



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Tuesday, April 7, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

### PROGRAM INFORMATION

County: Clarke County

Program Title: Clarke County - Reengaging, Reconnecting, and Educating

Program Category: Communications

### CONTACT INFORMATION

Name: Chris Boies

Title: County Administrator

Department: County Administration

Telephone: 540-955-5175 Website: www.clarkecounty.gov

Email: choies@clarkecounty.gov

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Chris Boies

Title: County Administrator

Signature: Uboies

# Clarke County Board of Supervisors

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**Berryville Voting District**  
**Douglas Shaffer**  
(540) 955-7158

**Millwood Voting District**  
**Terri T. Catlett-Vice Chair**  
(540) 837-2328

**Russell Voting District**  
**Doug Lawrence**  
(540) 955-2144

**Buckmarsh Voting District**  
**David S. Weiss – Chair**  
(540) 955-2151

**White Post Voting District**  
**Bev B. McKay**  
(540) 837-1331

**County Administrator**  
**Chris Boies**  
(540) 955-5175

## Clarke County—Reengaging, Reconnecting, and Educating

**Introduction**—Like many rural communities, Clarke County experienced a significant decrease in citizen engagement and participation during and following the COVID-19 global pandemic. County leadership feels strongly that a close connection between local government and the people it serves is vital in a democratic society. Clarke County sought to not only reengage and reconnect with citizens following a prolonged period of isolation for many, but also wanted to educate and inform citizens on how local government works. To achieve these goals, the County implemented a multi-year and multi-pronged strategic and coordinated approach to creating plentiful communication channels to educate and inform its citizens.

**Social Media**—We have created a strong following of almost 11,000 followers (our County population is only around 15,000) by producing high-quality and regular content such as our Pet-of-the-Week, Throwback Thursday, and Monthly Monday Myth Buster. This has created an audience and allowed us to push certain communication initiatives like our Zero Death campaign for a locally dangerous highway. We have also created some fun content to keep followers engaged, like our prison video, which had over 85,000 views. This communication channel is also vital for us during emergencies.

**E-News**—This monthly electronic email newsletter started in 2023 and has already grown to over 1,000 subscribers. High-quality articles and pictures provide an enjoyable reading experience while sharing important county news. The e-news also allows us to correct any misreporting by local media and increase transparency. Many articles contain direct links to the County website where more detailed information can be obtained, especially on in-depth topics like the County budget.

**Clarke County Citizen's Academy**—The ten-month cohort program spends one day a month learning about county departments and services. Participants get behind-the-scenes tours of the regional jail, regional landfill, water and sewer plants, 911 center, and other county facilities. Cohort members meet local elected and appointed officials, and learn about topics such as public education, public safety, public works, human services, finance, etc. Participation has grown every year; this past cohort had 24 participants. These citizens have become educated advocates in the community.

**Problem:** Even before the COVID-19 pandemic, Clarke County was struggling to effectively communicate with its citizens. Incorrect information and rumors were misinforming the public on key community issues and topics. A particularly controversial zoning application highlighted the need for the County to take a more proactive approach for communications. The COVID-19 pandemic also changed how citizens engaged with local elected and appointed officials. At the same time, readership in local print media continued to decline. It was clear to the County leadership that a single solution would not be sufficient to address the problem.

**Solution:** The County's first action in addressing the problem was the hiring of the County's first public information officer. This person helped create the necessary social media policies and communication strategies necessary to create a framework to move the County towards its goals of better engaging and educating the public. The initial goal for our social media was to create an audience by posting regular, interesting content with quality pictures and graphics. Some of the regular content includes our Pet-of-the-Week, Throwback Thursdays, and Monthly Myth Buster posts. We saw rapid increases in followers, going from virtually no social media presence in 2018 to over 11,000 followers today. Creating an audience allowed us to begin to push out important information to the public. This included basic public hearing and meeting information, but also included background information to inform citizens on important county topics such as Comprehensive Plan updates and annual budget approvals.

There is an important intergovernmental component with this strategy, as we regularly post important information for the towns of Boyce and Berryville, as they lack the resources to maintain a robust social media presence. As our audience has grown, we have been able to strategically use this communication channel to push out public awareness campaigns such as our Zero Death campaign for a particularly dangerous highway in our locality. In addition, just to keep our followers coming back, every once in a while, we will post something fun to both inform and entertain. The County recently purchased a former state prison property that will be developed into a small business park. To announce the property purchase, the County Administrator, Board of Supervisors Chair, and Industrial Development Authority Chair dressed up in inmate outfits and stood behind bars in the prison for the video production. The video had 87,904 views the last time we checked.

