

1. No Agenda

There is no agenda available for this meeting. Please review the minutes.

2. Meeting Materials

Documents:

[DIRECTOR REPORT.PDF](#)

[EDA DMO RESOLUTION APPROVED 01-03-25.PDF](#)

**ESSEX COUNTY EDA
ECONOMIC DEVELOPMENT
DIRECTOR'S REPORT
Jan. 3, 2025**

Action Taken

12/13 emailed EDA goals & strategies to BOS, previewing strategic plan report and budget request for FY24-25.

12/30 submitted draft Strategic Plan

Action Needed

Consider EDA Resolution to become a Va. Tourism Corp. Destination Marketing Organization (DMO). *See attachment.*

LaGrange follow up

Why is LaGrange not on VEDP's list of available sites?

ACTION > find Ind Devel consultant (VEDP) and meet with Bill Croxton contact for background.

- Emailed VDEP regional contacts and John Loftus [Sites & Buildings Search](#)
- Potential consultant Joe Hines at Timmons Group (from Dec. VIDA training).
- Potential Small Business Development consultant: UMW SBDC Susan Ball

Tourism

Attended NPS Chesapeake Gateways Community meeting 12/2

Met with Lisa A. and Stephanie Heinatz from Consociates Media 12/19

- Follow-up to be scheduled regarding Tourism Action Plan, 2025 marketing campaign, and grant opportunities.
- If endorsed, will submit DMO Res to BOS 1/14. Apply February to VTC for matching funds under Marketing Leverage Program.
- Registered for VTC Marketing Leverage Program Grant Webinar 1/29

Joining S. Weiss and David Holt 1/22 for meeting with Middle Peninsula Planning District Commission (MPPDC) regarding RAISE grant & Working Waterfronts, Piscataway Creek, and regional collaboration.

Training

Will join VEDA for 2025

Attended VEDP Econ 101 & Orientation Dec. 16

Attended VIDA Dec. 17 & 18

ESSEX ECONOMIC DEVELOPMENT AUTHORITY (EDA)
RESOLUTION to DESIGNATE DMO:
Virginia Destination Marketing Organization

WHEREAS, the Essex County Economic Development Authority (EDA) wishes to increase tourism opportunities in Essex County; and

WHEREAS, the State of Virginia's Tourism Corporation coordinates marketing activities solely with Destination Marketing Organizations (DMO) within the state to market the Commonwealth as a premier travel destination; and

WHEREAS, the advantage of being a DMO within the Commonwealth of Virginia would allow for partner opportunities and grant applications; and

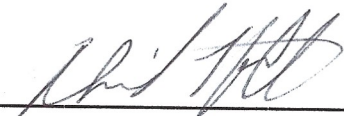
WHEREAS, increasing tourism to Essex County would serve to increase local business that may result in increased tax revenues to Essex County; and

WHEREAS, the Essex EDA will work collaboratively with neighboring and regional DMOs to support tourism efforts; and

NOW, THEREFORE LET IS BE RESOLVED by the Essex County EDA, this 3 day of January 2025, the Essex EDA will petition Virginia Tourism Corporation (VTC) to recognize Essex County as a Destination Marketing Organization (DMO).

BE IT STILL FURTHER RESOLVED that the director of the Essex County EDA or their designee, is hereby authorized and directed to act as chief liaison for the DMO.

The foregoing resolution was adopted by the Essex County EDA at its regular meeting held on January 3, 2025 in Tappahannock, VA.



David Holt - Secretary
Essex County EDA



Date