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**Sent:** Thursday, July 23, 2020 1:40 PM

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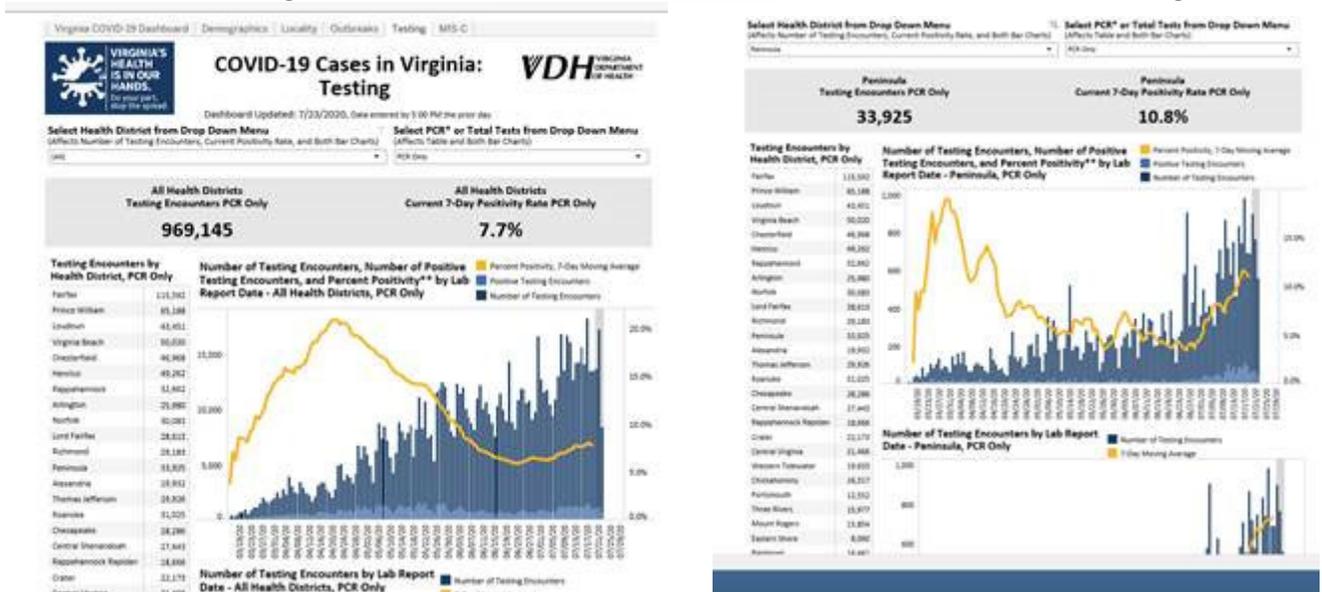
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**Subject:** COVID-19 Positivity

Good afternoon Members of the Board;

In response to Mr. Zaremba's inquiry at the Tuesday July 21 meeting regarding the COVID-19 positivity rates (ratio between testing and diagnosis), I want to share the latest numbers for the Peninsula Health District and resources available for tracking this rate and other related information from the Virginia Department of Health:

- As of today, Virginia has a positive test result rate of 7.7% . The Peninsula Health District, which includes most of the Peninsula localities, has a 10.8 % positivity rate. York County is included in this number. These are screen grabs from the [VDH site dashboard](#)/ ( linked then click on testing).



- The upward trend in positivity appears to have begun on or about June 23, which roughly correlates to the beginning of Phase 2. While there is speculation to the reason, it is clear that Hampton Roads is above the statewide average.
- Attached is the most recent article that appeared in the Daily Press that talks about the rate of infection and the total cases. I think you will find many of these articles are captured in the weekly media report from Public Affairs. In addition, resources regarding these metrics can be found on the [Yorkcounty.gov COVID-19 Connections Resource Page](#).

Neil and I receive regular updates from Kevin Pearce at the Virginia Department of Health, I am happy to request you be added to that distribution list if you are interested. If you have additional questions, please do not hesitate to contact me.

Mark

**Mark Bellamy**  
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# COUNTY OF YORK

## MEMORANDUM

**DATE:** July 22, 2020

**TO:** York County Board of Supervisors

**FROM:** Mark L. Bellamy, Jr., Deputy County Administrator

**SUBJECT:** COVID Successes from Tourism Development



Last Saturday (July 18<sup>th</sup>) was our first full “capacity” event at the Freight Shed since the shut-down. In light of the successful reopening, I would like to take the opportunity to share some of the other examples of Tourism Development’s operational adjustments to accommodate this new pandemic world. Joining the recent Drive-thru Markets at the McReynolds Athletic Complex (MAC), Manager Kristi Olsen-Hayes has provided the accomplishments below to be added to the long list of York County’s achievements in operational flexibility and new opportunities.

