



Prince Edward County Tourism Council Meeting Agenda

April 15, 2026 | 9:00 am | Heartland Regional Council Visitor Center, 121 East Third Street, Farmville, VA 23901

- I. Call Meeting to Order, Roll Call, and Welcome | Jake Romaine, Chair**
- II. Approval of October Minutes | Jake Romaine, Chair**
- III. Public Comment(s) | Jake Romaine, Chair**
- IV. This is an opportunity for citizens to provide comments or ask questions of the Council regarding tourism matters in the County**
- V. Three-minute limit for remarks per person**
- IV. Old Business**
 - a. Website Update | Ms. Molly Kinahan
 - b. VA250 Mobile Museum | Ms. Molly Kinahan
 - c. Wayfinding Signage Update | Ms. Chelsey White
- V. New Business | Ms. Chelsey White**
 - a. BOS Monthly Report | Ms. Chelsey White
 - b. Lodging Tax Revenue Update | Ms. Chelsey White
 - c. VTC Updates | Ms. Molly Kinahan
 - d. Virginia's Crossroads Updates | Ms. Molly Kinahan
 - e. Advertisement Opportunities | Ms. Molly Kinahan
 - f. Upcoming Events | Ms. Molly Kinahan
- VI. Other Business | Ms. Chelsey White**
- VII. Meeting Adjournment | Mr. Jake Romaine**

****Please stay for the Letterpress demonstration on AIO******

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Use the social media hashtag #ExplorePrinceEdwardVA
Remember to Like, Comment, and Subscribe!

**PRINCE EDWARD COUNTY TOURISM COUNCIL
MEETING MINUTES**

**Heartland Regional Visitor Center
121 East Third Street, Farmville, VA
23901 9:00 am, February 18, 2025**

MEMBERS PRESENT IN PERSON: Mark Smith
Jake Romaine
Cainan Townsend
Anne Tyler Paulek
Chris Conkwright
Richard McClintok
Tiffany Duffie

MEMBERS PRESENT BY PHONE: None

MEMBERS ABSENT: Daniel Jordan

ALSO PRESENT: Chelsey White, Director of Economic Development & Tourism;
Molly Kinahan, Tourism Coordinator; Jenn Kinne, Letterpress Communications

Introductions

At 9:01 am, Mr. Smith welcomed everyone and called the February 2026, meeting to order. Ms. Kinahan took a roll call, and Ms. White noted that Ms. Cooke had resigned from her position on the board. Mr. Townsend nominated himself as Vice Chair. Mr. Smith moved for Ms Kinahan to remain as secretary for the council. There was a vote for nominations

Election of Officers

Ms. Kinahan mentioned that officers for the year were to be elected to the office of Chair, Vice Chair, and Secretary. Mr. Smith moved for Mr. Romaine to become the Chair, Mr. Conkwright seconded the motion. Mr. Townsend motioned for Ms. Kinahan to remain the secretary, and Mr. Smith seconded. The votes for all three positions were a unanimous approval.

Meeting Minutes

Ms. Kinahan asked for a motion to approve the February 2026 minutes. Mr. McClintock moved to approve the minutes pending the correction of spelling of Mr. Townsend's name. Mr. Smith seconded. All approved.

Public Comments

There was no one present for public comments.

Old Business:

Website Update

Ms. Kinahan showed the finished website. There was discussion of a few small changes, but overall, the council was pleased with the site.

FACC Bridal Expo

Ms. Kinahan talked about what a success expo was, and how it seemed to be targeted to a demographic that is already looking in the area.

VA250 Mobile Museum

Ms. Kinahan mentioned the dates staff had come up with for the VA250 Mobile Museum. The council agreed that the HSC homecomings and Heart of Va Festival would be the dates. Everyone agreed.

Wayfinding Signage

Ms. White described the current status of the Wayfinding Signage Project. She talked about PEC getting the \$78k grant from the Tobacco Commission. This will begin the fabrication and installation of the signs.

VTC Grants

Ms. Kinahan discussed how she and Ms. White had a meeting with Letterpress about the current VTC grant opportunities. It was decided that staff would apply for the DMO grant, and not the MLP grant due to VTC changing the application limits, and likelihood to receive the grant. This grant would focus on starting a newsletter, and growing the social media reach.

