



Prince Edward County Tourism Council Meeting Agenda
**October 21, 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
 - d. Virginia's Crossroads Updates | Ms. Molly Kinahan, Secretary
 - e. VA Living Ad | Ms. Molly Kinahan, Secretary
 - f. PECTC Appointment/Applications | Ms. Molly Kinahan, Secretary
 - g. 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
- Tiffany Duffie
- Chris Conkwright
- Mark Smith
- Richard McClintok
- Daniel Jordan

MEMBERS PRESENT BY PHONE: None

MEMBERS ABSENT: Cainan Townsend

ALSO PRESENT: Chelsey White, Director of Economic Development & Tourism; Molly Kinahan, Tourism Coordinator; Jennifer Kohms, Virginia Tourism Corporation (by phone); Jennifer Kinne, Letterpress

Introductions

At approximately 9:04 am, Mr. Romaine welcomed those present and called the August 2026 meeting to order.

Meeting Minutes

Mr. Romaine asked for a motion to approve the prior meeting minutes. Mr. McClintok 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

Newsletter Update

Ms. Kinahan noted that staff and Letterpress are working on the newsletter. Ads for google and meta have been approved. She mentioned that there are tents with a newsletter once the link was fixed there would be tents available for anyone who wants them.

Wayfinding Signage Project

Ms. White reported that the county is accepting bids for the project, and are hoping to complete the project for early spring.

New Business

Monthly Tourism Report

Ms. Kinahan presented the two BOS monthly reports. Views and reactions are all up. The savor post had a lot of shares, and tags. And as always people are very excited about the Oliver Anthony coming back to town. She presented the attached the analytics for you all to look at like requested last time. These numbers are a little different from the report because the BOS report came from dates before the end of the month.

Lodging Tax Update

Ms. Kinahan noted that June TOT was up from 2024 and a little down from 2025, but was a solid month for us. July was a low month for us. It was noted that cost of living and gas is not helping grow these numbers.

VTC Updates

Ms. Kohms went over the upcoming events and grants at VTC. She mentioned that the Mobile Museum will open on August 31, 2026. She encouraged everyone to keep an eye on the grants page for any news regarding new grants. She answered questions from members about what they may be able to apply for.

Ms. Kinahan noted that VA Crossroads signed a contract with WOWDesign Co. They are working on unhacking the website and will be updating soon.

THOYA Post Card/VA Living Print Updates

Ms. Kinahan showed the group a mock up of the new post card for THOYA (The Heart of Your Adventure). The group gave suggestions and changes they want to see on both items.

Upcoming Events and Partner Updates

Council discussed their upcoming events. Mr. Romaine invited everyone to FDP's "Rock the Block." Ms. Duffy mentioned that the Bold Quest group from Sweden will be back in the area, and have booked most of her rooms. Mr. Smith mentioned there will be an event in April at Sandy River Distillery.

Adjournment:

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

The meeting was adjourned at 8:48 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	8,334.80
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	\$45,063.73
Jan-Sept	\$60,958.43	\$56,477.26	



Board of Supervisors Report:

- The monthly blogs are pushing viewers to our new website. If you have an idea for an upcoming blog please reach out!
- Staff has approved the layout of the newsletter, and the ads that will promote it and encourage people to sign up. This project is partially funded by the 2026 VTC DMO Grant.
- There are desk tents available if anyone would like to have one at their office that will direct people to signing up for the newsletter. Staff is putting them in hotels, restaurants, airbnbs, and more!
- Staff is currently applying to host the VA250 Mobile Museum for 2027.
- 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
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PEC Tourism & Visitor Center Monthly Report for the end of August 2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
Aug	65	4	0	69	56

PHONE INQUIRIES

July 26	July 26	% Differences	year YTD	Prior year YTD	% Differences
10	23	-56%	208	182	14%



Webpage Stats



Total Users
1.9k



New Users
1.9k



Engagement Rate
94.33%



Average Time
8 seconds



Users by Location

US
Ireland
UAE



Sessions by Traffic Source

Paid Social: 833
Paid Search: 655
Direct: 394
Unassigned: 86
Organic Social: 64
Referral: 43
Organic Search: 40

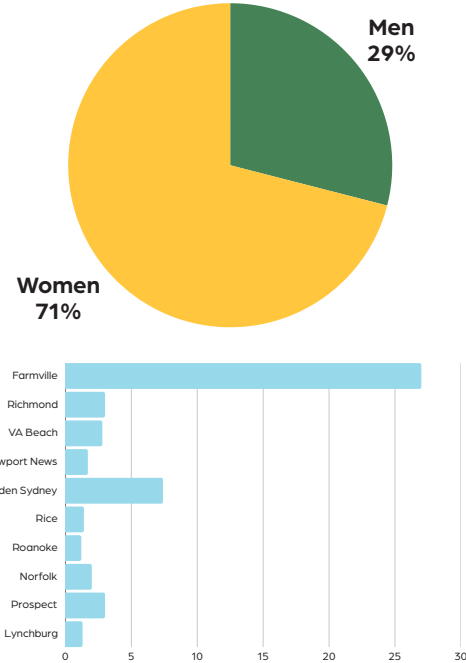
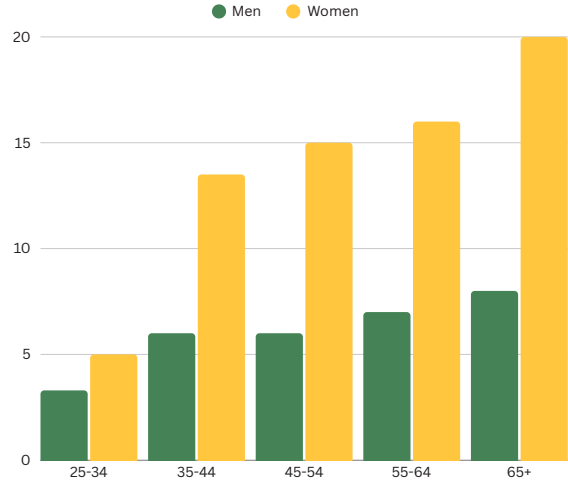


Social Media Stats

Facebook Followers

2,153

Top Post



69.3kk Reached



187 Followers



951 Visits

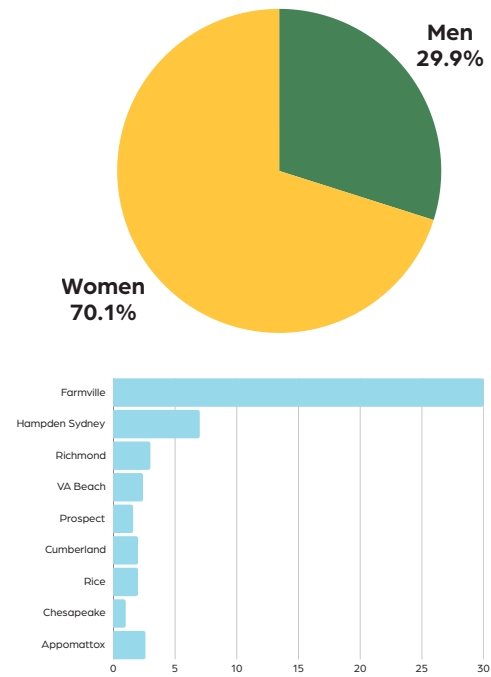
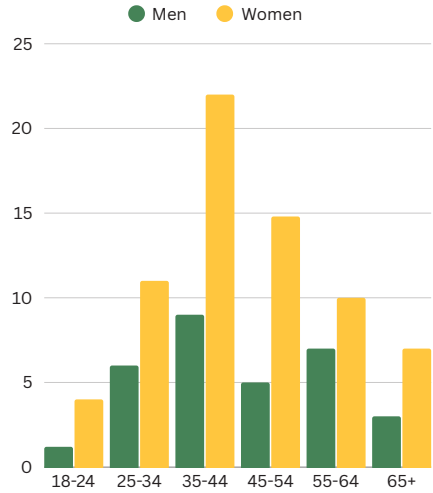


