



Prince Edward County Tourism Council Meeting Agenda

August 19, 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** | Mr. Jake Romaine, Chair
- II. **Approval of Minutes** | Mr. Jake Romaine, Chair
- III. **Public Comment(s)** | Mr. Jake Romaine, Chair
 - a. This is an opportunity for citizens to provide comments or ask questions of the Council regarding tourism matters in the County
 - b. Three-minute limit for remarks per person
- IV. **Old Business** | Mr. Jake Romaine, Chair
 - a. Newsletter Project Update | Ms. Molly Kinahan, Secretary
 - b. Wayfinding Signage Project Update | Ms. Chelsey White, Director
- V. **New Business** | Mr. Jake Romaine, Chair
 - a. BOS Monthly Report | Ms. Molly Kinahan, Secretary
 - b. Lodging Tax Revenue Update | Ms. Molly Kinahan, Secretary
 - c. VTC Updates | Ms. Molly Kinahan, Secretary
 - i. VA 250 Mobile Museum Update
 - ii. Ms. Jennifer Kohms, VTC Destination Development Manager
 - d. Virginia's Crossroads Updates | Ms. Molly Kinahan, Secretary
 - e. THOYA Post Card Update | Ms. Molly Kinahan, Secretary
 - f. Upcoming Events | Ms. Molly Kinahan, Secretary
- VI. **Meeting Adjournment** | Mr. Jake Romaine, Chair



PRINCE EDWARD COUNTY TOURISM COUNCIL MEETING MINUTES

**Heartland Regional Visitor Center
121 East Third Street, Farmville, VA 23901
9:00 am, June 17, 2026**

MEMBERS PRESENT IN PERSON: Jake Romaine
Daniel Jordan
Cainan Townsend
Tiffany Duffie
Chris Conkwright

MEMBERS PRESENT BY PHONE: None

MEMBERS ABSENT: Mark Smith; Richard McClintok

ALSO PRESENT: Chelsey White, Director of Economic Development & Tourism; Molly Kinahan, Tourism Coordinator; Jennifer Kohms, Virginia Tourism Corporation; Jennifer Kinne, Letterpress; Jordan and McKenzie, Washington and Lee University interns

Introductions

At approximately 9:03 am, Mr. Romaine welcomed those present and called the June 2026 meeting to order.

Meeting Minutes

Mr. Romaine asked for a motion to approve the prior meeting minutes. A motion was made and seconded. The council voted with unanimous approval, pending correction of Mr. Townsend's name.

Public Comments

There were no public comments.

Old Business

Website Update

Ms. Kinahan reported that a blog section has been added to the tourism website with assistance from Letterpress. The blog will feature seasonal content, themed itineraries, events, and attractions throughout Prince Edward County. Council members and featured businesses were

encouraged to share posts, and Letterpress will notify stakeholders when they are included in new content.

The Virginia is for Lovers link was confirmed on the Explore Prince Edward website. Ms. Kohms will provide a Destination Marketing Organization change form so the new website address can be updated with Virginia Tourism Corporation and on Virginia.org.

Wayfinding Signage Project

Ms. White reported that final construction and design intent documents for the county gateway and trailblazer signs have been submitted to VDOT. Pending final approval, the project can proceed to bidding. The Town of Farmville is also pursuing related trailblazer signage and a second gateway sign near Green Front Furniture.

Staff will follow up regarding the status of the damaged historical marker discussed during the meeting.

New Business

Monthly Tourism Report

The council reviewed website and social media performance following the launch of the new tourism website. Activity increased, although members noted that April analytics were incomplete because tracking was not functioning properly and that one reported figure may contain a typographical error.

Members requested that future reports focus on meaningful measures such as engagement, website referrals, conversions, cost per result, and comparisons between digital and print advertising. Staff will refine the report format accordingly.

Lodging Tax Update

May lodging tax collections totaled \$6,310.14, compared with \$5,684 for May of the prior year. Future reports will include year to date comparisons. The budget report was presented separately from the meeting packet, and spending was reported as on track.

Visitor Center Staffing

Ms. White announced that Kendall Titus, a recent Longwood University graduate, has been hired as a part time travel counselor. The Visitor Center is now fully staffed and able to operate Monday through Saturday.

VTC Updates

Prince Edward County received a \$15,000 Destination Marketing Organization grant to support a seasonal visitor newsletter. QR code displays will be placed at the Visitor Center and may be shared with local businesses. Existing event contacts and new Visitor Center signups will help build the subscriber list.

