

# Grayson County

## Tourism Zone Program Qualification Application



A complete application must be delivered to the Tourism Economic Development Coordinator. Any questions concerning the Tourism Zone Program should be directed to the Tourism Economic Development Director at (276) 773-8002.

Please make a copy of the application for your records. Mail, fax, or hand deliver the original application to the following address:

Grayson County Tourism Department  
Attention: Tourism Economic Development Director  
P.O. Box 336, 107 E. Main Street  
Independence, VA 24348

Please attach the following:

- Provide a listing of business property used in the operation of the qualified Tourism business and include date of purchase, address where equipment is housed, proof of purchase and a detailed depreciation schedule
- Any other information as requested by the Tourism Economic Development Coordinator.

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**ORDINANCE**  
**OF THE COUNTY OF GRAYSON, VIRGINIA**  
**ADOPTING A NEW TITLE 65 TO THE**  
**GRAYSON COUNTY CODE OF ORDINANCES**  
**TO ESTABLISH A LOCAL TOURISM ZONE AND**  
**ADOPT TOURISM ZONE INCENTIVES**

**WHEREAS**, the Board of Supervisors of the County of Grayson, Virginia has determined that it would be in the public interest to establish a local tourism zone and to provide incentives in order to encourage tourism-related businesses within the County and to promote the many natural advantages of the County, pursuant to Va. Code Section 58.1-3851.

NOW, THEREFORE, BE IT ORDAINED by the Board of Supervisors of the County of Grayson, Virginia:

**Article 65-Tourism Zone**

**Section 65.1- Purpose and intent**

The Grayson County Board of Supervisors, recognizing the County's rich cultural and musical heritage, and mindful of the abundance of outdoor recreation opportunities within the County, declares that promotion of tourism will enhance economic development in the County. Thus, Grayson County finds that the creation of a tourism zone as authorized by Code of Virginia, 1950, as amended, § 58.1-3851 is in the public interest.

**Section 65.2 – Administration**

The County Administrator shall have authority to administer and enforce this article, and is empowered to appoint a designee for such purposes. The County Administrator or individual so designated (the

"Tourism Official") will review the criteria and incentives for the tourism zone annually to assure alignment with the County Comprehensive Plan.

### **Section 65.3 - Definitions**

For the purposes of this article the following words and phrases shall have the meanings attributed below, unless clearly expressed to the contrary.

The County Administrator shall have authority to administer and enforce this article, and is empowered to appoint a designee for such purposes. The County Administrator or individual so designated (the

"Tourism Official") will review the criteria and incentives for the tourism zone annually to assure alignment with the County Comprehensive Plan.

### Section 65.3 - Definitions

For the purposes of this article the following words and phrases shall have the meanings attributed below, unless clearly expressed to the contrary.

I. A "qualified tourism business" means a business whose primary purposes are to establish a desirable destination to attract tourists from outside the community, to create an environment for those visitors that will deliver a memorable experience, and/or to promote educational opportunities. A "qualified tourism business" will also increase travel-related revenue. Examples of "qualified tourism businesses" include but are not limited to:

- Hotels, Bed and Breakfasts and similar lodging accommodations
- Restaurants
- Retail merchandising
- Antique merchandising
- Outdoor recreation outfitters

- Outdoor recreation or adventure businesses
- Fine arts studios
- Arts-related personal improvement services such as theater, dance, music, and/or art instruction
- Arts-related entertainment such as indoor or outdoor live theaters or music venues, motion picture theaters, and/or concert/music halls
- Hotels/resorts
- Spas
- Breweries/wineries
- Wedding venues
- Tours/guided tours
- Agritourism businesses

A qualified tourism business shall provide a minimum capital investment of seven thousand five hundred dollars (\$7,500.00) in improvements to real estate located in the tourism zone or in new construction on the real estate located in the tourism zone in the base year. For agritourism businesses, investments made in growing crops to be sold at retail as part of the agritourism activity shall constitute qualifying expenses toward the minimum capital investment, however, annual or seasonal reinvestment in such crops shall not operate to renew eligibility without an expansion of acreage or operations. Investment in agrotourism crops shall serve to continually re-qualify an existing business. Qualification must be granted and certified in writing by the Tourism Official. Qualified tourism businesses may be either a new tourism business or an existing tourism business.