Social Media Stats

Instagram Followers

428

Top Post



4.8k Reach



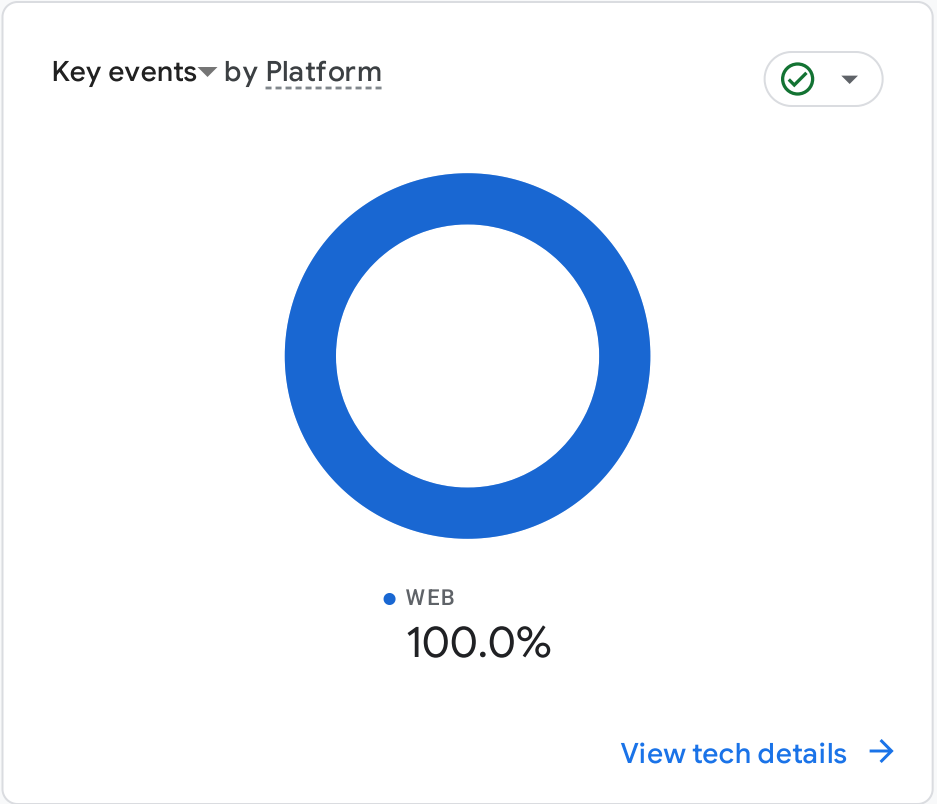
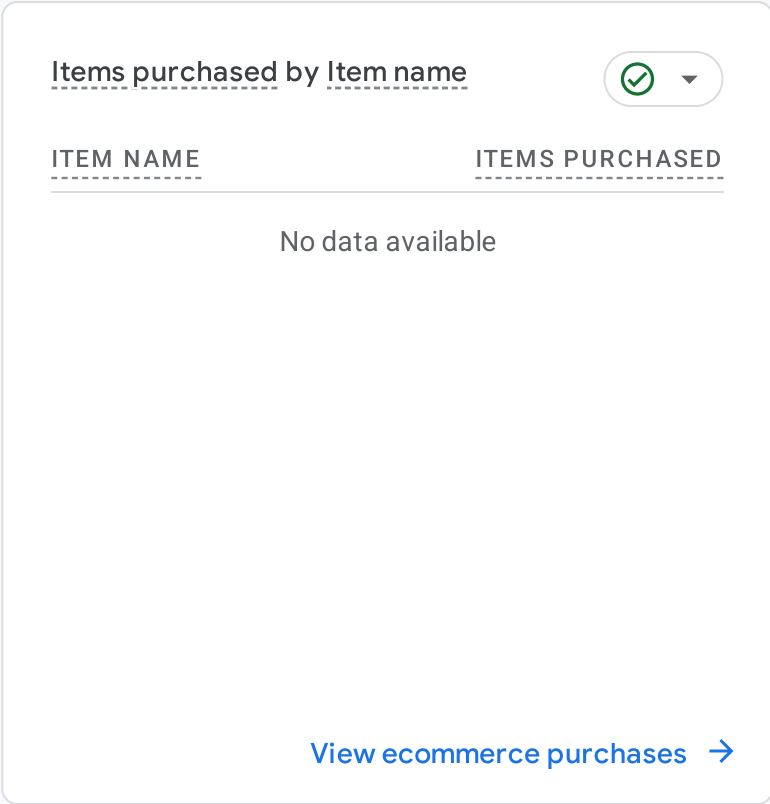
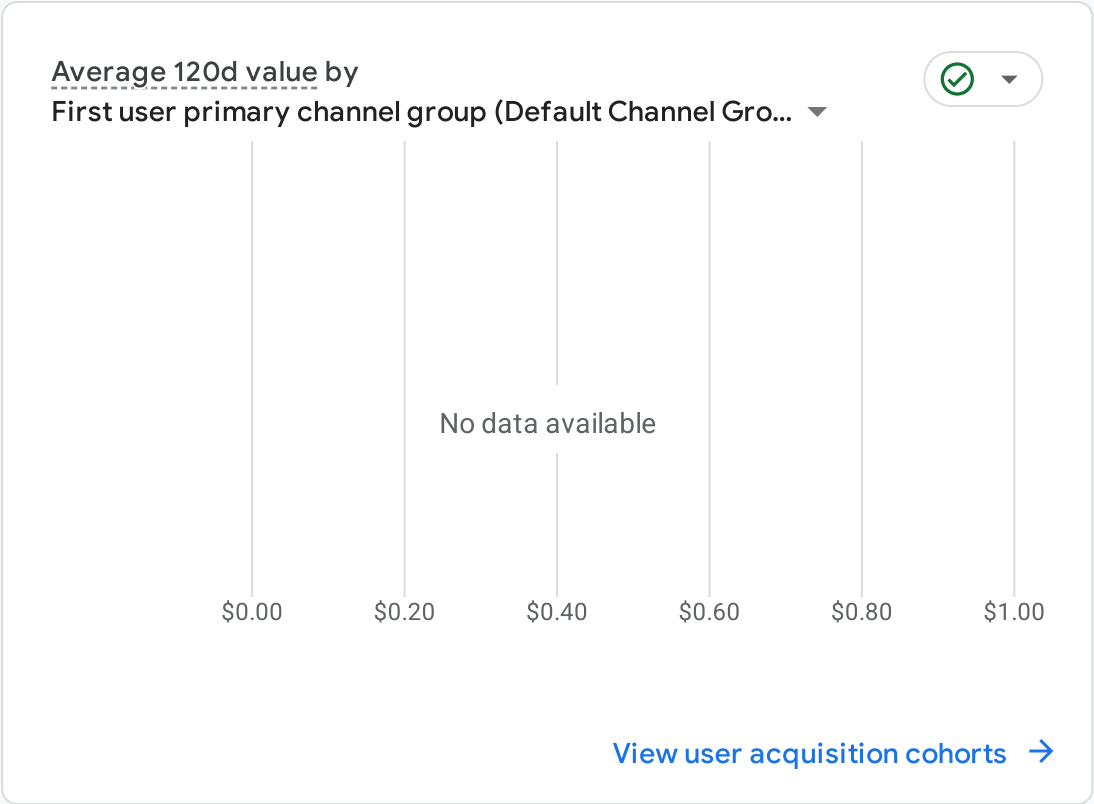
