

Sperryville's Economy: Envisioning Its Future

**Prepared for the Sperryville Community Alliance
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1 INTRODUCTION

1.1 LOCAL HISTORY

Sperryville is located in Rappahannock County, Virginia, along the Thornton River in the shadow of the Blue Ridge Mountains. Sperryville was laid out by Francis Thornton, Jr. in 1817 and established in 1820 when the first deed was recorded. For most of the early 19th century, Conestoga wagons, capable of handling the area's rough roads and made famous by western migration in the U.S., were built by John Kiger in Sperryville. By the 1850s, Sperryville boasted two turnpikes that intersected in town: Thornton's Gap and Sperryville & Rappahannock. In the 1860s the Smoot family of Alexandria build a tannery on the Thornton River that closed by 1911. By that time Sperryville had grown to 350 residents with four churches, five general stores, one hotel, six mills, shops, and a masonic hall. The Sperryville Historic District is listed on the Virginia Landmarks Registry and the National Register of Historic Places.

Sperryville lies along U.S. Route 211 that connects the Piedmont Virginia community of Warrenton (and U.S. Routes 15 and 29) with the Shenandoah Valley communities of Luray and New Market (and U.S. Route 11 and I-81). Additionally, U.S. Route 522 travels through Sperryville on its winding valley route, connecting Sperryville with the Town of Culpeper to the southeast and the Town of Front Royal (and I-66) to the north. With the development of Shenandoah National Park and the Skyline Drive at the top of the nearby Blue Ridge Mountains (less than 7 miles from Sperryville), the Town became one of the gateways to the park. Even while still maintaining its small-town charm, with the Park's development and its proximity to the Washington, DC Metro Area (74 miles to the National Mall), Sperryville grew into a tourist destination in its own right with a number of in-town and nearby inns



Historical Market in Sperryville

Source: *SperryFest.org*

and B&B's and as a place to stop for a meal or a souvenir while traveling to and from the park.

In recent years Sperryville has seen new additions to its eclectic mix of shops, restaurants, and services including Copper Fox Distillery, Pen Druid Brewing, Before and After (coffee shop), Off the Grid Market/Café, and Three Blacksmiths fine dining, to name just a few of its newer offerings. Sperryville has also benefited greatly from the creation of the Sperryville Community Alliance, made up of community residents, business owners, and other interested persons. The Alliance sponsors the hugely popular SperryFest each spring with its annual duck race and most recently oversaw the development of the first segments of the Sperryville River Walk.

Sperryville is an unincorporated town and as such, does not have elected officials, a staff, or even an official boundary. The impetus behind this study is the Sperryville Community Alliance which obtained a grant from the PATH Foundation for its development.

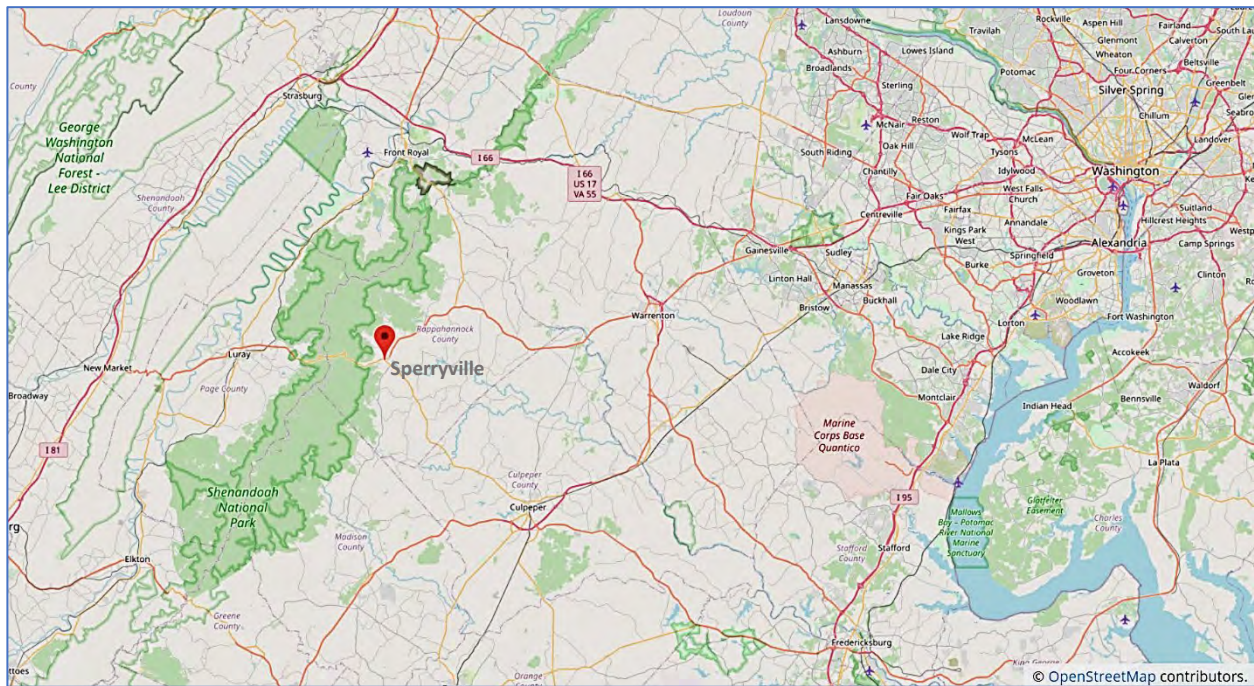
Sperryville's Economy

Envisioning Its Future



**A Bird's Eye View of Sperryville Looking toward
the Blue Ridge Mountains and Shenandoah National Park
(U.S. Route 211 is on the Right and U.S. 522 is on the Left)**

Source: SperryFest.org



Sperryville's Location within North Central Virginia and Its Proximity to the DC Metro Area

1.2 THE TASK

While Sperryville has many successes for which to be proud, like many small towns, it also has its challenges. Within Sperryville and along U.S. 211, there are vacant and underutilized properties that need new life breathed into them. Main Street is lined with historic buildings and quaint shops and restaurants, but is not very pedestrian friendly due to the lack of any significant streetscape amenities, an incomplete network of sidewalks and crosswalks, and cut-through traffic that tends to travel too fast for the area. Local small businesses that thrive in the middle of summer find the winter months a challenge when Shenandoah National Park visitation drops off, impacting their already tight bottom lines.

This study and its examination of strategies to improve the economy of Sperryville is intended to address the challenges referenced above and others identified by the research that was conducted as part of the study. The final outcome of the study is to delineate an

economic envisioning plan that helps answer four major questions:

- What are the products, services, or experiences desired by Sperryville and nearby residents that are missing in the local economy and could be a good fit within a growing and vibrant Sperryville economy?
- What could be offered in Sperryville that would get more through travelers to stop and visit Sperryville, and support the local economy?
- What physical improvements could be made in Sperryville that would cause visitors and community residents alike to linger longer and engage more often with the local small businesses?
- What are the keys to telling the Sperryville story to a broader audience?

2 LOCAL DEMOGRAPHICS & LIFESTYLES

2.1 DRIVE TIMES

Demographic data is often reported by Census Tracts, jurisdictional boundaries, or even as radii from a given point. An additional means of reporting the data, made available through modern technology and software, is by drive time. Drive time data is most helpful when examining the demand for products and services because people typically do not think of absolute distance when searching for something they want or need. Their concern is rather, "How long does it take me to get to the desired retailer or vendor?" Additionally, 15 miles on a high-speed highway takes 15 minutes or less, while a trip of 15 miles on country roads could take twice as long, depending on topography and other conditions.

On the next page is a map of the 10-minute, 20-minute, and 30-minute drive times from the heart of Sperryville. These drive times typically represent the local market for a good or service. Though somewhat skewed in rural areas and small towns that have limited retail presence, people typically do not want to drive more than 10 minutes for convenience items such as daily grocery items and medicines. They are willing to drive 20 to 30 minutes for larger shopping trips and services that are somewhat unique and not usually available nearby such as their favorite doctor or dentist. They will also drive 30 minutes for an activity or event that they enjoy, to eat at a favorite restaurant, or to participate in a sporting or other special event. Beyond 30 minutes, the local market begins to get distorted by the presence of other nearby small communities and what they have or do not have to offer and by larger communities that have a significant retail presence that can draw customers from as far as 1 to 1 ½ hours.