As we achieved strong social media results, we focused on how to reach folks who do not use social media. After some research, it was decided to develop a monthly e-newsletter. The e-newsletter contains short articles and updates on

various community topics. The format allows us to provide more detailed explanations on topics than typical content found on social media. Most articles also provide direct links to source documents on our County website, such as the Comprehensive Plan or County budget. We use an opt-in system where citizens can sign up for these updates and we have over one thousand subscribers in less than two years of offering the publication. Once again, high-quality pictures and graphics are used to create a pleasurable experience for the reader.

While social media and an e-newsletter are great ways to share information, we have found the best way to educate citizens is face-to-face contact. In the fall of 2021, we started the Clarke County Citizen's Academy. This cohort program meets all day on one Friday a month from September through June. Citizens complete a one-page application form to apply and selections are made in August. The program is run by County Administration and the only associated costs are lunches provided by the County. We start the course with a Local Government 101 session to explain how local government works, how towns and counties work together, and we have a local elected officials panel discussion. Some of the favorite field trips that follow the opening session include the water and sewer plants, regional landfill, regional jail, 911-dispatch center, and the courts. We cover topics like public works, law enforcement, judicial, education, finance/budget, voter registration, human services, public safety, planning/zoning, and parks/recreation throughout the year. We also include the two towns and different aspects of state government to create a better understanding of intergovernmental relations. During the sessions, cohort members get to meet and converse with different elected and appointed officials. The final session allows participants to share their thoughts on what they would do if they were running the county.

**Replication:** The components of our communications strategies can easily be replicated by other localities. Our social media framework would work for almost any county in the Commonwealth, as we all provide similar services. The e-newsletter is published through a vendor product that we carefully vetted and has a universal framework that would be appropriate for localities of all sizes. The citizen's academy format could be slightly tweaked to cover the relevant topics in any community and we have had requests from other localities for our program syllabus.

**Results:** We have experienced very positive results from our communication efforts. One of the more meaningful impacts is when we see citizens correct other citizens on social media because we have created an educated public. Citizens regularly communicate to County staff that they appreciate the information we share and the multiple channels available. Below are some quotes from citizens who participated in this past year's citizens academy:

*“The Academy is a brilliant means of introducing the citizenry to the services available, how the county works and the very capable professionals who keep all of it running. Everyone we met genuinely cares about doing the job well and right. I’ve always liked living in Clarke, but after attending the Academy, I’m very proud to say this is my home.”*

*“We are very fortunate to live in Clarke County where the administration takes pride in services being provided. They want citizens to know and understand the scope, complexities, and policies associated with those services. In addition to wanting citizens to know about services, they also want to get feedback and suggestions for improvement. Moreover, participating in the Citizen’s Academy was a unique opportunity to get to know the principals involved in the Clarke County government, the department heads, school principals, facility managers, and other administrators responsible for providing essential services.”*

*“Citizen’s academy opened a window into the inner workings of the county better than anything else I’ve seen”.*

Attachments:

Screenshots of social media

Examples of e-newsletter

Citizen Academy Program schedule



LOOKING SOUTHWEST ON MAIN STREET

Clarke County, Virginia

Published by Grace Ford

December 26, 2024

A 1945 view looking southwest on a decorated Main Street in Berryville, from the World War II Service Record book.

Image and text provided by the Clarke County Historical Association.

#ClarkeCountyVirginia

Edit

Boost post

154

17

Most relevant

Gloria Broy  
They were beautiful. Nothing beats the good old times in Berryville.

26w Like Reply Hide 4

Robert Brawley  
Can anybody read the sign attached to the building on the north west corner the sign is pretty close to Von Poppins drug store building . Does it say. The sign , Jane,'s Lunch?

25w Like Reply Hide

Robert Brawley  
Is that a gravel road . A brick road.Did they have asphalt roads in 1945? I can't tell from the photo

25w Like Reply Hide

Comment as Clarke County, Virginia

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**Clarke County, Virginia**  
 Published by Grace Ford  
 · June 2 at 10:00 AM · 🌐

Pet of the Week: Lilibet is a 3-year-old mixed breed dog. Lilibet is 25 pounds of equal parts love and sass. She is very friendly and loves to play. Her adoption fee is \$50.