**The Yorktown Freight Shed** began to reopen under Phase 2 at 50% capacity with new safety measures, including social distancing guidelines. On June 29, the venue successfully held its first event- a Yorktown Day Association meeting with 25 participants. The first event in Phase 3 was a “Sweet 16” birthday party for 100 guests on July 18. This was a huge success for the family, the guest of honor, and for the event planner. As a precaution, the event was planned for staggered arrivals so not all 100 people were in the venue all at one time and wore masks, at their discretion. This was the event planner’s first function at the Freight Shed and she told us she will be recommending the venue to future clients.

*Throughout June and July, Katie Meis, with staff support, scheduled 17 showings and booked 14 events. We currently have 31 events scheduled through December of this year and 27 events booked in 2021. The Freight Shed books 18 months in advance and continues to receive inquiries daily.*

**The Riverwalk Landing Piers** have been open since Phase 2 began for overnight guests. Before Memorial Day weekend, full-time staff welcomed the guests and manned the docks. In May, the Piers welcomed 17 overnight stays and 49 temporary boaters. In June, these numbers almost doubled and revenue continues to climb during the summer in Phase 3. The Fourth of July was a different situation - with parades and fireworks cancelled, our slips were destined to be empty. Dockmaster James Scruggs didn’t just let them all cancel. Instead, he contacted all of the boaters that had reservations for July 4<sup>th</sup>, 2020, and told them if they stayed at the Piers this year, they could have first rights to a reservation for next year’s July 4<sup>th</sup> weekend, guaranteed. The boaters loved the idea and responded positively (reservations usually don’t open until January 1). Those that took advantage of the offer had a wonderful stay!

*The Riverwalk Landing Piers saw a busier July 4<sup>th</sup> weekend and more income than 2019. We had 17 overnight transient boaters, which totaled 653 linear boat footage docked for \$2,027.80 in revenue. We also had 37 temporary hours for a total revenue of \$185, bringing the total revenue for the weekend to \$2,212.80.*

**Virginia Tourism Corporation (VTC) DMO WanderLOVE Grant** opened applications in late June for recovery marketing funds, up to \$10,000, for destination-marketing organizations (DMO) across the Commonwealth that have been heavily impacted by the novel coronavirus pandemic. These funds are to execute a WanderLOVE campaign using the template from VTC and dollars awarded based on additional “bonus” ideas that were submitted and evaluated. We applied, and last week received notice of our award for the full \$10,000 amount. Our bonus ideas include creating WanderLOVE videos, digital assets, and participation in the VTC Google search and digital banner campaigns. We submitted interactive social media ideas and our request for a return visit of the LOVE letters to the waterfront has been approved and they will be on-site August 1-August 9 to celebrate National Farmers Market Week.

*These additional monies will help us to pay for production to saturate the online and social media market with Visit Yorktown messages. Our events continue to morph into creative executions so that we can keep our brand and awareness top of mind - serving our local base while reinforcing Yorktown as the destination of choice when tourists return.*

**Sounds of Summer Concert Series** has been postponed and not yet cancelled, but we are not waiting for the “mic drop.” We brainstormed economical alternatives and have negotiated to reallocate the live concert series budget to a few virtual real-time concerts. Yes, on Thursday nights, July 30, August 6, and August 13, we will be featuring three of our most popular bands, streaming live from the Freight Shed. We renegotiated the contracts with the bands and are working with James River Audio Visual, York County Video Services, and IT staff, to put on these live-streaming shows of music and images over YouTube and Facebook. We may even replay them on WYCG-TV. I am confident that, like our Drive-Thru Farmers Markets, the organizational effort and creative approach will help us serve our customers and keep our brand alive until we can return to the waterfront.

*The three live, virtual concerts will be highly promoted to our audience through Visit Yorktown’s social media, email subscriber lists, County platforms, press releases and budgeted advertising dollars. I am confident that investing in this creative solution will be a community builder during these uncertain times, much like the reimaged graduation ceremonies. This is another example of the determination and commitment of the Tourism Development team – staying focused to carry out our mission and make Yorktown a destination of choice, either physically or virtually.*