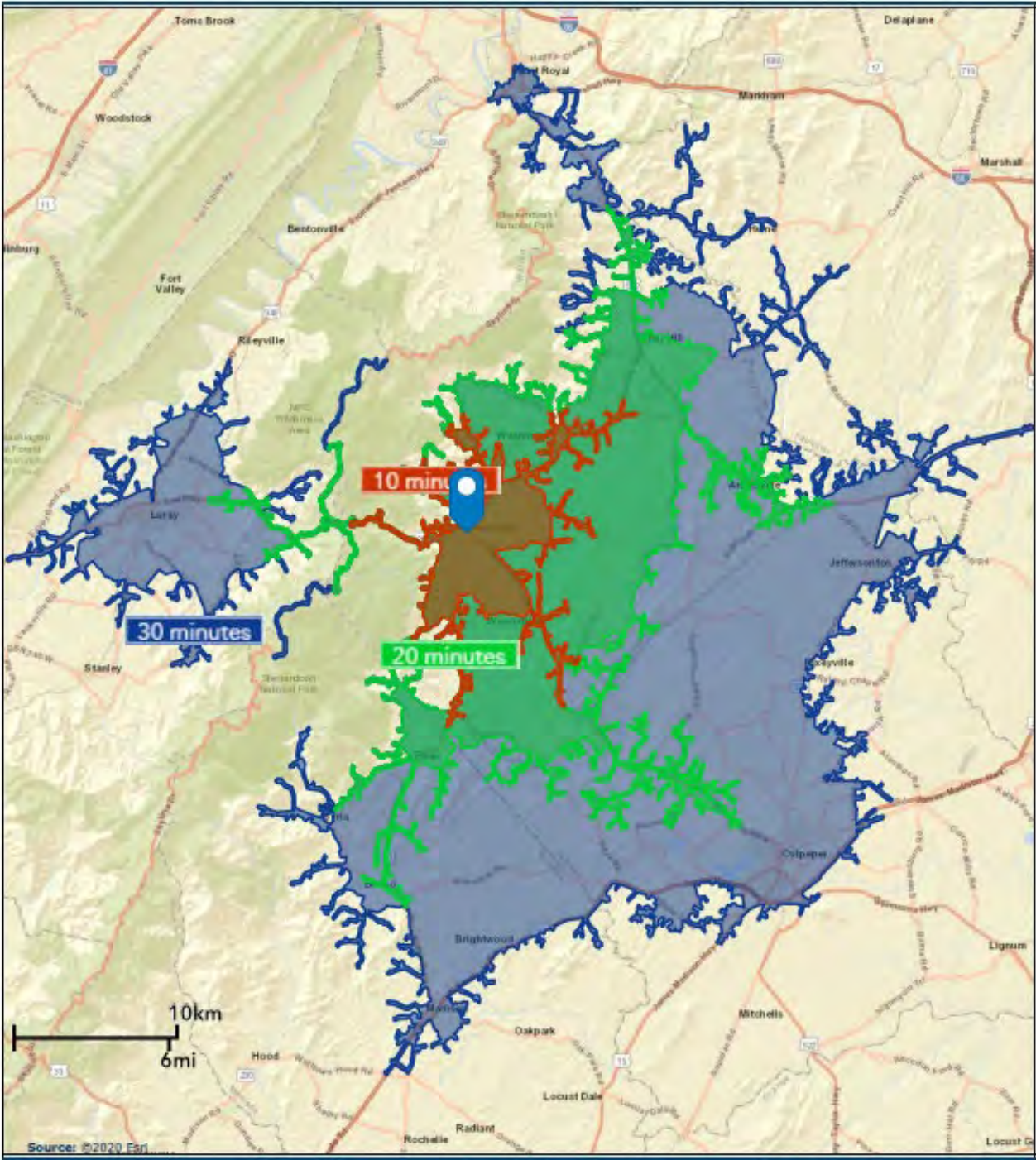
As can be seen from the map, the presence of Shenandoah National Park just west of Sperryville and the nature of U.S. Route 211's climb up and over the Blue Ridge Mountains, 30-minute drive times for Sperryville are mainly confined to the east, north, and south of Sperryville and not in a westerly direction. The Town of Luray in the Shenandoah Valley is the lone market to the west of Sperryville within a 30-minute drive. All of Culpeper lies within a 30-minute drive as does portions of Front Royal. Just off the map to the right is Warrenton, which is just over a 30-minute drive.

Before reviewing the demographics within these drive times, it is important to note that just about every road in America, and certainly all of those in rural areas, are 2-way roads. This is important because rural residents, including those in Sperryville, are used to making the 30-minute drives described in the previous paragraphs to places like Culpeper to gain access to goods and services not available in the immediate market. Flipping the equation, people living in Culpeper are probably not used to making a 30-minute drive to Sperryville for a particular good or service, even though they may drive past Sperryville on a regular basis to access SNP. However, it is possible that they might make this drive if an attractive mix of goods and services was available in Sperryville. After all, it is a 30-minute drive on U.S. Route 522 between Sperryville and Culpeper in either direction.

One of the more interesting ways of presenting demographic data is through the use of infographics. Included on the three pages following the Drive Time Map is key demographic data infographics for the households that live within the 10-, 20-, and 30-minute drive times. The data for each band (10, 20, and 30 minutes) is distinct from the previous band(s).