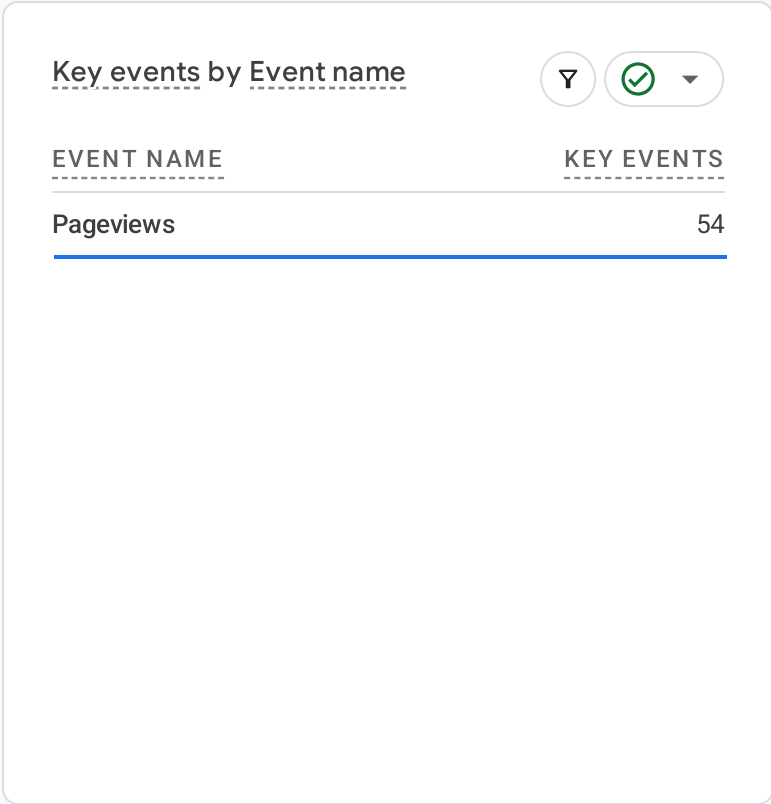
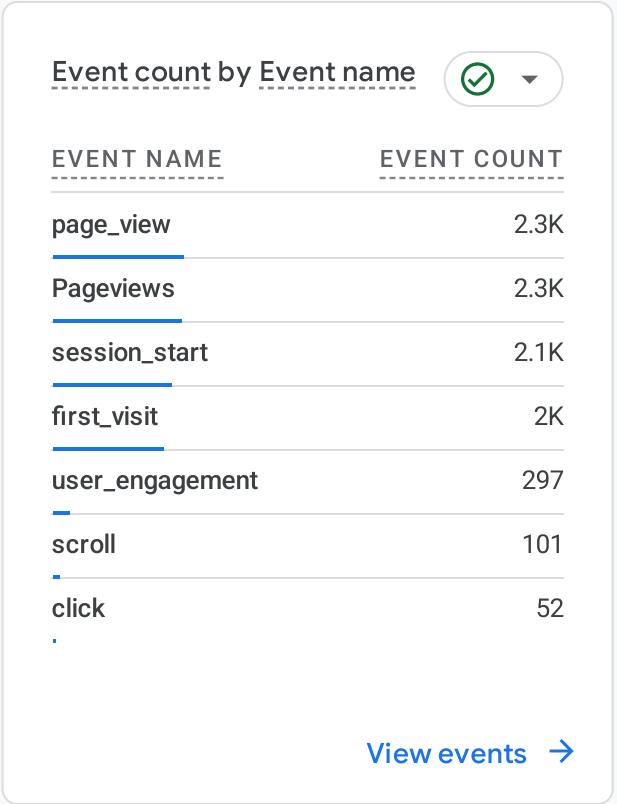
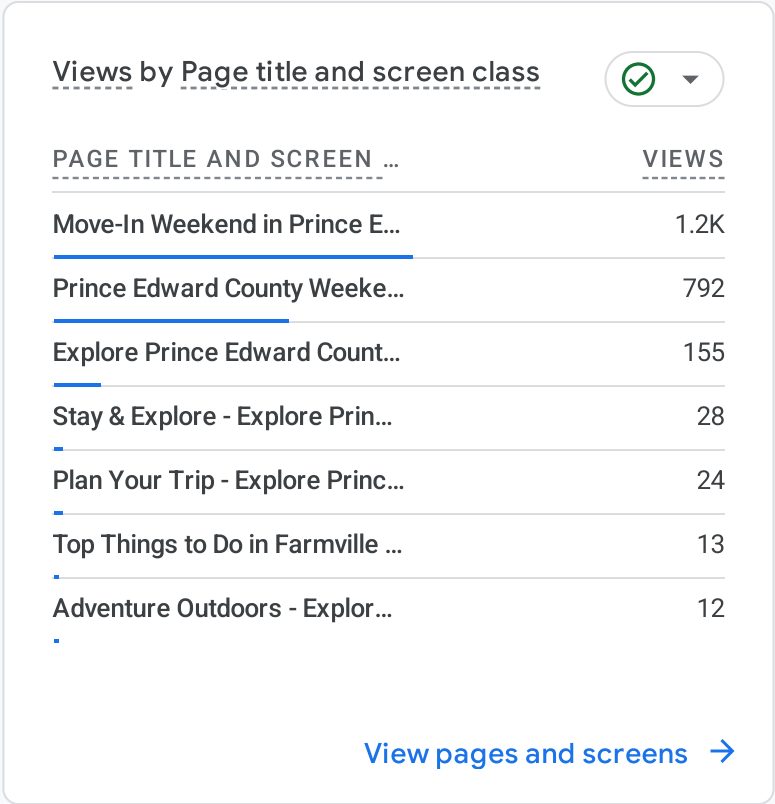
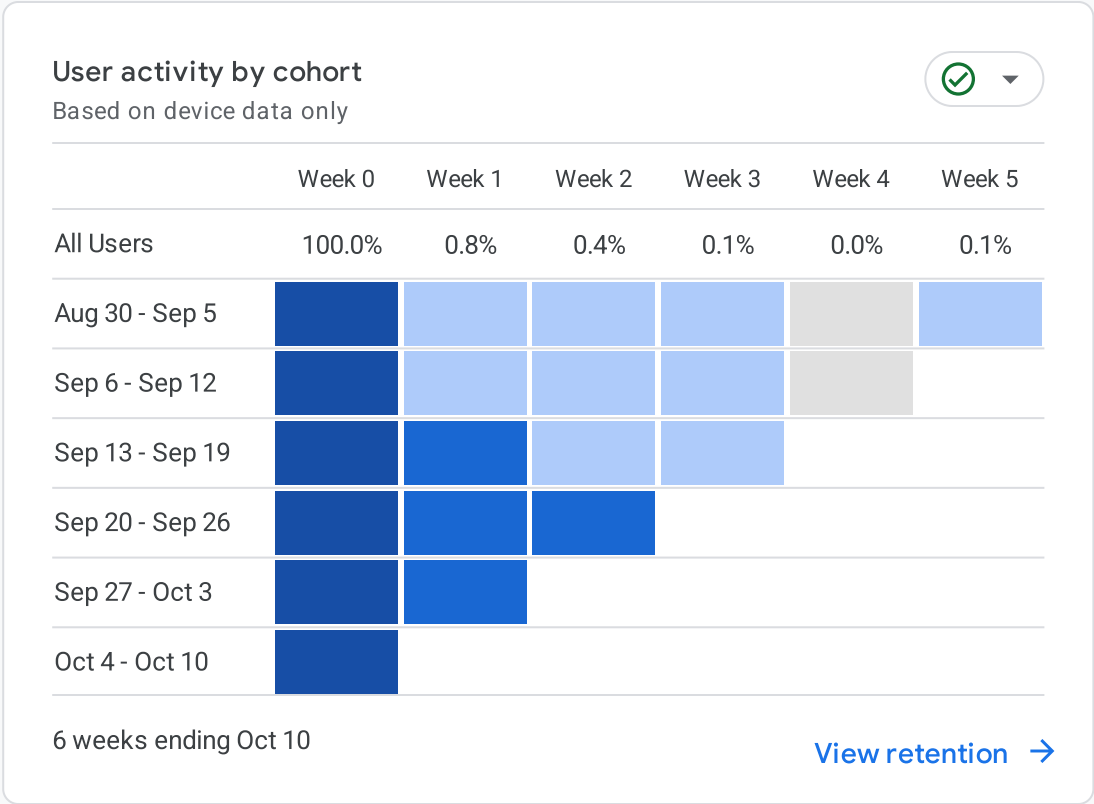
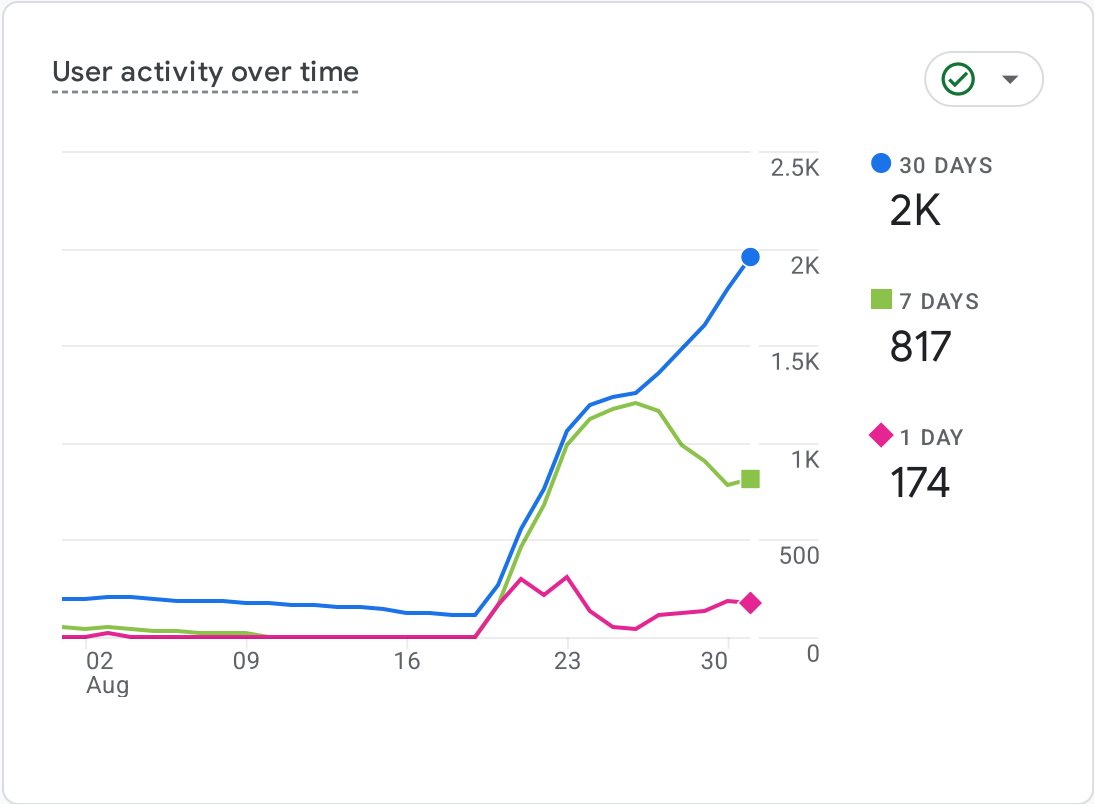
