

# 2016 Town of Berryville Comprehensive Plan DRAFT

## Chapter 5 | Economy

Berryville's economy consists of basic and support sectors. Manufacturing and the creation of goods and services for export from the area comprise the basic sector. Services, construction, finance, and real estate are examples of the support sector. This chapter provides information on employment within Berryville, compares the Town's economy with that of Clarke County as a whole, and includes occupation and income information for Berryville residents.

### EMPLOYMENT OPPORTUNITIES IN THE BERRYVILLE AREA

According to Town Business License applications in ~~March~~ **February** of ~~2006~~ **2013**, approximately ~~344~~ **386** businesses and industries were operating in the Town of Berryville. This is up from 146 in 2004 **and 344 in 2006**. ~~There were 263 businesses operating within the Town limits that were based in other areas.~~

Figure 5.1 identifies the top 50 employers in Clarke County. This information from the Virginia Employment Commission ranks employers by a size code. The employers listed in Figure 5.1 range from Size Code 8 (500-999 employees) to Size Code 3 (10-19 employees). These codes are referenced in the table provided.

Berryville Graphics (Bertelsmann Printing & Manufacturing Corp.) is the single largest employer in the County **with Clarke County Schools the second largest employer, with a workforce of 752 people in 2004. American Woodmark Corporation employed 389 people in 2004, up substantially from 288 employees in 1999. An ancillary business to Woodmark, Timberline Cabinets, began operating in the Clarke County Business Park in 2002.**

As is evident in Figure 5.1, Berryville and Clarke County have a large number of small businesses. Many of them are owned by local residents and have been in business for more than ten years. Of these 50 employers, 23 are based within the corporate limits of Berryville.

### Figure 5.1 Clarke County Top 10 Employers

1. Berryville Graphics
2. Clarke County School Board
3. Grafton School, Inc
4. Clarke County
5. Coral Graphic Services Inc.
6. Ggnsc Berryville, LLC (Rose Hill)
7. Project Hope
8. The Red Gate Group Limited
9. Bank of Clarke County
10. GSM Consulting Inc.

SOURCE: Virginia Employment Commission 1<sup>st</sup> Quarter 2016

### EMPLOYMENT OF BERRYVILLE AREA RESIDENTS

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

Of all persons 16 years of age and over resident in ~~Berryville-Clarke County~~ in ~~2000~~ **2010\***, ~~1,440~~ **7,065** were identified as being in the labor force as identified by the U.S. Census Bureau ~~2000~~ **2010** statistics. ~~This number is down from 1,567 identified in the 1990 census.~~ Figure 5.2 illustrates the occupational breakdown of this labor force.

\*As only those towns with a population of more than 5,000 were available, Town of Berryville information was not available.

**Figure 5.2 Employed Berryville Civilian Population by Occupation, 2010**

	Number of Residents	Percentage
16 years and over	3,061	-
In Labor Force	1,843	100%
<b>Occupation</b>		
Management, professional and arts occupations	734	39.8%
Service occupations	303	16.4%
Sales and office occupations	367	19.9%
Natural Resources, construction and maintenance occupations	179	9.7%
Production, transportation & material moving occupations	260	14.1%

SOURCE: American FactFinder, U.S. Census Bureau

~~A large increase in the number of management and professional occupations took place from the 1990 census figures. In 1990, 186 residents, or 12% of the labor force, were employed in these occupations. The number jumped significantly in 2000 to 503 residents, or 34.9%, of the residents engaged in these occupations. Farming, fishing and mining occupations have dropped off significantly from 218 people in 1990, or 6.3% of the workforce, to 8 people, less than 1% of the jobs provided. Information on Berryville was available with the update of the 2010 Census. With a total of 1,843 residents in the civilian labor force, the majority are professional workers who have jobs in management and art occupations. Sales and office occupations totaled 367 or 19.9%.~~

Details of the type of industries which employ Berryville residents are also available from ~~2000~~ **2010** Census data (see Figure 5.3). This table identifies the employment information of Berryville residents regardless of the location of the job. The largest number of residents work in educational, health and social services (~~18.5~~ **22.8%**), ~~manufacturing (15.6%)~~ **construction (12.5%)** and ~~retail trade (13.0%)~~ **professional, scientific, and management, and administrative and waste management services (12.2%)**. ~~In 1990, retail trade employed the largest percentage of Berryville residents. 299 residents, or 19.1% of the Berryville labor force worked in retail positions in 1990 compared to 187, or 13.0%, in 2000. [Please note: previous figures below for Clarke County.]~~