2. "Qualified zone resident" means an owner or tenant of real property located in the tourism zone who expands or rehabilitates such property to locate the operation of a qualified tourism business within the tourism zone. The minimum dollar amount of the improvements shall be seven thousand five hundred dollars (\$7,500.00) made during the base year. The term "property" means a parcel, lot, or unit for which a site plan of the building permit application has been submitted

for approval. Qualification of a zone resident shall be granted and certified in writing by the Tourism Official.

3. "County Code" means the Code of Grayson County, Virginia, as amended.
4. "Existing Tourism Business" means a tourism business that was actively engaged in the conduct of, trade of, or business of tourism in the county prior to submitting a completed tourism zone program qualification application.
5. "New Tourism Business" means a tourism business not already engaged in the conduct of, trade of, or business of tourism in the county but which is interested in beginning such a business.
6. "Base Year" is defined as the calendar year in which the minimum qualifying investment is made.
7. "Vested Owner" means the owner of the property or tourism business has a personal stake in the success of said property or business.
8. "EDA" means Grayson County's Economic Development Authority.
9. "Tourism Zone Program Qualification Application" means an application submitted to the Tourism Official by a tourism business or by an owner or tenant of real property as a precursor to becoming a qualified tourism business or qualified zone resident.

#### **Section 65.4 - Fee reimbursements under county ordinances**

The fee reimbursements provided below shall apply to qualified tourism businesses or qualified zone residents for new construction, alterations, rehabilitation, and repairs made to those businesses provided that (1) at least one hundred (100%) percent of the total cost of the construction is expended on facilities which will house or directly accommodate a qualified tourism business; and (2) the application for fee reimbursement is submitted to the Tourism Official within twelve (12) months from the date a certificate of occupancy is issued. Fees reimbursed pursuant to this article shall be paid out by the county treasurer. The designation of a business as a qualified tourism business, the designation of an individual as a qualified zone resident, or the qualification of a business for

receipt of one of following described fee reimbursements is at the reasonable discretion of the Tourism Official. No business or individual shall be deemed qualified for any fee waivers or reimbursements until application approval.

1. Fees imposed under the building code. Applications for waiver or reimbursement of all local fees up to one hundred percent (100%) imposed under Title 6 of the County Code entitled "Building Code" shall be made to the Tourism Official along with certification from the Tourism Official that the applicant is a qualified tourism business or a qualified zone resident and evidence that the proposed construction will meet the criteria set out above for fee waiver/reimbursement. The maximum incentive for any qualified tourism business shall be two thousand dollars (\$2,000.00). Building code fees remitted to the Commonwealth of Virginia or other state agencies are not reimbursable.
2. Fees imposed under the zoning regulations. Application for waiver/reimbursement of fees of one hundred percent (100%) imposed for zoning under the county's zoning regulations (up to a maximum of \$2,000) shall be made to the Tourism Official. Such application shall include certification from the Tourism Official that the applicant is a qualified tourism business or a qualified zone resident and evidence that the proposed land use and/or construction activities will meet the criteria set out above for fee waiver.
3. Water connection fees. Application for waiver/reimbursement of water connection fees of one hundred percent (100%) imposed by the Grayson County Public Service Authority, up to a maximum of \$2,000, shall be made to the County Administrator. Applications shall include certification from the Tourism Official that the applicant is a qualified tourism business or a qualified zone resident and evidence that the utility connections and related construction will meet the criteria set out above for fee waiver.

### **Section 65.5 - Boundaries of the tourism zone**

- (a) The boundaries of the Tourism Zone shall be within the areas described in Appendix A of this Chapter.

(b) Qualified tourism businesses and zone residents located within the tourism zone shall be entitled to the applicable incentives offered in this article provided they have met the qualifications listed in this article as determined by the Tourism Official.

### **Section 65.6 - License Tax Rebates**

1. Tax Rebates for new businesses. Up to one hundred (100%) percent rebate on tangible business personal property tax imposed by the county pursuant to Title 14 of the County Code for three 3 years, up to a maximum of \$2,000.
2. Tax Rebates for existing businesses. For those qualified tourism businesses that are deemed existing tourism businesses, rebates shall only be applied on the acquired tangible business personal property directly attributable to the business's expansion. The rebate shall be applied to personal property acquired for expansion of the business during the base year.
3. Expediated Review. Qualified tourism businesses shall receive expedited review of permits and/or inspections.

