



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: County of Page
Program Title: Why Page County
Program Category: Community & Economic Development

CONTACT INFORMATION

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Email: nfox@pagecounty.virginia.gov

SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Amity Moler
Title: County Administrator
Signature: *Amity Moler*



BRIEF DESCRIPTION

Having pride in the place where one lives contributes to a person’s sense of belonging, purpose and connection. Feelings of civic pride and social belonging in a community play an important role in boosting public engagement, involvement and trust, all of which contribute to economic vitality and growth. Page County is working to build community pride through an ongoing social media and communications initiative that spotlights its people, businesses, organizations and community services. The ongoing *Why Page County* campaign informs those who work, live and visit here about all of the reasons that make it special.

PROGRAM OVERVIEW

Page County’s goal to bolster community pride is posed by asking residents, visitors, volunteers, workers and leaders a simple question: *Why Page County?*

Why have they chosen it as a place to call home? A place to learn? A place to work? A place to return? A place to build a business or serve an organization? A place to visit or vacation?

The answers vary but are rooted in a common sentiment — because Page County is special. Underscoring all the ways the community and its people are special, the *Why Page County* campaign promotes the locality as an ideal place to live, work and invest.

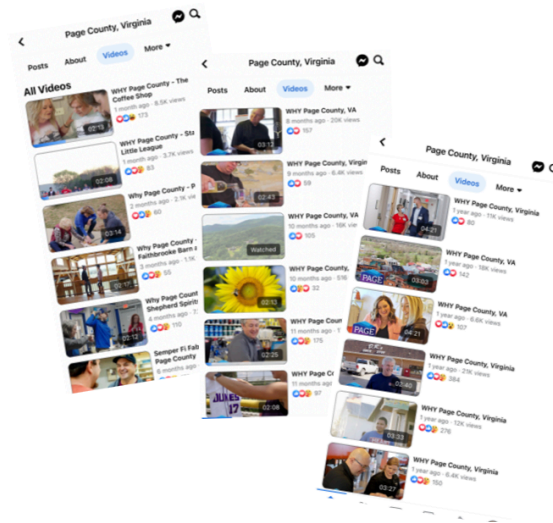
Prioritizing the importance of strong imagery in effective marketing, the campaign was launched by the Page County Office of Economic Development and Tourism at the end of the second quarter of 2021. Videography captured through the ongoing campaign is used to create compilation and story-driven video shorts that are rolled out through Facebook and featured prominently on the new visitor website

pagevalley.org.

Why Page County captures the stories of local business owners, professionals, community organizations and residents with the objective of serving as a quality-of-life piece for current and future residents and professionals. Quality of life facets include health and wellness, relationships,

education, work environment, public service, community belonging and the natural beauty of the Shenandoah Valley. Subjects featured in the video stories are asked to reflect on one or more of these facets with the goal of inspiring and supporting economic growth and community pride.

In 2022 the *Why Page County* campaign evolved to begin including tourism-focused stories as the economic development and tourism office proactively began capturing and collecting content for a new visitor website, as well as county-wide marketing efforts. The experience-driven stories promote and feature activities, attractions, events, agritourism, lodging, food and drink options, seasonal splendor and outdoor recreation and relaxation. Subjects featured in these video stories showcase Page as a premier overnight destination for families, couples, professionals and friend groups from a wide range of demographics.



Those featured in the *Why Page County* video series are selected by staff through conversations, meetings and recommendations from community members. The selection process considers location, longevity, business development and expansion, community engagement, heritage and history and storytelling. For example, the West Luray Recreation Center (formerly the Andrew Jackson School) was selected for its ties to Page County's history and work as a community center through education, health and wellness and free programs. The family-owned and veteran-operated Tactical Walls was chosen based on business retention and expansion as a manufacturer, as well as its overall impact on Page County's economy.

Staff members work with a content team to determine interview topics, themes, visual aesthetics and each story's key message. Both photography and videography are captured at each shoot. Final stories are shared on Page County's official Facebook page and are featured on Page County's visitor website pagevalley.org. The county additionally provides stories and images to *Why Page County* participants, who are encouraged to use the materials in their individual marketing and social media campaigns.

FUNDING

All videos and images captured through the *Why Page County* campaign are funded by Transient Occupancy Tax (TOT) — lodging tax paid by guests at hotels, motels, cabins and other short-term vacation rentals outside of a town limit in Page County. Following the success of the video series' debut in 2021, Page County staff prioritized the campaign as a tool to continue creating content that promotes economic development, tourism and community pride.

Leveraging TOT revenue as a matching requirement, the Page County Office of Economic

Development and Tourism in both 2022 and 2023 was awarded grant funding by the Virginia Tourism Corp. for campaigns that include the continuation of *Why Page County* content creation.

OBJECTIVES AND OUTCOMES

While target audiences can vary, *Why Page County*'s common objectives are twofold:

- support Page County industries, businesses and organizations that deliver economic value, vitality and growth to the county and its three towns.
- foster and bolster a sense of community pride that celebrates Page's people, culture, industries, businesses, achievements and natural beauty.

As of June 30, 2023, a total of 29 *Why Page County* video stories have launched on Page County's official Facebook page. Collectively, the stories have accumulated 263,415 views — an average of 9,083 per video.

The stories not only garner the page's highest engagement but most often, the page's most positive engagement.

Touting "the importance of community support and staying grounded in the community," store manager of Luray's Skyline Paint and Hardware Jason Jenkins said in April 2022 during his *Why Page County* video: "Every year I've been here we've seen at least a small amount of growth, and in the last few years we've seen a lot of growth ... With more



and more people moving in, more and more people doing Airbnbs, I'm really excited about the future of the store. I'm hoping and thinking that we're just going to see more and more people buying local."