Sperryville: 10-, 20-, and 30-Minute Drive Times

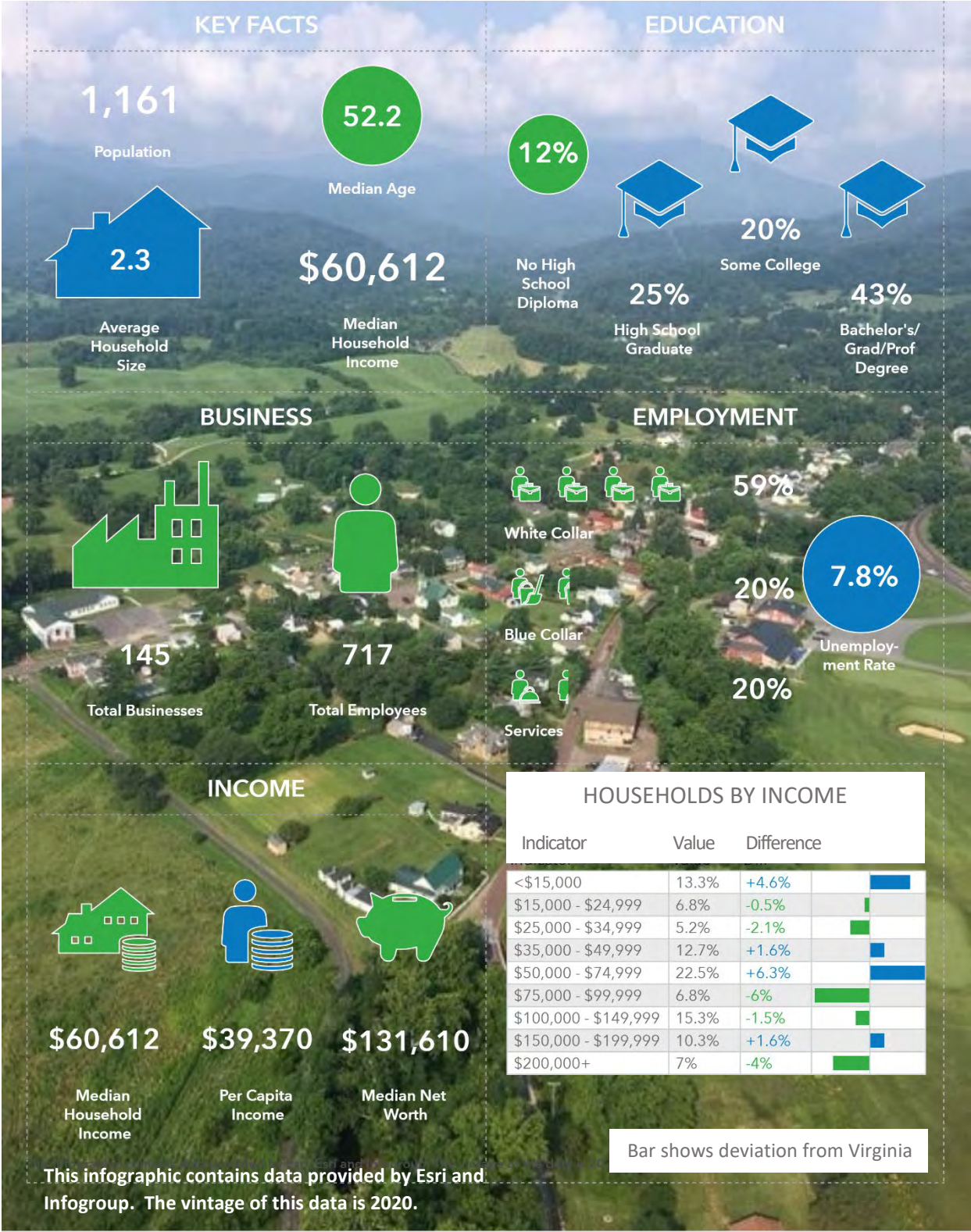




Key Facts - 10 Minute Drive Time

From Main Street, Sperryville, VA

Prepared by Esri
 Latitude: 38.65744
 Longitude: -78.22666

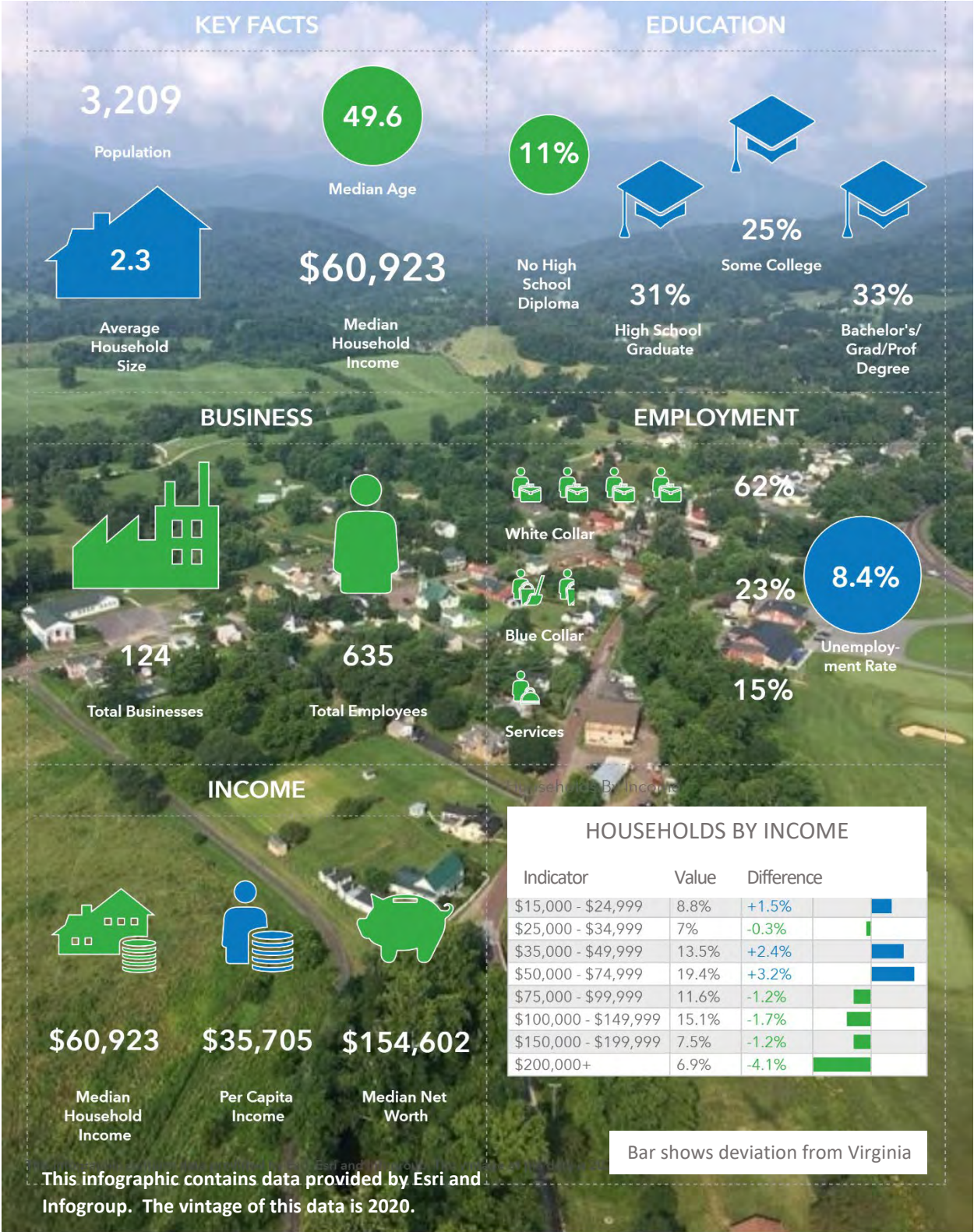




Key Facts - 20 Minute Drive Time

From Main Street, Sperryville, VA

Prepared by Esri
 Latitude: 38.65744
 Longitude: -78.22666

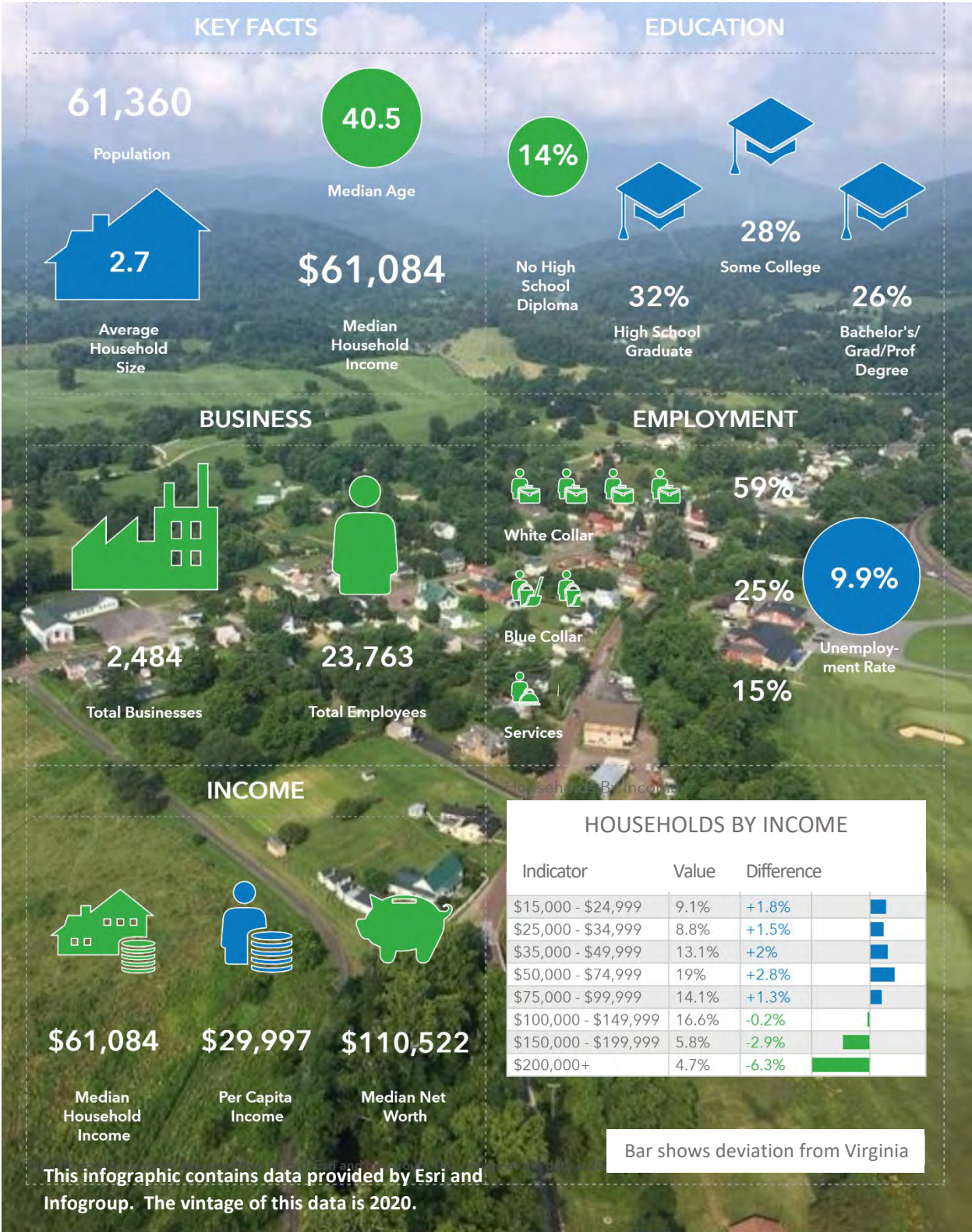




Key Facts - 30 Minute Drive Time

From Main Street, Sperryville, VA

Prepared by Esri
 Latitude: 38.65744
 Longitude: -78.22666



2.2 DRIVE TIME DEMOGRAPHICS

The key demographics for the 10-minute, 20-minute, and 30-minute drive bands is highlighted below with select comparisons to Virginia and the United States:

- While only an estimated 1,161 persons live within a 10-minute drive of Sperryville, an estimated 65,370 persons live within a 30-minute drive.
 - Median household size stands at 2.3 for both the 10-minute and 20-minute drive band, but increases to 2.7 for the 30-minute drive band.
 - The median ages of persons living within a 10-minute drive (52.2 years) and a 20-minute drive (49.6 years) are significantly higher than the Virginia and national median age of 38.5 years. This difference is a clear indication of the presence of an abundance of elderly-headed households and lack of households with younger children.
 - The 30-minute drive band includes Luray, Culpeper, and Front Royal and the median age in those areas are much closer to the state and national figure, standing at 40.5 years of age.
 - In contrast, median household incomes across the three drive bands stay very close, ranging from \$60,612 to \$61,084. These figures are lower than the Virginia median household income at \$76,456 and U.S. median household income at \$65,712. Given the presence of some very high-end estate homes in Rappahannock County, these median household incomes are actually much lower than expected. This anomaly could be caused by the presence of many second homes in the County where owners' incomes are reported in their primary place of residence.
- Of note, the per capita income across the three drive bands does vary significantly, from \$39,370 in the 10-minute drive band to \$29,997 in the 30-minute drive band even with the household income being relatively stable across the drive bands. This serves as additional confirmation that there is a predominance of smaller households closer to Sperryville and larger households with children in Luray, Culpeper, and Front Royal.
 - Incomes across the three drive bands includes lower incomes and solidly middle-class incomes. The lower incomes and under-representation of higher incomes are again surprising given the seeming wealth of the area. However, they are likely strong indicators of a sizeable number of elderly-headed households on fixed incomes.
 - Median net worth across the three drive bands is higher than the nation as a whole. \$131,610 for the 10-minute, \$154,602 for the 20-minute, and \$110,522 for the 30-minute drive bands as compared to \$97,300 for the United States. Home equity and the retirement savings of elderly residents likely represent the bulk of this wealth.
 - Educational attainment for the 10-minute and 20-minute drive bands is very high with 43% of persons with a bachelor's or graduate degree within a 10-minute drive and 33% within a 20-minute drive.
 - Employment across the three drive bands is solidly white collar ranging from 59% to 62%.

Note: Virginia and U.S. comparisons are based on Census Bureau 2015-2019 American Community Survey and other data.

2.3 DRIVE TIME PSYCHOGRAPHICS

The Esri corporation that is relied upon to provide up-to-date demographic and other data in useable formats between U.S. Censuses (and utilized for this study), also tracks the buying power, purchasing preferences, and lifestyles of consumers using Tapestry Segmentations. The Esri Tapestry research delineates and reports this information on sixty-seven distinct segments of the U.S. population.

The segment Esri calls “The Great Outdoors.” predominates in the 10-minute (100% of households) and 20-minute drive bands (87% of households) and is present in the 30-minute drive band (13.0% of households). This segment is described as:

The Great Outdoors

Great Outdoor households (HHs) are found in pastoral settings throughout the United States. These consumers are educated empty nesters living an active, but modest lifestyle. Their focus is the land. They are more likely to invest in real estate or vacation home than stocks. They are active gardeners and partial to home-grown and home-cooked meals. Retired or with retirement beckoning, most of these have incomes slightly above the U.S. level.

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have two vehicles including a 4-wheel drive truck; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home.
- Typical of households with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.

