

VACo BREAKOUT SESSION: ATHLETICS AND RECREATION AS ECONOMIC DEVELOPMENT

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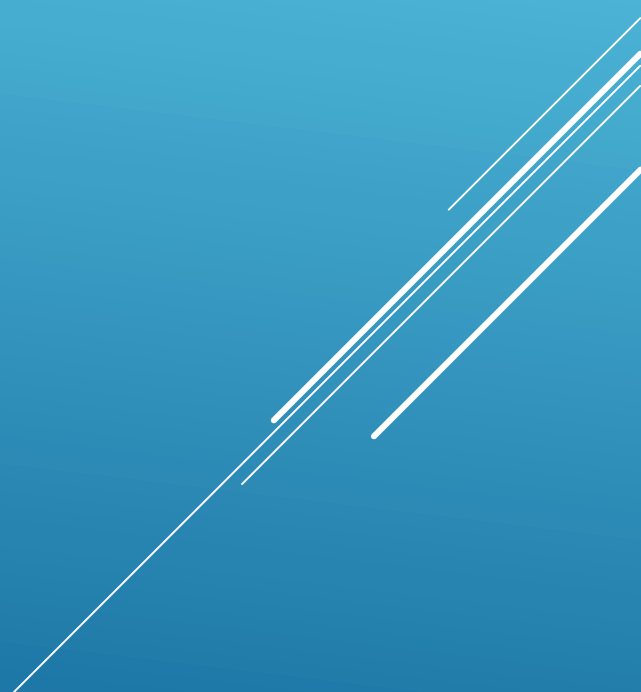
▶ Incumbent Business Retention and Expansion

- Workforce
- Generational Change in Ownership



▶ Amenity Development

- Market



▶ New Business Recruitment

- Amenity

- Workforce




Make Our County a Place People Want to Be.

The image features a solid blue background with a subtle gradient. In the bottom right corner, there are several white, parallel diagonal lines of varying lengths, creating a sense of movement and modern design.

Tourism is the means to the end not the end.

It creates a market for amenities and helps keep and recruit workforce.

It has public support. People who live here already can enjoy it and will appreciate it.

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