New Business

BOS Monthly Report

Ms. White went over the monthly reports that she presents to the Board of Supervisors every month. There were no questions.

Lodging Tax Revenue Update

Ms. White went over the TOT revenue and budget with the council. There was discussion about the differences from month to month over the TOT revenue, and the council was happy to understand how the budget was working. There were no further questions.

Virginia Crossroads Update

Ms. Kinahan mentioned that Virginia Crossroads met with VTC and is working on completely redoing their marketing. They will no longer be doing print ads. They are taking bids from marketing companies to get quotes to update websites and social media.

Other Business

Ms. Kinahan introduced Ms. Kinne to talk about Letterpress putting on an AIO workshop for the council at the next meeting.

Adjournment:

With no other business to discuss, Mr. Romaine recommended adjourning the meeting, and all the members were in favor. Mr. Smith made a motion to adjourn seconded by Ms. Paulek. The council voted with a unanimous approval.

The meeting was adjourned at 10:15am

Lodging Tax

	2024	2025	2026
January	\$3,755.00	\$7,852.00	\$3,965.17
February	\$4,303.50	\$2,845.67	\$3,255.34
March	\$6,019.24	\$4,272.27	\$2,800.44
April	\$6,687.75	\$5,895.82	
May	\$8,974.96	\$5,684.99	
June	\$3,683.94	\$8,282.11	
July	\$10,721.84	\$7,915.39	
August	\$9,477.17	\$6,817.36	
September	\$7,335.03	\$6,911.65	
October	\$6,124.91	\$4,633.06	
November	\$2,914.04	\$3,464.96	
December	\$2,914.04	\$10,955.83	
Total	\$72,911.42	\$75,531.11	\$10,020.95

Visit @ExplorePrinceEdwardVA
ExplorePrinceEdwardVA.com Remember to Like,
Comment, and Subscribe!



Board of Supervisors Report:

- The new tourism website is ready to go! Check it out today at:
www.ExplorePrinceEdward.com
- Staff welcomed an intern to help with the front desk and social media strategies.
- Staff is working on proposals for the next round of VTC grants.
- The highest post of the FB for Feb was our post about fishing in Prince Edward County. Mayor Brian Vincent was tagged in the photo, and he graciously shared the post.
- Upcoming tourism-focused events can be submitted for inclusion on the Explore Prince Edward County social media platforms using the link/QR code:
<https://tinyurl.com/yc2kv6r7>



EXPLORE
PRINCE EDWARD COUNTY
VIRGINIA

PEC Tourism & Visitor Center Monthly Report for the end of February 2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
Feb	44	3	0	47	36

PHONE INQUIRIES

Feb 26	Feb 25	% Differences	year YTD	Prior year YTD	% Differences
30	13	43	48	32	66



Webpage Stats



Total Users
11



Users by Location

US
France
Ireland



Total Sessions
10



Sessions by Traffic Source

6 Direct
3 Organic Social
1 Referral
0 Paid search
2 Organic Search



Engagement Rate
Wedding Site: 15%



Average Time
15 seconds

Key Takeaways & Recommendations

- Target Richmond, NOVA, Roanoke areas in state.
- Focus on confrenes, and seminar hosting.

