



TOWN OF KILMARNOCK
Council Committee Report –Economic Development

Date: April 3, 2014 **Time:** 9:30 AM **Location:** Town Hall

Town Council Member Attendees:

Town Staff Attendees:

X = present

Chair: Vice Mayor Emerson Gravatt _X_
Council Member William Smith __
Council Member Mae Umphlett _X_
Mayor Raymond Booth (ex-officio) __

Town Manager Tom Saunders _X_
Asst. TM Susan Cockrell _X_

Visitors: Shawn Donahue, Town Council

Discussion items:

1. The committee reviewed the status of any new\existing businesses.
2. DTM Cockrell and Lancaster County Administrator Frank Pleva met with the Middlesex Economic Development Authority, Matt Walker, Administrator and Chris Ingram, Economic Development and Tourism Coordinator, both from Middlesex County, and explained our program to create a brand related to the amenities within our immediate area that connects the Rappahannock River and the Bay. Middlesex is actively pursuing a strategic marketing plan through VA Tourism Corporation and the Middlesex EDA has been considering funding brochures for historic and boating sites. Following our presentation, the EDA was very excited about creating a larger “regional” identity and of having one or more partners to complete this with. They have approved a \$25,000 contribution to get the process started. Middlesex County may be able to fund additional monies once the FY 2015 budget is established.

Previous Council discussions indicated that the process could begin once another partner was found. The Economic Development subcommittee recommends to Town Council that our own funds be appropriated to enable the process to get started in the current fiscal year while we await the input from other participants.

FYI:

1. The committee was updated on VA Living Magazine’s “Best of” winners in 2014 which will feature 44 winners within Lancaster County, 19 within Kilmarnock and including Kilmarnock as a winner in the “Friendliest Town” category.
2. VA Economic Development Partnership, the State agency that works heavily in site selections, has offered to assist us with the planning of the undeveloped acreage at the Tech Park.

Recommendations to Council:

1. **Recommends that Council authorize staff to begin the process of branding by appropriating funds identified in the FY 2014 budget Festivals\Marketing line item.**

Recommended for further study: None