



TOURISM COUNCIL MEETING
Shenandoah County Government Center
Board Room
600 North Main Street
Woodstock, VA 22664
Tuesday, January 20, 2026
12:00 pm

- I. Call to Order and Establishment of Quorum
- II. Approval of Minutes
 - December 16, 2025
- III. Financial Report
 - December 2025 Financial Report
- IV. Old Business
 - Marketing Update
 - Public Relations Update
 - Outdoor Recreation Guide
 - National Tourism Week
 - 250th Efforts
 - Bo Birdie Premiere
- V. New Business
 - VTC Global Trends
 - New Website RFP
- VI. Staff Comments
- VII. Council Comments

Fuseldeas Marketing Report

MBPR! Report

Shenandoah County						
Year	Media Contacts	Press Releases	Press Trips	Stories Placed	UVM Reach	Print Reach
2024	360	8	10	27	23,344,368	196,744
2025	418	7	6	30	1,247,634,734	207,688

Google Analytics

2025 vs 2024 (full year)

Active users 186K ↑ 63.1%	New users 185K ↑ 61.6%	Average engagement time per activ... 30s ↓ 50.1%	Event count 2M ↑ 3.9%
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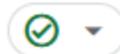
Top pages/screens									
PAGE TITLE AND SCRE...	VIEWS	ACTIVE USERS	EVENT COUNT	BOUNCE RATE					
Shenandoah County	127K	↑ 145.5%	113K	↑ 170.9%	687K	↑ 119.5%	1.2%	↓ 58.3%	
Things to do in Shenand...	14K	↓ 37.5%	11K	↓ 38.3%	102K	↓ 42.5%	1.5%	↑ 0.3%	
Attractions	11K	↓ 49.5%	3.7K	↓ 38.1%	52K	↓ 44.4%	2.0%	↑ 5.7%	
Shenandoah Brewery an...	7.9K	↓ 52.8%	3.9K	↓ 37.3%	45K	↓ 44.0%	2.6%	↓ 19.0%	
Events - Visit Shenandoa...	6.9K	↑ 3.1%	2.7K	↑ 14.7%	35K	↑ 14.6%	1.1%	↓ 51.2%	
Towns in Shenandoah C...	4.5K	↓ 50.0%	3.6K	↓ 48.6%	33K	↓ 51.1%	1.4%	↓ 19.1%	
Restaurants	4K	↓ 31.3%	1.5K	↓ 24.3%	20K	↓ 27.7%	2.6%	↓ 35.6%	

Active users by
First user source / m...



FIRST USER SOURC...	ACTIVE USERS
google / organic	38K ↑12.6%
facebook / paid-social	59K ↑954.7%
google / cpc	30K ↑21.7%
(direct) / (none)	19K ↑8.3%
instagram / paid-soc...	15K ↑1,559...
adtheorent / display	3 ↓100.0%
visitshenandoahcou...	4.1K ↓2.2%

Sessions by
Session manual so...



SESSION MANUAL ...	SESSIONS
google	61K ↑39.0%
facebook	61K ↑889.1%
adtheorent	4.6K ↓64.2%
instagram	16K ↑1,452...
visitshenandoahcou...	4.6K ↑3.9%
Virginia.org	1.5K ↓61.4%
bing	2K ↑9.3%

Sessions by
Session source / me...



SESSION SOURCE / ...	SESSIONS
google / organic	49K ↑13.0%
facebook / paid-social	60K ↑895.5%
google / cpc	32K ↑9.9%
(direct) / (none)	16K ↓17.9%
instagram / paid-soc...	16K ↑1,517...
adtheorent / display	3 ↓100.0%
visitshenandoahcou...	4.6K ↑3.9%

Active users by City



CITY	ACTIVE USERS
Ashburn	13K ↑16.0%
New York	7.3K ↓28.4%
Baltimore	8K ↑73.1%
Philadelphia	4.4K ↑49.4%
Washington	4.4K ↑51.7%
Virginia Beach	3.8K ↑161.6%
Edinburg	1.5K ↓58.0%