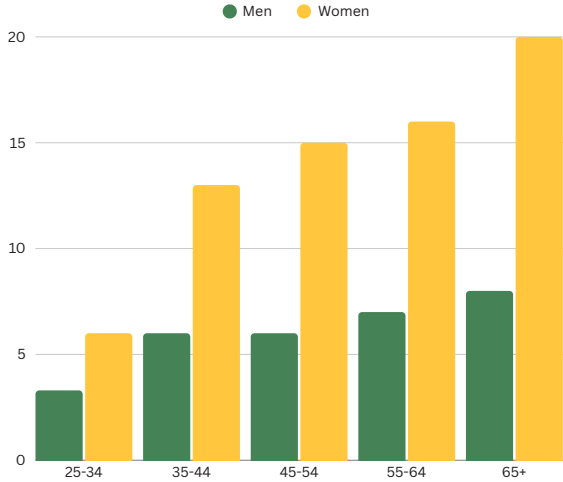


Social Media Stats

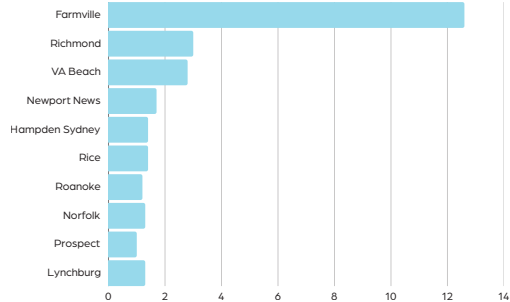
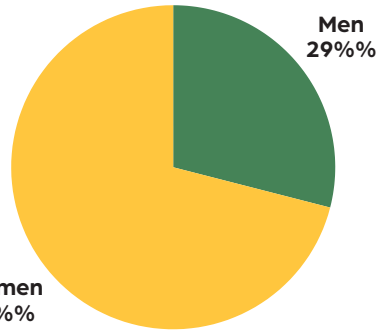
Facebook Followers

1,793

Top Post



Women
71%



4.7k Reached



10 Followers



151 Visits

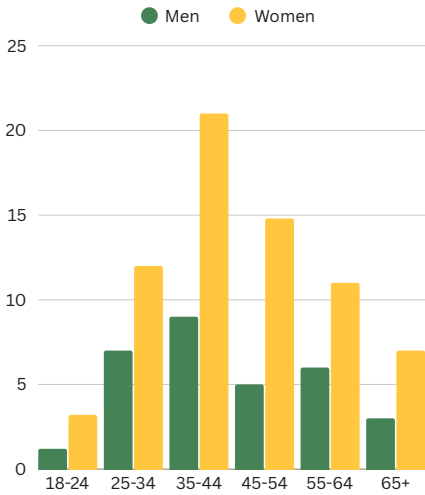


Social Media Stats

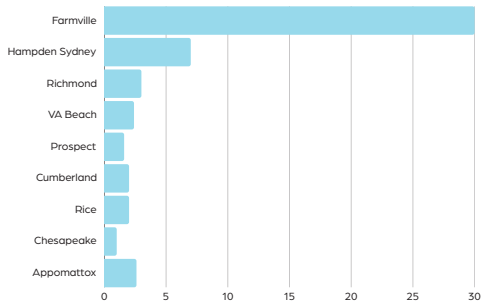
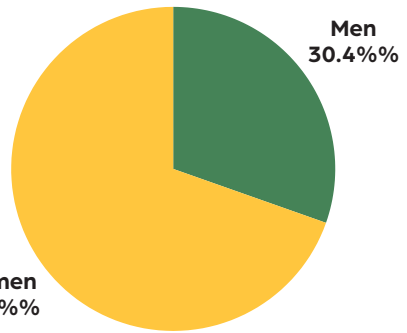
Instagram Followers

377

Top Post



Women
69.6%



551 Reach



10 New Page Likes



26 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
1	32	5
		7



Board of Supervisors Report:

- The new tourism website is up and running! Check it out today at: www.ExplorePrinceEdward.com
- The Visitor Center welcomed Caitlyn Moore from the Animal Control Department to provide support as a Travel Counselor for the next few months.
- A VTC DMO grant was recently applied for, and staff are awaiting the results.
- Staff recently attended two VTC conferences. The first was about group tours and sharing them with other localities. The second was about social media best practices and involved going out in Richmond and putting into practice what was learned!
- Upcoming tourism-focused events can be submitted for inclusion on the Explore Prince Edward County social media platforms using the link/QR code: <https://tinyurl.com/yc2kv6r7>



EXPLORE
PRINCE EDWARD COUNTY
VIRGINIA

PEC Tourism & Visitor Center Monthly Report for the end of March 2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
Mar	44	2	0	46	38

PHONE INQUIRIES

March 26	March 25	% Differences	year YTD	Prior year YTD	% Differences
24	34	-29	72	66	9%



Webpage Stats



Total Users
11



Total Sessions
7



Engagement Rate
Wedding Site: 15%



Average Time
15 seconds



Users by Location

US
France
Ireland



Sessions by Traffic Source

6 Direct
3 Organic Social
1 Referral
0 Paid search
2 Organic Search

Key Takeaways & Recommendations

- Work with other DMOs to share tourist.
- Focus on conferences, and seminar hosting.
- Focus on Charlotte, NOVA, and Richmond.