Ms. Kohms reviewed Virginia Tourism Corporation resources and opportunities. Key takeaways included:

- Businesses and attractions should keep Virginia.org listings current because search and artificial intelligence tools rely on that information.
- The Virginia Co op Partnership Program offers shared marketing opportunities for tourism partners.
- The reimbursable Microbusiness Marketing Leverage Program offers grants of up to \$5,000 for businesses with fewer than 20 employees.

- A local tourism ambassador program or annual tourism summit could help educate partners and support regional collaboration.

Ms. Kohms reported \$59.2 million in visitor spending in Prince Edward County during 2024, generating \$4.1 million in state and local taxes and supporting approximately 8.2 percent of county jobs. Visitor spending increased 3.8 percent from 2023 to 2024.

Richmond and Petersburg remain the largest visitor origin market, followed by Roanoke and Lynchburg and Norfolk and Portsmouth. Emerging markets include Washington, Raleigh and Durham, and Charlotte. Day trips have increased, while the strategic goal remains increasing overnight stays.

Changes to mobile location data will reduce attraction level detail beginning July 1. Virginia Tourism Corporation is evaluating broader mobile data and possible credit card data alternatives.

Virginia Crossroads

The Virginia Crossroads marketing committee is refining priorities and budget information so a website and social media consultant can prepare a proposal. Members discussed regional cross promotion, especially connecting rural attractions with lodging in Prince Edward County. Virginia Crossroads may seek a paid director within the next six months.

The next Virginia Crossroads meeting is scheduled for July 10 at 10:00 am in Prince Edward County. Meeting information will be shared with council members.

Advertising Opportunities

The council reviewed the following opportunities:

- Bus Tour Marketing: Members expressed interest in developing history, civil rights, Civil War, student, and senior itineraries. Staff and council members will gather tour organizer contacts, regional route examples, and package information before considering a paid placement. A publication representative may be invited to a future meeting.
- Washington Commanders Yearbook: Advertising rates ranged from \$6,500 for a quarter page to \$24,500 for a full page and included game tickets. No purchase was approved. Members agreed that the cost and measurable return require additional review and that broader advertising may offer better value.

Upcoming Events and Partner Updates

High Bridge Trail State Park reported strong attendance for the Firefly Festival, including visitors from across the United States. The upcoming Night Train 50K is expected to draw participants from the United States and Canada.

Members discussed the need for a signature tourism event that encourages overnight stays. A future agenda may include Virginia Tourism Corporation grant opportunities for festivals and special events. Tourism partners were reminded that the council can assist with marketing eligible events and that accurate event information is essential when programs are cross promoted.

Adjournment:

With no other business to discuss, a motion was made and seconded to adjourn the meeting. All members were in favor.

The meeting was adjourned at 11:00 am

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	\$7,489.69
May	\$8,974.96	\$5,684.99	\$6,310.14
June	\$3,683.94	\$8,282.11	\$7,426.34
July	\$10,721.84	\$7,915.39	5,481.81
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	\$36,728.93

YTD: Jan-Jul \$44,146.23 \$42,748.25



Board of Supervisors Report:

- The new tourism website is up and running! Check it out today at: www.ExplorePrinceEdward.com
- The Visitor Center had it's highest sales of the year with over \$100.00 made in the month of June.
- With the help of the HBT Race and the FDP BOOMS meeting the Visitor Center hosted more visitors in June than it did for the whole fiscal year.
- Blogs on ExplorePrinceEdward.com are boosting website statistics and are getting a great response. These blogs are based on seasonal itineraries that encourage PEC tourism.
- 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>



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

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
June	100	6	0	106	37

PHONE INQUIRIES

June 26	June 25	% Differences	year YTD	Prior year YTD	% Differences
40	39	-2.5	154	156	-1.7%