Views by Page title and screen class



PAGE TITLE AND SCREEN ...	VIEWS
Shenandoah County	127K
Things to do in Shenandoah ...	14K
Attractions	11K
Shenandoah Brewery and Wi...	7.9K
Events - Visit Shenandoah C...	6.9K
Annual Events & Festivals	4.9K
Towns in Shenandoah Count...	4.5K

Active users by Country



COUNTRY	ACTIVE USERS
United States	176K
China	3.3K
Singapore	1.8K
Ireland	979
Sweden	773
India	614
Nigeria	356

Map Data ©2026 Terms

Active users▼ by City



CITY	ACTIVE USERS
Ashburn	13K
Baltimore	8K
New York	7.3K
Philadelphia	4.4K
Washington	4.4K
Virginia Beach	3.8K
Charlotte	3K

**Shenandoah County
Tourism Council Meeting Minutes**

Tuesday, December 16, 2025

Shenandoah County Government Center Board Room

Woodstock VA 22664

12:00 p.m.

Members: Lynn St Clair, Megan Dellinger, Brian McGee, Savanna Frazier, Katie Mercer, Dan Harshman arrived at 12:15

Guests: Amber Fleck, Kirk Gibson

Staff: Jenna French, Brittany Clem-Hott

Press: none

Call to Order: Katie Mercer

Approval of Minutes: Motion - Lynn St Clair, Second - Savanna Frazier

Financial Report:

November 2025 Financial Report

- 3160, Professional Services included \$5000 for MBPR and \$51,000 for photography/video shoot with FuseIdeas. This includes a full week of scouting and shooting at multiple locations. Photographer, videographer and creative director.
- 3160-005- brownfields grant expenses
- 3500, Printing- \$3,300 for 15,000 more pocket maps and 10,000 more tear off maps. Includes some updates and revisions.
- 3600, advertising- includes monthly FuseIdeas expenses plus \$842 for a full page ad in BoBirdie and ½ page in Virginia Living and Blue Ridge Outdoors. The Blue Ridge Outdoors ad was a remnant being offered at a discount.
-

Old Business:

Marketing:

- BRO ad for December and VA Living ad for Jan/Feb included in packet
- Fuse Report. Black Valley Creative off now.
- Boosted our December Blog on Facebook

From Fuse:

- For Paid Social:
Last year's avg. CTR for the general paid social campaign was 1.22% (Sept 1 - Nov 25, 2024), this year we are seeing 3.22%
For BVC, if funds are available, the team recommends re-starting this content in market since it performed so well with our prospective visitors/travelers—especially using the engagement ad objective.

If there are any holiday specials, etc. taking place in the area and BVC has captured this content the team recommends leveraging it for paid social.

We do not recommend taking existing funds away from current media plan

- For Search:

Currently with our YouTube campaign we stand at a \$20 daily spend. We shifted a small portion of search daily spends and put that money towards Youtube. This shift will open the campaign to new impressions; Once we rotate in the new Winter creative we are expecting an additional boost.

You will see the Paid Search is up 6% from last month. Display and Youtube are working hard for us which is great!

For Display:

We are continuously optimizing towards top performing ads. Last month, we shifted some budget to top performers and took away from lower. When we rotate in the new Winter assets, we will allow the creative to ramp up and then make similar adjustments based on performance.

Black Valley Creative – ads have reached 147,329 Accounts Center accounts at an avg. frequency of 1.93

- Black Valley Creative boosts through Fuse stop after November.

Public Relations:

(See additional information in the agenda packet)

PR Report- Brittany Clem-Hott to provide report

- Public Relations Update - PR packet was simplified to exclude coverage that has not happened yet. PR firm is assisting us with updating local VTC listings.
- Story from Kari Smith in Richmond Magazine in packet
 - Story in Pennsylvania Magazine about Bryce and surrounding attractions.
 - Story in Pennsylvania Magazine about short term rentals near Bryce

Outdoor Recreation Guide

- Kary and Brittany meeting with stakeholders to gather input and ideas
- Brittany and Kary have met with local experts on cycling, river access, and fishing activities. More meetings are scheduled for Seven Bends State Park, golf/disc golf, outdoor wellness, testimonials, etc.

National Tourism Week -

Staff looking into an event in May to promote current Tourism efforts and to help promote resources.