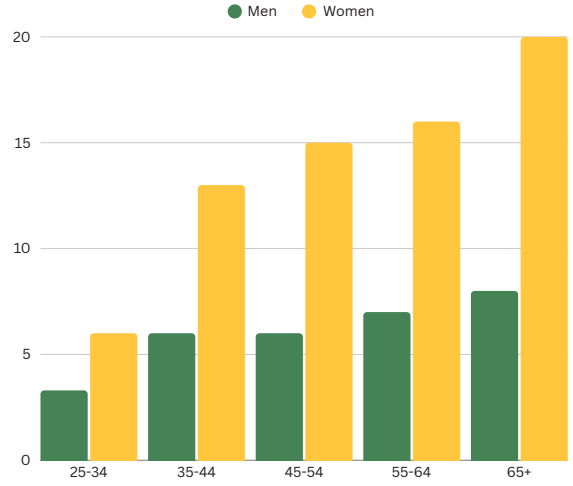


Social Media Stats

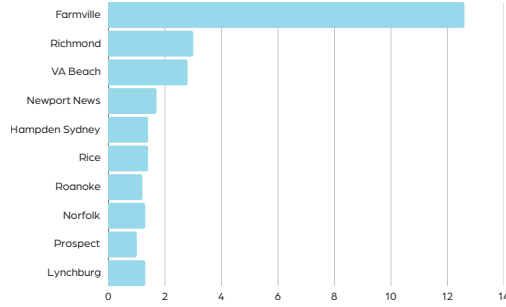
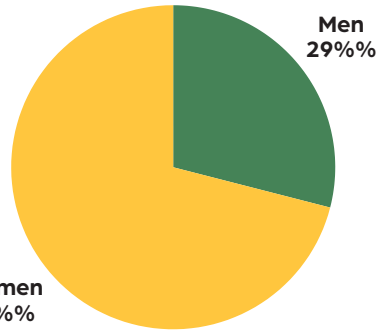
Facebook Followers

1,801

Top Post



Women
71%



5.2k Reached



11 Followers



200 Visits

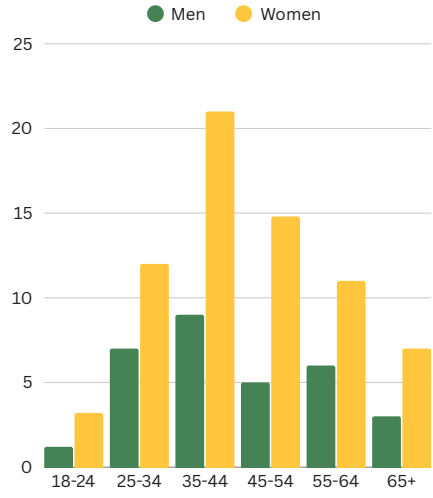


Social Media Stats

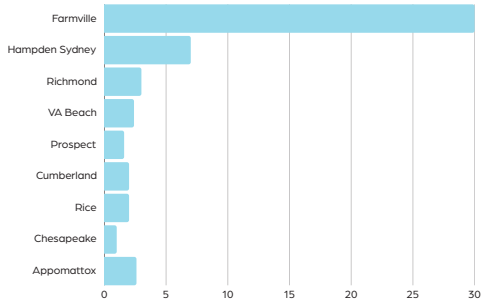
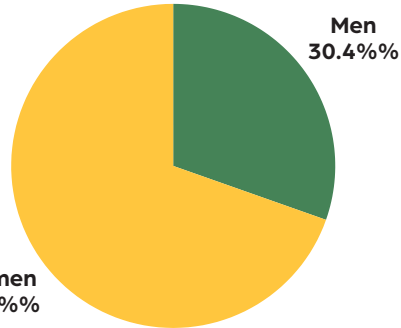
Instagram Followers

380

Top Post



Women
69.6%



444 Reach



8 New Page Likes



19 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
1	46	10
		9

VIRGINIA LIVING

AUDIENCE PROFILE

Virginia Living readers are affluent, active, and deeply loyal.