If you can give Lilibet a good life, please complete a pre-adoption application:  
[www.clarkecounty.gov/government/animal-control-shelter](http://www.clarkecounty.gov/government/animal-control-shelter)

For more information or to visit Lilibet, contact the Clarke Animal Shelter at (540) 955-5104 or [animalshelter@clarkecounty.gov](mailto:animalshelter@clarkecounty.gov) located at 225 Ramsburg Lane, Berryville, VA 22611.

**SHELTER HOURS:**

- 10:30 a.m. to 4 p.m. Monday, Tuesday, and Thursday
- 11 a.m. to 6 p.m. Friday
- 10 a.m. to 4 p.m. Saturday
- CLOSED Sunday, Wednesday, and holiday

Clarke County Humane Foundation  
 #ClarkeCountyVirginia #adoptapet See less

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Most relevant ▾

 **Mark Alan Shuford**  
 She is precious!! Msd  
 3w Love Reply Hide 🚩

 Comment as Clarke County, Virginia  
 🧐 😊 📷 📷 📷 ▶

# DID YOU KNOW?

## MYTH

Conservation easements result in less county tax revenue.

## FACT

A conservation easement is a voluntary agreement negotiated between a landowner and a public agency or charitable conservation organization in which the landowner agrees to place specific restrictions on the use and development of the property. Approximately 25% of properties in Clarke County are under conservation easement. It is a common assumption that properties in easement pay less in county taxes. The truth is that properties in conservation easement pay the same taxes as properties in the land use program. Many properties that go into conservation easement were already in the land use program, so there is no net loss in revenue for the county. Let's compare two 100-acre farms; one in conservation easement and the other in land use. The structures (houses, barns, etc.) for both properties are taxed based on the fair market value of those structures. The land for both properties is also taxed at the same land use value per acre, meaning both properties pay the same amount of county taxes. The only difference is the conservation easement property owner automatically qualifies for land use taxation, while the other property owner has to prove they are using the property for agricultural or forest uses by completing forms with the Commissioner of Revenue. The tax benefits for the conservation easement property owner are found at the state and federal levels.



**Clarke County, Virginia**  
Published by Christopher Michael

April 14 · 🌐

Monthly Myth Buster Monday

In this series, we will try to address issues we are hearing about in the community or on social media. Our hope is to educate and inform.

#ClarkeCountyVirginia  
#monthlymythbustermonday

Edit Boost post

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2 🗨️ 4 ➦



Most relevant ▾

**Michael Oak**  
TLDR. What's the one sentence summary of the facts? You should know better than to assume folks are going to read all that!

10w Like Reply Hide

**Ronald Jenkins**  
What about the money landowners receive for putting land in conservation easement?

10w Like Reply Hide

Comment as Clarke County, Virginia





# Where to find relief from the heat

Clarke County, Virginia  
Published by Grace Ford

June 20 at 11:22 AM

You can find relief from the heat at the following Clarke County locations:

• The air-conditioned Clarke County Recreation Center in Chet Hobert Park at 225 Al Smith Circl in Berryville is open 9 a.m. to 6 p.m. Monday through Friday; noon to 6 p.m. Saturday. It is closed on Sundays. Call the center at (540) 955-5140.

• The swimming pool in Chet Hobert Park is open noon to 6 p.m. every day. Fees range from \$3.50 (children, seniors, and military) to \$5 for adults; children 2 and younger are admitted free with paying adults. Call the pool office at (540) 955-5158.

• The air-conditioned Clarke County Library in the Berryville-Clarke County Government Center at 101 Chalmers Ct. in Berryville is open 10 a.m. to 8 p.m. Monday through Thursday; and 10 a.m. to 5 p.m. Friday and Saturday. It is closed on Sundays. Bottled water is available for visitors during hot summer months. Call the library at (540) 955-5144.

Useful resources:

• Clarke County Social Services is accepting "Cooling Assistance" applications now through Aug. 15 for those who meet the eligibility criteria. The Virginia Cooling Assistance program helps with electric bill payments, the purchase of fans and AC units, and the repair of AC units. Applications are available at Clarke County Social Services located at 11 E. Main St. in Berryville or online at <https://commonhelp.virginia.gov>. Contact Social Services at (540) 955-3700.