- 77.5% are homeowners versus the U.S. average of 62.7%.
- Great Outdoor residents are very do-it-yourself oriented and cost conscious, working on their own autos and improving and remodeling their homes.
- They are members of the AARP, veterans' groups, and other civic organizations.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.
- They prefer domestic travel.
- They have pets, mainly cats and dogs.
- Their television of choice is CMT, the History Channel, and Fox News.

Source: esri.com (adapted by Summit)

“Green Acres” households are not present in the 10-minute drive band, but make up 8.3% of the households in the 20-minute drive band and 21.8% of the households in the 30-minute drive band. This segment is described as:

Green Acres

This segment features country living and self-reliance. These households are avid do-it-yourselfers, maintaining and remodeling their homes, with all of the necessary power tools to accomplish the jobs. Gardening, especially vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. They prefer outdoor recreation and sports including hunting/fishing, motorcycling, hiking/camping, and even golf. They are self-described conservatives and are pessimistic about the near future, but are heavily invested in it.

- An older market, primarily married couples, most with no children.
- More than 60% are college educated.
- Income is derived not only from wages and salaries but also from self-employment (13% of HHs), investments (27% of HHs), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.

- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.
- 86.1% of households are homeowners.
- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations including veterans' clubs.
- 86.1% are homeowners.

Source: esri.com (adapted by Summit)

“Middleburg” (not the town in Virginia) households make up 11.2% of the 30-minute drive band. This segment is described as:

Middleburg

This segment transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative – family, faith, and country. Still more county than rock and roll, they are thrifty, but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

- Young couples, many with children; average household size is 2.75.
- 65% with a high school diploma or some college.
- Prefer to buy American and for a good price.
- 73.4% are homeowners.

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- Media preferences include country and Christian channels.

Source: esri.com (adapted by Summit)

2.4 KEY TAKEAWAYS

There are several key takeaways based on this data.

- The market that is Sperryville and its immediate surroundings is very consistent all the way out to the 30-minute drive band as evidenced by both the key demographics and the psychographics that have been presented. This is very helpful in that a retailer does not have the challenge of trying to reach numerous different markets with different tastes, each one dividing an already small market (just over 65,000 people within a 30-minute drive) into even smaller segments. In other words, what works locally in Sperryville is likely to hit the mark for persons living thirty minutes away.
- In light of the bullet above, the challenge for Sperryville's retail outlets, restaurants, and service providers is building a better presence in the marketplace out to a 30-minute drive from Sperryville through targeted advertising.
- An additional challenge for Sperryville businesses is working collaboratively to provide the right mix of goods and

services across the several retailers, restaurants, and service providers to make a 30-minute drive to Sperryville worthwhile. Though the magic of enclosed shopping malls is gone, people still like to shop where there is a cluster of goods and services that they need in order to preserve time for the other activities they enjoy. Such interest has fueled the creation of big box retail and the clustering of big box retailers into “super centers.” On a much smaller scale, to be successful, small towns must have a cluster of goods and services that get the attention of the surrounding market and the visitor/tourism market as well.

- There is some variation in the income levels in Sperryville and within a 30-minute drive, but they should be strong enough to support a moderately robust retail environment within Sperryville and help bridge the gap during the slower cold weather months when fewer tourists are visiting the area. However, there are some constraining factors, not the least of which is a large number of elderly-headed households, many of which are on fixed incomes.
- The predominance of the “Great Outdoors” and “Green Acres” Esri segments likely comes as no surprise to those that live in Sperryville and the surrounding communities. You have to want to live in the country to be a resident of Rappahannock County, which with its rural confines and natural beauty is a huge draw for these segments. However, country living does come with its challenges – lengthy drives as referenced earlier to access needed goods and services, long commutes for many who are still working, poor internet connectivity, extended downtime when the power grid is impacted by bad weather,

etc. While these two groups are a hearty lot, many are empty nesters or never nesters, which makes the country living easier. However, that fact does take away some of the dynamism a community draws from a younger population. Rappahannock Public Schools had an enrollment across all ages of only 766 students in the 2020-2021 academic year with an additional 150 students attending the Wakefield County Day School on the northern edge of the County (though many of those students may come from Warren and Fauquier Counties given the school’s location). As will be noted in the section on the focus groups that comes later in this study, the lack of children in the community is of great concern to Sperryville residents.

- In contrast, the “Middleburg” Esri segment that shows up in the data within the 30-minute drive band does tend to have children at home. This segment is likely picked up from Luray and the edges of Warrenton and Front Royal where the goods, services, and sports recreation that meet the needs of families with children still at home are more easily within reach. As the focus group participants indicated, Sperryville used to have many more children. Though those days can not be easily replicated, more Middleburg households could perhaps be pulled into Sperryville with concerted effort and the right mix of housing, goods and services, venues, and events. Because good schools are such a large part of what attracts families with children to a particular community, an effort to pull in “Middleburg” households would necessarily require the commitment and regular involvement of Rappahannock County leadership towards this end.

3 RETAIL MARKET

3.1 SPERRYVILLE RETAIL

Sperryville has an interesting and fairly strong mix of retail outlets for its size (1,161 persons/512 households within a 10-minute drive of the heart of Sperryville), all of which are small non-chain retailers. Many of these retailers court a presence in both the local and tourism market to varying degrees of success.

Retail and services in Sperryville “proper” (Main Street, nearby U.S. Route 211, and the Old Schoolhouse complex on Route 211 include:

- Abracadabra Massage and Wellness
- Bar Francis
- Before & After (Coffee Shop)
- Burgers & Things
- Cottage Shops - Comfort Fair Trade
- Hopkins Ordinary Bed & Breakfast/ Aleworks
- Happy Camper Equipment Company
- Haley Fine Art
- Martin Woodard Studio & Gallery
- Moon Shine Jewelers
- Old Schoolhouse Complex – Headmasters Pub, Cottage Curator, Sperryville Schoolhouse Shops, Gallery 3 Fine Arts, Schoolhouse Nine Hole Golf Course
- Rappahannock Pizza Kitchen
- The Corner Store
- Three Blacksmiths (Restaurant)
- The Hair Gallery
- Woodard Realty
- Shaw's Services (Mechanic)
- Sperryville Pottery
- Stonewall Abbey Wellness

Retail and services just outside of Sperryville “proper” that would call Sperryville home include:

- Antique Tables Made Daily
- Baldwin's Towing
- Beech Spring Gift Shop
- Central Coffee Roasters/Hughes River Trading Company
- Farm Bureau Insurance
- Flourish Root (Florist)
- NAPA Auto Parts/B+B Services
- Off the Grid Café/Market
- Pen Druid Brewing
- “River District” Old Mill Complex – Sperryville ARTist Cooperative, Living Sky Foundation, Copper Fox Distillery, Copper Fox Antiques, River District Potters, Wild Roots Apothecary, Ridge Line Designs (Jewelry)
- Rugged Mountain Creations
- Sanford Guide
- Sperryville Barber Shop
- Sperryville Cottages
- Sperryville Flea Market
- Sperryville Trading Post/Briar Patch Books
- Sorghum/Raw Honey/Ham/Quilts
- The Inn @ Mt. Vernon
- Thornton River Orchard & Market

- Waterpenny Farm

3.2 SPERRYVILLE RETAIL MARKET GAP

Starting on page 16 are Esri Retail Market Place Profiles, or in generic terms, retail gap analyses, for a 10-minute drive radius from the heart of Sperryville and Rappahannock County as a whole.

It is very telling, but not surprising – Sperryville leaks a lot of its retail purchases to other communities. Retail leaks or gaps show up in the data as positive (green) numbers and retail surpluses show up as negative (red) numbers. The bar graph is similar with gaps being skewed to the right in positive territory and surpluses skewed to the left in negative territory.

Sperryville has surpluses in only five industry subgroups – “Furniture Stores,” “Specialty Food Stores,” “Jewelry, Luggage, and Leather Goods Stores,” “Used Merchandise Stores,” and “Other Miscellaneous Store Retailers.” Much of these surpluses are likely due to the tourist trade where Sperryville’s sales in these categories are boosted by persons passing through the area. Many goods show 100% leakage to other communities, including subgroups that are more typically frequented by “locals” – “Automobile Dealers,” “Lawn and Garden Equipment and Supplies Stores,” etc.

This data also serves to point out the dilemma for small communities – insufficient sales to support a needed good or service. One of the needs mentioned most often in the Community Interest Survey that follows and in the focus groups was the need for a full-service grocery store with good prices. This is a very common need in both rural communities and in the inner-cities of America. According to an annual report by the Food Marketing Industry organization, the median weekly sales at grocery stores in America was \$554,958 in 2019 which calculates out as \$28.86 million annually. The Esri data shows that the annual spending at grocery

stores by persons living within a 10-minute radius of Sperryville is only \$3.33 million verses a supply of only \$261,862. This is obviously not enough to support a full-service grocery store, even assuming a small store with sales on the lower end, perhaps ½ of \$28.9 million, or \$14.5 million. In other words, though the retail gap for grocery stores in Sperryville is quite evident, filling that gap is not within reasonable reach of any of the typical grocery store operators or chains.

3.3 RAPPAHANNOCK COUNTY RETAIL MARKET GAP

The Esri Retail MarketPlace Profile for Rappahannock County looks very much like that for Sperryville with many of the same retail gaps and surpluses. Returning to the full-service grocery store need, the annual grocery purchases of Rappahannock County residents is \$20.42 million, approaching the threshold for perhaps a small to medium-sized full-service grocery store. The hidden dilemma in that number is the geographic spread of the County’s estimated 7,320 persons (Weldon Cooper Center population estimate for July 2020) who are spending those dollars. The Lidl grocery store chain could be described as a small to medium-sized grocery store, but even its minimal requirement for a store in a “suburban zone” is for there to be 7,000 residents within 1 mile, 25,000 within 2 miles, 50,000 within 3 miles, and 2% decadal population growth rate according to the location criteria found on its corporate website. Obviously, Rappahannock County does not meet these thresholds.