READERSHIP HABITS

- Time spent reading each issue: 2.3 hours (national average: 45 min).
- 63% of readers frequently purchase products or services from ads seen in *Virginia Living*.
- 47% of readers keep *Virginia Living* more than one month before discarding.

AVERAGE HOME VALUE
\$565,000

HOME OWNERS
86%

COLLEGE GRADUATES
73%

READERS PER ISSUE
601,237

SUBSCRIBERS
8,500

NEWSSTAND COPIES
1,468

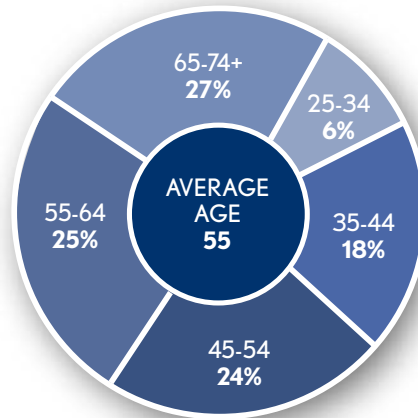
HOTEL ROOMS
2,813

WAITING ROOMS
10,482

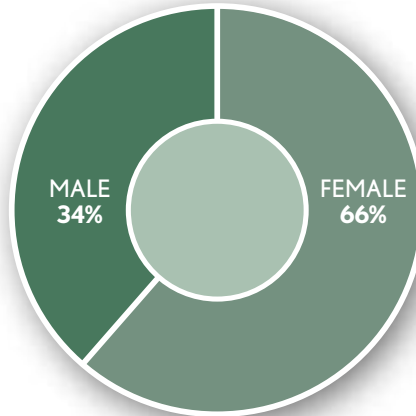
READERS PER COPY
24

- 16%**
Call the advertiser for more information
- 44%**
Go to the advertiser's store or business
- 66%**
Visit the advertiser's website
- 24%**
Visit the advertiser's social media
- 48%**
Internet search the advertiser's business

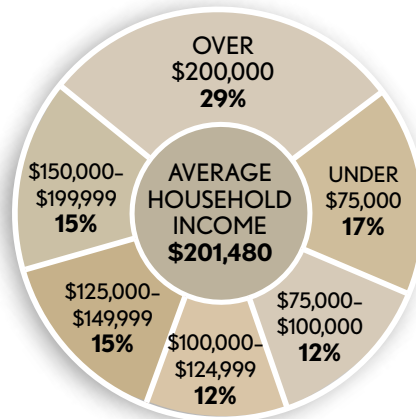
AGE



GENDER



HOUSEHOLD INCOME

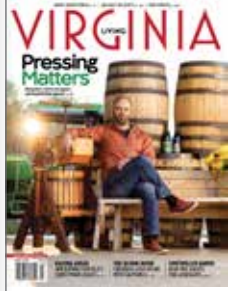


Market Average \$68,114

WITHIN 12 MONTHS, READERS PLAN TO PURCHASE OR HIRE:

New Automobile, Truck, SUV	15%
Used Automobile, Truck, SUV	13%
Antiques/Auctions.....	15%
Furniture /Home Furnishings.....	44%
Major Home Appliance.....	21%
Computers, Tablets, or Laptops.....	33%
Home Improvements or Home Improvement Supplies.....	32%
Television or Electronics.....	19%
Carpet or Flooring.....	11%
Automobile Accessories (tires, brakes, or service).....	33%
Lawn & Garden Supplies	36%
Florist / Gift Shops.....	21%
Home Heating & Air Conditioning (service, new equipment)	20%
Vacations /Travel.....	47%
Men's Apparel.....	52%
Women's Apparel	75%
Children's Apparel.....	9%
Art & Crafts Supplies.....	12%
Attorney.....	12%
Veterinarian.....	31%
Chiropractor.....	14%
Financial Planner (retirement, investing)	28%
Tax Advisor / Tax Services	31%
Health Club / Exercise Class	20%
Cleaning Services (carpet, air duct, home cleaning)	31%
Lawn Care Service (maintenance, landscaping)	33%
Legal Gambling Entertainment (lottery, casinos, racetracks, bingo).....	20%
Pharmacist / Prescription Service.....	35%
Cell Phone or Smart Phone (new service, update service).....	23%
Dining & Entertainment	88%
Jewelry.....	31%
Athletic & Sports Equipment	13%
Medical Services/Physicians.....	41%
Senior Living/Assisted Living.....	12%

