

EDAC 2014 Tourism Plan Purcellville, Virginia

SMALL TOWN CHARM... A CENTURY OF WELCOMING

Background

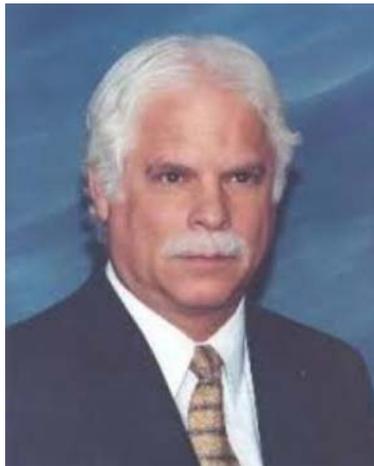
In 2013, the Town Council charged EDAC with developing a Tourism Plan that would help provide guidance for managing the numerous CORE events that the Town offers, and provide a strategy for the establishment of future tourism events.

Leverage more Tourists & Visitors off our “Core Events”

- Loudoun Grown Expo
- Wine & Food Festival
- Music & Arts
- Town Wide Tag Sale
- Halloween Block Party
- Babe Ruth World Series
- Pet Expo
- Juried Antique Shows

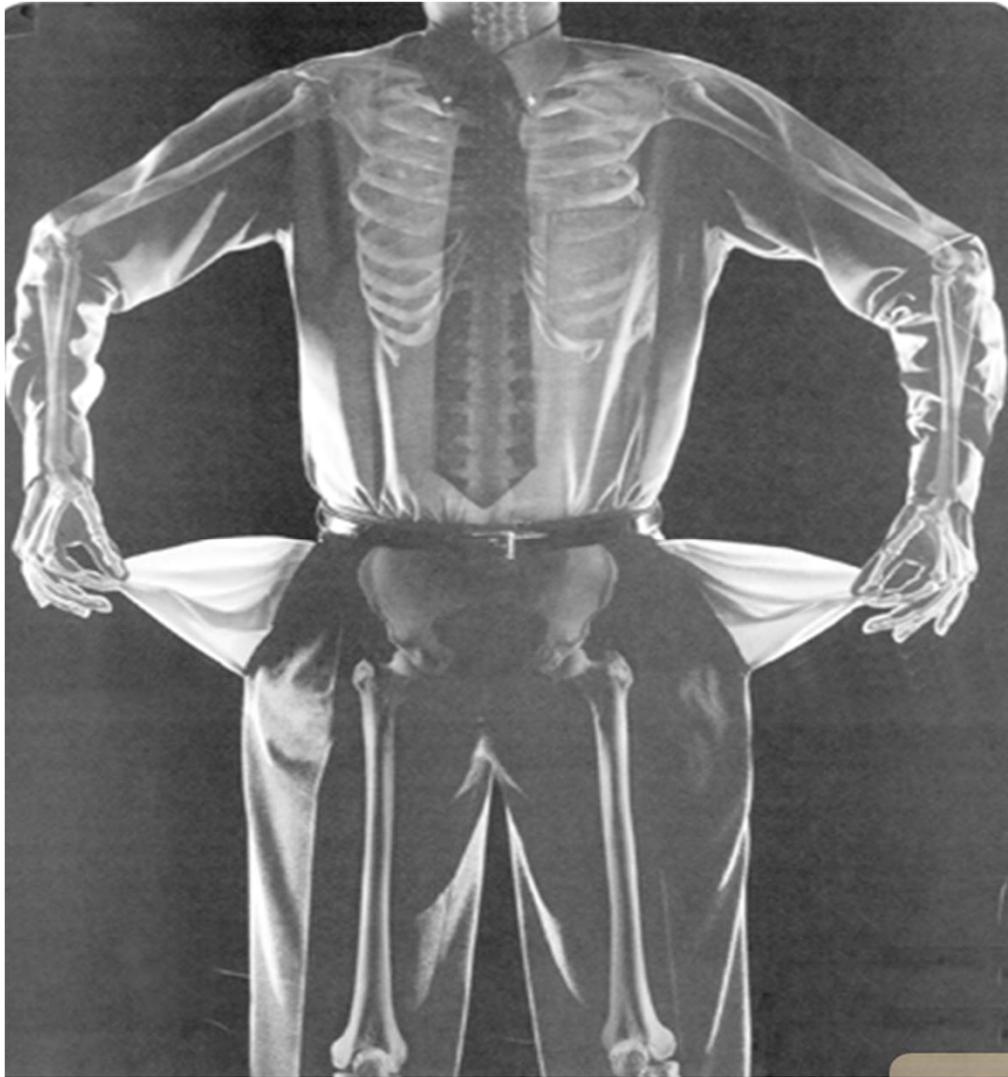
EDAC Committee Members

- Warren Grossman, Chair
 - Christie Morgan, Vice Chair
 - John Nave, Council Liaison
 - Daniel Abramson
 - Melanie Fuller
- Daniella Harris
 - Chick Izzo
 - Dave Meistrich
 - Carol Sweeney
 - Jani Wilson



Why Tourism?

