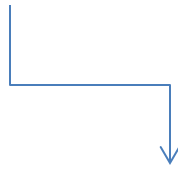


# Northern Neck Tourism Commission

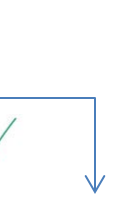
a Public Private Partnership; 15 members,  
KG joined in 2012, planning & promotion



NORTHERN NECK REGION PARTNERSHIP

●	●
●	●

CHESAPEAKE BAY PARTNERSHIP





Official logo of Northern Neck Tourism Commission



Logo for Northern Neck Heritage Area





# Mission Statement

The mission of the Northern Neck Tourism Commission is to facilitate and promote tourism by capitalizing on our natural, historical, cultural, recreational resources, and increasing lodging and dining opportunities in a way that enhances the local community and visitor experiences.

# How to promote a 5-county area?

- Digital – website, social media marketing strategy/platforms
- Print – Demographic of “over 55/affluent” located in Washington metro area still gets info from print/newspapers
- Brochure – through VTC Welcome Centers/on request (no CTIC in region)

# Partnership with Virginia Tourism Corporation (VTC)

- **Northern Neck Tourism Plan** in place with goals and strategies to increase area tourism
- Received five marketing leveraging program grants
- Touch-screen kiosk at Dahlgren Heritage Museum on Route 301/Nice Bridge
- **DRIVE** Tourism effort to develop asset-based itineraries



# Partnership with National Park Service

- National Heritage Area Designation
  - Feasibility Study in final year to determine whether the Northern Neck qualifies as a NHA
  - Initial Scoping Meetings held (2010), Interpretive Workshop held (2011), study to be completed by end of this calendar year
  - NNTC to be management entity
- Potomac Heritage National Scenic Trail
  - Bike trail (also great for antique cars) throughout the 4 counties of the lower NN; King George's participation would require an MOU between County and POHE/National Park Service
  - Paper map reprinted to reflect NNHA branding
  - Signs marking loop trails were placed in Northumberland & Westmoreland Counties

# Other partnerships...

- National Trails – Captain John Smith Water Trail, Star Spangled Banner Trail
- LoveWorks campaign for Love Sculpture in your locality 2 - MaMargaret's B&B & the Northern Neck Farm Museum



- Additional LoveWork recently unveiled in Colonial Beach

# State-wide initiatives

- Virginia Oyster Trail – 3 regions in VA first, then state-wide (Northern Neck, Middle Peninsula & Eastern Shore)
- Northern Neck Artisan Trail – 5 County Artisan Trail including traditional craft, two & three dimensional art, farm wineries, agritourism attractions, museums, locally-owned lodgings & restaurants



# King George Tourism #s for 2014

Employment: 222	Increase of 1.1% (from 2013)
Expenditures: \$20,811,630	Increase of 3.1%
Local Tax Receipts: \$593,344	Increase of 1.2%
Payroll: \$4,289,950	Increase of 2.7%
State Tax Receipts: \$928,582	Decline of .1%
Food tax collected: \$957,493	Increase of .4%
Lodging tax collected: \$178,651	Decline of 7% (still 2 <sup>nd</sup> highest)

Food tax rate: 4%; lodging tax rate: 5%

Source: Virginia Tourism Corporation Research Division:  
vatc.org

# Northern Neck Tourism #s

				State Tax	Local Tax
2014	Expenditures	Payroll	Employment	Receipts	Receipts
County	(\$ Millions)	(\$ Millions)	(Thousands)	(\$ Millions)	(\$ Millions)
KING GEORGE	20.8	4.29	.22	0.9	0.59
LANCASTER	84.65	14.34	0.75	3.6	2.22
NORTHUMBERLAND	58.64	11.46	0.6	2.48	1.64
RICHMOND	29.46	10.7	0.35	0.94	0.65
WESTMORELAND	59.44	13.4	0.7	2.49	1.6
NORTHERN NECK TOTAL:	\$253	\$54.2	263.9	\$10.6	\$6.8

% Change				State Tax	Local Tax
2014/2013	Expenditures	Payroll	Employment	Receipts	Receipts
KING GEORGE	3.1%	2.7%	1.1%	-.1%	1.2%
LANCASTER	2.5%	2.1%	.6%	1.6%	.7%
NORTHUMBERLAND	5.6%	5.2%	3.6%	5.9%	3.7%
RICHMOND	1.4%	1.0%	-.5%	1.6%	-.4%
WESTMORELAND	5.1%	4.6%	3.1%	6.4%	3.2%
NORTHERN NECK AVERAGE:	3.5%	3.1%	1.6%	3.1%	1.7%

# Considerations, or why the NN might be different

- Northern Neck has had a regional identity for over 350 years, geographically enforced
- Only 1 county collects either meals or lodging tax in region
- Pursuit & implementation of NHA is common goal
- No tourism staff in any locality
- More issues unite than divide  
(transportation, infrastructure, waterfront)

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**The NORTHERN NECK**

You've Seen It ...

**NOW GO HOME !!**

