

Shenandoah County Tourism Zone Ordinance

150-1. – Statement of Purpose

The purpose of the Tourism Zone is to promote Shenandoah County's tourism industry by providing incentives to eligible business entities that will attract visitors, create new employment opportunities, and promote recreational opportunities, while increasing revenue within the County.

150-2. – Designation of Tourism Zone and Tourism Zone Administrator

The entire County of Shenandoah is hereby designated as a Tourism Zone except for areas designated by the County as being in R-1, R-2, R-3, R-4, RR-A, or RR-C zoning districts. The Tourism Zone Administrator is the County Administrator and his or her designees.

150-3. – Definitions

For the purpose of this Chapter, the following words and phrases have the meanings ascribed to them by this section:

Business. Any corporation, partnership, electing small business (subchapter S) corporation, limited liability company, or sole proprietorship, authorized to conduct business in the Commonwealth.

Capital Investment. Money used by a tourism business to purchase fixed assets and not money used for day-to-day operating expenses.

Fiscal Year. The County's fiscal year, which commences on July 1 and concludes on June 30.

Fixed Asset. A long-lived tangible piece of property owned by a tourism business used by the tourism business in the production of income including real estate and plant, machinery, and tools which triggers the payment of taxes to the County.

Qualified Tourism Business. A tourism business that has met the requirements set forth in Section 150-4.

Tourism Business. A business whose primary purpose is to provide tourism products, processes, or related services, and establish a desirable destination to attract tourists and carries out at least one of the following business uses in Shenandoah County:

- Hotel, Motel, or Lodging Establishment
- Bed & Breakfast
- Attraction
- Outdoor Recreation Outfitter
- Theater, Museum, or Art Gallery
- Restaurant, Bakery, or Eatery
- Craft Brewery, Cidery, Distillery, or Winery

- Retail Establishment
- Artisan Studio or Workshop
- Event Facility
- Farmers Market, Farm Stand, “Pick Your Own”, or other Agritourism
- Experiential or Educational Tourism

Visitor. An individual who resides outside Shenandoah County.

150-4. – Qualifications for Incentives

A Tourism Business must meet the following criteria to be eligible for tourism zone incentives:

- a) The Tourism Business must be located within the Tourism Zone.
- b) The Tourism Business must submit a timely pre-application and report as required by Section 150-6.
- c) The Tourism Business must make a minimum Capital Investment of \$15,000 over a three year period and qualify for incentives based upon the scoring criteria set forth in Appendices A and B.
- d) The Tourism Business must be current on all taxes and fees assessed by the County during the Fiscal Year in which tourism zone incentives are sought and for the life of the project.
- e) The Tourism Business must be subject to the tax or taxes for which tourism zone incentives are sought.
- f) The Tourism Business must not be the subject of an active bankruptcy proceeding.

150-5. – Tourism Zone Incentives

Qualified Tourism Businesses are eligible for the incentives described in Appendix B, which shall be provided in the form of a refund issued by the County Treasurer. Tourism zone incentives shall be awarded based the annual report and supporting documentation described in Section 150-6(b) if and to the extent that the applicant met the benchmarks set forth in Appendix A during the prior Fiscal Year.

Tourism zone incentives are subject to annual appropriation by the Board of Supervisors and will be administered by the Tourism Zone Administrator on a first-come, first-approved basis.

150-6. – Application Requirements

- a) Applicants shall file a pre-application with the Tourism Zone Administrator seeking preliminary approval for tourism zone incentives prior to undertaking or completing the minimum Capital Investment needed to qualify.
- b) Every applicant (including those preliminarily approved as provided in Subsection a) must file an annual report with supporting documentation with the Tourism Zone Administrator by April 15 of each Fiscal Year in which tourism zone incentives are sought.
- c) Applicants are encouraged to contact the Tourism Zone Administrator for information and assistance prior to submitting a pre-application.