

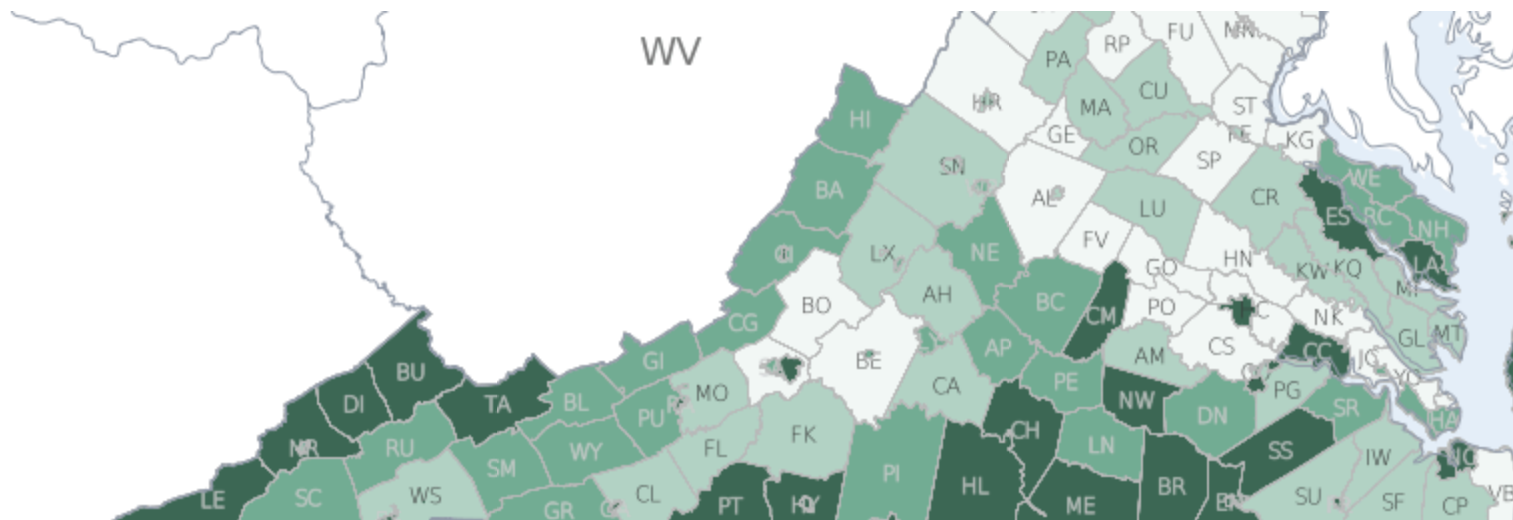
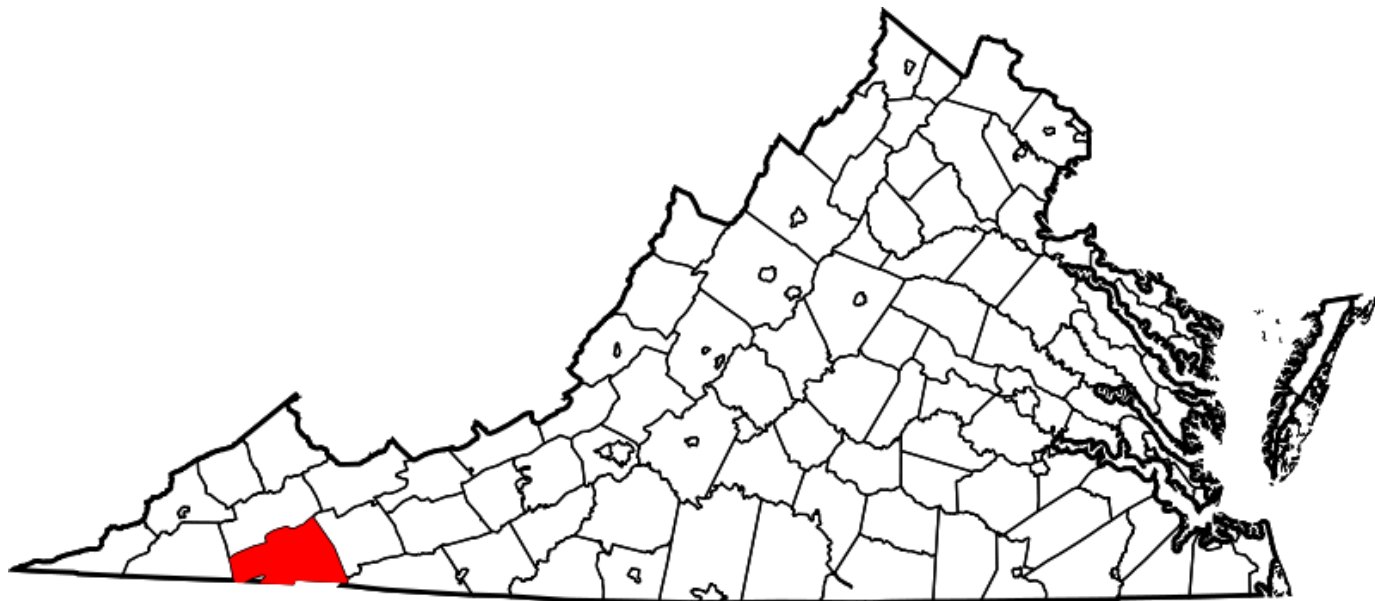
Using the Arts to Bolster Your County's Economy

