



Winners Announced in RevUp Marketing Event *Shenandoah County Localities Award \$20,000 To Area Businesses*

Shenandoah County, Virginia (November 9, 2017) – Six Shenandoah County businesses were awarded a total of \$20,000 as part of their participation in the RevUp Marketing Program which kicked off in September. Winners include All Things Virginia at The Farmhouse, Ridge Runner Farm Brewery, Shenandoah Valley Music Festival, Shenandoah Valley Wine Tours, Strasburg Hobbies and Valley Garage Doors, In addition, one overall winner, The Shenandoah Valley Music Festival was also selected to receive an Annual Gold Level Sponsorship with the Chamber of Commerce valued at \$5000.

RevUp Marketing was a collaboration between the Town of Strasburg, Town of Woodstock, Town of Edinburg, Town of New Market, Shenandoah County, The Shenandoah County Chamber of Commerce, People Incorporated and Small Business Development Center. Approximately 50 people from local Shenandoah County businesses attended a series of six marketing focused workshops before submitting marketing plans for a chance to win up to \$5000 to promote their business.

The event originated from a desire to support existing businesses in growth and development.

“So often economic development focuses on attracting new businesses to our community. While it is important to recruit new business and industry, we recognize that our existing businesses are the backbone of our community. New businesses are often attracted to a place with an existing vibrant business climate,” explains Jenna French, Director of Tourism and Business Development for Shenandoah County.

In the end, twenty one businesses submitted applications to compete.

The RevUp Marketing coordinators were thrilled to see such great participation from throughout the county with participants representing a diverse range of businesses. “Business owners juggle a lot of tasks and it means a lot to us that so many would take time out of their busy schedules to make time for this event. It really shows the value of the program and we are already looking at follow up workshops,” said Sharon Baroncelli, Executive Director of The Shenandoah County Chamber of Commerce.

"The course not only offered some valuable marketing strategies on which direction to take our business in, but also allowed us the opportunity to apply for a grant to help fund the projects we had in mind," said Elizabeth Nail, owner of Strasburg Hobbies and winner of a \$5,000 grant to implement her marketing strategy. "Mike [Nail's husband and

co-owner of the shop] and I are very excited for the opportunity provided by the RevUp Marketing Grant Program..."

Winners were chosen by a panel of 5 judges consisting of local business leaders and marketing professionals. "The entrepreneurial spirit that resides in Shenandoah County is alive and well," said Nick Noe with Mountain High Media, one of the judges of the RevUp Marketing event. To see so many business owners, especially newer businesses, follow through on their convictions from business concept to grand opening, and now planning for strategic growth is inspiring."