# 2016 Town of Berryville Comprehensive Plan DRAFT

**Figure 5.3 Berryville Employed Civilian Population by Industry, 2010**

	Number of Residents	Percentage
Agriculture, mining, forestry, fishing and hunting, mining	15 19	1.0%
Construction	133 118	9.2% 6.4%
Manufacturing	224 116	15.6% 6.3%
Wholesale trade	20 34	1.4% 1.8%
Retail trade	187 208	13.0% 11.3%
Transportation and warehousing, utilities	74 98	5.1% 5.3%
Information	33 25	2.3% 1.4%
Finance and insurance, real estate and rental and leasing	69 60	4.8% 3.2%
Professional, scientific, and management, and administrative and waste management services	860 227	12.2% 12.3%
Educational services, and health care and social assistance	1,608 557	22.8% 30.2%
Arts, entertainment, and recreation, and accommodation and food services	376 109	5.3% 5.9%
Other services except public administration	347 89	4.9% 4.8%
Public administration	555 183	7.9% 9.9%
16 years and over	7,065 1843	100%

SOURCE: American FactFinder, U.S. Census Bureau

~~While the bulk of the jobs in Berryville are manufacturing (Berryville Graphics and American Woodmark collectively employ over 1,000 employees), a relatively low number of residents have chosen to work in this industry (224). These businesses are therefore dependent upon a significant number of employees commuting into Berryville for work.~~

## COMMUTING PATTERNS

Commuter data ~~from the 2000 Census~~ is illustrated in Figure 5.4. An estimated 4,024 of Clarke County's employed residents worked outside of the County in 2000 while a total of 2,885 commuted to Clarke County from other areas. **In 2011 it was estimated that 4,603 County residents worked outside of the County with 2,281, a drop from the previous estimate, commuting into the County. In 2012, the number of our commuters rose again to 4,785 and the number of those commuting into the County rose slightly to 2,378.** The largest number of commuters leaving the County to work were going to Loudoun County. This number rose slightly from 1,138 commuters in 1990 to 1,270 in 2000 (31.6% of the outbound commuters). **The estimate for those commuting to Loudoun County in 2012 rose to 1,561 which represents 32.6% of those commuting out of the community.** ~~This represents 31.6% of the out-bound commuters.~~

~~Other significant commuting destinations for Clarke County residents include Fairfax County (789, or 19.6%), the City of Winchester (728, or 18.1%) and Frederick County, Virginia (630, or 15.7%). The primary reason for this eastbound movement continues to be the availability of higher paying, higher skilled jobs closer to the Washington area. Many people holding these jobs have moved to Clarke County and commute back to the Washington area rather than seek local employment.~~

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

~~Recent Virginia Employment Commission statistics indicate that there has been a significant increase in the number of Clarke County residents commuting to the City of Winchester. This figure jumped from 156 people (4%) in 1990 to 728 people (18%) in 2000. This number is indicative of Winchester becoming a regional job market. While this number increased, however, the number of commuters to Frederick County decreased from 922 (24.8%) in 1990 to 630 (15.7%) in 2000.~~

The largest number of commuters coming into Clarke County were from Frederick County (~~995~~ **937**, or ~~34.5~~ **39.4%**) and the City of Winchester (~~510~~ **276**, or ~~17.7~~ **11.6%**). Commuters from Jefferson and Berkeley counties in West Virginia also had a high number of workers coming into Clarke County (~~386~~ **240**, or ~~13.4~~ **10%**, and ~~347~~ **264**, or ~~12.0~~ **11.1%**, respectively). As mentioned previously, many of these commuters are employed in the manufacturing sector by Berryville Graphics ~~and American Woodmark~~ **businesses located in the Clarke County Business Park.**

The Northern Shenandoah Valley Regional Commission offers a commuter ridesharing program. A commuter parking lot is located close to the intersection of routes 340 and 50 in Waterloo. Many businesses in Northern Virginia and Washington, D.C. offer alternatives to single-occupant vehicle travel through carpooling and by offering employee bus transportation. **Metro Rail has expanded to Reston in 2015 and will** ~~It is anticipated that Metro Rail will expand to Tysons Corner and eventually~~ **access to** Dulles Airport.