The Honorable Allison Mays

Washington County, Virginia Board of Supervisors

Director of Corporate and Government Relations, Barter Theatre







Washington County is in Southwest Virginia, in Central Appalachia near the Blue Ridge Mountains.

Charleston, WV – 185 miles

Raleigh, NC – 250 miles

Columbia, SC – 265 miles

Frankfort, KY – 275 miles

Nashville, TN – 305 miles

Richmond, VA – 310 miles





At A Glance

- Population: 54,591
- County Seat: Abingdon, VA (8,206)
- Annual Retail Sales: \$821m
- Annual Hotel and Food Sales: \$59m
- Median Home Value: \$134,000
- Median Household Income: \$44,140
- Unemployment Rate: 4.7%
- Poverty Rate: 14.9% (Children Under Age 5: 28.5%)
- Ethnicity – 97% White
- Median Age: 44 Years Old

Agriculture in Washington County

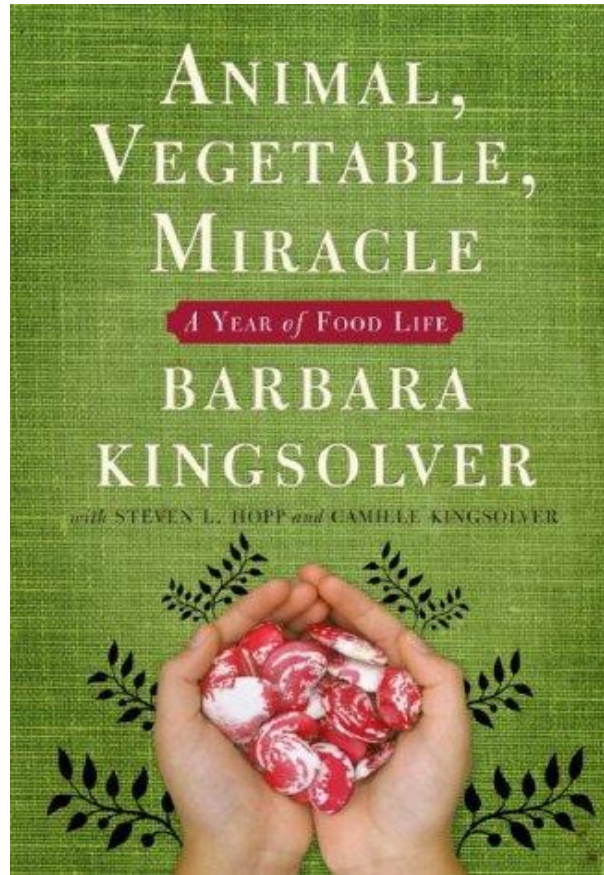
- Number One Industry in Washington County
- \$76.5 million market value for products sold
- Breaks down to \$70 million in livestock sales and \$6.5 million in crops sales
- One of the largest livestock marketing centers east of the Mississippi
- Includes tobacco, horticulture, Christmas trees, farm supply businesses, lending institutions and equipment dealers
- Employs 1,058 workers which represents \$4.3 million in wages

Agriculture by the Numbers

- Farms – 1,791 (1st in Virginia)
- Cattle and Calves – 66,000 (3rd in Virginia)
- Sheep and Lambs – 7,649 (1st in Virginia)
- Goats – 3,773 (1st in Virginia)
- Horses – 2,886 (5th in Virginia)
- Eggs – 1st in Virginia



Agriculture = Arts and Culture??