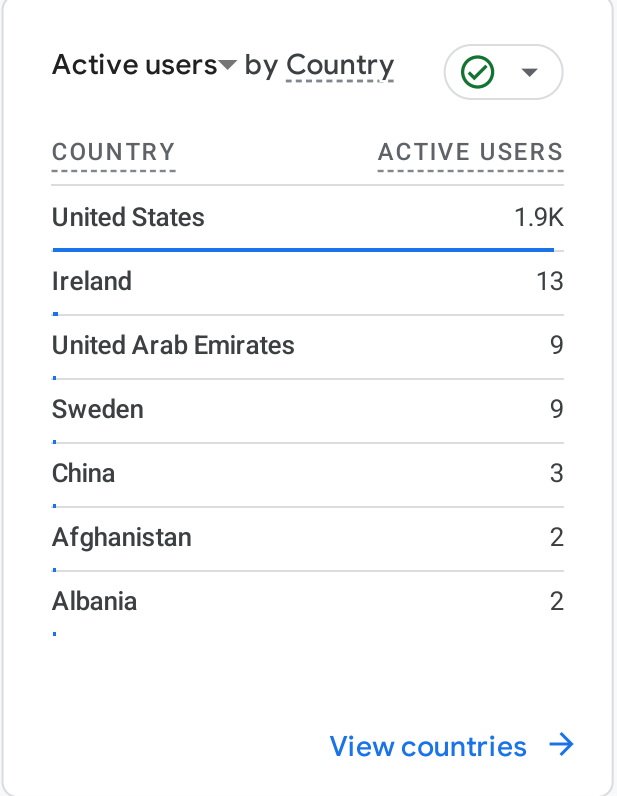
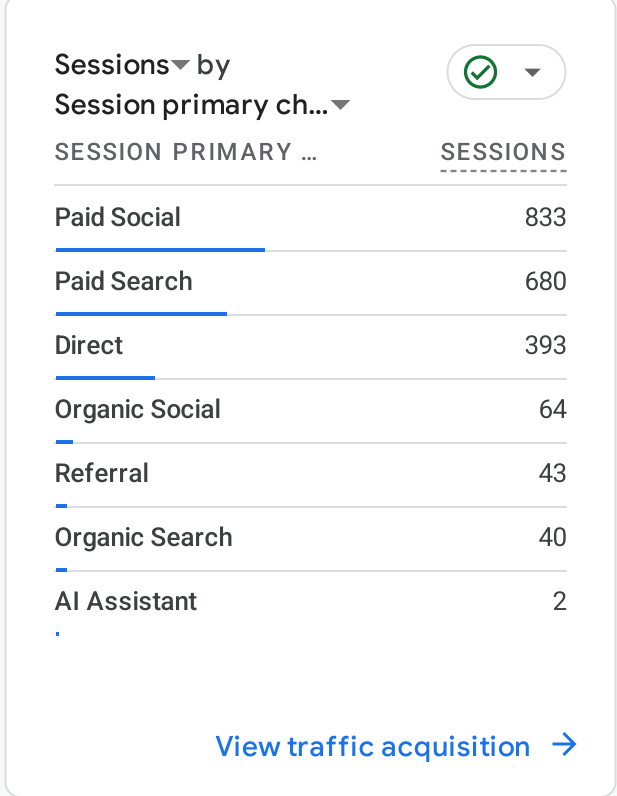
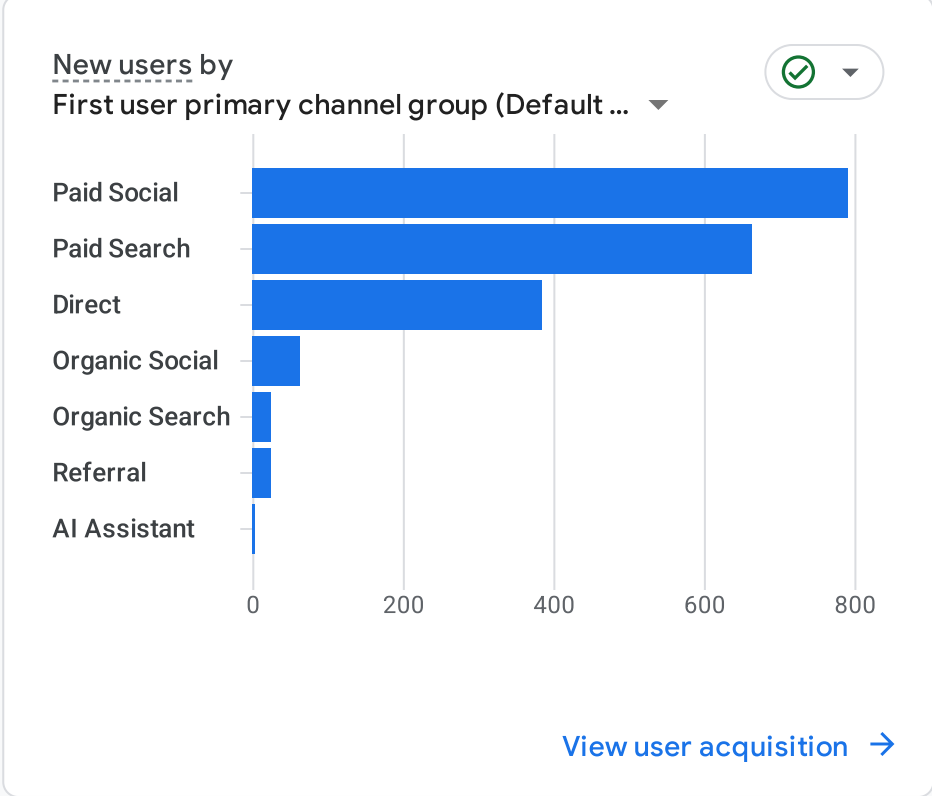
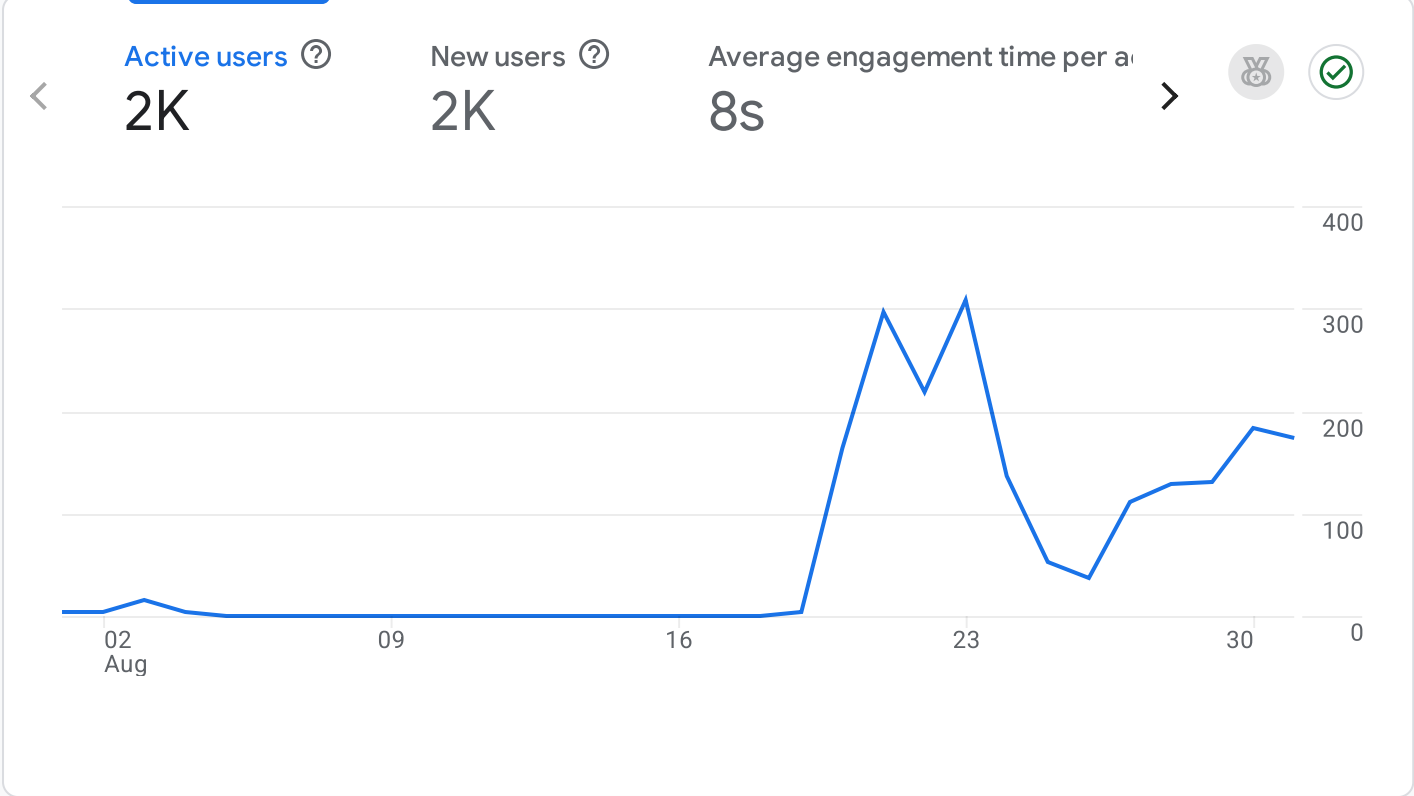
17 New Page Likes