Sources: 2025 CVC Publication Audit Report, U. S. Census Bureau, Printing and Digital Reader Surveys and Studies from 2024-2025

ISSUE & AD DEADLINE	EDITORIAL CONTENT	SUPER SECTIONS & SPECIAL ADVERTISING SECTIONS	
JAN/FEB 2026 Ad Deadline: December 5 Publication Date: December 30	UpFront Take Note: Animal Magnetism - from cocktails with camels to puppy yoga and kitty cat cafes, animal experiences are all the rage in Virginia. Destinations: Fredericksburg Good Taste: Mike Skipper takes over The Shack - Staunton Drink: History of the Norton Grape, cultivated for Virginia soil HomeGrown - Design: Tudor Revival on Cary St. in Richmond (VanderHoof estate) H&W: New hospital in Smithfield is an area game changer H&W Spotlight: Frances Taylor McEachern - from elite athlete to triple bypass patient plus the importance of cardiac health. Feature: Roundup of state's coolest new hotels - Leesburg, Roanoke, Richmond, check out newest places to stay in Virginia. Plus a sidebar on the Inn at Warner Hall Feature: The Chemistry of Love Feature: Weddings	SUPER SECTIONS Weddings Online Exclusive: Top Wedding Vendors 2026 Health+Wellness SPECIAL ADVERTISING SECTION Vacations & Getaways	
MAR/APR 2026 Ad Deadline: February 6 Publication Date: February 27	Destinations: Rambling along 211 from Sperryville to Luray to Newmarket GoodTaste: Profile of Clay & Linda Trainum and the artisan pork of Autumn Olive Farms - Waynesboro H&G Living: Modern Mountain Compound designed by Anne Hulcher Tollett Dining Out: Slack Tide, restaurant opening in Ballast's complex, renovated stable in Scott's Addition State Of Education: Virginia's top schools and spotlights on education innovation. Feature: Behind the scenes of Historic Garden Week and the draw of those spectacular floral Arrangements - Statewide Feature: Heidi James and her vision to create pollinator-friendly areas throughout Virginia. Feature: Sidebar on Bee Cities in Virginia (10 at present)	SUPER SECTIONS State of Education Top Schools and Universities 2026 House+Garden SPECIAL ADVERTISING SECTIONS Planned Communities Travel Virginia Summer Camps & Programs Spring Arts Preview	
MAY/JUN 2026 Ad Deadline: April 3 Publication Date: May 1	HomeGrown Spotlight: Exceptional handcrafted pens made in Hanover by Turning Point Pens GoodTaste Drink Spotlight: The integrative, inventive campus of Oakencroft Vineyard - Charlottesville Destination: Danville Health & Wellness: TBD Feature: SailFest 2026 - International, annual maritime event - Military ships, Tall Ships - Cape Charles, Norfolk in conjunction with America250 and Virginia250 Feature: A Patriot's Pilgrimage: the birthplace of a nation and how Virginia is celebrating Virginia250 and America250	STAND-ALONE ISSUE Best of Virginia 2026 The votes are in! Our annual special issue honors Virginia's finest. SUPER SECTION Health+Wellness SPECIAL ADVERTISING SECTION Travel Virginia	
JUL/AUG 2026 Ad Deadline: June 5 Publication Date: July 3	HomeGrown: A roundup of the Commonwealth's Maritime Museums—from VIIMS to Nauticus to the Mariner's Museum and more. GoodTaste Spotlight: The Kinsey Family's vision for the Eastern Shore, including a spotlight on Buttercup & Ketch in Eastville and Cape Charles. Good Taste Dining: Al Fresco in the Old Dominion: 5 spots in 5 regions. HomeGrown Spotlight: Meet the (Decoy) Carvers H&G Living: Home furnished by Thrift-tiques in Tappahannock WaterLife: TBD Explore: Exploring Surry & Gray's Point by Kayak Feature: Bike & Basket Adventures - Richmond, Charles City Feature: Photo Essay of Virginia's Barrier Islands	SUPER SECTION House+Garden Online Exclusive: Real Estate All-Stars 2026 Online Exclusive: Mortgage Lenders All-Stars 2026 Waterlife SPECIAL ADVERTISING SECTIONS Vacations & Getaways Wealth Management	
SEP/OCT 2026 Ad Deadline: August 7 Publication Date: August 28	UpFront Take Note: Kalahari Resort - New Waterpark, Hotel, Convention Center - Spotsylvania Destinations: Magical Marshall HomeGrown Living History: Eyre Hall H&W Spotlight: Music Therapy creates a path for wellness in patients with PTSD, Dementia, Brain Injury and more. H&W: Top Hospitals Feature: Behind the Scenes at Mount Vernon - Who takes care of America's first president's house. Meet the curators of its silver, furniture, art, and animal collections. Feature: Bonkers for Bonkies: the farms in Virginia raising Instagram's newest darlings: miniature donkeys (aka bonkies) - Shenandoah Valley	SUPER SECTIONS Drink Health+Wellness Top Hospitals 2026 SPECIAL ADVERTISING SECTIONS Travel Virginia State of the Arts	
NOV/DEC 2026 Ad Deadline: October 2 Publication Date: October 30	UpFront: Top 10 Holiday events around the state Destinations: Bristol H&G Décor: Doors of Virginia: doorways exceptionally decorated for the holidays Retirement Living: TBD Feature: The New Stewards of History - Meet the next generation of Virginia's historic properties - Shirley, Eyre Hall, Westover) Feature: Made in Virginia Awards 2026	SUPER SECTIONS Retirement Living f. Online Exclusive: Top Retirement Communities with Care 2026 House+Garden SPECIAL ADVERTISING SECTIONS Holiday Gift Guide Faces of Virginia	