The positive note for Sperryville related to the County data is that in Rappahannock County retail demand (or spending potential) is \$139.1 million according to the Esri data versus retail supply of \$21.74 million, a ratio of 6.4 to 1. In Sperryville, the demand is \$22.72 million and the supply is \$8.90 million, a ratio of 2.6 to 1. Overall, Sperryville’s retail market is more

successful in capturing its retail demand at local retailers than the County as a whole, even with its significant retail leakage.

3.4 KEY TAKEAWAYS

Several observations can be derived from the retail market gap data that are important to keep in mind when thinking about and developing a vision for Sperryville's future.

First, given Sperryville's location on the edge of Shenandoah National Park and as the last stop before the park and the first stop coming out of the park, it has a geographic market advantage versus a market that is more dispersed as you get further away from the park. The Town's 2.6 to 1 demand/supply ratio and surpluses in Miscellaneous Store Retailers and Specialty Food Stores, both of which are subsectors populated by mostly small shops that would be attractive to tourists, attests to this advantage. Even the small surplus in Furniture Stores backs this up, though the surplus is evidently related to a single retail outlet that advertises "Antique Tables Made Daily." The ability of the Town's retailers to tap into a local market as well as a tourism market that has to drive through at least a part of Sperryville to get to Shenandoah National Park and the Shenandoah Valley west of the park gives the Town a large advantage over many other retailers in the County.

Sperryville has likely not tapped the full potential of this tourism market because of the ease with which much of the tourism traffic can bypass the main part of the village via U.S. Route 211 and the limited parking in the heart of the village. There is also a limitation to having access to these two markets – the drop off in tourism in the colder weather months. In 2019, according to National Park Service data, the peak month for entrances at the Thornton Gap entrance to the park (the U.S. Route 211 entrance) was October during leaf season with 30,446 entrances. Entrances quickly dropped to only 4,692 entrances in December of that year.

In February 2019, the heart of the previous winter, there were only 1,664 entrances. Any long-standing Sperryville retailer that does a robust tourism trade has evidently been very successful in adjusting to these fluctuations and would have much knowledge to share with other retailers looking to enter the tourism market.

Second, the Town's village geography has tended over time to cluster population and retail in the same market while even a few minutes outside of Town the land uses shift very quickly to be very rural in character. The County's 2020 Comprehensive Plan recognizes this fact by its designation of the County's villages as "designated growth areas." While this has created some concern for Sperryville residents, it has to be recognized that in regard to filling retail gaps, population growth is a "necessary evil." The challenge is steering growth in the right direction and places so as to not overly impact the feel of the Sperryville village or its immediate surroundings and having the support and finances of the Rappahannock County and the Commonwealth of Virginia to help put in place the infrastructure needed to encourage and support growth.

Third, with the County's more dispersed market and the dollars being spent at a significant rate outside of the County, there is the potential to pull some of those dollars toward Sperryville with the right mix of goods and services. Similar to what was stated earlier, it is no further for a resident living on the southeastern edge of Rappahannock County to drive to Sperryville (9 to 10 miles) than to Culpeper (9 to 10 miles). It is also very much further for a County resident living in the vicinity of (Little) Washington to drive to Warrenton (~22 miles) or Front Royal (~19 miles) versus Sperryville (~6 miles).



Retail MarketPlace Profile

10-Minute Radius from
Main Street, Sperryville, VA

Prepared by Esri
Latitude: 38.65744
Longitude: -78.22666

Summary Demographics

2020 Population	1,188
2020 Households	512
2020 Median Disposable Income	\$50,284
2020 Per Capita Income	\$39,319

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
2017 Industry Summary						
Total Retail Trade and Food & Drink	44-45,722	\$22,718,974	\$8,904,777	\$13,814,197	43.7	27
Total Retail Trade	44-45	\$20,671,233	\$7,574,788	\$13,096,445	46.4	20
Total Food & Drink	722	\$2,047,741	\$1,329,989	\$717,752	21.2	6
2017 Industry Group						
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,592,001	\$311,945	\$4,280,056	87.3	1
Automobile Dealers	4411	\$3,749,001	\$0	\$3,749,001	100.0	0
Other Motor Vehicle Dealers	4412	\$486,601	\$0	\$486,601	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$356,399	\$304,169	\$52,230	7.9	1
Furniture & Home Furnishings Stores	442	\$726,207	\$506,482	\$219,725	17.8	2
Furniture Stores	4421	\$397,827	\$399,392	-\$1,565	-0.2	1
Home Furnishings Stores	4422	\$328,380	\$107,091	\$221,289	50.8	1
Electronics & Appliance Stores	443	\$641,981	\$0	\$641,981	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,491,471	\$978,340	\$513,131	20.8	1
Bldg Material & Supplies Dealers	4441	\$1,378,726	\$971,320	\$407,406	17.3	1
Lawn & Garden Equip & Supply Stores	4442	\$112,745	\$0	\$112,745	100.0	0
Food & Beverage Stores	445	\$3,592,604	\$612,110	\$2,980,494	70.9	2
Grocery Stores	4451	\$3,334,775	\$261,862	\$3,072,913	85.4	1
Specialty Food Stores	4452	\$104,336	\$350,248	-\$245,912	-54.1	2
Beer, Wine & Liquor Stores	4453	\$153,493	\$0	\$153,493	100.0	0
Health & Personal Care Stores	446,4461	\$1,293,992	\$0	\$1,293,992	100.0	0
Gasoline Stations	447,4471	\$2,097,304	\$1,488,373	\$608,931	17.0	1
Clothing & Clothing Accessories Stores	448	\$939,383	\$581,448	\$357,935	23.5	2
Clothing Stores	4481	\$633,512	\$386,993	\$246,519	24.2	2
Shoe Stores	4482	\$130,446	\$0	\$130,446	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$175,425	\$194,455	-\$19,030	-5.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$529,514	\$88,099	\$441,415	71.5	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$451,107	\$88,099	\$363,008	67.3	1
Book, Periodical & Music Stores	4512	\$78,407	\$0	\$78,407	100.0	0
General Merchandise Stores	452	\$3,550,901	\$249,973	\$3,300,928	86.8	1
Department Stores Excluding Leased Depts.	4521	\$2,429,394	\$0	\$2,429,394	100.0	0
Other General Merchandise Stores	4529	\$1,121,507	\$249,973	\$871,534	63.5	1
Miscellaneous Store Retailers	453	\$796,824	\$2,728,874	-\$1,932,050	-54.8	10
Florists	4531	\$34,512	\$0	\$34,512	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$180,151	\$118,920	\$61,231	20.5	2
Used Merchandise Stores	4533	\$84,261	\$1,044,790	-\$960,529	-85.1	4
Other Miscellaneous Store Retailers	4539	\$497,900	\$1,565,164	-\$1,067,264	-51.7	4
Nonstore Retailers	454	\$419,051	\$0	\$419,051	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$244,702	\$0	\$244,702	100.0	0
Vending Machine Operators	4542	\$17,825	\$0	\$17,825	100.0	0
Direct Selling Establishments	4543	\$156,524	\$0	\$156,524	100.0	0
Food Services & Drinking Places	722	\$2,047,741	\$1,329,989	\$717,752	21.2	6
Special Food Services	7223	\$27,561	\$0	\$27,561	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$25,152	\$0	\$25,152	100.0	0
Restaurants/Other Eating Places	7225	\$1,995,028	\$1,329,989	\$665,039	20.0	6

