- 28,502 County Population
- 507 Square Miles
- $57,284 Median Household Income
- 3.2% Unemployment Rate
- 42.4 Median Age
- $0.79 Real Estate Tax
Quality of Life
Effectively Marketing Your Community

• When prospective business and industry visit our community, we are prepared to tell the story.

• In 2017, Dinwiddie County developed a series of videos that we use to share the Dinwiddie experience.

• This $11,500 project was completed in partnership with Virginia Tourism Corporation.
  • VTC Grant - $4,500
  • Dinwiddie County Marketing Funds - $7,000
    • Increase in Lodging Tax from 3% to 5%
Dinwiddie County
TOURISM
DEFINE YOUR EXPERIENCE
DiscoverDinwiddie.com
Sports Tourism

Definition: Traveling to a location for the specific purpose of either participating in or viewing a sporting event

• Sports Tourism is one the fastest growing segments within the travel industry – Estimated at $15.8B.

• Stimulates the local economy:
  • Direct spending related to the use of sports facilities and services;
  • Visitors’ and public spending for goods and services;
  • Employment opportunities; and
  • Tax revenue.

• Enhances the image of the community.
Athletics - Youth Sports

Dinwiddie County Parks, Recreation, and Tourism

- Dinwiddie Parks, Recreation, and Tourism
  - Soccer
  - Football
  - Baseball
  - Softball
  - Basketball
  - Cheerleading

- Travel Ball Organizations
  - Baseball
  - Softball
  - Soccer
  - Basketball

- Partnerships/Organizations
  - Dixie Softball
  - Dixie Baseball
  - CQL - Chesterfield Quarterback League
Dinwiddie Sports Complex

2012 VACo Achievement Award; 2013 NACo Achievement Award
Dinwiddie Sports Complex

Planning & Construction

• **Determine the Vision**
  • Community buy-in
  • Fields or Complex? What Type?
  • Consider forming a Sport Complex Committee

• **Assess the Market**
  • Comparable venues
  • Demographics

• **Funding and Partnerships**
  • County Funds
  • Grants and Foundations

• **Construction**
  • Architecture and Engineering
  • County Staff
  • Community College – Heavy Equipment Program
Dinwiddie Sports Complex

Sports Tourism

- NCAA Division II Baseball – Spring Training
- VISAA Tournaments
- District, Regional, and State Dixie Softball & Babe Ruth Tournaments
- VCU and Richard Bland College Soccer
- Serves as Offsite Training Location for New Jersey and Pennsylvania High Schools
Dinwiddie Sports Complex
Statistics

• Since 2011, more than 300,000 players & spectators visited the complex.
• The number of travel teams visiting the sports complex continues to increase yearly.
• The Concessions stand is operated by the County. Nearly, $350,000 in concessions sales have been generated over the past 5 years.
Adventure Tourism

Definition: A type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion.

• Examples: Sky diving, mud runs, zip-lining, canoeing and rafting, mountain bike riding, hot air ballooning, and rock climbing.
Virginia Motorsports Park
www.virginiamotorsportspark.com

• Drag Racing
  • NHRA Division 1 Drag Racing Series
  • Motorcycle Drag Racing
  • Menards Super Chevy Show

• Dirt Park
  • Truck & Tractor Pulls
  • Motocross
  • Mud Bog

• Special Events
  • Rugged Maniac
  • Dinwiddie County Fair
Virginia Skydiving Center

www.virginiaskydivingcenter.com

- Tandem Skydiving Center
- Skydiving For All Experience Levels
- Team Building Opportunities
Economic Impact...

Admission Tax

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Meals Tax

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126% increase in Admission Tax
28.5% increase in Meals Tax
Economic Impact...

**Tourist Expenditure Comparison**

- 2014: $13,526,892
- 2018: $16,132,685

**Local Tax Receipts Comparison**

- 2014: $395,487
- 2018: $478,561

**Lodging Tax Comparison**

- 2014: $63,959
- 2018: $97,365

**Payroll**

- 2014: $2,759,537
- 2018: $3,421,614
Partnerships

- Adjacent Localities/Regional Effort
  - Chamber of Commerce
    - Public Schools
  - Colleges and Universities
  - Virginia Tourism Corporation
  - Virginia Economic Development Partnership
- Hospitality Industry: Venues, Restaurants, Hotels and Lodging
  - Youth Sports Organizations
Thank You.

W. Kevin Massengill, County Administrator
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