Food as Art / Restaurant Scene



Heartwood: Southwest Virginia's Artisan Gateway



Gateway to Southwest Virginia

Promoting **Southwest Virginia's** distinctive heritage, great outdoor recreation and scenic beauty.



Homeplace of Traditional Music

Headquarters of **The Crooked Road**, Southwest Virginia's heritage music trail, where you can hear old-time, bluegrass and gospel music from local artists.

Best of Regional Craft

Showcasing the best in craft and home from **Round the Mountain**, Southwest Virginia's artisan network.



Public Art Installations

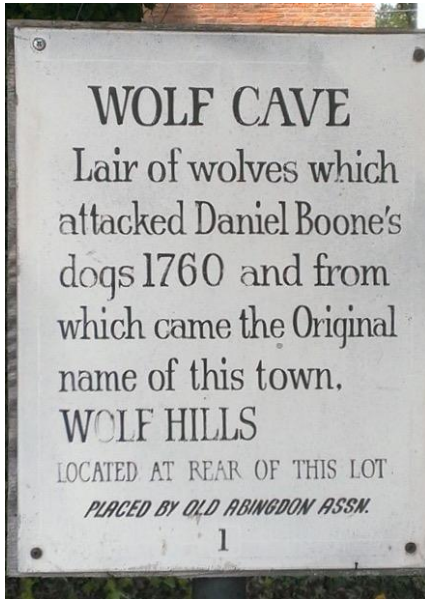




Public Art Installations



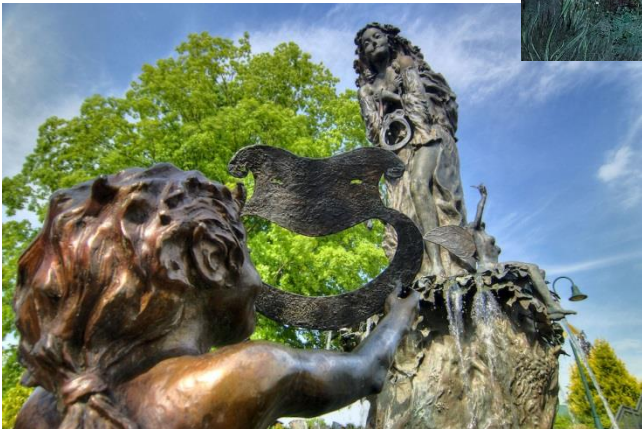
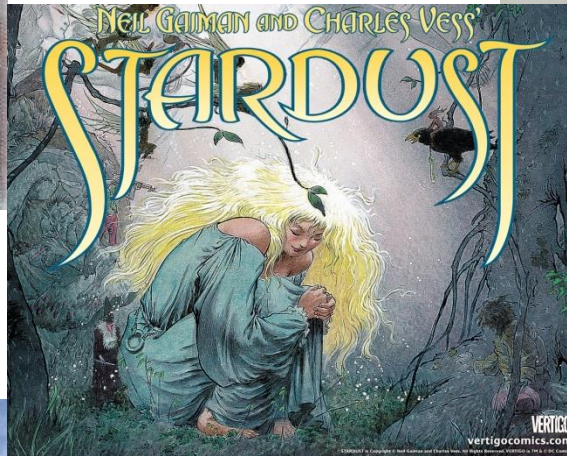
Wolf Hills



Works by Local Artists



Works by Local Artists



Local Artists



Support for the Arts

**WASHINGTON COUNTY
BUSINESS CHALLENGE 2017**

Start a Business
Expand a Business
Learn New Business
Management Skills

**\$15,000
In Business
Investment
Awards**

ATTENTION

**ENTREPRENEURS & SMALL BUSINESS OWNERS
TURN THAT IDEA INTO A WINNING BUSINESS STRATEGY?
BUSINESS CHALLENGE CONTEST
January 24 - February 28, 2017**

A weekly training and competition process that will award over \$15,000 in business investment grants for start-up and existing businesses looking to expand jobs within Washington County and Town of Abingdon.