Route 7 Bypass will continue to add vehicle trips as Charles Town, West Virginia adds residential dwelling units. ~~According to the Washington Post, the city will be adding 3,200 units within the next several years.~~ While Route 9 is the most direct route to jobs in Northern Virginia, it is substandard and not able to expand through the Town of Hillsboro. With Route 340 north a four-lane highway from the West Virginia border to Berryville, traffic counts will increase dramatically through the Berryville area in the coming years.

# 2016 Town of Berryville Comprehensive Plan DRAFT

**Figure 5.4 Clarke County Commuting Patterns, 2011 2012**

	In Commuters from	Out Commuters to	Net Gain/Loss
District of Columbia	*	201 184	-201 -184
Arlington County, VA	*	139 150	-139 -150
Fairfax County, VA	53 65	1,058 1,188	-1,005 -1,123
Fauquier County, VA	41 36	*	41 36
Frederick County, VA	932 937	459 496	473 441
Loudoun County, VA	182 216	1,553 1,561	-1,371 -1,345
Shenandoah County, VA	88 129	*	88 129
Warren County, VA	156 154	127	29 27
Winchester City, VA	285 276	572 708	-287 -432
Prince William County, VA	*	183 176	-183 -176
Montgomery County, MD	*	191 195	-191 -195
Berkeley County, WV	247 264	*	247 264
Hampshire County, WV	67 61	*	67 61
Jefferson County, WV	230 240	120 *	187 240
<b>TOTAL 2012</b>	<b>2,378</b>	<b>4,785</b>	<b>-2,407</b>
<b>2011 Data</b>	<b>2,281</b>	<b>4,603</b>	<b>-2,322</b>
<b>2000 Data</b>	<b>2,885</b>	<b>4,024</b>	<b>-1,139</b>

SOURCES: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2010

\* information not available

SIDEBAR: From Clarke County Profile, Virginia Employment Commission: “Commuting patterns data is no longer produced from the Decennial Census. As an alternative, the VEC has provided commuting data from the U.S. Census Bureau’s OnTheMap application and LEHD Origin-Destination Employment Statistics program. Since this data is produced from an entirely different data set, it is not advisable to compare the new data with the previously released commuting patterns.”

## LABOR FORCE

Labor force refers to the number of persons living in the County who are 16 years of age or older and who are employed or are seeking work. Of the two basic labor force components - armed forces and civilian - the military portion consists of a small portion (10 residents) of the Clarke County population. Accordingly, only the civilian labor force is considered here.

Comparative figures for ~~1990~~, 1995, 1999, 2001, ~~and~~ 2003, **and 2014** follow in Figure 5.5.

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

**Figure 5.5 Clarke County Labor Force Data, 2010 1995 - 2014**

	1995	1999	2001	2003	2014
Civilian Labor Force	6,476	6,721	6,605	6,746	7,965
Employment	6,280	6,647	6,481	6,566	7,600
Unemployment	196	74	124	180	365
Unemployment Rate	3.0%	1.1%	1.9%	2.7%	4.3%

Sources: Berryville Comprehensive Plan updates, 1987, 1999, 2005  
 U.S. Census Bureau of Population, 2014  
 U.S. Census Bureau Profile of General Demographic Characteristics, 2010

According to the Virginia Employment Commission, the estimated Clarke County civilian labor force numbered ~~6,746~~ **7,965 in 2003 2014**. Figure 5.6, below, identifies grouped resident employment in Clarke County. White-collar occupations include managerial and professional, technical, sales, and administrative support. Blue-collar occupations include production, craft, and repair, plus operations, fabrications, and laborers. Farming also includes forestry and fishing. White-collar jobs increased steadily from 1970 to 2000, though Clarke County’s percentage of white-collar employment was below the state average. Farming employment continues to decline as a percentage of all jobs.

**Figure 5.6 Grouped Resident Employment in Clarke County, 2010**

	1970	1980	1990	2000	2010
White Collar	36.8%	45.3%	48.0%	58.3%	
Blue Collar	38.8%	32.6%	32.8%	26.5%	
Farm Workers	10.6%	9.5%	6.6%	2.2%	365
Service Workers	13.8%	12.6%	12.6%	13.0%	4.6%

Sources: Berryville Comprehensive Plan updates, 1987, 1999, 2005  
 U.S. Census Bureau of Population, 2012  
 U.S. Census Bureau Profile of General Demographic Characteristics, 2010

### UNEMPLOYMENT

Figure ~~5.7~~ **5.6** shows unemployment trends from 1994 to 2005. Clarke County’s unemployment rate has been consistently lower than ~~the Commonwealth’s average~~ **those of the Planning District and the Commonwealth**. In 1997, for example, the County averaged 2.6%, compared to 4.0% for Virginia. In 2003, Clarke County’s unemployment rate was 2.7% compared 4.1% for the Commonwealth. Clarke County’s unemployment rate has also historically been lower than the Northern Shenandoah Valley Regional Commission’s rates.

