

# NORTHUMBERLAND COUNTY ECONOMIC DEVELOPMENT COMMISSION

Meeting: September 19, 2023

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## AGENDA

- Roll Call
- Agenda Review
- Review of meeting notes from July 18, 2023, meeting
- Building Permits Comparison Report: July-August 2023
- Virginia Tourism Commission (VTC) Presentation: Laura Messer
- Updates:
  - Commissioners
  - Executive Director
  - County Administrator
- ARPA Tourism Funds
- VA 250 Tourism Marketing
- Callao Hometown Community Association
- Discuss Citizens Input
- EDC Economic Development Plan
- New Business
- Adjournment

**PERMITS REPORT COMPARISON SHEET**

**AUGUST 2023**

Type of Structure	2023	2022
Dwelling	8	7
Modular Home	1	0
Double Wide	0	0
Mobile Home	0	0
Camper/RV	0	2
Additions/Decks	9	6
Remodel/Repair	10	9
Garage/Carport	1	2
Shed (Barn) (Accessory Bldgs)	4	2
Guest House	1	0
After-The-Fact	0	1
Plumbing	17	14
Electrical	35	38
Mechanical	21	35
Zoning	29	24
Storm water Plans	3	4
Zoning-Pier	5	4
Land Disturbing	18	10
Chimney/Flue	0	0
Swimming Pool	1	0
Permit Renewal	1	4
Boathouse	1	0
<b>TOTAL CONSTRUCTION COST FOR THE MONTH</b>	<b>\$5,145,872.70</b>	<b>\$5,718,577.83</b>
<b>TOTAL BUILDING PERMIT COST FOR THE MONTH</b>	<b>\$7,575.20</b>	<b>\$7,082.52</b>
<b>TOTAL ZONING PERMIT COST FOR THE MONTH</b>	<b>\$2,520.00</b>	<b>\$2,410.00</b>
<b>TOTAL LEVY FEE FOR THE MONTH</b>	<b>\$151.49</b>	<b>\$138.65</b>
<b>TOTAL CONSTRUCTION COST YEAR TO DATE</b>	<b>\$37,821,685.68</b>	<b>\$39,725,977.16</b>