Applications due by: January 11, 2017

Contact For Details:
Washington County Chamber of Commerce
1 Government Center Place, Suite D
Abingdon, Virginia 24210
276-628-8141
washctybiz@gmail.com

Download rules and application at
www.washingtonvachamber.org/programs

**All workshops available to the public. Advanced registration required!*

Business Categories:

- Arts and Culture
- Outdoor Recreation
- Value Added Agriculture/Agritourism
- Restaurants and Hospitality
- Technology/Manufacturing/R&D
- Retail and Support Services
- Light Manufacturing

Additional private sector awards of up to \$8,000 in services provided by: Spiegler Blevins & Penn Stuart

Promotional sponsors: Bristol Herald Courier & Food City

**Business Training
FREE**

**NOON
KNOWLEDGE
LUNCH
SERIES**

**Build your business skills
for a better you!**

Bring your lunch and join us as we offer practical and inspiring interactive learning experiences.

The Noon Knowledge Series is a FREE weekly series presented by the Virginia Highlands Small Business Incubator, Washington County Chamber of Commerce, Virginia Department of Small Business & Supplier Diversity and VHCC Workforce Development & Continuing Education designed for all local entrepreneurs and professionals interested in building skills in a variety of topics. Sessions are designed for the 60 to 90 minute format and offer practical and inspiring interactive learning experiences for groups of up to 25 participants. Topics include:

- Excel, finance, pricing and management
- Leadership, laws, policies & procedures development
- Marketing, social media, public and media relations
- Technology, website, cyber security, SEO
- Over 30 sessions available starting June 2016 thru May 2017

Register at
<http://events.vastartup.org>

Contact the Virginia Highlands Small Business Incubator at 492-2062 or Washington County Chamber of Commerce at 276-628-8141 for additional details.

livestream

Watch live from your computer, tablet or smartphone
<http://new.livestream.com/accounts/13102260>

**Events Listing
2016 - 2017**

Workshop	Date
Excel in 1 Hour	June 15
Facebook Vs LinkedIn for Your Business	July 20
How to Become an Artrepreneur	July 27
LiveStreaming Events & Meetings	August 10
eCommerce	August 24
Excel the Next Level	September 14
Employment Law	September 21
Financing a Growing Business	September 28
Soft Skills Training	October 5
Converting Your Business to the Cloud	October 12
How to Lead a Happy Team	October 19
Creating a PR Strategy	October 26
Internet Marketing	November 2
Is Your Business Group Tour Friendly	November 9
Generational Recruiting	November 16
Business on the Map with Google	January 18
Corporate Structure	January 25
Graphics Design	February 8
Creditors Rights	February 15
iPad Creative Workshop	February 22
Management Accountability	March 1
Business Networking & Promotion	March 8
Organizational Leadership	March 22
WordPress & Search Engine Optimization	March 29
Cyber Security	April 5

Contact the Virginia Highlands Small Business Incubator at 492-2062 or Washington County Chamber of Commerce at 276-628-8141 for additional details.

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Barter Theatre – The State Theatre of Virginia



Barter Theatre
was
founded on
the
Premise of
Culture
and the
Economy



Meals and Lodging Tax Revenue

- 2015
- \$14 Million in Lodging Tax Revenue
 - 196% Increase from 2002
- \$23 Million in Meals Tax Revenue
 - 98% Increase from 2002
- Equal to 634 Teachers