# 2016 Town of Berryville Comprehensive Plan DRAFT

**Figure 5.6 Clarke County Unemployment Rates (1995 – 2014)**

	1995	2000	2005	2010	2014
Clarke County	3.0%	1.1%	2.6%	6.7%	4.3%
Planning District	4.8%	2.6%	3.0%	8.2%	5.5%
Virginia	4.9%	2.8%	3.6%	7.1%	5.2%
United States	5.6%	4.0%	5.1%	9.6%	6.2%

SOURCES: Virginia Employment Commission Labor Market Information; Bureau of Labor Statistics, Northern Shenandoah Valley Regional Commission

Clarke County’s unemployment rate, like other areas, varies with the seasons of the year. The County’s unemployment is highest in the winter months (January-March) and lowest in the late summer and early autumn, particularly when agricultural crops are being harvested and processed.

### REGIONAL LABOR POOL

According to the U.S. Census, it is estimated that a total of ~~393,958~~ **431,648** people lived within a 30-mile radius of Berryville in ~~2000~~ **2014**. This area includes Clarke County as well as the contiguous counties of Loudoun, Frederick, Fauquier, and Warren and the City of Winchester, and Jefferson County, West Virginia.

In ~~2000~~ **2014**, there was an estimated work force population of about ~~214,562~~ **322,989** persons 16 years or older within this 30-mile radius. This “Estimated Labor Pool” refers to those persons between the ages of 16 and 55. People over 55 years of age may not be a likely source of labor for a new industry since those persons may be close to retirement and may be less likely to seek a new employer.

~~Given the recent trend of American workers to continue working to an older age, the definition of estimated labor pool may be expanded.~~

~~For 2000, the average number of unemployed seeking work within the Planning District was 1.7% percent of the total civilian labor force. This is down significantly from 1990, when the unemployment rate in the Planning District was 6.0%.~~

### INCOME AND WAGES

Median family income (that figure for which there are an equal number of families above and below) for Berryville in ~~2000~~ **the 2014 five year estimate** was ~~\$39,871~~ **\$89,013, up significantly**

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

**from 2000 estimates.** According to U.S. Census information, Berryville ranked first in median family income in the Northern Shenandoah Valley Planning District. Boyce and Stephens City ranked second and third among towns in the Planning District. ~~Income level figures for Berryville are shown in Figure 5.8~~ **Figures 5.7 and 5.8, respectively, identify estimated family income levels for Berryville and estimated annual median household income for the Northern Shenandoah Valley Region.** “Households” are defined by the U.S. Census Bureau as all occupants of the house, whether related or not; “families” are defined as related occupants of the house.

**Figure 5.7 Berryville Estimated Family Income, 2010 and 2014**

	2000	2014
Less than \$10,000	32	17
\$10,000 to \$14,999	15	20
\$15,000 to \$24,999	83	39
\$25,000 to \$34,999	117	31
\$35,000 to \$49,999	120	132
\$50,000 to \$74,999	191	225
\$75,000 to \$99,999	107	140
\$100,000 to \$149,999	107	290
\$150,000 or more	9	239
<b>Median Family Income</b>	<b>\$52,176</b>	<b>\$89,013</b>

SOURCE: 2000 U.S. Census of Population and Housing, 2014 American FactFinder

**Figure 5.8 Estimated Annual Median Household Income in the Northern Shenandoah Valley Region**

Locality	1995	2000	2002	2014
Clarke County	\$39,176	\$52,674	\$53,499	\$77,597
Frederick County	\$39,470	\$49,248	\$50,723	\$68,719
Page County	\$28,859	\$34,357	\$33,785	\$43,063
Shenandoah County	\$31,360	\$40,325	\$40,543	\$47,936
Warren County	\$35,924	\$44,091	\$45,420	\$60,560
Winchester City	\$31,767	\$36,849	\$37,782	\$44,873
Virginia	\$36,367	\$46,789	\$48,224	\$63,907

SOURCE: 2005 Comprehensive Plan, U.S. Census American Community Survey, U.S. Census QuickFacts

Figure ~~5.9~~ **5.8** identifies estimated median household incomes ~~in 2000~~ for jurisdictions within the Northern Shenandoah Valley Planning District. Clarke County had the highest median family income of the Planning District’s jurisdiction in ~~2000~~ **2014** (~~\$51,601~~ **\$77,597**). Clarke County’s median income is also higher than the commonwealth median (~~\$46,667~~ **\$63,907**).