VIRGINIA

LIVING

2026 ADVERTISING SIZES & RATES

FULL PAGE - 10" X 13"

← **LIVE AREA - 9" wide x 12" tall**
All text, logos and critical elements must be within this measurement.

← **TRIM SIZE - 10" wide x 13" tall**
Elements past the trim measurement will be cut off.

← **BLEED SIZE - 10.25" wide x 13.25" tall**
Your background colors and images need to extend to this area for bleed.

DOUBLE TRUCK

TRIM SIZE - 20" wide x 13" tall
LIVE AREA - 19" wide x 12" tall
BLEED SIZE - 20.25" wide x 13.25" tall

2/3 PAGE VERTICAL
5 3/4" wide x 11 1/2" tall

1/2 PAGE HORIZONTAL
8 3/4" wide x 5 5/8" tall

1/2 PAGE VERT
4 1/4" wide x 11 1/2" tall

1/4 PAGE
4 1/4" wide x 5 5/8" tall

1/3 PAGE VERT
2 3/4" wide x 11 1/2" tall

1/6 PAGE VERT
2 3/4" wide x 5 5/8" tall

1/3 PAGE SQUARE
5 3/4" wide x 5 5/8" tall

AD SIZES	1X RATE	3X RATE	6X RATE
BACK COVER - 10" wide x 13" tall	\$10,000	\$9,000	\$8,000
INSIDE FRONT COVER - 10" wide x 13" tall	\$8,750	\$7,875	\$7,000
INSIDE BACK COVER - 10" wide x 13" tall	\$8,125	\$7,313	\$6,500
PRIORITY - 10" wide x 13" tall	\$7,500	\$6,750	\$6,000
FULL PAGE - 10" wide x 13" tall	\$6,250	\$5,625	\$5,000
2/3 PAGE - 5 3/4" wide x 11 1/2" tall	\$4,375	\$3,938	\$3,500
1/2 PAGE HORIZONTAL - 8 3/4" wide x 5 5/8" tall	\$3,375	\$3,038	\$2,700
1/2 PAGE VERTICAL - 4 1/4" wide x 11 1/2" tall	\$3,375	\$3,038	\$2,700
1/3 PAGE SQUARE - 5 3/4" wide x 5 5/8" tall	\$2,275	\$2,138	\$1,900
1/3 PAGE VERTICAL - 2 3/4" wide x 11 1/2" tall	\$2,275	\$2,138	\$1,900
1/4 PAGE - 4 1/4" wide x 5 5/8" tall	\$1,813	\$1,631	\$1,450
1/6 PAGE - 2 3/4" wide x 5 5/8" tall	\$1,250	\$1,125	\$1,000

AUDIENCE

Our State readers are affluent, well-educated, and loyal.