**Find Clarke County community resources [HERE](#).**



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## **VDOT plans to widen shoulders on Va. 7**

Details are not yet finalized; however, Virginia Department of Transportation crews may begin work as soon as July 10 to widen shoulders along Va. 7 between Audley Farm and the Shenandoah River. Clarke County's VDOT Residency Administrator Ed Carter said, "The widening [of shoulders] and rumble strips are designed to alert motorists when they start to wander off the travel lanes and give them additional recovery room." He noted traffic crash data indicates many accidents are the result of vehicles leaving the roadway.



## **Tennis courts reopen with ribbon-cutting**

Clarke County Parks and Recreation hosts a grand re-opening of the newly renovated John Rixey Moore Tennis Courts in Chet Hobert Park at 5 p.m. Wednesday, July 12. Following the ceremony, Coach Jackie offers a free tennis clinic for children ages 5 to 13 with open play for ages 14 and up, so bring your racquet. Clarke County Parks and Recreation recently received a \$10,000 Facility Restoration Grant from the United States Tennis Association Mid-Atlantic Section and an \$18,000 Tennis Venue Services grant from the United States Tennis Association to repair and renovate the tennis courts in Chet Hobert Park. Read more [here](#). Contact Clarke County Parks and Recreation at (540) 955-5140 or [ccpr@clarkecounty.gov](mailto:ccpr@clarkecounty.gov).

## **Volunteers needed on Saturday, July 15**

The Clarke County Litter Committee needs volunteers on Saturday, July 15, to pick up trash at the U.S. 340-Va. 7 intersection in Berryville. Meet at 9 a.m. in the Martin's grocery store parking lot. Young volunteers should be at least 10-years old, but parents must decide if their children should work along busy roadways. Volunteers must sign waiver forms. Find the form [here](#). Contact the Litter Committee at [litterfree@clarkecounty.gov](mailto:litterfree@clarkecounty.gov).

## **Museum set to celebrate 20th anniversary**

The [Josephine School Community Museum](#) marks its 20th anniversary with a special event from 11 a.m. to 3 p.m. Saturday, July 15. Enjoy a display from the Library of Virginia and a special program at 1 p.m. featuring speakers who will share their thoughts on how the museum came to be. Purchase a commemorative brick for the museum's Walk of Fame to help "cement" its future. The museum, which also serves as the Clarke County African-American Cultural Center, is located at 303 Josephine St. in Berryville. Contact the museum at 540-955-5512 or [jschool515@verizon.net](mailto:jschool515@verizon.net).



## **Boyce seeks to fill a part-time position**

Town of Boyce needs a part-time Code Enforcement Officer to work about 10 hours per week. Law enforcement or code regulation experience is preferred, but not required. Duties include enforcing local zoning and subdivision ordinances, including rules regarding inoperative vehicles and unsightly property appearances. Position reports findings to Town Council. Send letter of interest to Town Administrator Matt Hoff, P.O. Box 209, Boyce VA 22620 or via email to [boyceva@verizon.net](mailto:boyceva@verizon.net). Call the Town Office at (540) 837-2901.

**Town of Berryville**

**Town of Boyce**



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## **County residents asked to conserve water**

On June 24, the Virginia Department of Environmental Quality, in coordination with the Virginia Drought Monitoring Task Force, issued a [Drought Warning Advisory](#) in 12 counties, including Clarke. A drought warning indicates a significant drought is imminent. In response, residents are being asked to consider the following voluntary actions to conserve water available through public systems and private wells:

- Run dishwasher only when full.
- Wash only full loads of laundry.
- Turn off faucets while brushing teeth, shaving, etc.
- Limit showers to 5-10 min per day.
- Place rain barrels under gutter downspouts to collect water for plants, car washing, or general cleaning projects.
- Do not plant new landscaping or grass.

For more information and updates, go to [“Drought and Environmental Water”](#) on the county website.



## **Berryville issues “Water Supply Warning”**

The [Town of Berryville](#) issued a [“Water Supply Warning”](#) on June 26 that remains in effect until officially rescinded. This “Water Supply Warning” includes restrictions on watering lawns; washing cars, driveways, parking lots, service station aprons, building exteriors, and other outdoor surfaces; operating outdoor fountains; filling swimming as well as other restrictions.