# 2016 Town of Berryville Comprehensive Plan DRAFT

According to Census Bureau estimates, 4.2% of Clarke County families had incomes below the poverty level in 2000. **In 2013, the poverty level estimate had risen to 6.7%.** The percentage in Virginia was 7.0% **in 2000 and 11.3% in 2013.** ~~In Clarke County, 10.6% of households had incomes of \$100,000 or more in 2000, compared with 9.4% of all households across Virginia.~~

## Figure 5.9 Per Capita Personal Income

	1990	2000	2013
Clarke County	\$17,503	\$30,895	\$38,748
Virginia	\$17,324	\$31,087	\$33,493

SOURCE: 2005 Comprehensive Plan, U.S. Census QuickFacts

Figure ~~5.10~~ **5.9** indicates Clarke County's per capita personal income to be ~~\$30,962~~ **\$38,748** in ~~2003~~ **2013**. This figure, which ~~dropped slightly~~ **increased by 20%** from 2000, is ~~lower~~ **higher** than Virginia's per capita income.

## Figure 5.10 Average Weekly Wages in Clarke County 2015

	1980	1990	2000	2005	2015
	\$184	\$354	\$519	\$617	\$799

SOURCE: Virginia Employment Commission

The average weekly wage paid to workers by industries in Clarke County in ~~2005~~ **2015** was ~~\$617~~ **\$799** (see Figure 5.11), according to the Virginia Employment Commission ~~That represents,~~ **representing a 15.88% 22.77%** increase over the ~~first quarter of 2000~~ **2005** data.

## Figure 5.10 Annual Average Weekly Wages of Residents

Locality	1997	2002	2014	Percent Change 2002 - 2014
Clarke County	\$485	\$544	\$799	31.91%
Frederick County	\$497	\$598	\$762	21.52%
Page County	\$395	\$432	\$542	20.29%
Shenandoah County	\$425	\$469	\$634	26.02%
Warren County	\$417	\$505	\$701	27.96%
Winchester City	\$516	\$596	\$893	33.25%
Northern Shenandoah Valley PDC	\$472	\$574	\$758	24.27%
Northern Virginia PDC	\$811	\$1,203	\$1,360	11.54%
Virginia	\$610	\$715	\$1,000	28.50%

SOURCE: 2005 Comprehensive Plan, U.S. Census American Community Survey, U.S. Census QuickFacts

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

Figure 5.12 5.10 identifies the annual average weekly wages of residents in the above jurisdictions, planning districts, and the Commonwealth. According to the Virginia Employment Commission, the wages in Clarke County rose by ~~10.84%~~ **31.91%** from ~~1997 to 2002~~ **2002-2014**. ~~The Northern Virginia Planning District figure reflects the high-paying jobs that many residents of Berryville and Clarke County commute to.~~

### RETAIL SALES

A healthy local retail economy is good for the business sector and good for the local government, which receives part of its revenue from the sales tax. While Winchester emerges as a regional retail hub, and residential development occurs within Berryville and the adjacent jurisdictions, the Town’s existing downtown has the unique opportunity to become a center for specialized retail shopping. **New shops and retail destinations have opened within the past five years that have become destinations for the local historic district.** Figure 5.11 identifies **Taxable Sales in Clarke County, the Commonwealth, and adjacent localities.**

**Figure 5.11 Taxable Sales 2003 & 2014**

Locality	2003		2014		Percent Change in Per Capita Sales 2003 - 2014
	Taxable Sales Total (\$)	Per Capita Sales (\$)	Taxable Sales Total (\$)	Per Capita Sales (\$)	
Clarke County	67,372,377.....	5,325	80,193,607.....	5,560	4.22%
Frederick County	541,171,304.....	9,158	1,099,937,348.....	13,362	31.46%
Page County	N/A.....	N/A	160,578,980.....	6,733	N/A
Shenandoah County	N/A.....	N/A	353,964,333.....	8,228	N/A
Warren County	209,519,684.....	6,634	361,864,155.....	9,282	28.52%
Winchester City	836,872,278.....	34,250	778,776,375.....	28,275	-21.13%
Virginia	70,645,312,671.....	9,980	96,243,826,673.....	11,559	13.66%