Webpage Stats



Total Users
209



Total Sessions
237



Engagement Rate
Wedding Site: 94.33%



Average Time
47 seconds



Users by Location

US
Germany
Singapore



Sessions by Traffic Source

72 Direct
71 Organic Social
5 Referral
50 Organic search
7 Unassigned

Key Takeaways & Recommendations

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

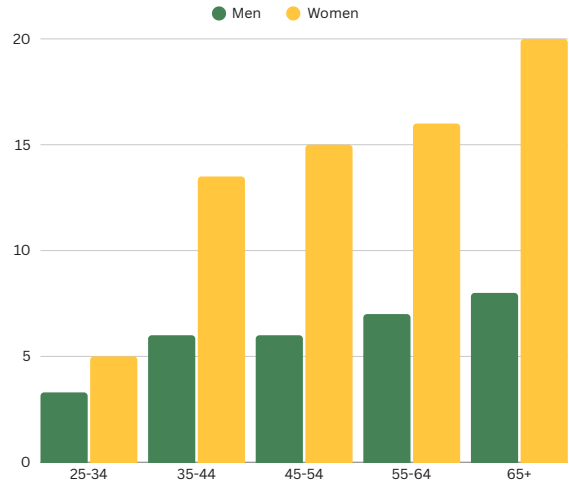


Social Media Stats

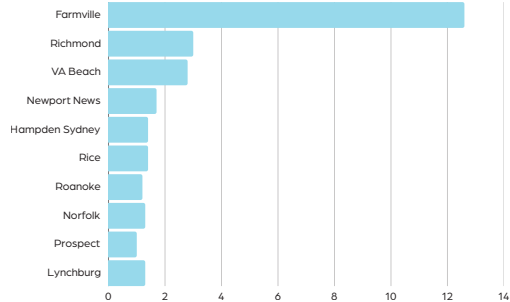
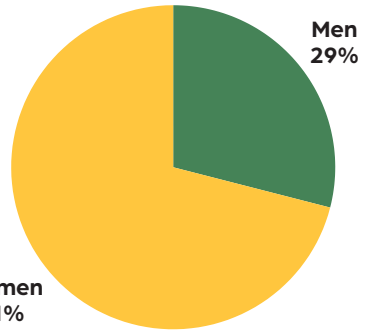
Facebook Followers

1,864

Top Post



Women
71%



7.3k Reached



13 Followers



165 Visits

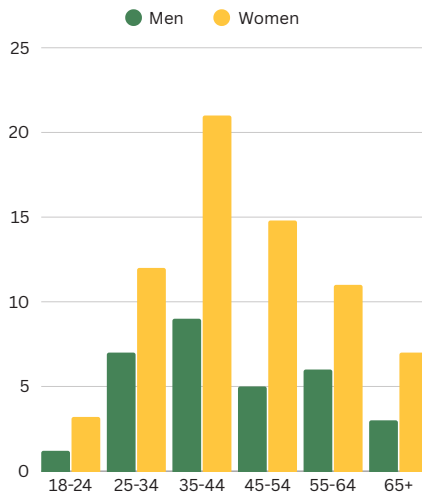
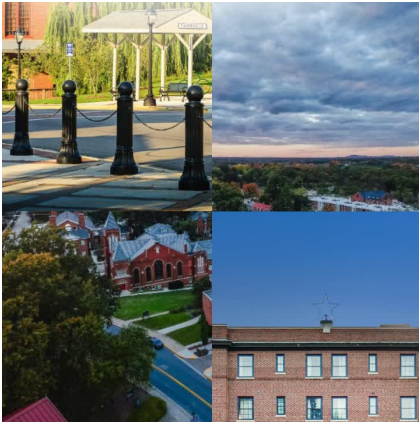


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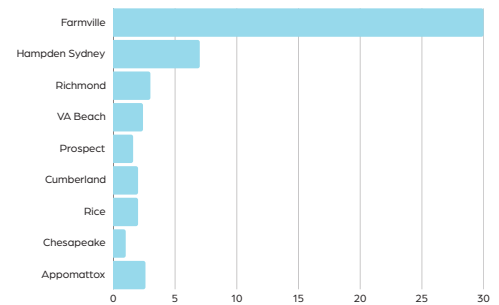
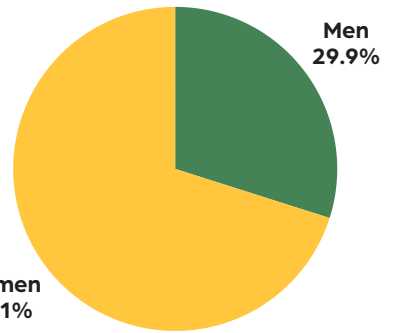
Instagram Followers

