

# Regional Update

A Monthly Report of Activities on the Eastern Shore of Virginia

May 2005

## Towns Develop New Eastern Shore Logo For Heritage Tourism

The Towns of Cape Charles, Exmore, Onancock, and Chincoteague using a regional planning grant from the Department of Housing and Community Development have designed a new logo for the Eastern Shore. This grant was also used to develop a strategy to implement individual marketing efforts as well as a joint effort to market the towns based on their assets and strengths.

The Regional Downtown Management Committee Team lead by the Town of Cape Charles and staffed by the A-NPDC has worked with Bay Dream Design to develop a logo that will be used on marketing material for the towns and the region. The Eastern Shore of Virginia Regional Logo has several distinctive features that reflect the resources of the Shore.

The towns selected a armorial design with several symbols that have significance to the region. The crest of the logo is a sunburst representing our climate. The shield has six picture areas, these include a sea gull, shop building with awning, crab, and the dog rose resembling Virginia's state flower the dogwood on green background with wavy blue lines on either side. These symbols represent the Shore's wildlife, sea-

food industry, local towns, and the geographic position of the Shore between the Chesapeake Bay and Atlantic Ocean. There is also a gold scroll containing the words Eastern Shore of Virginia that will only be used on larger representations of the logo.

Now that the logo has been selected the towns have decided to expand its use by seeking funding to mark

the Eastern Shore Heritage Trail. The Trail now exists only on line, but the group hopes to find funding to expand the trail to include artisans and artists and additional cultural sites around the participating towns. They hope to be ready for the Jamestown 2007 effort. The logo below will identify heritage trail sites. For more information, please contact Kat Edwards at (757)787-2936.



*The New Eastern Shore of Virginia Regional Logo Developed by the Towns of Cape Charles, Exmore, Onancock, and Chincoteague*

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## PSA Notes

### Northern Northampton Wastewater Project

The Northern Northampton Wastewater Project has been phased to fit the funding levels available from USDA. The first phase will be the Nassawadox portion of the project, partially due to the future needs of Shore Memorial Hospital. The task of door-to-door surveys for Nassawadox remains to be done.

### Accomack County

There has been no word as yet from the State Corporation Commission regarding Accomack County's petition to withdraw from the Public Service Authority.

For more information, please contact Artie Miles at (757)787-2936.

## FY 2006 RTP Grant Submitted to VDOT for Chincoteague

A-NPDC has made a grant application to VDOT for the Rural Transportation Planning Grant to complete a Transportation Plan Element Update for the Town of Chincoteague's Comprehensive Plan. Previous grant awards have been used to create a buildout analysis of Northampton and Accomack Counties and analyze potential impacts to transportation in the area. This information was used to update the counties comprehensive plans.

VDOT has already approved the Grant Letter-of-Intent and requested that a full application be developed. It was submitted April 14th.

For more information, please contact Elaine Meil at (757)787-2936.

## Patti Merritt, New Community Development Coordinator

Ms. Merritt has come to the PDC to manage the Virginia Lead Safe Homes Program. She will direct funding to reduce hazards caused by lead-based paint in qualifying homes.

Ms. Merritt has a B.A. in Sociology and a B.S.W. in Social Work along with A.A. degrees in Business and Counseling. She has come to the PDC from the Department of Juvenile Justice in Court Services. She has previous experience working for the Navy as a civilian Contract Specialist and Contracting Officer, the Community Services Board and the Wicomico Health Department. We warmly welcome Ms. Merritt to the PDC and look forward to working with her.

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## Barbara Schwenk Graduates from OU/EDI

In March, Barbara Schwenk, Economic Development Coordinator, became a graduate of the University of Oklahoma's Economic Development Institute (OU/EDI). OU/EDI is a three-session program, each one week long, which provides a broad spectrum of advanced education for the economic development professional and is accredited by the International Economic Development Council. Mrs. Schwenk is now preparing to take the test to become a Certified Economic Developer.

OU/EDI classes focus on three major core areas: Business Retention and Expansion, Real Estate, and Finance as well as areas of concentration in Marketing, Strategic Planning, and

Managing Economic Development organizations. Students complete 117 hours of instruction selected from more than 50 seminars, workshops, and discussion groups. Begun in 1962, OU/EDI now has over 3250 graduates.

Mrs. Schwenk attended several courses including: Deal Structuring, Business Retention and Expansion Review, Using Technology for Targeted Marketing and Research, Measurement and Evaluation of Marketing Programs, Market Segmentation & Target Industry Studies, Design of Electronic and Printed Marketing Materials, and Effective International Business Development Strategies. We congratulate Mrs. Schwenk on her accomplishment.



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## Onancock Super Saturday May 14th

As part of the "Main Street" revitalization effort, there will be a Super Saturday sale in downtown Onancock on Saturday, May 14<sup>th</sup>.

This community yard sale will take place first thing in the morning and some of the town's stores will hold sidewalk sales. Anyone who wants to sell can rent a space downtown, and town residents can set up in their own front yard. The goal of the event is to raise money for the Main Street program and to expose shoppers to the new (and old) shops in downtown Onancock.

**Accomack-Northampton Planning District  
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## New Cape Charles Walking Tour Brochure

The 7<sup>th</sup> edition of "A Walking Tour of Historic Cape Charles, Virginia" is now available. A-NPDC staff designed the brochure for the Cape Charles Historical Society with direction from a committee of Cape Charles residents. The tour includes information on 45 historic homes and commercial buildings in town, with a map that pinpoints each site. The brochure also has a brief history of Cape Charles and describes the 5 interpretive exhibit "storyboards" that have been placed around town. Copies of the brochure are available at the Cape Charles Museum & Welcome Center, Cape Charles Town Hall, and at the Chamber of Commerce.



### How to Contact the A-NPDC

If you have questions or would like to discontinue your subscription, please contact the Planning District Commission.

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