SOURCE: 2005 Comprehensive Plan Update; U.S. Census QuickFacts; Virginia Department of Taxation

### AGRICULTURAL ECONOMY

Agriculture has been and continues to be a very important part of the economy in rural Clarke County. Therefore, any economic analysis should take into consideration the role of agriculture in the overall economy of the Town and County.

**Figure 5.12 Clarke County Farms, Acreage and Operators**

	1992	1997	2002	2012
Number of working farms	319	325	472	477
Total Farm Acreage in County	68,326	71,423	74,279	66,946
Average size (acres)	214	220	157	140
<b>Primary Occupation of Operator</b>				
Farming	144	154	250	222

# 2016 Town of Berryville Comprehensive Plan DRAFT

**Other** 175 171 222 251

SOURCE: 2005 Comprehensive Plan Update; 2012 Census of Agriculture, USDA National Agricultural Statistics Service

## MARKET VALUES OF CROPS

Figure 5.13 illustrates the significance of agricultural products in the Clarke County economy. This table lists the total value of agricultural products sold, as well as categories for livestock, poultry and products; and crops in bold. Several examples of livestock and crops are shown in this table, not the entire breakdown of the respective categories. Accordingly, these figures will not reflect the total values of the category.

In 2000, the sale of agricultural products produced over \$15.5 million for Clarke County farmers. While this total dropped nearly 27% from 1992 to 1997, the 2002 figure indicates an increase of over \$2.5 million, or 16.4%, from 1997 to 2002.

~~Since From 1992 to 2012~~ (see Figure 5.14 **5.12**), the number of working farms in Clarke County has increased by ~~32.4%~~ **33%** while the average size of these farms has dropped to an average of ~~157~~ **140** acres. ~~In 1992, there were 319 working farms at an average size of 214 acres per farm.~~ **The trend of more farms with smaller acreage continued into the 2012 USDA Census of Agriculture with five additional farms which are an average 17 acres smaller than 2002 in Clarke County.**

~~Between 1992 and 2002, the number of operators farming as their principal occupation increased significantly, from 144 to 250. The number of part time operators has also increased from 175 to 222.~~

## ECONOMIC DEVELOPMENT STRATEGIC PLAN FOR CLARKE COUNTY

**In 2014, the Clarke County Board of Supervisors adopted an Economic Development Strategic Plan for Clarke County. As the main growth area of the County, the Town is a critical component to the success of the Economic Development Strategic Plan. The Strategic Plan Subcommittee, consisting of members of the County's Economic Development Advisory Committee, County Planning Commissioners, a member of the Board of Supervisors and Town staff, recommended three goals, with two strategies for each goal, be considered in this Plan:**

**Goal A. Increase Collaboration and Capacity for Supporting Compatible Economic Development**

**Strategy 1. Expand Overall Planning and Economic Development Efforts**

**Strategy 2. Increase Direct Revenues to Fund Economic Development**

**Goal B. Retain, Attract, and Develop Compatible and Innovative Industry**

**Strategy 1. Promote Compatible Industrial Development**

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

### Strategy 2. Initiate Long-Term Development Opportunities

#### Goal C. Increase the Vitality of Agriculture and Tourism

##### Strategy 1. Promote Agricultural Development and Innovation

##### Strategy 2. Promote Tourism Development

A Memorandum of Understanding was signed by Town and County elected officials and an Economic Development/Tourism Director and support staff was hired by the County in 2015.

Top priorities were identified in the Plan and efforts continue to implement these goals. Continued efforts between the two localities should continue in order to successfully attract appropriate businesses to the community.

One of the County and Town's top priorities is to develop increased accommodation capacity. The Town applied for and received a USDA Rural Business Enterprise Grant which funded a grant to create a Hotel Market Feasibility Study which was completed in 2013.

#### BERRYVILLE AREA PLAN UPDATE

The update of the Berryville Area Plan, originally adopted in 1992, occurred in 2015. The update clarified existing language, updated residential and commercial development data, and modified respective sub-area description to include current conditions. Three development areas were identified south and west of the Town for future commercial development potential.