**PERMITS REPORT COMPARISON SHEET**

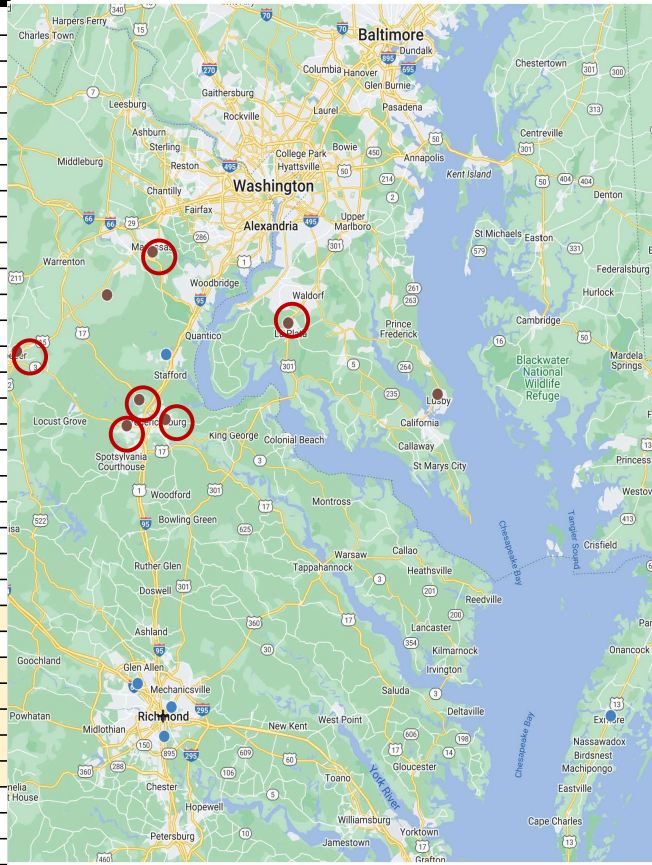
JULY 2023

Type of Structure	2023	2022
Dwelling	3	3
Modular Home	0	0
Double Wide	0	0
Mobile Home	0	0
Camper/RV	0	0
Additions/Decks	3	5
Remodel/Repair	3	16
Garage/Carport	2	3
Shed (Barn) (Accessory Bldgs)	2	5
Guest House	0	1
Garage Apartment	0	1
Plumbing	10	12
Electrical	34	27
Mechanical	16	17
Zoning	11	20
Storm water Plans	0	1
Zoning-Pier	6	7
Land Disturbing	12	8
Chimney/Flue	0	0
Swimming Pool	0	0
Permit Renewal	0	1
Boathouse	0	0
<b>TOTAL CONSTRUCTION COST FOR THE MONTH</b>	<b>\$3,068,566.67</b>	<b>\$4,050,011.72</b>
<b>TOTAL BUILDING PERMIT COST FOR THE MONTH</b>	<b>\$4,390.17</b>	<b>\$5,695.00</b>
<b>TOTAL ZONING PERMIT COST FOR THE MONTH</b>	<b>\$1,280.00</b>	<b>\$1,530.00</b>
<b>TOTAL LEVY FEE FOR THE MONTH</b>	<b>\$87.81</b>	<b>\$113.92</b>
<b>TOTAL CONSTRUCTION COST YEAR TO DATE</b>	<b>\$32,675,812.98</b>	<b>\$34,007,419.33</b>

## ARPA TOURISM PROJECT STATUS: as of September 2023

Description	Timeline	Status
<b>PAID MEDIA</b>		\$6000/\$19,000
2 billboards will be leased during the shoulder season	October 2023	Identified several (5) locations for review and final decision
Waterway Guide, 1/2 page ad, Virginia Living ad 1/2 page	November 2023	First article published on waterway guide <a href="https://www.waterwayguide.com/destination-travel-guide/72/northumberland-county-va">https://www.waterwayguide.com/destination-travel-guide/72/northumberland-county-va</a> Second advertisement submitted 9/14/2023
Participation in 5 issues of Virginia.org's e-newsletter	October 2023	
<b>MARKETING PRODUCTION</b>		\$0 / \$10,000
Hire a company to curate and produce 2-3 short videos	July 2023	Researching
5000 copies of county kayak brochure	March 2023	
Hire a consultant to manage digital and social media outreach on added waterfront amenities	November 2023	Researching
<b>TOURISM PRODUCT DEVELOPMENT</b>		\$8,500/\$41,000
Vir-Mar Beach - adding picnic tables, signage, and safety measures	March 2023	Visited location and identified optional locations for placement of picnic tables
Glebe Point - improve picnic tables	March 2023	-Work with B&Z and County Planner on Kayak facilities. -Received updated quotes for Glebe Point kayak launch area. -Presenting these to the Board of Supervisors for review.
Fishing Pier at Great Wicomico River - kayak launch improvements & signage at only public fishing pier in County	May 2023	- 29 June: Contacted 4 Marine Construction Companies (site visit with each on week of 3 July) -28 Feb: Visited location and identified optional locations for placement launch ramp
Lodge Landing - kayak launch & signage	April 2023	- 29 June: Contacted 4 Marine Construction Companies (site visit with each on week of 3 July) - 28 Feb: Visited location and identified optional locations for placement launch ramp
Rowe's Landing - kayak launch & signage	April 2024	- 29 June: Contacted 4 Marine Construction Companies (site visit with each on week of 3 July) -28 Feb: Visited location and identified optional locations for placement launch ramp
Interpretive signage for Story Walk among public access sites	July 2023	