Public comments by Facebook users in response to that video include:

- *Love this page cause I learn about new businesses! New to Luray so still learning. Now I know.*
- *Jason and his staff has helped me with numerous projects! We are blessed to have this gem in our community!!*

"There's nothing like living in a small town," said Gary Breeden, owner of D.R.'s Quick Stop — a favorite pit stop in the Town of Stanley — during a *Why Page County* feature in July 2022. "A lot of the customers you get really close to; they feel like they're your family, too ... I couldn't think of anywhere else to have a business but here."



Community members took to Facebook to share their support:

- *Best chicken and these guys are so good to their customers. I struggle to walk, most days, and they brought chicken out to me when I called. Couldn't have been more accommodating. Great folks.*

- *Thank you for sharing this! I have to say DR's is one of my best places to order any food. Their customer service is one of the best especially when you need 100 pieces of chicken the next day!*



And in a *Why Page County* installment that debuted in March 2022, founder of the West Luray Recreation Center Audre King reflected on his dream to transform a former school for black students into a free community center for all in his hometown of Page County.

“This is a community center for everyone,” he said. “Everything that’s been done here has

been done through local citizens donating, supporting and growing us to become what we’ve become.”

Responses from Facebook users include:

- *LOVE this!!!!!! Amazing work Audre! Yet another reason I want to move back!*

Thank you!

And, perhaps most apt:

- *This is what community is all about.*

At the heart of every *Why Page County* feature, the importance of having a strong sense of community pulses through.

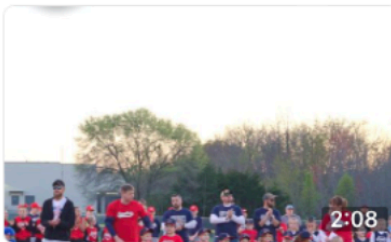
Pride for Page County remains at the forefront. Community pride is a critical factor in the development and improvement of any locality. Residents with community pride are more likely to speak positively about their county and its businesses and offerings to others, including visitors, fellow residents and potential investors.

The campaign ultimately promotes community pride by celebrating the things that make Page County special. These things can be as “big” as a top-emplying manufacturer in the county or as “small” as a seasonal lunch special at a local eatery made with Page-Valley grown ingredients. Whatever a video story’s subject, it aims to teach both locals and visitors more about Page County and all it has to offer; celebrate its rich heritage, culture and people; and inspire current and future residents, professionals and visitors.

Videos



WHY Page County - The Coffee Shop
3 weeks ago · 8.5K views
English Henry and 172 others



WHY Page County - Stanley Little League
6 weeks ago · 3.7K views
English Henry and 82 others



Why Page County - Page Paws
9 weeks ago · 2.2K views
English Henry and 59 others



Why Page County - Faithbrooke Barn and Vineyard
14 weeks ago · 1.1K views
55



Why Page County - Blue Shepherd Spirits
18 weeks ago · 7.3K views
English Henry and 109 others



Semper Fi Fab Shop- WHY Page County
28 weeks ago · 5.2K views
English Henry and 170 others

Watch the #WHYPageCounty series on Page County’s official Facebook page at facebook.com/PageCountyVirginia. The videos are also posted to pagevalley.org and youtube.com/@VisitPageValley/videos.



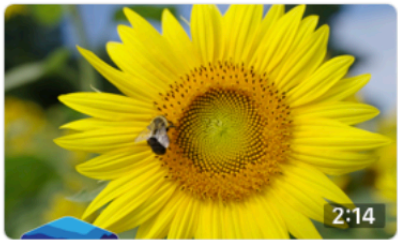
WHY Page County, VA
37 weeks ago · 20.4K views
English Henry and 156 others



WHY Page County, Virginia
39 weeks ago · 6.5K views



WHY Page County, VA
44 weeks ago · 16.3K views



WHY Page County, VA
44 weeks ago · 515 views



WHY Page County, Virginia
49 weeks ago · 12.8K views



WHY Page County, Virginia
49 weeks ago · 6.7K views



WHY Page County, Virginia
a year ago · 11.1K views



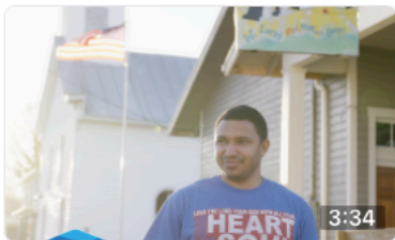
WHY Page County, VA
a year ago · 18.4K views



WHY Page County, VA
a year ago · 6.6K views



WHY Page County, Virginia
a year ago · 21.8K views



WHY Page County, Virginia
a year ago · 12.7K views



WHY Page County, Virginia
a year ago · 6.4K views



WHY Page County, Virginia
a year ago · 8.6K views
131



WHY Page County, Virginia
a year ago · 11.5K views
English Henry and 260 others



WHY Page County, Virginia
a year ago · 18.2K views
241



WHY Page County, Virginia
a year ago · 7.2K views
97



WHY Page County, Virginia
a year ago · 4.3K views
77



WHY Page County, Virginia
a year ago · 4.8K views
78



WHY Page County
a year ago · 10.9K views
English Henry and 151 others



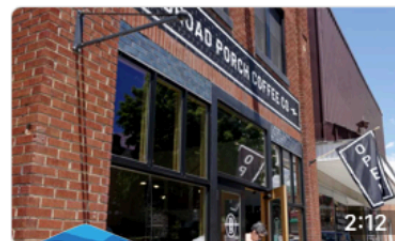
WHY Page County, Virginia
a year ago · 7.9K views
85



WHY Page County, VA
a year ago · 7K views
115



WHY Page County, VA
a year ago · 5.5K views
22



Why Page County, VA
a year ago · 9.9K views
73