120 Interactions



GOOGLE MY BUSINESS		
Phone Calls	Directions	Website Visits
6	45	2 6





Board of Supervisors Report:

- The upcoming blog is "Guys' Trip. If you have an idea for an upcoming blog please reach out!
- Virginia Crossroads website is up and running again. This shows PEC and surrounding counties like: Mecklenburg, Nottoway, Appomattox, Appomattox, and more. This helps promote the region and rely on each others strengths and weaknesses. Many of the surrounding counties do not have the lodging options we are lucky to have in Prince Edward County!
- There are desk tents available that make it easy for anyone to subscribe to the new Exlpore Prince Edward news letter. Staff is putting them in hotels, restaurants, airbnbs, and more! Let us know if you would like some for your business.
- 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 August 2026

HEARTLAND REGIONAL VISITOR CENTER ATTENDANCE

	Virginia Guests	Other States	Other Countries	Total Guests	Average Visitors per Month:
Sept	32	7	0	39	40

PHONE INQUIRIES

Sept. 26	Sept. 25	% Differences	year YTD	Prior year YTD	% Differences
17	11	54%	225	203	11%



Webpage Stats



Total Users
16k



New Users
16k



Engagement Rate
10.6k



Average Time
2 seconds



Users by Location
US: 15k
India: 28
Sweden: 18

Sessions by Traffic Source



Paid Social: 833
Paid Search: 6.9k
Direct: 1.5k
Unassigned: 31
Organic Social: 7.5k
Referral: 284
Organic Search: 67

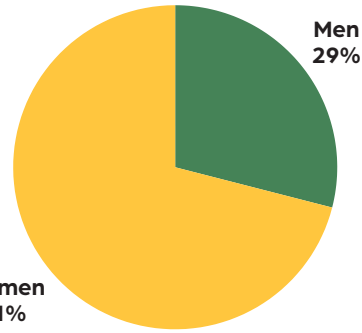
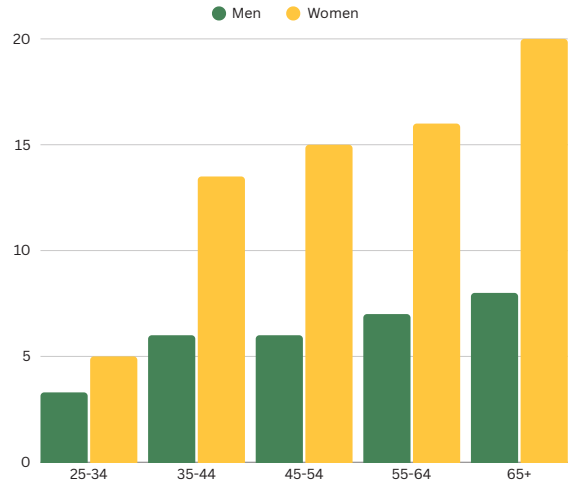


Social Media Stats

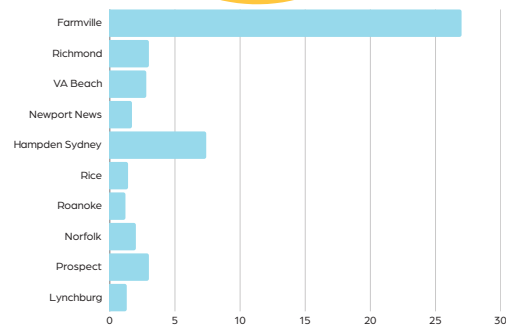
Facebook Followers

2,265

Top Post



Women



187k Reached



124 Followers



1.1k Visits

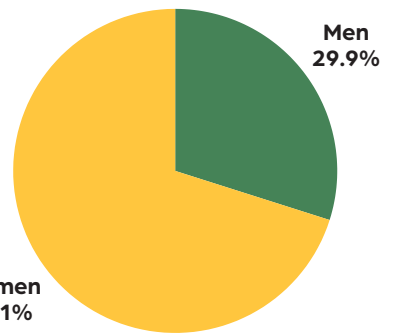
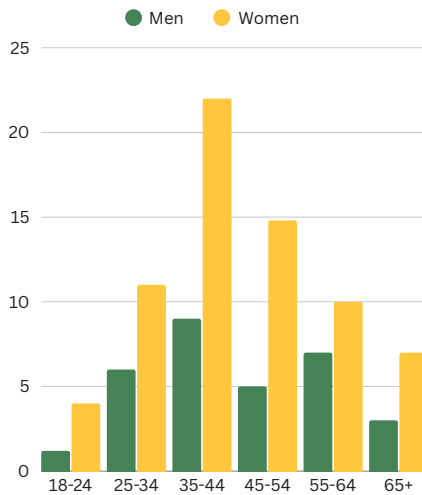


