTC Welcome Center Brochure Distribution	2020	Northern Neck Tourism contributes 10,000 to the Dahlgren Heritage Foundation to operate a CTIC at the Dahlgren Heritage Museum. As the DMO funding this visitors center, NNTC distributes its brochures without cost at all Virginia Welcome Centers.	\$100.00	\$0.00	\$100.00

<b>Total Budgeted Amount</b>	<b>\$45,750.00</b>	<b>\$15,250.00</b>	<b>\$30,500.00</b>
<b>Total Funds Requested for Program</b>	<b>\$45,750.00</b>	<b>\$15,250.00</b>	<b>\$30,500.00</b>

How does your program incorporate and support VTC's "50 Years of Love?" (5 Points)

1.) Please click the applicable ways your program incorporates VTC's "50 Years of Love." Add any additional tie-ins in the OTHER section.

\* Partners will include "50 Years of Love" in social media posts.

Virginia Is For Lovers Campaign (10 Points)

1.) Click below all applicable areas that your program utilizes the Virginia is for Lovers/VTC programs: (click multiples)

- \* Assistance with hosting media tours, media blitzes, and/or participation in the Virginia is for Lovers Press Pass Program
- \* Participation in desk-side media appointments with the VTC Public Relations Department
- \* Participation in VTC promotional and sweepstakes opportunities
- \* Assistance in hosting of domestic, CRUSA and Canadian FAM trips, and other VTC sponsored tours
- \* Placement of brochures in the Virginia Welcome Centers

No Cost Opportunities

The following VTC partnership opportunities do not have a fee for participation. If you participate in any of these, you do not have to show these in your program Marketing Plan, BUT you should indicate that you do participate in the appropriate opportunities.

\* All partners are listed on Virginia.org



Provide information and support to VTC Public Relations Department including information on "What's New"

Other:

- \* Hosting of influencers, bloggers, writers at The Tides Inn & Hope & Glory Inn
- \* Specialized tour of Steamboat Era Museum to writers/bloggers about Virginia.