## **Four speed tables installed in Millwood**

Residents in the unincorporated Village of Millwood asked [Virginia Department of Transportation engineers](#) for help controlling traffic issues in the commercial district – the area around the intersection of Rt. 723 (Millwood Road) and Rt. 255 (Bishop Meade Road) – where the



posted speed limit is 25 mph and pedestrians walk between a few businesses, the post office, and the historic Burwell-Morgan Mill museum.

After a number of public meetings in 2022 and 2023 and comprehensive VDOT traffic studies, the village now has a flashing stop sign at Rt. 255 and four speed tables. Two speed tables are on Rt. 255, and two are Rt. 723; one at either end of the commercial district.

## **Reassessment process continues throughout year**

Representatives from Wampler-Eanes Appraisal Group, Ltd. continue to inspect and photograph each of the approximately 9,200 parcels in Clarke County, including properties in the incorporated towns of Berryville and Boyce.

[Assessment fieldwork](#) continues throughout 2024.

The [Code of Virginia](#) requires localities to reassess properties. Counties typically conduct general reassessments of real estate every four to six years. Most recently, Clarke conducted reassessments in 2009, 2015, and 2019.

If overall values go up, the law requires localities to develop and publish a revenue-neutral tax rate before considering an increase. Historically, the Clarke Board of Supervisors has adopted the revenue-neutral rate. For instance, during the last reassessment in 2020, the real estate tax rate went from \$0.71 to \$0.615 (less than 62 cents).

For more information, contact the [Commissioner of the Revenue](#) Donna Peake at (540) 955-5187 or [dpeake@clarkecounty.gov](mailto:dpeake@clarkecounty.gov).

## **Deer population is too great for Clarke landscape**

A [Virginia Department of Wildlife Resources](#) Conservation Police Officer spoke at the June Board of Supervisors meeting about the need for more landowners to allow hunting on their properties in order to control the deer population in the county.

Officer Thomas Christian said 1,366 deer were tagged last season in Clarke; however, almost 1,400 deer harvested doesn't begin to make a dent in the population. While it is difficult to estimate how many deer are in the county, he said there are significantly more deer than the landscape can hold.

Deer are a safety risk on highways, and they inflict millions of dollars in damage to crops. As large plant-eaters, they also have a profound impact on natural ecosystems.

DWR Conservation Police Officers – formerly known as game wardens – are available to talk with anyone about responsible hunting practices. Officer Christian would like to talk with landowners in Clarke regarding how they can help manage the deer population. Contact DWR Conservation Police Officer Thomas Christian at (540) 248-9360 or [thomas.christian@dwr.virginia.gov](mailto:thomas.christian@dwr.virginia.gov).

Read more in the DWR's ["Virginia Deer Management Plan."](#)



**Town of Berryville**

**Town of Boyce**



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## **Statewide Burn Law Still in Effect**

A reminder that the statewide burn law, which prohibits open-air burning before 4:00 p.m., remains in effect through April 30. It is important to call the Clarke County Emergency Communications Center (ECC) non-emergency number (540) 955-1234 prior to burning. Please note that burn permits are required before burning in the [Town of Berryville](#). Some basic safety measures include:

- Know the weather forecast and never burn on dry or windy days.
- Keep your burn pile small, and keep areas around your burn pile clear of any combustible materials.
- Always have water and fire tools on site.
- Stay with the fire at all times.
- When finished, completely extinguish the fire by drowning the pile with water.
- Call 911 if your fire escapes, or gets beyond your control.

For more information on burning restrictions, visit the Virginia Department of Forestry [website](#).

## Seeking Public Input on the Future of Clarke's Rural Areas

The [Clarke County Planning Commission's Comprehensive Plan Committee](#) is currently working on a new land use plan to provide guidance for future decision-making in our county's rural areas including the villages of White Post and Millwood.

Residents of both villages, and the public are invited to participate in an interactive workshop with Committee members and Planning Staff that is focused on issues of importance to White Post and Millwood.

Both workshops will be held at 7:00 p.m. at the Boyce Volunteer Fire Company Social Hall, located at 1 South Greenway Avenue, Boyce, VA 22620.