Social Media Stats

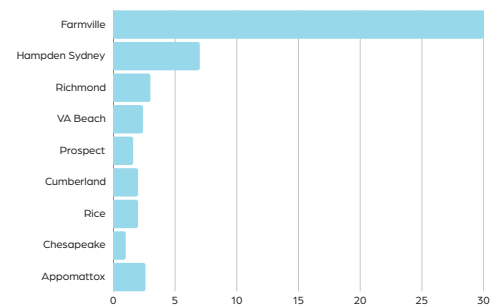
Instagram Followers

438

Top Post



Women



1.8k Reach



17 New Page Likes

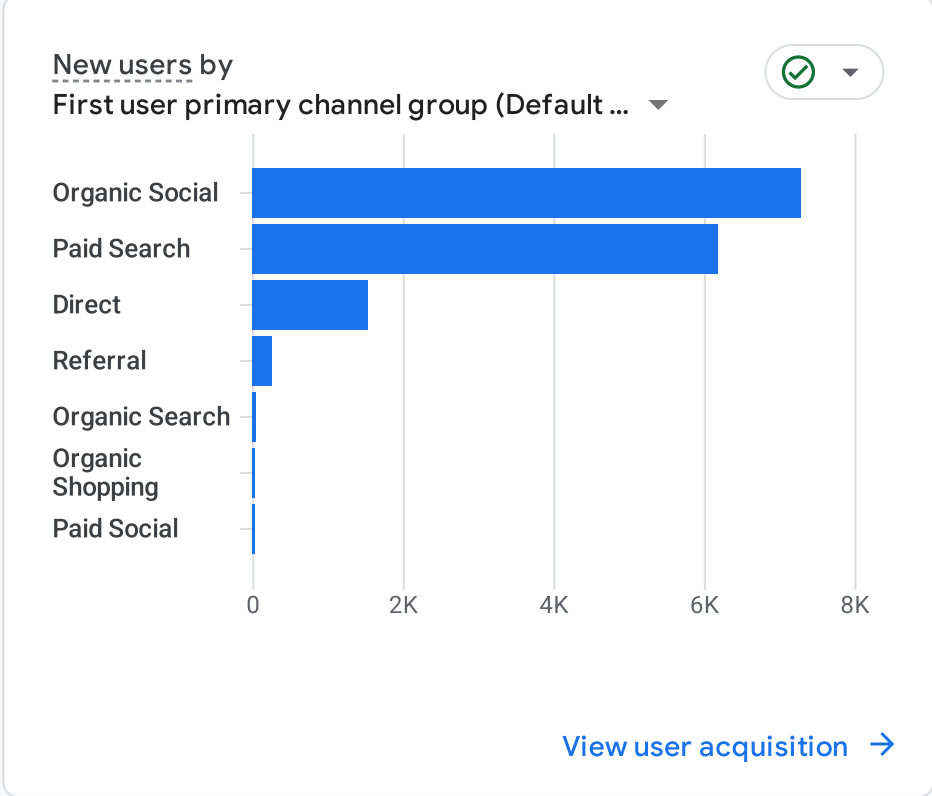
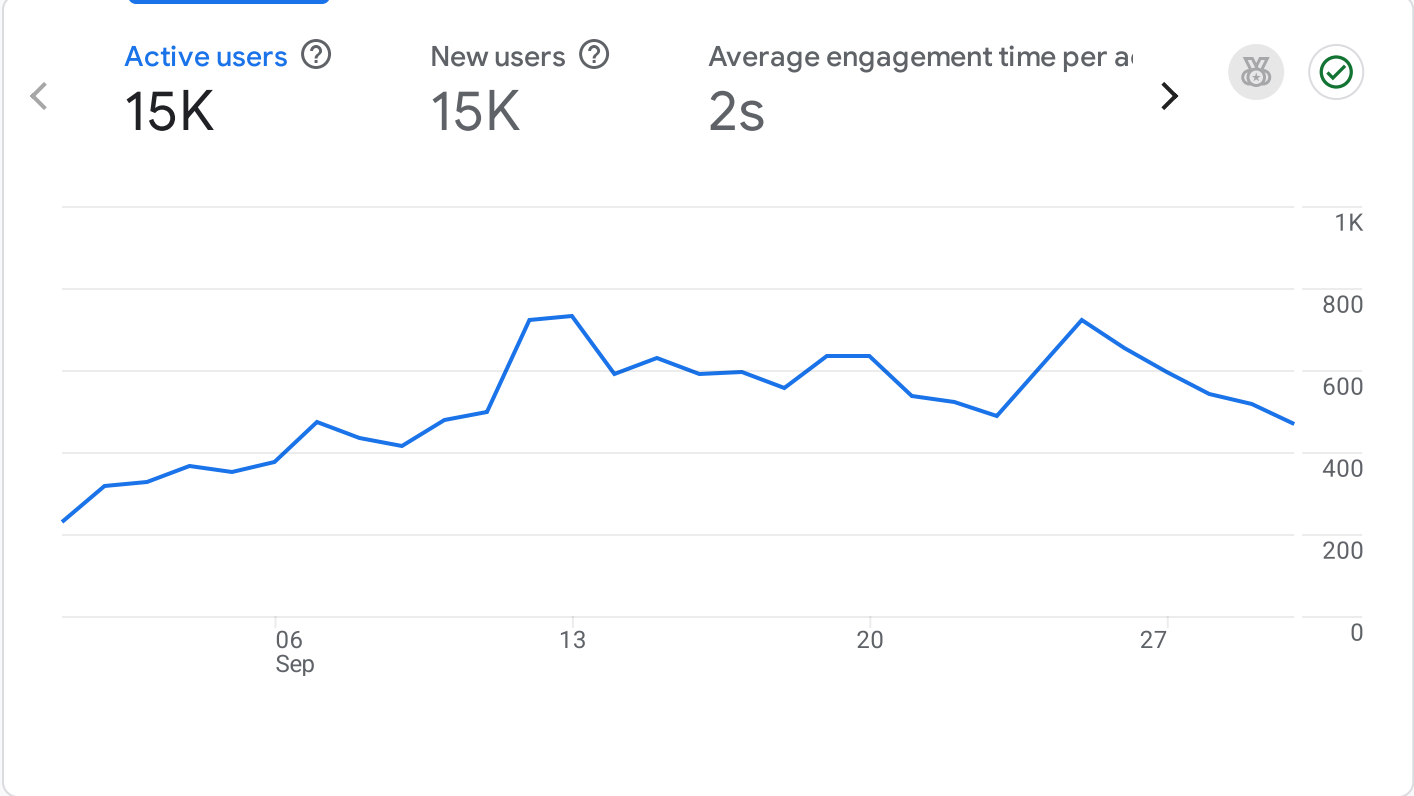


138 Interactions



GOOGLE MY BUSINESS

Phone Calls	Directions	Website Visits
3	30	2 9



Sessions by

Session primary ch...

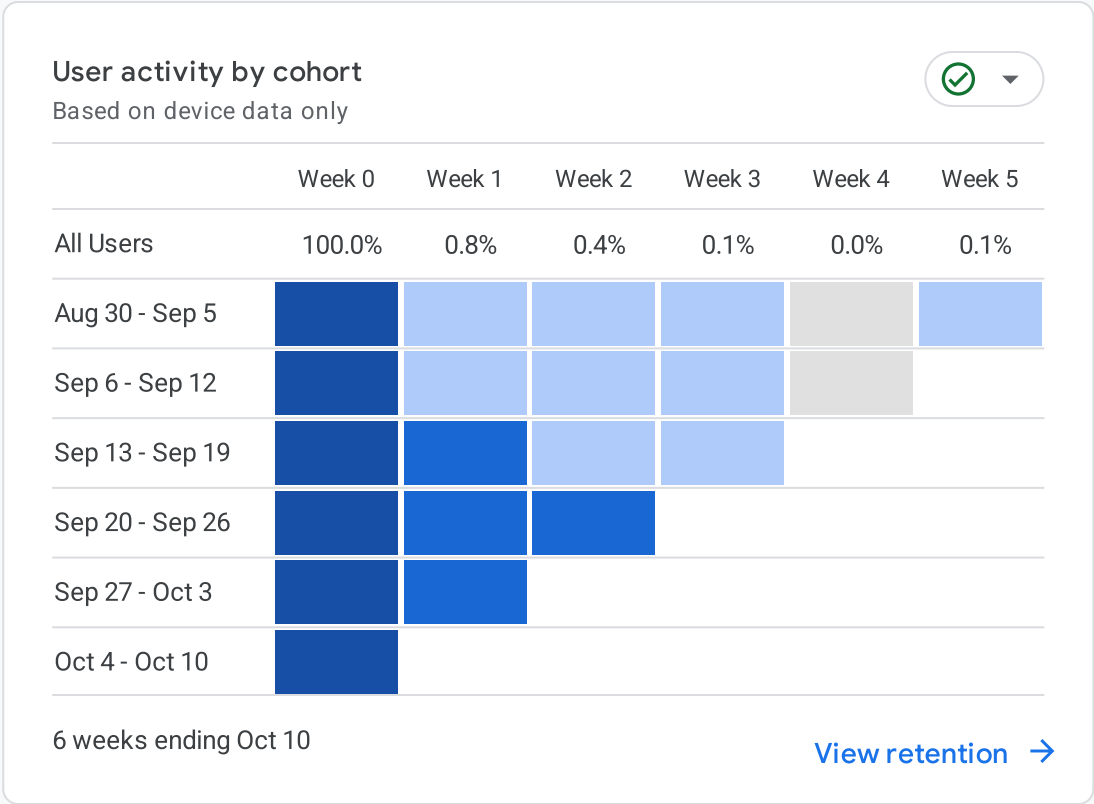
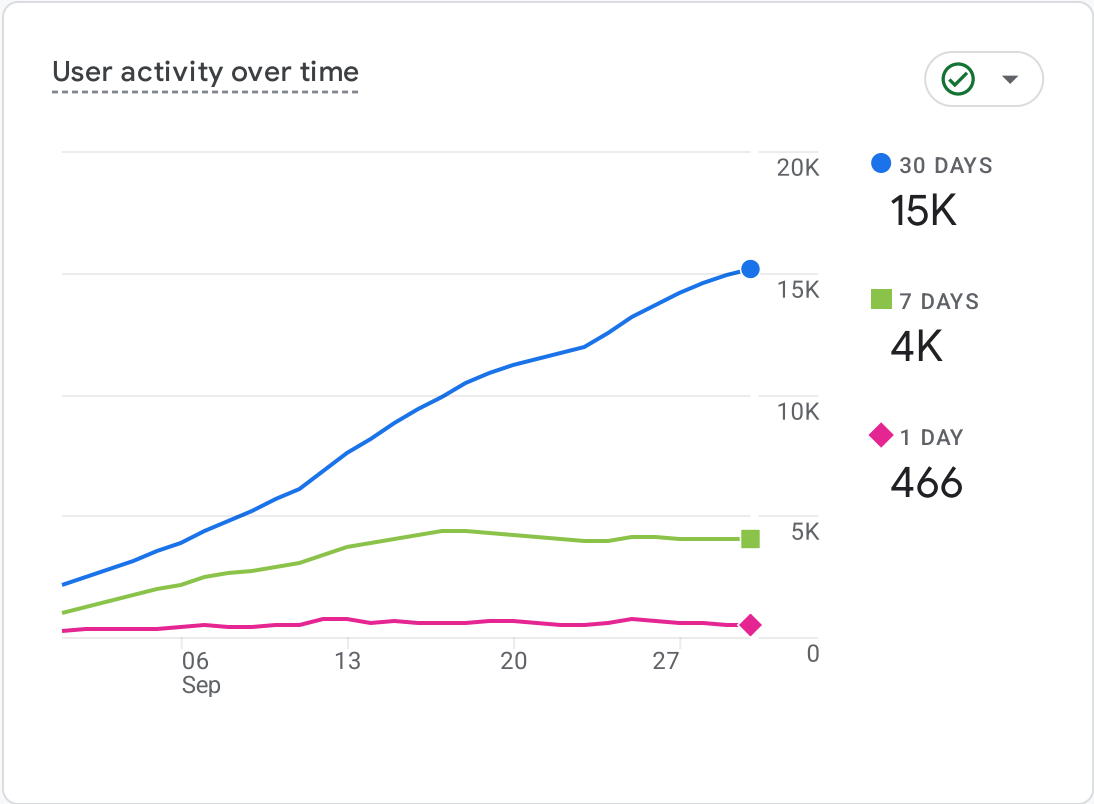
SESSION PRIMARY ...	SESSIONS
Organic Social	7.5K
Paid Search	6.9K
Direct	1.5K
Referral	284
Organic Search	67
Organic Shopping	36
Unassigned	31