404

Top Post



Women
70.1%



540 Reach



7 New Page Likes



15 visits



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
3	43	5

A

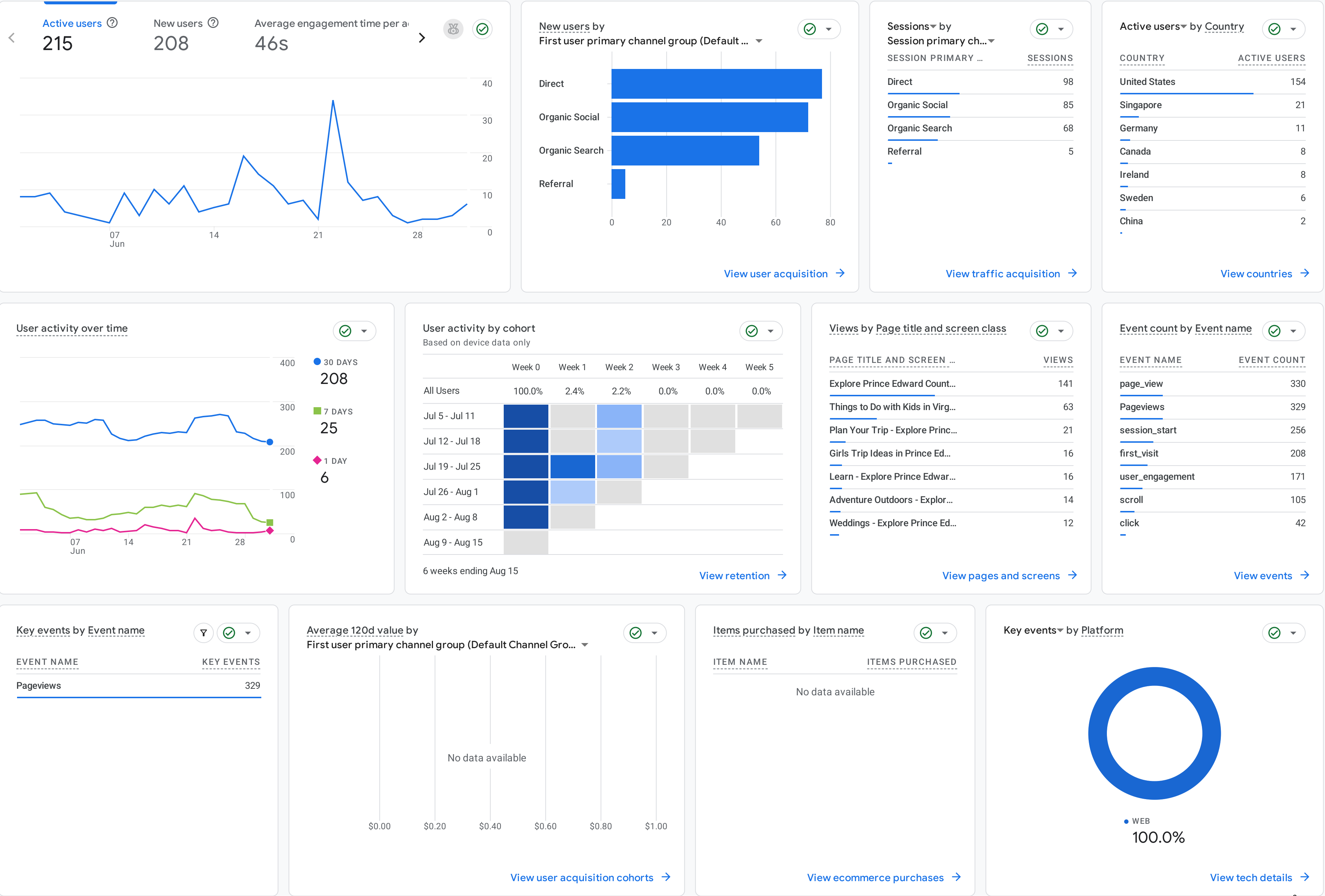
All Users

Add comparison

Custom

Jun 1 - Jul 1, 2026

Reports snapshot



Key events by Event name

EVENT NAME	KEY EVENTS
Pageviews	329

Average 120d value by

First user primary channel group (Default Channel Gro...)