- Monday, April 21 - White Post
- Monday, April 28 - Millwood

Please come to share your thoughts on shaping the villages' future over the next 10-20 years! For more information, contact Brandon Stidham (County Planning Department) at 540-955-5130 or email [bstidham@clarkecounty.gov](mailto:bstidham@clarkecounty.gov)

### Seeking Public Input on the Future of White Post

The Clarke County Planning Commission's Comprehensive Plan Committee is currently working on a new land use plan to provide guidance for future decision-making in our county's rural areas.



**Monday, April 21**  
7:00 p.m.

**Boyce Volunteer Fire Co. Social Hall**  
1 South Greenway Ave.  
Boyce, VA 22620

*Residents of White Post and the public are invited to participate in an interactive workshop with committee members and planning staff that is focused on issues of importance to White Post. Please come to share your thoughts on shaping the village's future over the next 10-20 years!*

Brandon Stidham  
Clarke County Planning Dept.  
(540) 955-5130

[bstidham@clarkecounty.gov](mailto:bstidham@clarkecounty.gov)

### Seeking Public Input on the Future of Millwood

The Clarke County Planning Commission's Comprehensive Plan Committee is currently working on a new land use plan to provide guidance for future decision-making in our county's rural areas.



**Monday, April 28**  
7:00 p.m.

**Boyce Volunteer Fire Co. Social Hall**  
1 South Greenway Ave.  
Boyce, VA 22620

*Residents of Millwood and the public are invited to participate in an interactive workshop with committee members and planning staff that is focused on issues of importance to Millwood. Please come to share your thoughts on shaping the village's future over the next 10-20 years!*

Brandon Stidham  
Clarke County Planning Dept.  
(540) 955-5130

[bstidham@clarkecounty.gov](mailto:bstidham@clarkecounty.gov)

## Upcoming Events in Clarke

**Clarke County Social Services 4th Annual Family Fun Day & Community Resource Fair** will be held on **Thursday, April 24** from 4:00 p.m. - 6.30 p.m. at Rose Hill Park in Berryville. Families and children can enjoy an evening of fun activities, including a bounce house, face painting, family games, and more. Emergency services will show their vehicles and provide live demonstrations of their safety equipment.

**Clarke Earth Day** will be held on **Saturday, April 26** from 10:00 a.m. - 2:00 p.m. at the Clarke County Ruritan Fairgrounds. The **Clarke County Litter Committee** invites you to celebrate Earth Day and enjoy live music, refreshments, workshops, local vendors, and more.

**Beethoven Symphony No.9** presented by **The Main Street Chamber Orchestra**. **Saturday, April 26** from 4:00 p.m. to 6:30 p.m. at Johnson Williams Middle School. They will be joined by the Piedmont Singers, friends from Winchester Musica Viva and the Arts Chorale of Winchester, as well as four soloists. Tickets are \$35 for adults, FREE for children 18 and under. Tickets can be purchased [here](#).

## **Employer Expo Regional Hiring Fair at Shenandoah University**

**The Employer Expo** typically draws employers across a wide breadth of industry sectors, with a broad range of positions available, from entry-level to experienced. This event is free for job seekers and is open to the public.

Employers looking to participate can register until the end of April. Space is limited and is available on a first come first served basis. A \$150 fee is required at the time of booking. To complete the employer registration, click [here](#).



# THE EMPLOYER EXPO HIRING FAIR

WINCHESTER, VA

**MAY 15  
2025**

**SHENANDOAH UNIVERSITY**

James R. Wilkins Jr. Athletics & Events Center  
1188 Ralph Shockey Dr. Winchester, VA 22602

**1 PM - 5 PM**

Free & Open to the Public

Spanish Translators Available | Traductores de español disponibles

**Careers**  
Full-time & Part-time  
**Internships**  
**Workshops** (free!)  
**Scholarships**

**80+**  
**Companies**

A list of participating employers and available positions will be posted to [TheEmployerExpo.com](https://TheEmployerExpo.com) prior to the event.



