

**BOARD OF SUPERVISORS
COUNTY OF NEW KENT
VIRGINIA**

R-41-20

At the regular meeting of the Board of Supervisors of the County of New Kent, in the Boardroom of the Administration Building in New Kent, Virginia, on the 13th day of October, 2020:

Present:	Vote:
Thomas W. Evelyn	Aye
C. Thomas Tiller, Jr.	Aye
Ronald P. Stiers	Aye
John N. Lockwood	Aye
Patricia A. Paige	Aye

Motion was made by Mr. Tiller, which carried 5:0 to adopt the following resolution:

**RESOLUTION SUPPORTING THE CLASSIFICATION OF
THE NEW KENT COUNTY VISITORS AND COMMERCE
CENTER AS A DESTINATION MARKETING
ORGANIZATION FOR NEW KENT COUNTY**

WHEREAS, The New Kent County Visitors and Commerce Center located at 7324 Vineyards Parkway serves as welcome center for new residents and out of town visitors; and

WHEREAS, New Kent County has placed a heavy emphasis on tourism and wishes to further increase tourism opportunities as part of our local economy; and

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

WHEREAS, the advantage of being a Destination Marketing Organization within the Commonwealth of Virginia would allow for partnering opportunities and grant applications; and

WHEREAS, increasing tourism within New Kent County would serve to increase local business activity, in turn increasing tax revenue to the County; and

WHEREAS, New Kent County will petition Virginia Tourism Corporation to recognize the New Kent County Visitors and Commerce Center as a Destination Marketing Organization.

October 13, 2020
R-41-20

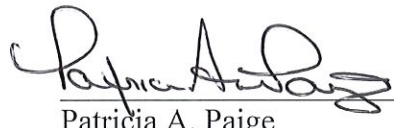
NOW THEREFORE BE IT RESOLVED that the Board of Supervisors of New Kent County, Virginia supports the designation of the New Kent County Visitors and Commerce Center as the County's Destination Marketing Organization;

NOW THEREFORE BE IT FURTHER RESOLVED that the Board of Supervisors of New Kent County appoint the County Administrator or their designee to serve as the chief liaison for the Destination Marketing Organization.

Adopted this 13th day of October, 2020.



Rodney A. Hathaway
County Administrator



Patricia A. Paige
Chairwoman