



For Immediate Release

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RevUp ShenCo Announces 2018 Program Winners

Shenandoah County, Virginia (December 4, 2018) – Six Shenandoah County businesses were awarded nearly \$20,000 as part of their participation in this Fall’s RevUp ShenCo marketing program. Winners include South Street Barn Market in Woodstock; Star in the Valley Estate Winery, Box Office Brewery, Lydia’s Clothes Closet, and Strasburg Museum in Strasburg; and Wightman Insurance in Edinburg. In addition, one overall winner, Box Office Brewery was also selected to receive an Annual Gold Level sponsorship with the Shenandoah County Chamber valued at \$5,000.

RevUp ShenCo was a collaboration between the Towns of Strasburg, Woodstock, Edinburg, New Market, and Mount Jackson, Shenandoah County Tourism and Economic Development and the County Chamber to support existing businesses in their marketing growth and development. There were 65 individuals participating in RevUp representing 31 businesses.

“It was great that we were able to partner again to provide programming taught by experts in the marketing field for our local business owners. We were excited to receive grant applications from 16 participants,” shared Sharon Baroncelli, Executive Director of the County Chamber.

“Sixty-five to 80 percent of all job creation and new investment comes from existing businesses,” said Jenna French, Director of Tourism and Economic Development. “The RevUp Marketing program provides a platform for our local businesses to advance and keep current on ever-changing marketing trends. If they can perfect their marketing to reach their target audience more effectively, it helps us grow as a community.”

Judy Rhodes is the Coordinator of the South Street Barn Market and Jim Hepner with Fairview Oaks Farm is one of the Market vendors. The Barn Market is held every Saturday in Woodstock. Judy shared that “participating in RevUp ShenCo was a positive experience for both Jim Hepner and I. We went into the first class thinking that at the very least we would be able to take something positive away from it, not really thinking that we would be awarded grant money. We found that we were already doing many of the things that were recommended but there is always room for learning and improving. We have learned to use different design tools, analyze our reach on Facebook and our Website, and how to target more effectively a specific audience that we need to reach. We have implemented many of these things already in our Facebook posts and weekly emails. With the grant money we plan to expand our reach on Facebook and Instagram, as well as do a targeted mailer to make the public more aware of our presence in Woodstock. We appreciate the opportunity we were given to take this class and the grant money that we were awarded.”

Matthew Helsley is the owner of Wightman Insurance in Edinburg and shared that he “is so very thankful to be one of the grant recipients of the RevUp Shenco program. We really appreciate Mayor Dan Harshman and the Town of Edinburg for working in coordination with the other County and Town partners to bring us the experts to help make our business grow and be more educated about the use of multiple marketing platforms. We

learned so much from this program and are thrilled that our community actually does programs like these to help its small businesses to be successful.”

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