- It attracts NEW visitors to learn about the town.....and may convert **“visitors to repeat customers”**
- It creates jobs, new merchant revenues, helps reduce real estate taxes (meals tax \$1.4M)
- It provides a better quality of life for our citizens! (Things to do, anchoring, prevents leakage)
- **Visitors come here....spend money, and “LEAVE” without taxing our infrastructure”**





STRENGTHS (Partial Listing)

- Short drive from DC & Western MD
- Strong wine industry in the surrounding areas
- Easy access off Route 7, 287, and Route 9
- *Festivals and special events (3000-8000 people)*
- Good restaurants
- And... Plenty of Microbreweries & Distilleries

Weaknesses

- Lack of an identity to outsiders. **No Hotel?**
- Part of East Main street is not particularly attractive when entering Town
- *Lack of a website for marketing purposes!*
- Our 3 business centers are spread out: not conducive to walking....requires visitors to drive between centers

Opportunities

- Leveraging Fireman's Field & Franklin Park
- Marketing communications..and establishing a Tourism Website & App.
- W&OD Bike trail, close to the Appalachian Trail, & Train Station Visitor Center
- Large web based email data base

Threats

- Lack of identity/focus/ & BRANDING-
- Lack of commercial space (70% residential, 30% commercial)
- *Neighboring Towns draw tourists away from Purcellville (“Bookend effect”)*

Interesting Facts:

Purcellville... ~8,000 people ...2500 households,

The service area has an effective population of **19,000 within a 10** minute drive and **62,000 within a 15** minute drive.

(Source: Arnett Muldrow)

Vision Statement

Vision Statement

Purcellville is an easy **DAY TRIP** destination providing a diversity of experiences with unique attractions, **special events, small town charm**, recreational offerings and of course wineries, breweries, **AND GREAT RESTAURANTS!**

Goals

- Are general guidelines that explain what you want to achieve. They are usually long term and represent global visions

Objectives

- Define strategies to implement or attain the identified goals

Actions

- Each objective is associated with a series of actions. Actions are specific, measurable, and have a defined completion data

EDAC Concepts and Recommendations

EDAC Recommendations

- Paint a wine country mural on the wall at “It’s Bizarre”. (Do a call for Artists) Spring of 2015 (work with Arts Council & Wine Council)
- Investment: \$2000



EDAC Recommendations

- Add benches and bike racks on Main Street (sell business sponsors, “in memory of” sponsors, scouts, etc.)
- Investment: \$2000



EDAC Recommendations

- Veterans Day 2015- Chili contest and beer event- (Annual Core Event!!) Boulder Crest?
- Investment: \$2000



EDAC Recommendations

- Scarecrow Contest
- Investment: \$1500



Perceived Weakness

- Our 3 business centers are spread out and not conducive to walking

EDAC Recommendations

- Partner with Virginal Regional Transit to have **free bus** transportation for visitors on Saturdays paid by merchants and sponsors
- Investment: \$TBD (negligible to Town Council)



Marketing & Brand Awareness Campaign



Calendar of Events Needed

Top Stories

- Christmas Parade Applications Available**
Read on...
- Holiday Events in Purcellville**
Read on...
- Snow Reminders 2014**
Read on...
- Dominion Power Utility Work**
Read on...
- Click It or Ticket**
Read on...
- New Community Christmas Tree**
Read on...
- Calling Local Artists**
Read on...

[View All Stories](#)

December 2014						
SUN	MON	TUE	WED	THU	FRI	SAT
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

- Tue, Dec. 2**
Economic Development Advisory Committee Meeting
- Tue, Dec. 2**
Purcellville Arts Council
- Thu, Dec. 4**
Planning Commission Meeting
- Fri, Dec. 5**
Tree Lighting Ceremony
- Sat, Dec. 6**
Miss Purcellville Police Pageant 2014
- Tue, Dec. 9**
Town Council Meeting
- Fri, Dec. 12**
Christmas Lights Trolley Tours

[View All Events](#)

Future Concepts and Opportunities

- A. Flags and banners along Main Street
- B. Utilize the train station for weekend events (art shows)
- C. More utilization of Fireman's field and skating rink (work with Philip Message)
- D. *Information Kiosk at the train station Gazebo with "Take-One" brochures and maps*
- E. Continue to forge tourism partners (Visit Loudoun, DC alliances, Reston Limo)
- F. Skate Board Park
- G. Add greenery to the streets, Water Feature at train station or Fireman's Field

Who will help implement these projects?

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- Establish a “**Purcellville Merchants Alliance**” to work closely with EDAC.



THE SYNERGY OF BUSINESS AND COMMUNITY THRIVING TOGETHER

Who will help implement these projects?

- EDAC will work with the merchants as an **incubator of ideas** that “BUBBLE UP” ...and recommend concepts to the Town Council
- Seek support and guidance from the Town...Melanie Scoggins, citizen volunteers, DECA, Patrick Henry, Scouts, Philip Message from the Tabernacle, etc.

Summary of Capital Investments needed for EDAC Initiatives

Investments requested from Town Council

- Country Mural – \$2000
- Scarecrow Event- \$1500
- Chili Contest- \$1500
- Benches / Bike Racks- \$2500
- Calendar of Events Social Media - \$1500
- **TOTAL- \$9000**

Going Forward & Next Steps

From the Town Council:

- Approval of plan & future funding

From EDAC:

- Prioritize events/tasks
- Timetable
- Full report and accountability on a monthly basis through John Nave back to TC

Questions?



Thank You!

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