### **Section 65. 7 - Marketing assistance**

Qualified tourism businesses may participate in the following joint marketing efforts by Grayson County's Tourism Department free of charge:

- (a) Inclusion in the Grayson County Tourism's website
- (b) Promotions through any email marketing campaigns conducted through the tourism department
- (c) Promotion through Grayson County Tourism's social media platforms
- (d) Inclusion in the county visitor guide in its most current printing
- (e) Such other efforts from time to time as opportunities for local and regional advertising allow

All joint marketing efforts described herein shall be initiated only upon the agreement of the Tourism Official and the Qualified Tourism Business, and shall



not constitute a right for any Qualified Tourism Business to require the County to undertake any specific marketing efforts.

### **Section 65.8 - Trash Reduction**

Qualified Tourism businesses situated in the Tourism Zone will receive a 1/3 reduction in weekly trash disposal rates.

### **Section 68.9 -- Economic Development Authority Grant Funding**

Qualified Tourism businesses will receive priority consideration for any current grants administered by the Economic Development Authority.

### **Section 65.10- Qualifications**

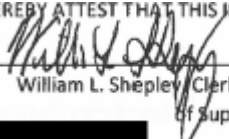
1. A qualified tourism business shall provide a minimum capital investment of seven thousand five hundred dollars {\$7,500.00) in improvements to real estate located in the tourism zone be they new or existing tourism businesses, or other business-related investments constituting tangible personal property used in the business. Qualification must be granted and certified in writing by the Tourism Official.
2. A new qualified tourism business shall create and maintain at least 1 full-time position. This may be satisfied by the hiring of a full-time employee or by the business owner working to manage and operate the business on an as-needed basis.
3. An existing qualified tourism business shall add and maintain at least 1 additional full-time position or two additional part-time positions.

This ordinance shall be effective April 8, 2021

This Ordinance was duly adopted this 8<sup>th</sup> day of APRIL- 2021

Member	Vote
Kenneth R. Belton	<u>Aye</u>
Michael S. Hash	<u>Aye</u>
Thomas R. Revels	<u>Aye</u>
John S. Fant	<u>Aye</u>
Brenda R. Sutherland	<u>Aye</u>

I HEREBY ATTEST THAT THIS IS A TRUE AND ACCURATE COPY OF SAID ORDINANCE

I HEREBY ATTEST THAT THIS IS  
  
William L. Shepley, Clerk  
of Supervisors

Appendix A attached

# Grayson County, VA

## Tourism Zone Program

The Tourism Zone program offers incentives for new and existing tourism businesses to be established or expanded such as tax and permit rebates, marketing assistance, and certain fee reimbursements.

### Qualifications

- ◆ A tourism related business is a business whose primary purpose is to establish a desirable destination to attract tourists from outside the community and create an environment for those visitors that will deliver a memorable experience or promote educational opportunities while increasing travel-related revenue.
- ◆ A capital investment of \$7,500.00 must be made.
- ◆ New qualified businesses must maintain one full-time employee or be a vested owner/operator.
- ◆ Existing qualified businesses must add 1 full time or 2 part-time positions.



### Incentives

- ◆ Building, zoning, and water connection fee waivers
- ◆ License Tax Rebates
- ◆ Expedited permitting and inspection programs
- ◆ Inclusion in tourism marketing programs such as advertising, website, and social media
- ◆ Trash collection fee reduction
- ◆ Priority consideration for EDA grants

[WWW.GRAYSONCOUNTYVA.COM](http://WWW.GRAYSONCOUNTYVA.COM)

FOR INFO AND FULL DETAILS

Grayson County Tourism  
107 E. Main Street • Independence, VA 24348

276-773-8002  
[visit@graysoncountyva.com](mailto:visit@graysoncountyva.com)

**Tourism Zone Business Application**

Date:

**Contact Information**

Name of Business:

Business Contact/Owner:

Phone:

Tax Map Number:

Business Address:

Mailing Address:

Email:

Check One: \_\_\_ New Tourism Business \_\_\_ Existing Tourism Business (See Tourism Ordinance, Section 65.3 # 4 and #5)

Qualified Business Type (See Tourism Ordinance, Section 65.3 #1

\_\_\_\_\_

Brief description of business plan:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Amount of Capital Investment:

\_\_\_\_\_

Number of new or additional employees: Full time \_\_\_\_\_ Part time \_\_\_\_\_

***For Office Use Only:***

	Year 1	Year 2	Year 3
Building Code Waiver Amount			
Zoning Waiver Amount			
Water Connection Reimbursement			
Tangible Business Tax/Personal Property Tax Rebate Amount			
Permit Fee Rebate Amount			
Expediated Review (yes/no)			
Marketing Assistance (yes/no)			
Trash Reduction Amount			
EDA Grant Amount			