



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2023.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).


PROGRAM INFORMATION

County: Cumberland County
Program Title: Cumberland County Tourism Video
Program Category: Community & Economic Development

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: DEREK STAMEY
Title: COUNTY ADMINISTRATION
Signature: 

Executive Summary:

Cumberland County is a 293 square mile, rural locality located in the heart of Central Virginia. The County has little in terms of businesses and economic development. What it does have are attractions that bring hundreds of thousands of people to and through the County. The goal of the Cumberland County Tourism was to serve as an electronic anchor to the County's developing tourism effort, a first step in connecting Cumberland's unique assets with potential and current visitors.

Program Overview:

The Cumberland County Tourism video was developed at no cost to County taxpayers. The project was originally scoped as a three-minute video with voice over narratives, drone footage and stills intermixed to bring together all of the unique visitor-based assets located within the County. After meeting with three firms to discuss the project, the associated cost was approximately \$10,000 - \$20,000 to complete. Utilizing tourism ARPA funds was discussed, but the video project would eat up a majority of the \$30,000 that the County was allotted.

Due to the fiscal constraints, staff got creative! County staff worked to identify all of the physical locations of tourism assets including all historical components, interesting locations and villages within the County, antique stores, shopping areas, and the state parks. From there staff worked to story board how the visual flow of the video would proceed logically, guiding the visitor through the County. From the storyboards, staff then crafted dialogue to align with the locations. A local videographer was procured to capture the raw footage taken from the direction of the storyboard.

Once all of the video was collected, the local videographer met with staff to go over the flow and to record the narrative and dialogue. Over a 3-week timeframe the videographer edited and re-edited the video to meet the scope of the desired outcome.

At the conclusion of the project – a tourism video was delivered exactly as originally scoped. The total cost of the production of the video was \$850. The Tourism ARPA funding was used to cover the \$850 required to complete the project.

Outcomes

The Cumberland County Tourism Video is the first step in the overall Tourism and Marketing Efforts for the County. In addition to the video, the County is currently installing County gateway and landmark signage as well as recalibrating the County website and instituting the County's tourism website – all to match thematically with one another.

The Tourism video has received nothing but positive feedback from the community with many individuals commented that, “they didn't realize we had so much to offer.” The creativity of staff and their willingness to look tackle an unusual project such as this should be celebrated.

Video Link:

<https://www.cumberlandcounty.virginia.gov/321/Tourism>