View user acquisition cohorts

Items purchased by Item name

No data available

View ecommerce purchases

Key events by Platform

View tech details



Board of Supervisors Report:

- The new tourism website is up and running! Check it out today at: www.ExplorePrinceEdward.com
- Staff is working on building the Explore Prince Edward seasonal newsletter with Letterpress. This project is partially funded by the 2026 VTC DMO Grant.
- Staff is currently working with the VA250 organization to find a good date to host "Ideas in Actions."
- The project connects Virginians with firsthand accounts from people who lived in their communities during the Revolutionary era. These stories are found in local documents such as legislative petitions, Revolutionary War service narratives, maps, wills, and other historical records.
- 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>



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July	79	8	0	88	44

PHONE INQUIRIES

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44	23	91%	198	179	10.61%



Webpage Stats



Total Users
173



New Users
55



Engagement Rate
94.33%



Average Time
37 seconds



Users by Location

US
Germany
Singapore



Sessions by Traffic Source

90 Direct
29 Organic Social
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9 Unassigned

Key Takeaways & Recommendations

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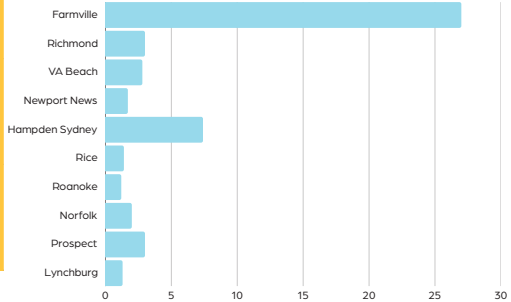
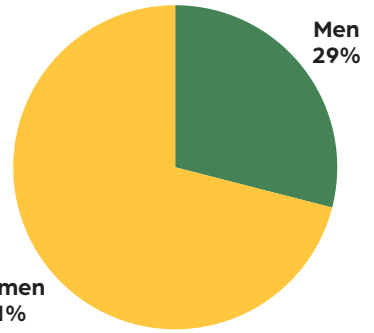
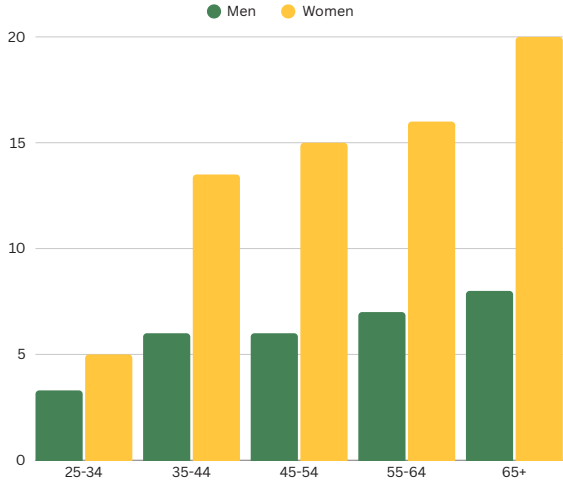


Social Media Stats

Facebook Followers

1,960

Top Post



38.3k Reached



99 Followers



533 Visits

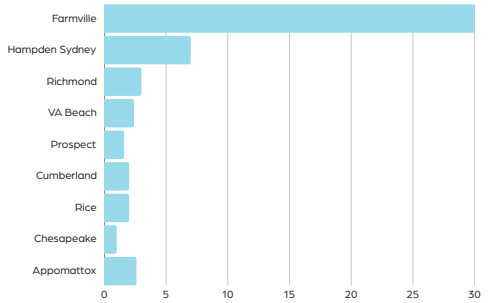
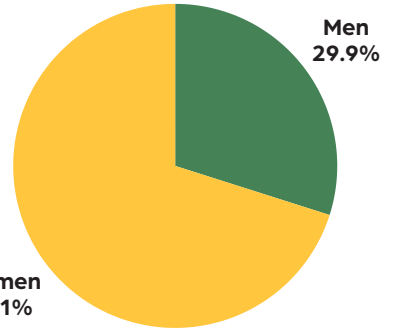
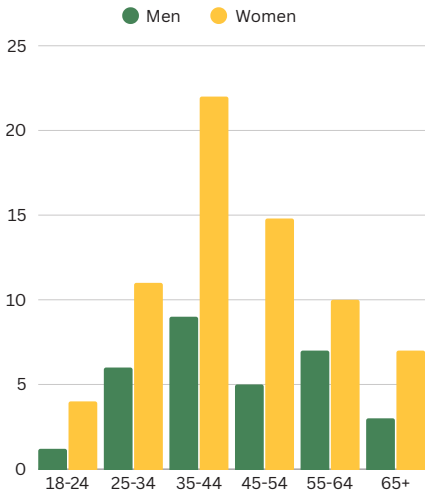