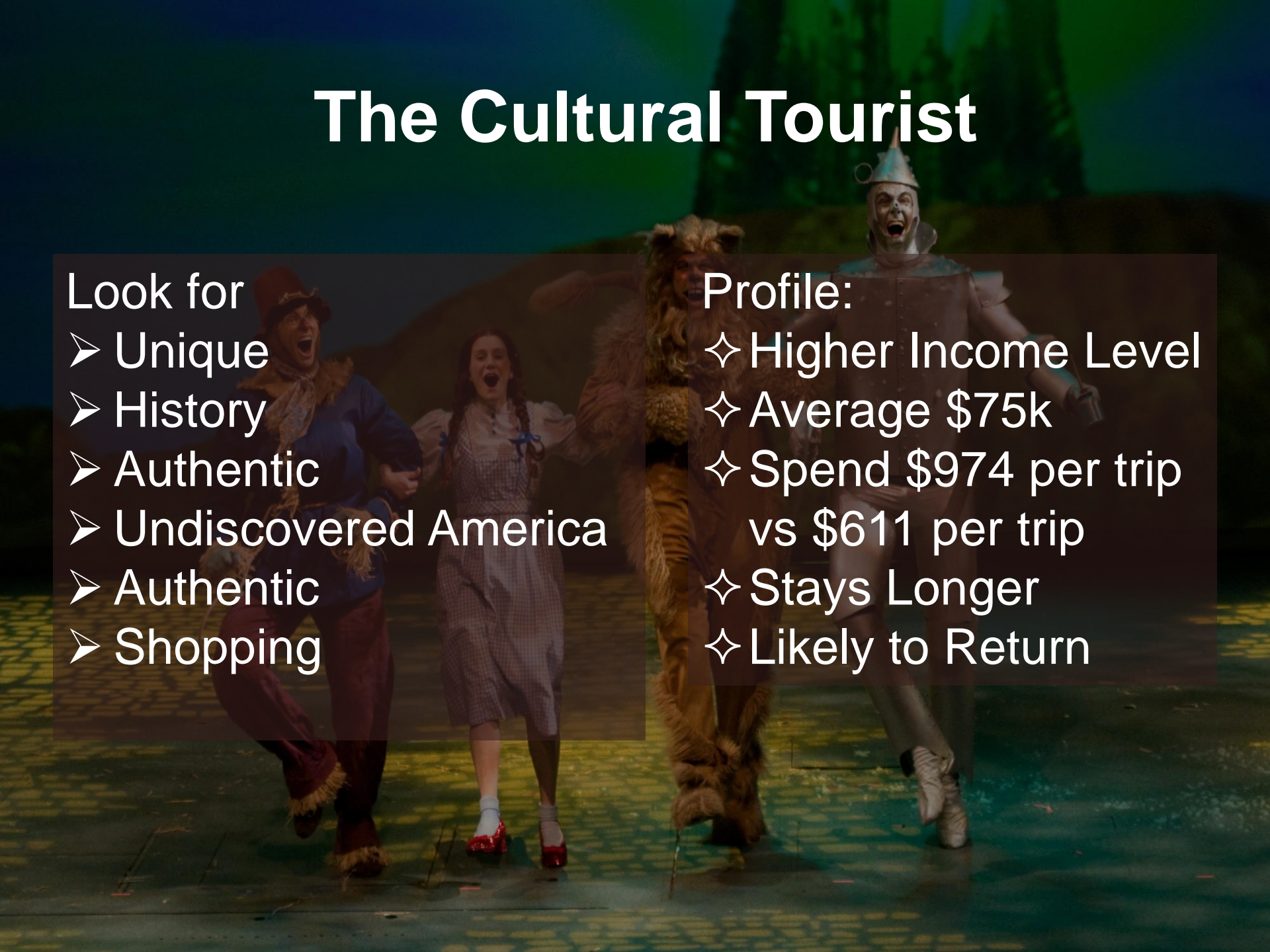
The Cultural Tourist

Look for

- Unique
- History
- Authentic
- Undiscovered America
- Authentic
- Shopping

Profile:

- ✧ Higher Income Level
- ✧ Average \$75k
- ✧ Spend \$974 per trip vs \$611 per trip
- ✧ Stays Longer
- ✧ Likely to Return



Barter's Impact - Attendance

Barter's \$7 million income - 77% Earned
Barter's attendance over the last 19 years:

1992 – 47,971
1993 - 75,556
1994 - 112,296
1999 - 130,909
2002 - 154,609
2011 – 163,433



Economic Impact Study of Barter

Conducted by Destination Services – Independent Contractor

15,000 surveys, response rate 23%, over 1,800 respondents

\$20,910,765 – Total DIRECT SPENDING by Barter Visitors

\$ 6,064,122 – Indirect Effects

\$ 7,067,839 – Induced (Ripple) Effects

\$34,042,725 – TOTAL Spending Effects

Single Largest Source of Income for Town of Abingdon

Keeps Property Taxes Low

Generates Jobs

Reason for Coming to Abingdon - 73% for Barter

Econ Indicator	Direct Spending	Indirect Spending	Induced (Ripple) Effects	TOTAL Spending Effects
Spending	\$20.91 million	\$6.06 million	\$7.06 million	\$34.04 million
Business Taxes	\$2.40 million	\$248,838	\$428,671	\$3.08 million
Labor Income (Worker Paychecks)	\$6.80 million	\$1.94 million	\$2.26 million	\$11.01 million
Employment (Jobs)	372 Direct	51 Indirect	62 Induced	485 Total

Culture & Community

BARTER THEATRE:

#1 Tourism Generator

Fully 33% of Abingdon's Tourism

1992 - 47,971 people

2015 – 163,453

1992 - 6 B&B's, few restaurants, 45% hotel occ.