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

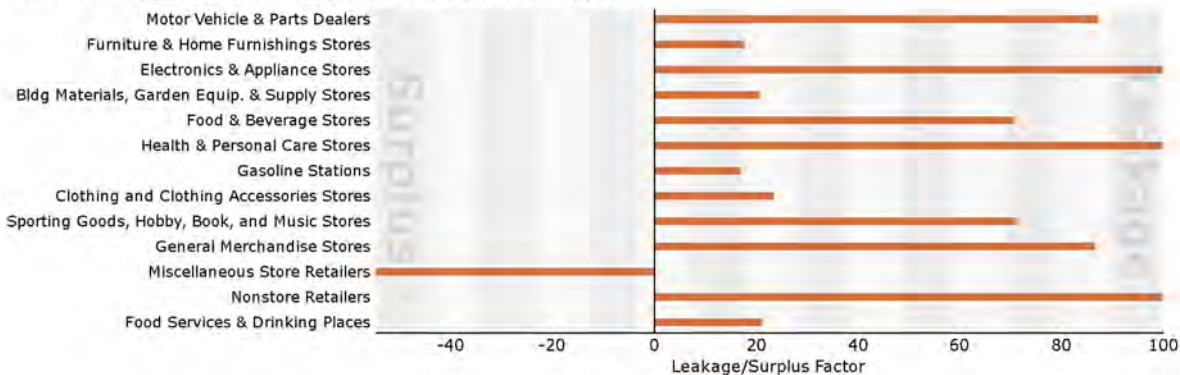


Retail MarketPlace Profile

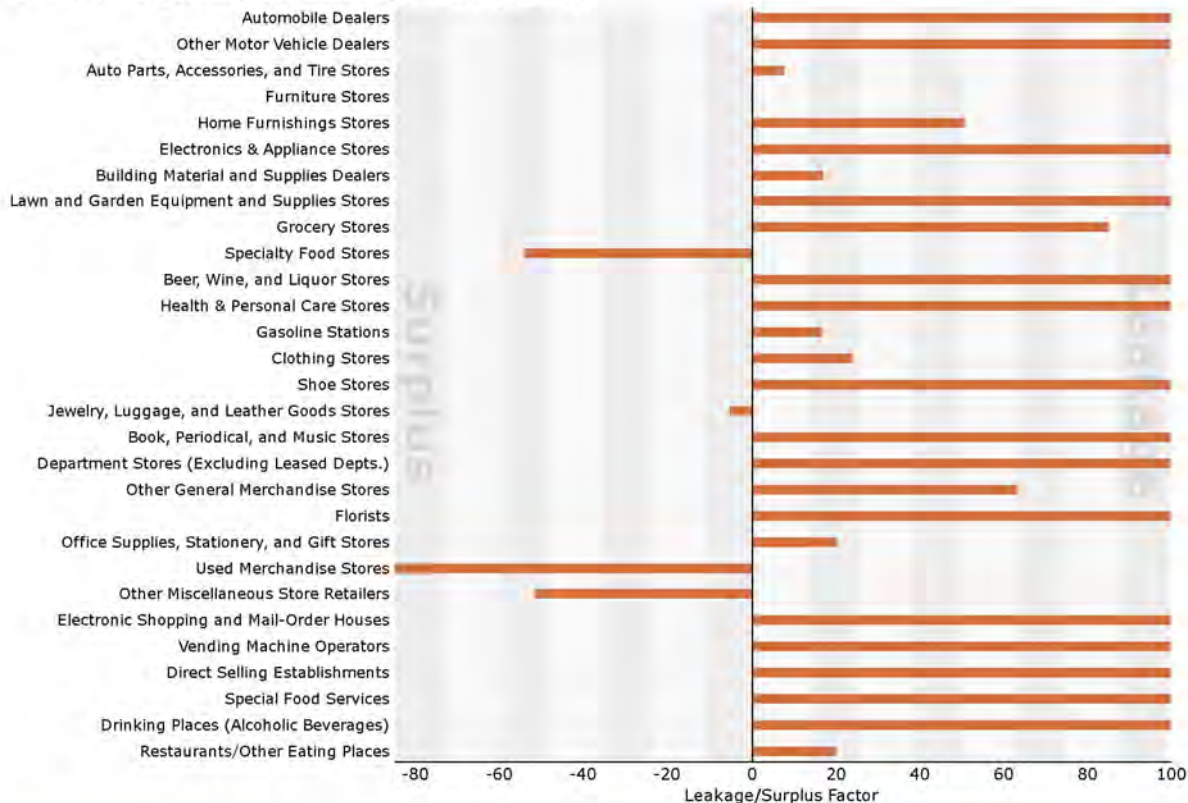
10-Minute Radius from
Main Street, Sperryville, VA

Prepared by Esri
Latitude: 38.65744
Longitude: -78.22666

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.



Retail MarketPlace Profile

Rappahannock County, VA

Prepared by Esri

Summary Demographics

2020 Population	7,502
2020 Households	3,131
2020 Median Disposable Income	\$50,770
2020 Per Capita Income	\$37,720

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$139,082,586	\$21,737,541	\$117,345,045	73.0	51
Total Retail Trade	44-45	\$126,546,592	\$19,165,681	\$107,380,911	73.7	41
Total Food & Drink	722	\$12,535,994	\$2,571,860	\$9,964,134	66.0	10
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,111,633	\$849,045	\$27,262,588	94.1	2
Automobile Dealers	4411	\$22,950,894	\$458,790	\$22,492,104	96.1	1
Other Motor Vehicle Dealers	4412	\$2,978,915	\$0	\$2,978,915	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,181,824	\$390,255	\$1,791,569	69.7	1
Furniture & Home Furnishings Stores	442	\$4,445,741	\$3,568,090	\$877,651	11.0	4
Furniture Stores	4421	\$2,435,440	\$1,244,814	\$1,190,626	32.4	2
Home Furnishings Stores	4422	\$2,010,301	\$2,323,276	-\$312,975	-7.2	2
Electronics & Appliance Stores	443	\$3,930,126	\$0	\$3,930,126	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,130,607	\$2,138,769	\$6,991,838	62.0	4
Bldg Material & Supplies Dealers	4441	\$8,440,395	\$1,724,550	\$6,715,845	66.1	3
Lawn & Garden Equip & Supply Stores	4442	\$690,212	\$414,219	\$275,993	25.0	1
Food & Beverage Stores	445	\$21,993,444	\$3,042,977	\$18,950,467	75.7	6
Grocery Stores	4451	\$20,415,046	\$2,577,597	\$17,837,449	77.6	4
Specialty Food Stores	4452	\$638,732	\$465,380	\$173,352	15.7	2
Beer, Wine & Liquor Stores	4453	\$939,666	\$0	\$939,666	100.0	0
Health & Personal Care Stores	446,4461	\$7,921,643	\$0	\$7,921,643	100.0	0
Gasoline Stations	447,4471	\$12,839,422	\$2,050,654	\$10,788,768	72.5	1
Clothing & Clothing Accessories Stores	448	\$5,750,783	\$776,956	\$4,973,827	76.2	3
Clothing Stores	4481	\$3,878,285	\$527,466	\$3,350,819	76.1	2
Shoe Stores	4482	\$798,571	\$0	\$798,571	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,073,927	\$249,490	\$824,437	62.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,241,615	\$121,381	\$3,120,234	92.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,761,619	\$121,381	\$2,640,238	91.6	1
Book, Periodical & Music Stores	4512	\$479,996	\$0	\$479,996	100.0	0
General Merchandise Stores	452	\$21,738,160	\$627,788	\$21,110,372	94.4	2
Department Stores Excluding Leased Depts.	4521	\$14,872,441	\$0	\$14,872,441	100.0	0
Other General Merchandise Stores	4529	\$6,865,719	\$627,788	\$6,237,931	83.2	2
Miscellaneous Store Retailers	453	\$4,878,045	\$4,270,540	\$607,505	6.6	17
Florists	4531	\$211,279	\$0	\$211,279	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,102,858	\$196,408	\$906,450	69.8	3
Used Merchandise Stores	4533	\$515,836	\$1,554,756	-\$1,038,920	-50.2	7
Other Miscellaneous Store Retailers	4539	\$3,048,072	\$2,519,376	\$528,696	9.5	7
Nonstore Retailers	454	\$2,565,373	\$1,719,481	\$845,892	19.7	1
Electronic Shopping & Mail-Order Houses	4541	\$1,498,032	\$1,719,481	-\$221,449	-6.9	1
Vending Machine Operators	4542	\$109,125	\$0	\$109,125	100.0	0
Direct Selling Establishments	4543	\$958,216	\$0	\$958,216	100.0	0
Food Services & Drinking Places	722	\$12,535,994	\$2,571,860	\$9,964,134	66.0	10
Special Food Services	7223	\$168,723	\$0	\$168,723	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$153,976	\$0	\$153,976	100.0	0
Restaurants/Other Eating Places	7225	\$12,213,295	\$2,571,860	\$9,641,435	65.2	10

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

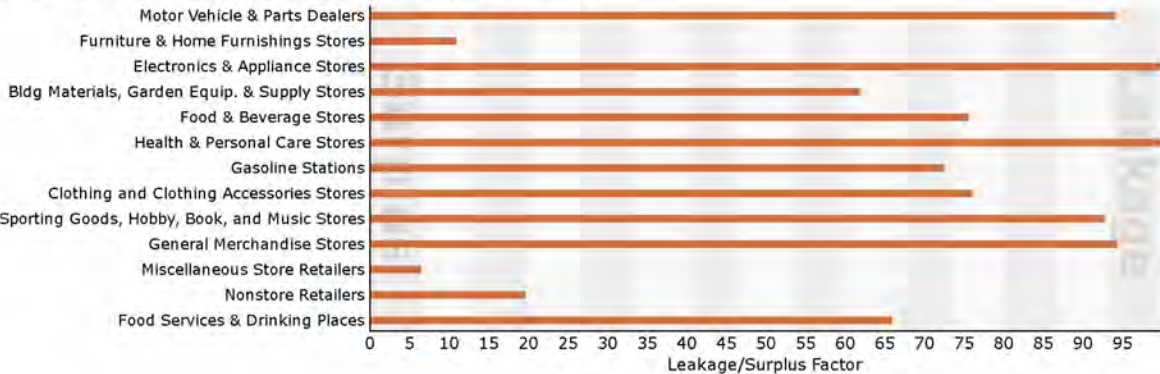


Retail MarketPlace Profile

Rappahannock County, VA

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



Source: Esri and Data Axle. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Data Axle, Inc. All rights reserved.

4 TOURISM MARKET

4.1 BROADLY AVAILABLE DATA

The biggest driver of the tourism market in and around Sperryville is quite obviously Shenandoah National Park. In 2019, according to National Park Service data, SNP had 1,425,507 visitors. The two busiest entrances for the park are the northern entrance at Front Royal and the Thornton Gap entrance just above Sperryville. Thornton Gap's entrance count topped out at 30,446 vehicles in October 2019 according to National Park Service data, with a total of 198,053 entrances for the entire year. Old Rag Mountain, which is one of the most popular hikes in the park, lies just south of Sperryville off of State Route 231, sees approximately 100,000 hikers per year.

According to the Virginia Tourism Corporation (VTC), the travelers who spend the most money on their trips are those that engage in outdoor recreation. An infographic with key statewide data about the Sports, Recreation, and Outdoors travel segment follows on page 22.

Highlights of the data related to this travel segment are:

- Average travel party spending is \$918, the 4th highest level of spending of the 14 travel interest segments tracked by the VTC.
- A typical trip is 3.3 nights.
- 28% visit a National Park and 24% visit a State Park.
- 22% participate in rural sightseeing, a good match for Sperryville and its scenic setting.
- 15% of these travelers in Virginia are from the DC Metro Area, one of the reasons the Thornton Gap entrance to the Shenandoah National Park is so busy.

4.2 LOCAL DATA

As one might expect, there is not a lot of tourism data available that is specific to Sperryville. That being said, there are at least three data points that are informative.