#	Category	Size	Views	CPM	Price	Location	Select
959926	Billboard (Print)	6' h x 12' w	175,844	\$6.86	\$1,205.61	Charlottesville	
959997	Billboard (Print)	10' h x 28' w	221,000	\$6.71	\$1,484.00	Orange, VA	
960102	Billboard (Print)	20' h x 72' w	76,028	\$41.30	\$3,140.00	Harrisonburg, VA	
960109	Billboard (Print)	10' h x 40' w	516,772	\$8.20	\$4,240.00	Harrisonburg, VA	
1068173	Billboard (Digital)	10'h x 21'w	156,184	\$17.48	\$2,730.00		
1068174	Billboard (Digital)	28'w x 14'h	193,928	\$14.08	\$2,730.00	Richmond, VA	
1068309	Billboard (Digital)	21'w x 10'h	589,272	\$6.53	\$3,850.00	Stafford, VA	
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1068309	Billboard (Digital)	21'w x 10'h	589,272	\$6.53	\$3,850.00	Stafford, VA	
1837801	Billboard (Print)	12' x 48'	1,766,092	\$1.61	\$2,840.81	Bridgeville, DE	
1837803	Billboard (Print)	12' x 48'	1,783,796	\$2.07	\$3,690.81	Bridgeville, DE	
1837813	Billboard (Print)	12 x 48	1,700,196	\$1.75	\$2,980.81	Bridgeville, DE	
2158606	Billboard (Print)	10' h x 30' w	343,808	\$2.53	\$870.00	Culpepper, VA	
2158608	Billboard (Print)	10' h x 30' w	348,516	\$3.74	\$1,304.00	Culpepper, VA	
2158610	Billboard (Print)	6' h x 12' w	291,512	\$3.70	\$1,079.61	Culpepper, VA	
2529563	Billboard (Print)	8' h x 16' w	174,820	\$6.19	\$1,082.41		
2529564	Billboard (Print)	8' h x 16' w	254,400	\$4.25	\$1,082.41		
4060331	Billboard (Digital)	14' h x 48' w	825,412	\$2.42	\$2,000.60		
4060331	Billboard (Digital)	14' h x 48' w	825,412	\$2.42	\$2,000.60		
4060331	Billboard (Digital)	14' h x 48' w	825,412	\$2.42	\$2,000.60		
4170381	Billboard (Digital)	12' h x 24' w	702,516	\$3.99	\$3,080.00	Dover, DE	
4170382	Billboard (Digital)	12' h x 24' w	990,088	\$3.11	\$3,080.00	Dover, DE	
4171001	Billboard (Digital)	12' h x 24' w	247,520	\$16.16	\$3,999.80		
4323449	Gas Station	6.24" h x 8.31" w	79,996	\$10.50	\$840.00	Fredericksburg, VA	1
4323505	Gas Station	6.24" h x 8.31" w	89,992	\$9.33	\$840.00	Lusby, MD	
4323506	Gas Station	6.24" h x 8.31" w	60,004	\$14.00	\$840.00	Manassas, VA	1
4323515	Gas Station	6.24" h x 8.31" w	89,992	\$9.33	\$840.00	Fredericksburg, VA	1
4323522	Gas Station	6.24" h x 8.31" w	89,992	\$9.33	\$840.00	Fredericksburg, VA	1
4323523	Gas Station	6.24" h x 8.31" w	130,004	\$6.46	\$840.00	LaPlata, MD	1
4323524	Gas Station	6.24" h x 8.31" w	149,996	\$5.60	\$840.00	Culpepper, VA	1
4355471	Billboard (Digital)	14' h x 48' w	400,008	\$7.00	\$2,800.00		
4355471	Billboard (Digital)	14' h x 48' w	400,008	\$7.00	\$2,800.00		
4355471	Billboard (Digital)	14' h x 48' w	400,008	\$7.00	\$2,800.00		



**VEWS**  
**599,984**

**COST**  
**\$5,040.00**

Budget \$5,000

I highlighted the billboards and the cost and views is displayed above. You can select other billboards by placing a '1' in column H for the row you want to choose.

billboardsin.com