2015 - Over-Performed Nation Average of
Lodging Occupancy – up 12.4% (10%).

1992 - \$27 mill tourism spending

2015 - \$92+ mill in tourism spending

1992 - 6 FT employees, 110 Seasonal

2015 - 135 FT, another 145 Seasonal/PT

Barter one of the top ten employers in Abingdon

Budget grew from \$750,000 to right at \$7 million

IT'S HAPPENING HERE!

ALL OVER SOUTHWEST VIRGINIA

Barter Theatre

The Birthplace of Country Music

Heartwood

The Crooked Road

Appalachian Spring

'Round the Mountain

The Carter Fold

Ralph Stanley Museum

Old Fiddler's Convention

The Lincoln Theatre

Restaurants, B&Bs, Hotels

Bike Rentals, Fly Fishing, Hiking

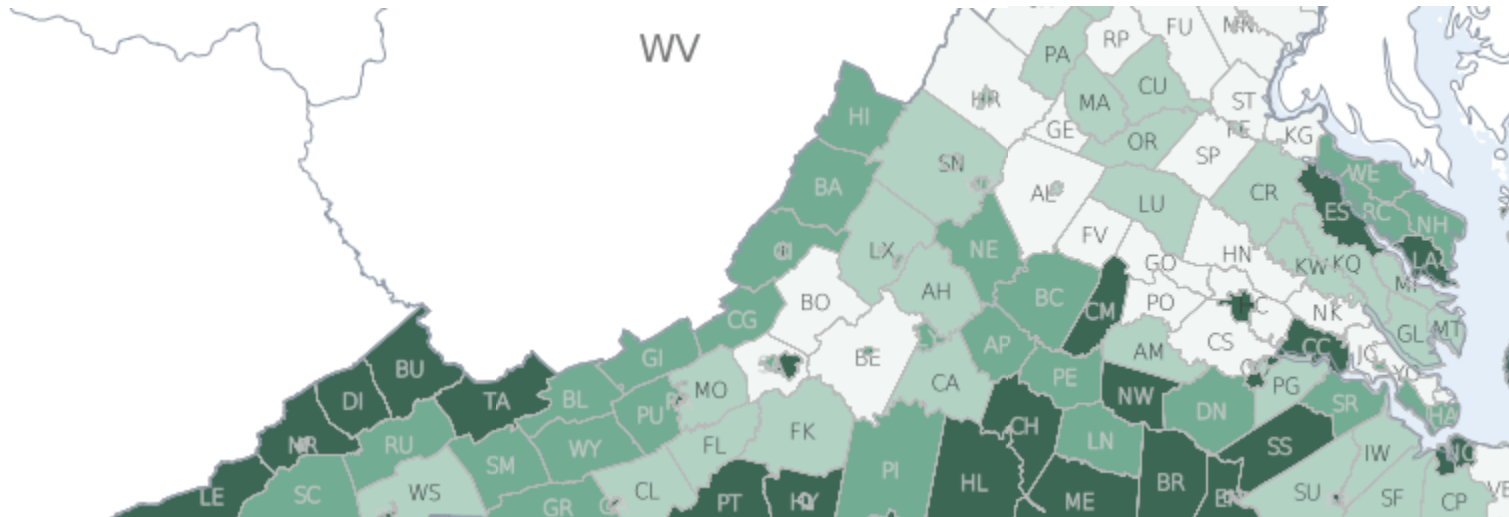
SHA, NETTA, VTC

And many, many more






Impact of Arts and Culture on a County



AND I Didn't Even Mention...

- Outdoor Recreation / Eco-Tourism
- Trail System – Creeper, Appalachian, Iron Mountain, Salt, OVT, Urban Trail, The Channels
- Historic Sites
- Museums, Artisan Centers and Incubators
- Festivals and Fairs

A person in a vibrant costume is the central figure. They wear a straw hat adorned with colorful streamers and flowers. Their face is painted with bright blue and red makeup around the eyes and mouth. They are dressed in a white long-sleeved shirt with a red sash draped over their shoulder. They are pointing their right index finger towards the right side of the frame. The background is dark, with a large, colorful, abstract shape in shades of blue and green visible in the upper right. Other people in costumes are partially visible in the background.

**You haven't
been to
Washington
County, VA?**

Sean Maximo Campos
Joseph and the Amazing Technicolor Dreamcoat