A Virginia Department of Transportation traffic count segment runs from U.S. 522/U.S. 211 inter-section in Sperryville to Little Washington along Route 211. For 2019, the Average Daily Traffic Count for this road segment was 4,700 vehicles per day. While this might not seem large compared to a major highway or interstate where counts can run over 60,000 in each direction each day, an average of 4,700 vehicles per day totals 1.7 million vehicle trips over a year's time. Not all vehicle trips are tourism related, but even if only $\frac{1}{4}$ of them are, that would yield a tourism traffic count of over 400,000 vehicles per year. That represents quite a tourism resource right at Sperryville's front door.

The only readily observable tourist lodging in the Town of Sperryville is the Hopkins Ordinary on Main Street with five rooms in the main building and two guest cottages. However, there are actually numerous vacation units in Sperryville and the surrounding hills. A quick scan of VRBO and AirBNB reveals nineteen "getaways" for rent, housing from two persons in rooms or small cottages and up to seven persons in whole farmhouses. Also nearby is the Inn at Little Washington with thirty-five lodging units, either at the main lodge or in cottages and homes scattered throughout the village. The count above does not include lodging in Shenandoah National Park directly across the Blue Ridge Mountains or in the vicinity of Luray, which if included would add significantly to the total. Finally, there are many campgrounds/campsites nearby including those run by the National Park Service.

Finally, the Virginia Tourism Corporation also tracks tourism expenditures by locality based on research done annually by the Research Department of the U.S. Travel Association. Per that data in 2019 there was \$26.2 million in tourism expenditures in Rappahannock County that supported 221 jobs. With the high prices at the Washington Inn, much of that spending likely took place in Little Washington. Beyond Little Washington, a significant portion of the remainder of the tourism expenditures in Rappahannock County in 2019 were likely clustered in and around Sperryville and in Flint Hill where additional tourism assets and tourist-oriented restaurants are clustered.

KEY TAKEAWAY – While Sperryville does do well in the tourism trade, it could do much, much better tapping the potential that is either right on its doorstep or nearby. The success of SperryFest for the two years it was able to be held before the COVID-19 pandemic set in stands as a testimony to the ability of the community to draw a crowd. The question is – How can this success be replicated on more occasions and what financial, physical, and human resources would it take to make it happen?



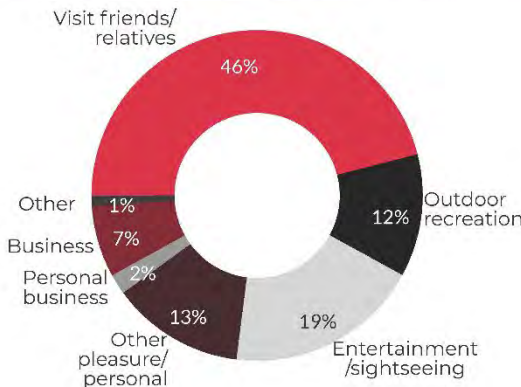
Sports, Recreation & Outdoors



Average travel party spending:



Primary Purpose of Trip



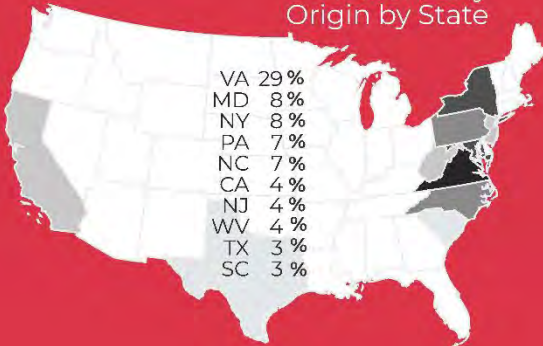
Top Activities

Historic Sites/Churches	30%
National parks/Monuments	28%
Shopping	28%
Museums	26%
Beach	25%
State parks/Monuments	24%
Visiting relatives	24%
Rural sightseeing	22%
Fine Dining	18%
Urban sightseeing	17%

Travel Party Spending



Travel Party Origin by State



Travel Party Origin by DMA

Washington, DC (Hagerstown)	15%
New York	8%
Richmond-Petersburg	7%
Norfolk-Portsmouth-Newport News	6%
Philadelphia	5%
Roanoke-Lynchburg	5%
Baltimore	5%
Raleigh-Durham (Fayetteville)	2%
Charlotte	2%
Harrisburg-Lancaster-Lebanon York	2%

Source: Virginia Tourism Corporation, 2019

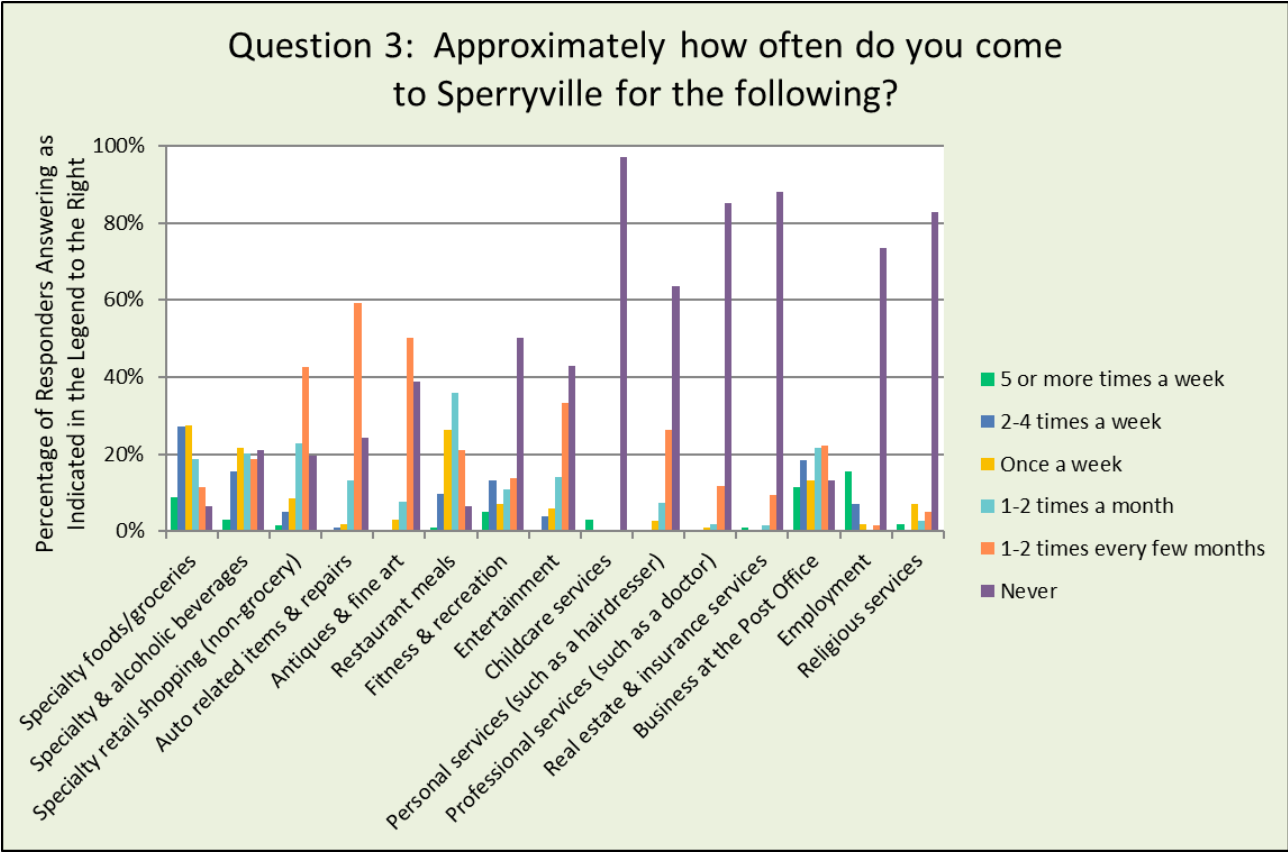
5 COMMUNITY INTEREST SURVEY

5.1 SURVEY RESULTS

Under the auspices of the Sperryville Community Alliance, a Consumer Interest Survey was assembled and made available to community and nearby residents and to others who have an interest in the future of Sperryville in the spring and early summer of 2020. The survey did very well garnering 221 responses. Nearly 70% of the survey responses came from the 22740 zip code (Sperryville and surroundings to the southern Rappahannock County line). Of the 77 responses that came in from outside of the 22749 zip code, 33.8% came from the 22747 zip code (Little Washington and surroundings). The bulk of the remaining re-

sponses came from across Rappahannock County with several coming from Washington, DC. 66.4% of the respondents were female. 69.5% were age 50 or older. 66.2% of the respondents had an income of \$75,000 or over. 28.2% of the respondents were retired.

On the following pages are some of the key results from the survey. A complete survey copy is included as Appendix A to this study with the complete results of the survey included as Appendix B.



Question 4: Where do you go most often for the following?

	Warrenton	Culpeper	Front Royal	Other
Groceries	24.43%	43.44%	14.03%	18.10%
General retail	20.09%	48.13%	11.21%	20.56%
Clothing & accessories	8.61%	39.23%	7.66%	44.50%
Small items such as cards, gifts, etc.	17.92%	43.40%	8.96%	29.72%
Large items such as furniture & appliances	17.70%	33.97%	5.74%	42.58%
Auto related items & repairs	13.85%	21.54%	3.59%	61.03%
Hardware & building supplies	14.81%	58.80%	13.89%	12.50%
Sporting goods	16.04%	43.32%	6.95%	33.69%
Restaurant meals	13.81%	39.05%	9.52%	37.62%
Recreation & entertainment	7.89%	26.32%	7.37%	58.42%
Personal services (such as a hairdresser)	16.16%	26.77%	7.58%	49.49%
Business & legal services	22.99%	17.11%	2.67%	57.22%
Medical services & supplies	32.67%	21.78%	5.45%	40.10%
Banking, insurance, & financial services	15.23%	21.32%	5.08%	58.38%
Other professional services	17.16%	20.12%	4.14%	58.58%

Question 5: What do you like best about the mix of businesses and services in Sperryville?