250th Efforts

- VTC 250th grant submitted to help cover rack card, influencer, brochures, photography, advertising costs.
- Working on local newspaper ad collaboration with surrounding DMOs.
- Updating VA250.org website with Shenandoah 250 Committee events.
- Working on social media ads for 250th events.
- Inviting collaboration from surrounding businesses on creating 250 celebrations to be promoted.

Bo Birdie

- Scorecard

- Will have a digital app that allows people to track when they've visited a location featured in the video. Once someone has visited 6 locations, they will get a silicon cup or "Noah's Cup" as a prize.
- Planning a launch party at Box Office Brewery for the premier of the video and Scorecard program.

Tourism Zone Updates

- Revised draft ordinance in hands of county attorney for review.
- Alignment with our comp plan to target industries and industry gaps.

New Business:

- Notes from VA-1 Tourism Summit
 - Brittany handed out Digital Marketing Workshop information from VTC about social media trends and grant deadlines. Brittany to check on Facebook recommendations and follow up with the group. Shared workshop information about Email Marketing, AI panel and how professionals are utilizing it, and agritourism workshop experiences.
- Partnership Marketing and Collaboration Opportunities
 - Shenvallee 100th

Staff Comments:

- Google Analytics (see handout)
- Ms. French shared that she may not be present for the next Tourism Council meeting due to a scheduling conflict but plans to still hold the meeting in her absence.

Industry Updates

- **Lynn St. Claire** (Agriculture/Craft Beverage) - 2025 has been a little better than 2024. December has been a little slow. Used AI platform for a fun social media post. They are excited about 250th opportunities in the upcoming year, beginning in March.
- **Megan Dellinger** (Outdoor Recreation) - Nominated for award of excellence. Attendance for "First Day Hikes" was low due to flooding this year. When there is a dryer season attendance is higher.
- **Eunice Terndrup** (Planning Commission) - No new business.
- **Brian McKee** (Town of Strasburg) - Working with Town businesses on support opportunities.
- **Katie Mercer** (Town of Woodstock) - Hometown Holidays and Parade events are done and very successful. Cancelled Sunday HH event because of the cold weather. Young Entrepreneurs of Shenandoah County event was a great success. Businesses did well. Jen is working on next year's events.
- **Dan Harshman** (Town of Edinburg)- Nominated for award of excellence. Parade and holiday events complete. Children's Christmas party ran out of food, estimated 400+ attendance. Held Wreaths Across America event in cemetery. Visitation to Visitor Center was 100 less visits however they had a 100% increase in Visitor Center sales. Starting on LOVEworks sign.
- **Savannah Frazier** (Town of New Market) - Holiday parade and Candy Cane Hunt events completed. Great attendance. LOVEworks sign is being worked on.
- **Kirk Gibson** (Shrine Mont) - Kirk shared that Shrine Mont is closed for the season.

The next meeting will be at the County Government Center. It will be held at **12:00pm** on January 20, 2026. With no further business, the Tourism Council adjourned at 1 pm.

Respectfully Submitted,
Brittany Clem-Hott
Tourism & Marketing Manager
Shenandoah County Tourism