[TheEmployerExpo.com](https://TheEmployerExpo.com)

## Widget Cup Winner

Congratulations to the [Clarke County High School](#) team for winning the 2025 Widget Cup competition. This regional program started in 2015, organized by Frederick County EDA and in partnership with City of Winchester EDA and Clarke County Economic Development. The four participating teams were from Millbrook High School, Sherando High School, Handley High School and Clarke County High School. Each team of eight designed, built, and presented their outdoor cart project, all within six hours! The completed carts will benefit [Fremont Street Nursery](#) in Winchester, whose childcare services provide a

caring environment for low-income families offering play, learning and three nutritional meals. After putting the finishing touches on their prototypes in their shops, they will deliver the final products to Fremont later this spring. Thank you to all the companies and volunteers that make this event possible. Clarke County sponsors were Bank of Clarke County, Clarke County Education Foundation and Berryville True Value Hardware. Learn more about The Widget Cup [here](#). View the Winchester Star article [here](#).



**Town of Berryville**

**Town of Boyce**



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## **2024-25 CALENDAR**

September 20<sup>th</sup> (Government 101)

Program Overview

Town/County

Elected Officials

Airport

October 18<sup>th</sup> (Public Works)

Sanitary Authority (water and sewer plants)

Maintenance Department

VDOT

Landfill

Animal Shelter

November 15<sup>th</sup> (Law Enforcement/Judicial)

Sheriff

E-911 Dispatch

Commonwealth Attorney

Clerk of Court

Tour of Regional Jail

December 20<sup>th</sup> (Education)

Clarke County Public Schools

January 17<sup>th</sup> (Money, Voter Registration, Cooperative Extension)

Voter Registration

Tax Assessment/Collection

County Budget

Purchasing

Virginia Cooperative Extension

February 21<sup>st</sup> (Human Services)

Social Services

Health Department

Northwestern Community Services

Non-Profits (FISH, Historical Association, People Inc., etc.)

Civic Organizations (Ruritans, Rotary, Lions, etc.)

March 21<sup>st</sup> (Public Safety)

Fire/EMS

Emergency Management

Building Inspections

April 18<sup>th</sup> (Recreation)

Parks and Recreation

Senior Center and Seniors First (formerly SAAA)

Tourism

Library

May 16<sup>th</sup> (Community Development/Preservation)

Planning & Zoning

Economic Development

Conservation Easement Authority

June 20<sup>th</sup> (Wrap-Up Session)

Lunch and Discussion on what we learned.

## **September 20<sup>th</sup> (Government 101)**

**9:00-10:00 Welcome/Ice breakers/Program Overview (CB)-  
Second Floor Meeting Room, 101 Chalmers Court, Berryville**

**10-10:30 History of County (Nathan Stalvey, Director of the  
Clarke County Historical Association)**

**10:30-10:40 Break**

**10:40-11:00 Local Government, County form of government,  
Dillion Rule, Organizational Chart (CB)**

**11:00-12:00 Town vs. County-who does what; CB (County), Neal  
White, Police Chief (Berryville), and Matt Hoff, Town  
Administrator (Boyce)**

**12:00-12:45 Lunch-discussion with previous cohort members**

**12:45-2:00 Elected Officials Forum (Terri Catlett and Doug  
Shaffer (County Board of Supervisors), Mayor Jay Arnold and  
Councilman William Steinmetz (Town of Berryville), and Mayor  
Zack Hudson and Councilmember (Berkeley Reynolds) (Town of  
Boyce)**

**2:00-2:30 Drive to Winchester Regional Airport, 491 Airport  
Road, Winchester, VA**

**2:30-3:30 Tour of Winchester Regional Airport, Nick Sabo,  
Executive Director**

## **October 18<sup>th</sup> (Public Works)**

**9:00-10:15 Frederick County Landfill, Ron Kimble, 280 Landfill Road, Winchester-park at office near the scales**

**10:15-10:30 Travel to Clarke County Animal Shelter, 225 Ramsburg Lane, Berryville**

**10:30-11:05 Animal Shelter Tour, Catherine Marsten**

**11:05-11:10 Travel to County Maintenance Shop, 370 Westwood Road, Berryville**

**11:10-12:00 Virginia Department of Transportation, Residency Administrator Ed Carter**

**12:00-12:45 Lunch and County Maintenance Director Joey Braithwaite**

**12:45-1:00 Travel to Boyce Sewer Plant, 162 Howards Lane, Boyce**

**1:00-2:00 Sewer plant tour, Clarke County Sanitary Authority and Mark Inboden with Inboden Environmental Services**

**2:00-2:15 Travel to Prospect Hill spring/water treatment site (we will need to carpool and directions will be provided)**

**2:15-3:15 Prospect Hill spring/water treatment tour**