#### CLARKE COUNTY BUSINESS PARK

With the purchase of Lot 10, adjacent to the Town's eastern elevated water tower, by JCSG Properties, LLC in order to construct a parking lot, the Clarke County Business Park all of the lots have been developed. Additional property on the west side of the railroad tracks is zoned for Business Park development.

#### REGIONAL ECONOMIC DEVELOPMENT EFFORTS

With Tourism being identified as a top economic development priority by Northern Shenandoah Valley Regional Commission Board members in 2014, several grants were obtained by the Regional Commission for regional tourism. Regional efforts are critical in order to grow a tourism base in Berryville and Clarke County.

#### TOURISM

In 2016, the Town has been working to create Tourism Zones which create economic development incentives. Enabled by the General Assembly under Virginia Code

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

§ 58.1-3851, Tourism Zones allow for incentives such as reduction of Business and Professional Operators Licenses (BPOL), permit fees, and the opportunity to finance availability fees for up to ten years. There are thresholds established such as job creation and investment which determine the incentives available.

Tourism has been identified as a larger economic development resource for Berryville and Clarke County as well as the Northern Shenandoah Valley region. In 2012, the Town of Berryville received a USDA Rural Business Enterprise Grant for a hotel feasibility study. The study was completed in late 2013 and distributed to those property owners identified in the study as well as elected and appointed officials, developers, and residents. A hotel is key to growing the tourism industry and supporting local businesses such as Historic Rosemont Manor, corporations such as Trelleborg and Berryville Graphics, and for events and activities in the area.

Agritourism and heritage tourism, as well as a number of recreational activities, have significant potential in Berryville and Clarke County. Partnerships with local organizations and with the Virginia Tourism Corporation can boost these efforts. Maintaining downtown Berryville as a destination with unique retail and restaurants, as well as appropriate housing and services, can also create a positive economic development effort and experience for both visitors and tourism.

As a part of the Northern Shenandoah Valley Regional Commission (NSVRC), Town staff have been participating in economic development initiatives on a regional level. Funding from a Building Entrepreneurial Economies grant allowed Commission staff and participating jurisdictions to create and conduct a business inventory survey and to identify and map regional assets. A Stronger Economies Together technical assistance grant was awarded to the NSVRC to further regional economic development activity through a series of civic forums and workshops held at Lord Fairfax Community College. The Commission was also awarded a \$40,000 Building Collaborative Community grant to implement some of the efforts as identified with the two previous grants.

Town and County staff are working with the Barns of Rose Hill to obtain Tourist Oriented Directional signage for Route 7 Bypass and 340. The signs will identify the location of the historic downtown and the tourist information center at the Barns.

The Town will continue its effort to implement a wayfinding signage system to create a brand and to identify public parking and buildings, the historic district, and other amenities.

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

Tourism is another industry that is a big business in Virginia. According to the Department of Historic Resources, Virginia is the sixth most popular destination in the United States for historic and cultural travelers. With a very large segment of the American population within a day's drive of Virginia, attracting tourists has become a statewide effort. Virginia offers fine outdoor opportunities, cultural venues, wineries, rolling landscape, and exciting cities. And Clarke County is in a perfect position to take advantage of its location and years of smart planning.

### **CLARKE COUNTY TOURISM ALLIANCE**

Another boost to the economic base of the County is the formation of two organizations in 2004. The Clarke County Tourism Alliance is a group of business owners and elected and appointed officials that began with members of the Clarke County Economic Development Committee. The Alliance consists of subcommittees including recreation, culture, hospitality, and agriculture. Another subcommittee will be reviewing ordinances and working with local government officials and staff to encourage property owners to operate country inns and bed and breakfasts to accommodate future visitors to the County. A management team was formed in the fall of 2004 that will define the goals and develop a website and programming for the Alliance. The Alliance elected a permanent Board of Directors in 2005.

### **CLARKE COUNTY EQUINE ASSOCIATION**

The other newly formed group encourages economic development through the equine industry. This group has a web site in place and is reviewing other activities and documents to promote all facets of the equine industry in Clarke County.

## **INSERT FIGURE 5.15**

Though no separate data exists for Berryville, most of Clarke County's businesses lie within the Town. Recent retail sales figures (see Figure 5.14) indicate a significant growth in per capita sales (40.6%) in Clarke County from 1997 to 2003.