EXPENDITURE SUMMARY

7/01/2025 : 11/30/2025

FUND #-100 ** GENERAL FUND **

MAJOR ACCT#	DESCRIPTION	BUDGET AMOUNT	APPR. AMOUNT	CURRENT AMOUNT	Y-T-D AMOUNT	ENCUMBRANCE AMOUNT	UNENCUMBERED BALANCE	% REMAIN.
81500	**ECONOMIC DEVELOPMENT**							
1100	Salaries (Regular)	251,850.00	251,850.00	.00	102,918.55	.00	148,931.45	59.13
1300	Salaries & Wages (Part-Time)	23,752.00	23,752.00	.00	8,034.94	.00	15,717.06	66.17
1801	ONE-TIME PAYMENT	.00	12,708.22	.00	3,503.70	.00	9,204.52	72.42
2100	FICA	21,073.00	21,777.15	.00	7,995.04	.00	13,782.11	63.28
2210	VRS	28,888.00	29,943.76	.00	13,784.17	.00	16,159.59	53.96
2215	Hybrid STD/LTD premium	350.00	350.00	.00	237.92	.00	112.08	32.02
2310	Hospitalization Insurance	39,657.00	39,657.00	.00	23,350.00	.00	16,307.00	41.12
2400	Group Life Insurance	1,360.00	1,409.70	.00	489.75	.00	919.95	65.25
2500	VRS Health Insurance Credit	152.00	157.52	.00	62.55	.00	94.97	60.29
2600	Unemployment Insurance	278.00	288.12	.00	2.83	.00	285.29	99.01
2700	Worker's Comp Ins	3,635.00	3,635.00	.00	1,754.40	.00	1,880.60	51.73
3160	Professional Services	146,600.00	146,600.00	.00	77,000.00	35,000.00	34,600.00	23.60
3180	Contractual Services	53,620.00	53,620.00	.00	24,222.06	.00	29,397.94	54.82
3310	Repairs and Maintenance	750.00	750.00	.00	54.08	.00	695.92	92.78
3320	Maintenance & Service Contract	1,710.00	1,710.00	.00	34.19	.00	1,675.81	98.00
3500	Printing and Binding	43,100.00	43,100.00	.00	3,829.59	.00	39,270.41	91.11
3600	Advertising	274,820.00	276,620.00	.00	45,219.42	156,166.68	75,233.90	27.19
5210	Postal Services	6,000.00	6,000.00	.00	1,635.82	.00	4,364.18	72.73
5230	Telecommunications	1,600.00	1,600.00	.00	636.07	.00	963.93	60.24
5305	Vehicle Insurance	1,059.00	1,059.00	.00	546.25	.00	512.75	48.41
5510	Travel(Mileage)	750.00	750.00	.00	675.75	.00	74.25	9.90
5530	Travel (Food and Lodging)	9,375.00	9,375.00	.00	1,206.09	.00	8,168.91	87.13
5540	Travel(Convention & Education	15,100.00	15,100.00	.00	2,756.70	.00	12,343.30	81.74
5663	Support of the Local Arts	4,500.00	4,500.00	.00	4,500.00	.00	.00	.00
5810	Dues & Membeship	3,420.00	3,420.00	.00	1,542.50	.00	1,877.50	54.89
5875	Support of Existing Industry	100,000.00	102,000.00	.00	531.21	.00	101,468.79	99.47
5876	Support of New Industry	7,000.00	7,000.00	.00	1,968.38	.00	5,031.62	71.88
5878	Support of Tourism Attractions	12,450.00	12,450.00	.00	9,147.48	.00	3,302.52	26.52
6001	Office Supplies	1,770.00	1,770.00	.00	853.63	.00	916.37	51.77
6008	Vehicle Supplies - Fuel	2,500.00	2,500.00	.00	290.53	.00	2,209.47	88.37
6009	Vehicle Repairs and Maintenance	800.00	800.00	.00	130.00	.00	670.00	83.75
7004	Shenandoah Valley Partnership	44,186.00	44,186.00	.00	44,566.00	.00	380.00-	.86-
8202	Furniture and Fixtures	1,000.00	1,000.00	.00	.00	.00	1,000.00	100.00
8207	EDP Equipment	1,000.00	1,000.00	.00	.00	.00	1,000.00	100.00
5875	Support Existing Ind.- Grant Match	10,000.00	10,000.00	.00	.00	.00	10,000.00	100.00
	--SUB TOTAL--	10,000.00	10,000.00	.00	.00	.00	10,000.00	100.00
3160	Professional Services - ARPA - VTC	.00	.00	.00	.00	10,000.00	10,000.00-	100.00-
	--SUB TOTAL--	.00	.00	.00	.00	10,000.00	10,000.00-	100.00-
3160	Professional Svcs-Brownfields Grant	.00	.00	.00	64,770.54	85,229.46	150,000.00-	100.00-
	--SUB TOTAL--	.00	.00	.00	64,770.54	85,229.46	150,000.00-	100.00-
	ECONOMIC DEVELOPMENT	1,114,105.00	1,132,438.47	.00	448,250.14	286,396.14	397,792.19	35.12