[View traffic acquisition →](#)

Active users by Country

COUNTRY	ACTIVE USERS
United States	15K
India	28
Sweden	18
Singapore	18
Albania	17
Canada	12
Ireland	10

[View countries →](#)



Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Prince Edward County Weeke...	17K
Plan Your Trip - Explore Princ...	482
Move-In Weekend in Prince E...	381
Explore Prince Edward Count...	371
Top Things to Do in Farmville,...	51
Adventure Outdoors - Explor...	40
Stay & Explore - Explore Prin...	30

[View pages and screens →](#)

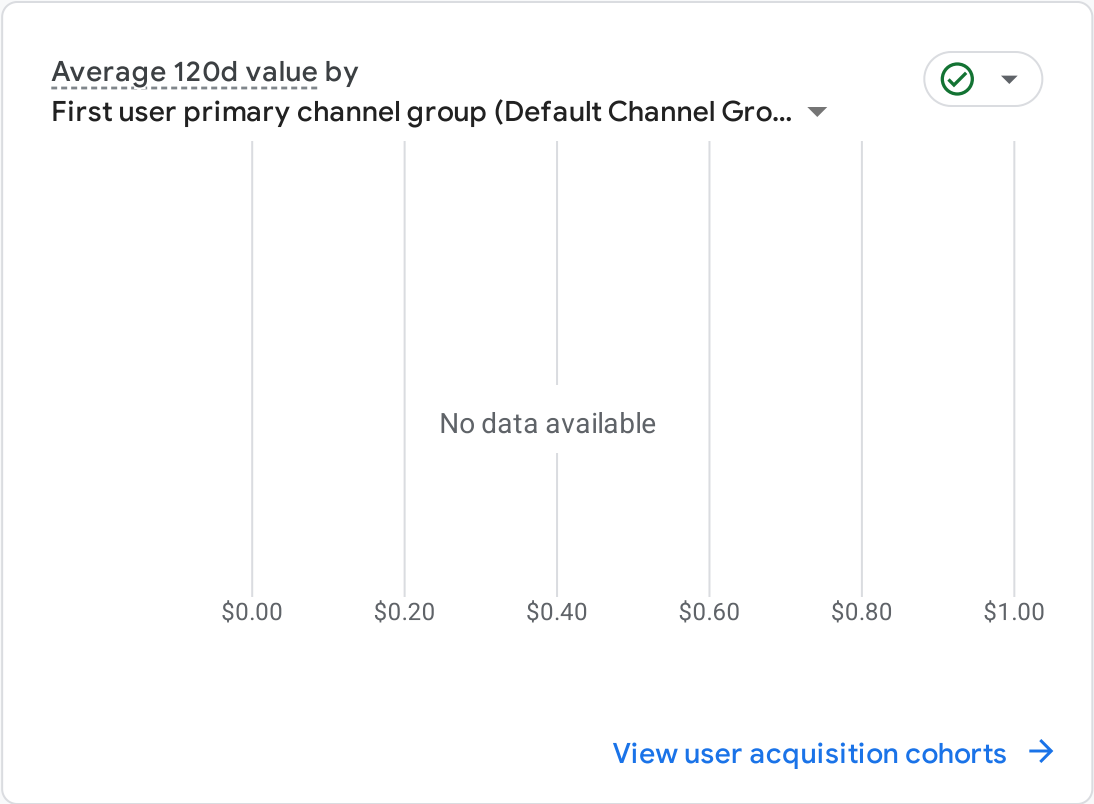
Event count by Event name

EVENT NAME	EVENT COUNT
page_view	18K
Pageviews	18K
session_start	16K
first_visit	15K
user_engagement	1.5K
scroll	145
click	51

[View events →](#)

Key events by Event name

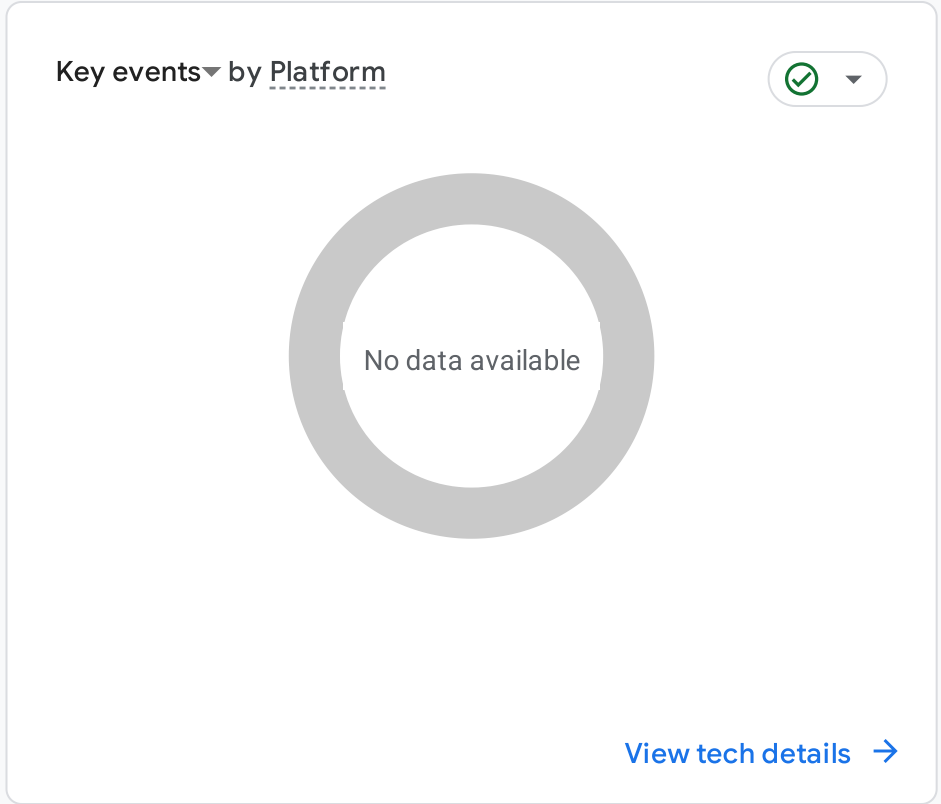
EVENT NAME	KEY EVENTS
No data available	



Items purchased by Item name

ITEM NAME	ITEMS PURCHASED
No data available	

[View ecommerce purchases →](#)



