



**TOWN OF BLUEFIELD  
TOWN COUNCIL MEETING  
February 27, 2018  
AGENDA**

- 6:30 p.m.     **Work Session:** Budget, Insurance, Cigarette Tax, & Term Limits
- 7:30 p.m.     **Call to Order**
- 7:31 p.m.     **Invocation and Pledge of Allegiance**
- Pastor Steve Branch, Destiny Outreach Ministries
- 7:33 p.m.     **Approval of Agenda**
- 7:34 p.m.     **Consent Agenda**
- [February 13, 2018 Work Session Minutes](#)
  - [February 13, 2018 Council Meeting Minutes](#)
- 7:36 p.m.     **Citizen Requests & Special Presentations**
- Special Presentation: [Heart of Appalachia Tourism Authority Request](#) – Kitty Barker & Nikki Hicks
- 7:46 p.m.     **Committee Reports**
- 7:47 p.m.     **Unfinished Business & Reports**
- 7:48 p.m.     **New Business and Reports**
- 7:49 p.m.     **Citizen Comments**
- 7:50 p.m.     **Town Manager's Report**
- [Hockman Pike Update](#)
  - Mountain Festival Update
  - Wednesday, March 7, 2018 Blood Drive in Council Chambers @ Town Hall
- 8:00 p.m.     **Council Comments**

8:2 p.m. **Attorney Report**

8:13 p.m. **Executive Session:** Section 2.2-3711-A-1.3

8:43 p.m. **Executive Session:** Section 2.2-3711-A-1.7

9:13 p.m. **Adjourn**



The Heart of Appalachia Tourism Authority  
3028 4<sup>th</sup> Avenue, Market Square ~ PO Box 186  
St. Paul, Virginia 24283 • 276-762-0011  
info@heartofappalachia.com • www.HEARTofAPPALACHIA.com

February 5, 2018

Dear Ms. Catron:

The Virginia Coalfield Regional Tourism Authority, doing business as Heart of Appalachia Tourism Authority is making a budget request for FY 2017-2018. The amount of \$2,500 is being requested from each Town and County to support the regional tourism program. The mission of the Heart of Appalachia Tourism Authority is to increase the number of tourist to the region by offering collaborative marketing opportunities to the localities. This includes all nonprofit tourism assets and events which will be promoted on regional websites, and social media. Your locality will receive print ads in the regional adventure guide and motorcycle guide which are printed each year and distributed in Welcome/Visitor Centers and provided to visitors. Your locality will have representation at tradeshow, in trip itineraries, and banner digital ads in regional websites. Attached is the proposed marketing activities planned for 2018 - 2019. If you cannot afford the \$2,500 request, we can discuss an alternative budget plan.

In addition to marketing, the Tourism Authority is implementing new programs to assist each of the region's localities to create destination visioning plans, specific marketing plans, and training for your tourism stakeholders. Your investment will be leveraged by the Tourism Authority to apply for grant funding for marketing and training tourism leaders, businesses and managers.

Thank you for adding Heart of Appalachia to your 2018-2019 budget. We look forward to a continued partnership to increase tourism visitation to your attractions, events, lodging and dining facilities. You will find enclosed a summary of marketing activities and budget spent promoting the tourism assets of your county. Heart of Appalachia would like to schedule a presentation to your leaders this winter/spring. Feel free to contact Kitty Barker, Executive Director, if you have any questions.

Sincerely,

Kitty Barker, Executive Director  
Heart of Appalachia Tourism Authority



Virginia Coalfield Regional Tourism Development Authority dba  
The Heart of Appalachia Tourism Authority  
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## HEART OF APPALACHIA ANNUAL REPORT 2016-2017 TAZEWELL COUNTY SUMMARY

### TAZEWELL COUNTY

#### SUMMARY of HOA EXPENDITURES 2017

Tradeshow Partnership	\$4,000
Destination Planning	8,000
Advertising	15,000
Sponsor BOD Rally	1,500
Taste of the Clinch	4,000
<u>Dirt Trax Cable TV</u>	<u>6,000</u>
Total Spent	\$38,500

HOA is partnering with Tazewell on an MLP Grant. HOA shall provide funding to Tazewell County Tourism for Website Development and creation/distribution of a tourism brochure in 2018. In addition, we partner to distribute brochures at tradeshow, and coop advertising for the Motorcycle and Off-Road markets.

MLP Grant 11,000 (2018)

#### HOA Action Items:

- HOA partnered with Tazewell to attend tradeshow in Washington, DC, AimExpo, Jeep Invasion, Off Road Expo, and Raleigh Bike Fest HOA Spent: (\$4,000)
- **Back of the Dragon** was marketed on TV Commercials, Print Ads and Articles on the Velocity Channel, Road Runner Magazine, Blue Ridge Motorcycle. HOA spent (\$15,000)
- **Back of the Dragon** was featured on a Velocity TV interview during the “Hot Nights In Bristol Antique Car Show.”
- HOA sponsored the **Back of Dragon Rally** in partnership with Spearhead Trails HOA Spent (\$1,500)
- Tazewell County is highlighted in the **Visitor Guide, Motorcycle Guide, HOA website, Appalachian Backroads Website, and social media campaigns.**
- **Back of the Dragon** is a major partner with Appalachian Backroads. Two new motorcycle routes were created and mapped/GPX for Tazewell County in the **ABR Guide**. Downloadable Loops were created on a new regional Appalachian Backroads Motorcycle Website. All lodging, restaurants and attractions along the routes are listed on the ABR Guide and Website. ABR Facebook includes weekly updates for the region and includes Tazewell County rides, photos and videos.
- HOA provided business listings, Calendar of Events, Festivals and photos/video of Tazewell and the towns within, including Pocahontas, Richlands, Cedar Bluff, Tazewell, Burkes Garden, Claypool Hill, Pounding Mill and Bluefield.

- Tazewell County eateries along the Clinch River were featured in “Taste of Clinch” tear off map. Staff visited all the restaurant along the Clinch in Tazewell County. HOA Spent (\$4,000)
- HOA and Tazewell Tourism work in partnership on the ARC Power Grant to increase Spearhead Trails marketing. HOA spends the fund, and receives reimbursement for a total of \$25,000
- Tazewell partnered with Spearhead Trails and HOA to host Dirt Trax Film Crew. HOA spent (\$6,000)
- HOA was awarded a grant to provide addition funding assistance to Tazewell County for Website and Brochure development. HOA will spend (\$11,000)
- Young Strategies Destination Planning Process: Scheduled for 2018. HOA will spend ( \$8,000)
- Tazewell County and the Town of Tazewell participate in the HOA Investment Program at the Pinnacle Level (\$2,500) each.
- 2018 Mapping of Town of Bluefield Hiking and Biking.
- 2018 Drone Video of Tazewell including the Town of Bluefield.
- 2018 Filming of Destination of Polaris in Tazewell County for \$25,000