### **BERRYVILLE/CLARKE COUNTY CHAMBER OF COMMERCE**

The Berryville/Clarke County Chamber of Commerce has over 100 members representing businesses and individuals in Clarke, Frederick, and Loudoun counties as well as Berryville and Winchester. The Chamber of Commerce operates with one paid part time staff person and a 12 member Board of Directors. The organization's main goal is to promote and encourage the growth of new and existing businesses and tourism in the Berryville/Clarke County area. The Chamber sponsors community events that aid in the tourism effort including Spring and Fall Art at the Mill Shows and the annual Christmas Parade.

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

### BERRYVILLE MAIN STREET

Formerly known as Downtown Berryville, Incorporated, Berryville Main Street is an important organization for the promotion of the downtown and its merchants. Staffed by one part-time employee, Berryville Main Street has shifted its focus from the Barns of Rose Hill project back to the businesses of downtown. As the organization that supports the Virginia Main Street program, it has an active board of directors composed of local business owners, government officials, and residents who have a large variety of interests and occupations. Berryville Main Street is composed of several committees, including Design, Promotion, Organization, Economic Restructuring, and the Main Street Craft Market.

Efforts should continue to be made through local organizations and government to maintain the retail core by actively seeking appropriate specialty retail businesses to downtown Berryville. Building owners should also be contacted and organized so as to strengthen the infrastructure and fabric of the downtown.

### SUMMARY

The two largest employers in the Town are Berryville Graphics and ~~American Woodmark~~ **the Clarke County Schools**. Many of the largest businesses in Clarke County have been in business for more than ten years.

There were ~~1,440~~ **1,843** people above the age of 16 identified in the ~~2000~~ **2010** local workforce. Of this number, most are employed in a management, professional or related occupation (~~503~~ **734** residents, or ~~34.9%~~ **39.8%** of the workforce). While many of the jobs in Berryville are in the manufacturing sector, a relatively low percentage of residents have chosen to work in this industry.

Leading commuter destinations are Loudoun County, Frederick/Winchester, and Fairfax County. Eastbound commuting continues to be the primary movement because of the availability of higher paying, higher skilled jobs closer to the Washington area. Additionally, many new residents moved from this area and continue to work in the same job. The largest number of commuters coming into Clarke County are from Frederick County, Winchester, and West Virginia.

The Clarke County Labor Force was estimated to be ~~6,746~~ **7,965** in ~~2003~~ **2014**. The unemployment rate **in Clarke County in 2014** was ~~2.7%~~ **4.3%**, while Virginia's was ~~4.1%~~ **5.2%** and the United States ~~6.0%~~ **6.2%**.

In ~~2000~~ **2014**, the median household income in Clarke County was ~~\$51,601~~ **\$77,597**. This was the highest in the Planning District. The annual average weekly wage in Clarke County was ~~\$544~~ **\$799** in ~~2002~~ **2014**, a ~~10.84%~~ **31.9%** increase from ~~1997~~ **2002**.

# 2016 Town of Berryville Comprehensive Plan

## DRAFT

~~The value of the County's agricultural products has regained value from earlier 1997 figures.~~ The greatest share of the **County's** agricultural economy comes from livestock and poultry products. The number of working farms increased ~~31.1%~~ from ~~1997 to 2002~~ **2002 to 2014 by five farms**, while the size of the average farm decreased by ~~28.6%~~ **12% during that time**.

Efforts are being made to promote tourism in the County and Town. ~~Several organizations have been formed to facilitate the marketing of this industry.~~

~~The amount of taxable per capita sales rose significantly from 1997 to 2003, up over 40% during this time period.~~ Berryville continues to be the center of commerce in the County. Efforts should be continued to encourage retail shops in the downtown area. **Elected officials should also work to attract accommodation to the community to support tourism efforts and local businesses, such as Rosemont Manor and other corporations in need of local hotel rooms.** ~~The Berryville/Clarke County Chamber of Commerce and Downtown Berryville, Incorporated, are important organizations that promote Berryville and its merchants.~~

### SOURCES

U.S. Department of Labor  
Virginia Employment Commission  
U.S. Census  
Northern Shenandoah Valley Regional Commission  
USDA Census of Agriculture  
Virginia Department of Taxation  
Clarke County Comprehensive Plan  
Economic Development Strategic Plan for Clarke County