Social Media Stats

Instagram Followers

409

Top Post



605 Reach



9 New Page Likes



106 Interactions



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
1	35	3

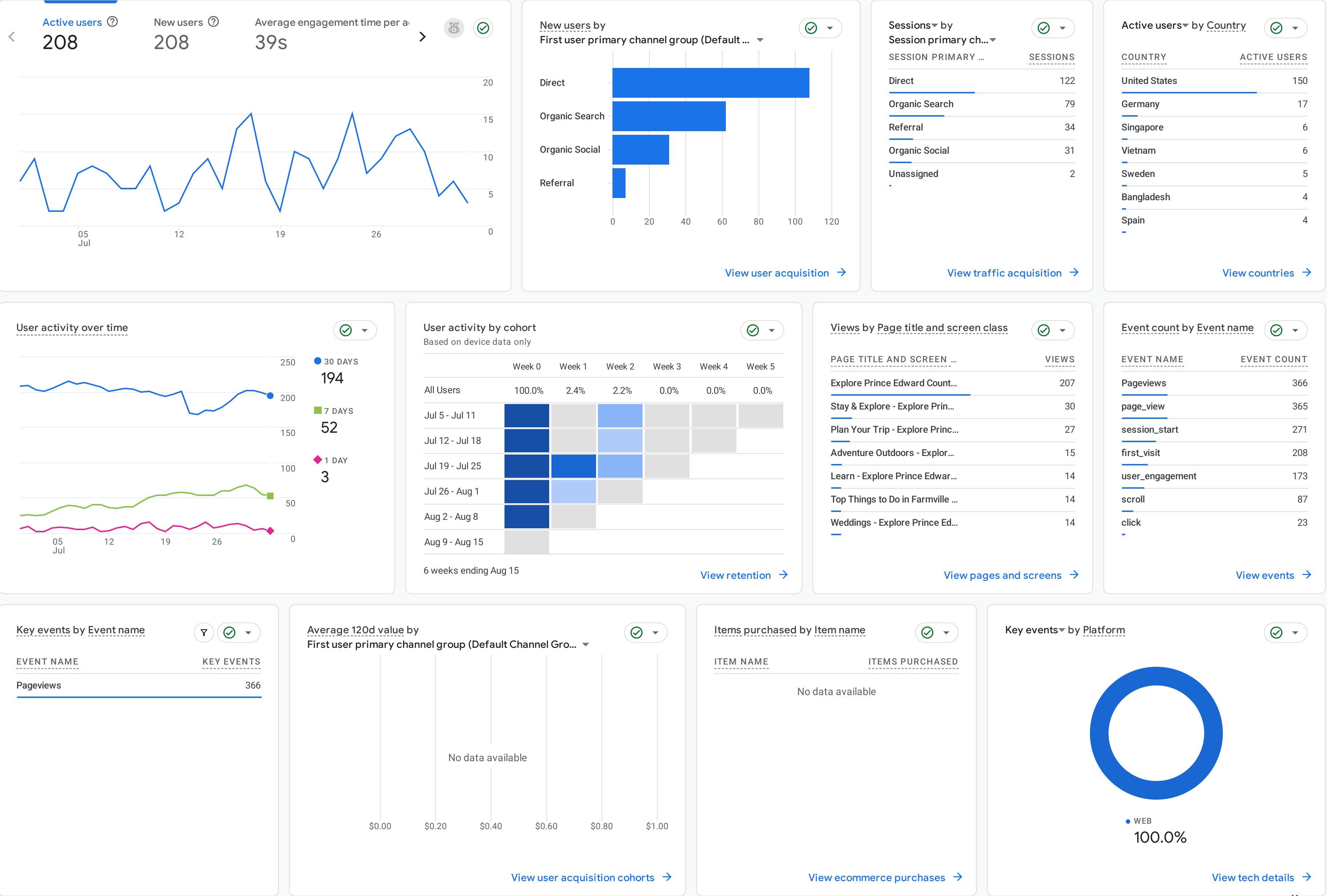
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All Users

Add comparison

Custom Jul 1 - Aug 1, 2026

Reports snapshot



Your Forever Starts In Prince Edward County!



Start Planning Today

Prince Edward County is a wedding haven, from picturesque backdrops, charming venues, to a rich culinary scene. With its scenic beauty, historic locations, and local vendors, it provides everything a couple needs to plan their dream wedding in one of Virginia's most enchanting settings.



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*Find It In
Farmville, VA*

VisitFarmville.com 434.392.1482

Place
Stamp
Here





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Reminder!

**Please submit any upcoming
tourism events for us to help
promote!**



<https://tinyurl.com/yc2kv6r7>