PAID SUBSCRIBERS: 160,000+

AVERAGE MONTHLY PRINT RUN: 200,000+

TOTAL READERSHIP: 1,000,000+

AVERAGE AGE: 56

FEMALES: 61%, MALES: 39%

AVERAGE HOUSEHOLD INCOME: \$202,418

COLLEGE GRADUATES: 69%

HOMEOWNERS: 94%

SECOND-HOME OWNERS: 22%

Our State is enjoyed by more than one million loyal readers each month. That many people would fill the Carolina Panthers stadium more than 14 times.

Compared with 36% in North Carolina.

CIRCULATION & DISTRIBUTION

Our State has the largest paid circulation of any North Carolina magazine and the second-largest paid circulation of any privately published magazine in the U.S. *Our State's* consistently strong subscriber renewal rate far exceeds the national average and reflects our readers' loyalty to and trust in the *Our State* brand.

TARGETED DISTRIBUTION

Subscribers, select hotels, waiting rooms, festivals, and events around North Carolina.

DIGITAL SUBSCRIPTIONS

In addition to the printed version, *Our State* subscribers enjoy the convenience of receiving a digital issue directly to their email each month. For those who prefer a paper-free option, a digital-only subscription is also available. All subscribers have access to a library of past issues dating back to January 2023.

Our browser-based format ensures seamless access on any device, without downloading an app or creating an account. It is optimized for mobile viewing but also formatted to provide an excellent reading experience on tablets and computers. An audio feature with narration is also available.

NEWSSTANDS

Our State is sold on more than 2,300 newsstands across North Carolina, including in grocery stores, bookstores, drugstores, airport gift shops, and more.

- *Our State* continues to grow and prosper as one of the highest-selling newsstand magazines in North Carolina, outselling high-profile national magazines within the state.
- *Our State* is in the top 3.7% nationwide for all of the city/state and regional magazines available to consumers at Barnes & Noble. It is the No. 1 seller in North Carolina Barnes & Noble stores.
- *Our State* is the No. 1 selling regional title in all Harris Teeter stores. Newsstand circulation for *Our State* continues to grow, with checkout displays in all major supermarkets, bookstores, and natural food retailers.



Be the Biggest Business on the Block

Introducing **The Big Texan** — our **giant 8ft** Adirondack chair engineered for businesses that want to dominate attention, drive foot traffic, and create a social media magnet right outside their doors.

This massive custom built chair becomes:

- ★ A selfie magnet
- ★ A permanent billboard
- ★ A roadside attraction
- ★ A local landmark
- ★ A traffic-stopping marketing asset
- ★ A conversation starter your customers will love

Hand crafted in Weatherford, TX from high grade Performance Poly and built to survive intense Texas weather, this chair never fades, never cracks, and **never stops grabbing attention.**

Whether you're a restaurant, boutique, real estate office, brewery, coffee shop, event venue, chamber of commerce, or tourist stop — **The Big Texan** makes your business unforgettable.



Stand Out. Get Seen. Get Remembered.

- ✓ 8 FEET TALL — IMPOSSIBLE TO MISS
- ✓ FULLY CUSTOMIZABLE WITH YOUR LOGO
- ✓ MANY COLOR SELECTIONS AVAILABLE
- ✓ FADE AND WEATHER RESISTANT PERFORMANCE POLY
- ✓ CREATES INSTANT SOCIAL MEDIA EXPOSURE
- ✓ INSTANTLY BOOSTS CURB APPEAL & WALK-INS
- ✓ BUILT TO LAST

Reserve yours today — limited production slots each month.