Economic Development & Tourism Report Summary

September 8, 2026, Board of Supervisors Meeting

Economic Development:

- I've spent a good amount of time since the last time I spoke working through the grant application process for the VEDP Virginia Business Ready Sites Program.
- If awarded, this grant would fund the clearing and grading of a 25-acre pad in the Prince Edward Business Park, moving the site to tier 5 and making it more competitive to prospects.
- Lots of preparations were made for the site visit with VEDP and KPMG representatives, which took place last Monday.
- This site visit was the last step in the six-month grant application process.
- I worked with the Town of Farmville and Dominion as the utility providers, and Timmons Group for engineering design support to answer the technical questions required for the presentation and site visit.
- We received good feedback on the project.
- The application review committee recommended that the county also apply for an Accelerated Site Characterization Grant.
- The purpose of this VEDP grant is to improve the understanding of the site and determine its suitability for further investment.
- If awarded, the grant would provide funding, up to \$500,000, for additional due diligence to accelerate the tiering of the site.
- The grant will also establish development plans for the site, which would outline the critical path items to achieve market readiness as well as the cost and timeline associated with each item.
- More specifically, this grant would be used to fund a Dominion power study to determine the power availability and possible upgrades needed to serve the site.
- Having more precise information about the electric capacity would ultimately make the site more competitive to prospects.
- The business park pad development project was also recently awarded a one-million-dollar Tobacco Commission matching grant (VEDP request was right under \$2.5M).

- This summer, I worked with the CRC and Farmville Downtown Partnership on coordinating the Building Opportunities on Main Street Project, known as BOOMS.
- Through this project, consultants conducted a downtown assessment that included commercial property evaluations, building inventory and occupancy analysis through the BOOMS Tracker system, stakeholder discussions, and a community walking and visioning tour.
- These activities were carried out to provide opportunities for the revitalization of vacant and underutilized buildings Downtown.
- This summer I also made site visits to Sandy River Distillery and Rockview to discuss business expansion and grant application assistance that I can provide.
- I've continued to attend local economic development meetings with Virginia's Heartland Alliance monthly to participate in marketing activities and discuss economic development projects and resources.
- In June, I submitted the Enterprise Zone Annual Report for the 2025 calendar year.
- The data in the report included public and private investment figures, marketing efforts, and information on jobs created and businesses that opened and closed in the enterprise zone during the calendar year.
- The figures provided will be used in the DHCD Enterprise Zone Annual Report to the General Assembly.
- Regarding Enterprise Zone Awards for the 2025 calendar year, the following companies received awards from DHCD this summer:
 - 5 Pillar Meats - \$100,000
 - Poplar Sips - \$28,916
 - Wawa - \$73,530
 - And Harbor Freight - \$100,000
 - These reimbursement grants were awarded based on qualified real property investments made in 2025.
- Since my last report, I completed and submitted the Virginia Opportunity Zone investment priority survey on behalf of the county as requested by DHCD.
- To do this, I worked with various departments in the county and the Town to compile data to inform the priorities submitted in the survey.

- The purpose of the survey was to collect input from local governments, industry stakeholders, and regional partners to help the state prioritize and select census tracts for the Governor's new federal Opportunity Zone nominations.
- The primary purpose of Opportunity Zones is to spur economic growth and job creation in economically distressed and low-income communities by redirecting private capital into these areas.
- A Tobacco Commission Grant reimbursement was received recently in the amount of \$69,676.50 for the HIT Park industrial access road project (engineering and design services and right-of-way relocation costs).
- The process of reviewing, assessing, and identifying potential regulations and development standards for data centers in the County with the Berkley Group began last month.
- I have been assisting with the coordination of these meetings with IDA members.
- I am pleased to announce that Paris Ceramics paid off its \$286,000 equipment loan to the IDA this summer.
- This loan has allowed the company to continue to expand production and hire additional employees.
- The next regular IDA Meeting will be held this month on the 25th.

Tourism:

- A new Travel Counselor was hired at the Visitor Center.
- Ms. Kendyl Titus was hired to assist visitors at the front desk and help promote tourism in Prince Edward County.
- She has been a great addition to our team.
- We held a kickoff meeting for the “*Traversing Prince Edward County’s Great Outdoors*” digital marketing project.
- This initiative focuses on expanding the county’s digital marketing efforts.
- This will be done through a coordinated six-month campaign using Meta and Google ads, paired with the development of a Mailchimp newsletter system to capture and nurture visitor interest.
- Signage upgrades were recently made at the Visitor Center.
- The General Services Department installed signage on the building façade to make the Visitor Center more identifiable to pedestrians and passengers coming from 460 and South Street.

- The wayfinding signage project has continued to progress.
- It includes the fabrication and installation of Gateway and Trailblazer signs throughout the county.
- A pre-bid meeting was held, and the project went out to bid.
- The project is estimated to be completed by the spring of 2027.
- The next regular Prince Edward County Tourism Council (PECTC) Meeting is scheduled for October 21st at 9 am at the Visitor Center.
- The Council will discuss current projects and new tourism promotion initiatives.

*Your forever
starts in*
**Prince Edward
County.**

PLAN YOUR PERFECT DAY

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Scenic backdrops, charming venues, and thoughtful local touches set the stage for a wedding to remember. Discover beautiful places to celebrate, talented vendors, and welcoming stays for your guests in Prince Edward County, Virginia.



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**VIRGINIA
IS FOR
LOVERS®**

NEW ADVENTURES. LASTING *Memories!*



EXPLORE PRINCE EDWARD COUNTY VIRGINIA

Adventure awaits in Prince Edward County! With three beautiful state parks, incredible fishing opportunities, scenic trails, and plenty of family fun, there's something for everyone to discover. Spend your days exploring the great outdoors, shopping in charming downtown Farmville, enjoying delicious local dining, and making memories together. Whether you're looking for an action-packed getaway or a peaceful escape, Prince Edward County is the perfect place to explore, unwind, and make unforgettable memories!

EXPLORE NOW



434-392-1482



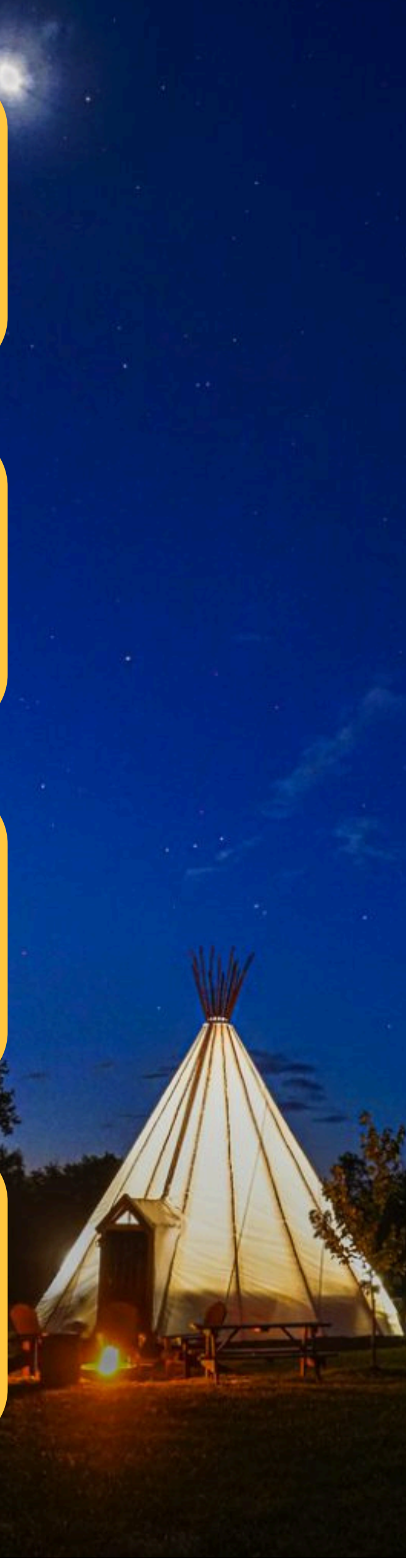
[ExplorePrinceEdwardVA.com](https://www.exploreprinceedwardva.com)



[ExplorePrinceEdwardVA](https://www.instagram.com/ExplorePrinceEdwardVA)



[ExplorePrinceEdwardVA](https://www.facebook.com/ExplorePrinceEdwardVA)





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VIRGINIA

Reminder!

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



<https://tinyurl.com/yc2kv6r7>