Question 6: What do you like least about the mix of businesses and services in Sperryville?



Question 7: Name any business you would like to see come to Sperryville. (The answers given most often are illustrated below.)



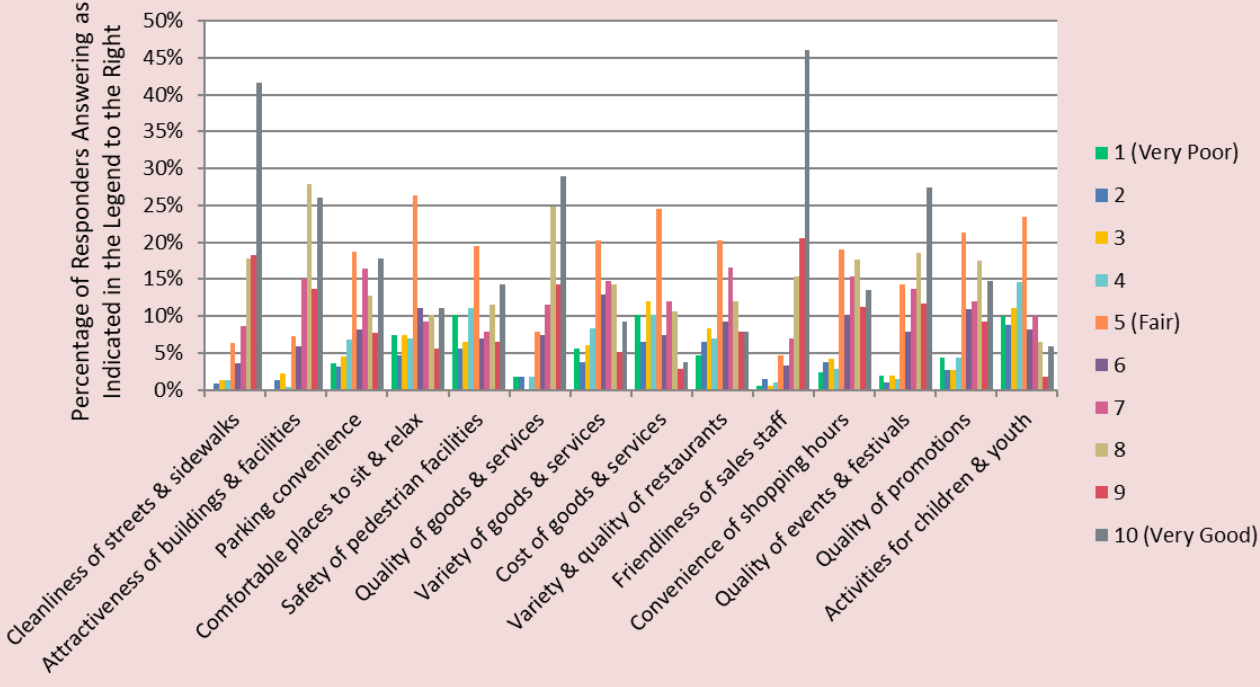
* Numbers represent actual number of answers out of 176 responders who answered this question.

Question 8: Name any amenities needed to make Sperryville more appealing. (The answers given most often are illustrated below.)



* Numbers represent actual number of answers out of 155 responders who answered this question.

Question 9: Using the rating scale below, how would you rate Sperryville concerning the following items?



Questions 10 through 14 were about the demographics of the survey takers previously referenced.

Question 15 asked for additional comments. The two most frequent comments were expressions of a deep love for Sperryville and words of thanks for doing the survey and the community-driven planning work.

5.2 KEY TAKEAWAYS

The following key takeaways emerge from the survey results:

- A majority of respondents indicated that they do not come to Sperryville for eight out of the fifteen retail/service categories scored for Question 3 – fitness and recreation, entertainment, childcare services, personal services, professional services, real estate and insurance services, employment, and religious services.
- The three categories that scored the best on Question 3 were specialty foods/groceries, specialty and alcoholic beverages, and restaurant meals with 20%+ of respondents indicating they came to Sperryville once per week for these items/services.
- Culpeper is by far the shopping choice for Sperryville residents. Warrenton came in a distant second and Front Royal came in a very distant third.
- Survey takers like Sperryville's small town charm, its people and their friendliness, and the fact that it provides a local shopping option.
- Survey takers dislike the limited number of retail offerings in Sperryville and the perceived high cost of goods and services in Town.
- Many of the businesses that survey takers would like to see come to Sperryville are either medical related or represent a convenience item such as general groceries. Given Sperryville's location on the western edge of Rappahannock County and adjacent to Shenandoah National Park, these types of businesses would be hard to attract to Sperryville.
- Respondents expressed a lot of interest in seeing pedestrian friendly and bike friendly improvements in Sperryville along with some type of gathering space. These are all amenities that would be of benefit to local residents as well as visitors and represents a win-win when it comes to weighing the cost of improvements that benefit these two separate constituencies.
- Sperryville scored very well on cleanliness, the quality of goods and services, the friendliness of sales staff, and the quality of events and festivals. It did not score poorly on any of the areas examined.

6 FOCUS GROUPS

A series of four focus groups were conducted on November 16, 2020 with two smaller groups conducted by Zoom one week later as “catch up” opportunities for those who had missed the focus groups the previous week. A set of standard prompting questions were used as needed, though the groups were very engaged and did not need much prompting. The following are the highlights from each group.

6.1 FOCUS GROUP INPUT

Residents (Mainly Senior Adults) – This group spoke very fondly of their years in Sperryville, reminiscing about what Sperryville used to be like when they were younger. In their earlier years, everybody knew each other and going to commercial portion of Sperryville was a fun experience with its multiple grocery stores and service stations, though shopping for larger quantity items was even done elsewhere back then. Walking about in Sperryville elicited a lot of waves, particularly from long-standing residents/homeowners from their front porches. Children could be on their own, either in the commercial area or on a nearby baseball diamond in a “It takes a village atmosphere,” where everybody watched out for their children and the children of other families. Concern was expressed that the public schools have dropped from 1,300 students to 750 and this is impacting the ability to attract families with children to the area.

They decried the fact that the waves do not come as frequently as they once did (unless you are walking a dog!). There was unanimous concern for pedestrian safety, traffic, and speeding with several mentioning that their walks in the community now are a lot scarier than they used to be. Developing strategies and making improvements that lessen Main Street traffic/speeding issues and that enhance pedestrian safety were important topics to the group.

The group expressed concern about people moving to Sperryville who then want to see more development. At the same time, they were concerned about buildings that once housed businesses that remain vacant because the owners will not let them go.

When asked about what they had seen in other small towns that they would like to see in Sperryville, they mentioned:

- A pedestrian mall.
- Better crosswalks.
- More community events, including during the colder months.
- First Friday or First Saturday events with music, square dancing, etc. with the businesses having longer hours.
- A better gathering space for music, farmers market, etc.

When asked about what they would like Sperryville to look like in 10 to 20 years, the group expressed the following:

- Still a great place to retire to, but also a place for families and children.
- A main street less impacted by traffic and speeding and with pedestrian amenities and even slower speeds on U.S. Route 211.
- The older homes and businesses on Main Street still there, but all refurbished and with new businesses in town and nearby.
- Need some lower cost family housing and smaller retirement housing options because current prices and the conversion of homes to bed & breakfasts are driving out those with less income.
- At the same time, concern was expressed about there being too much

growth that the developing Rappahannock County comprehensive plan supports around the County's "villages," particularly related to the cost of upgrading an already taxed sewer system/treatment plant.

- A more united community of old-time residents and "come here's" with a diverse mix of residents and households.
- Higher speed internet service.

Families with Children at Home – When asked what defines Sperryville, this group spoke of liking the small-town atmosphere where you know everybody. They liked the ability to go fishing or take a bike ride in the mountains within minutes of finishing their workday. Though they did speak of the need to have more things for their children to do, they did indicate that their children do well finding things to do and though the families can be distant from one another, sports activities do bring them together. However, they do feel the tension between the "Been Here's" and "Come Here's" and indicated that apart from planned activities, their children do not visit other children in their homes very often, particularly across the divide.

One of their biggest concerns revolved around the time and distance involved in meeting daily needs, sometimes requiring 45-minute drives and particularly referencing the 20-minute drive to a pharmacy. Additionally, they expressed a concern to have a restaurant somewhere in the middle price range. Like the earlier group, they were very concerned about the roadway/highway speeds in the area. The group also referenced simply needing more children in the area.

When asked about what they had seen in other small towns that they would like to see in Sperryville, they mentioned:

- A playground for varying ages in Sperryville that might include a skate park or ropes course.
- A teen center.
- A community space for musical and dance events.
- An outdoor pavilion for public gatherings.
- More musical events, perhaps on an outdoor stage.
- More trails, even referencing the trail in Luray.
- A better, safer way for children to play in the river.

When asked what they would change about Sperryville, the group answered:

- Wireless broadband.
- Make the Town more walkable.
- Change the offerings at the retailers in town to be less "boutique" and to offer a broader mix, including a store oriented to children (perhaps a candy store).
- The old Pen Druid site along the river was a family-friendly hub of activity. Could there be a children's park by the river or community center in their old space?

When asked about what they would like Sperryville to look like in 10 to 20 years, the group expressed the following:

- Affordable, workforce housing so that young families can start out here and stay here, perhaps even a larger housing development tucked away and not viewable from the viewshed.
- More community spaces – trails, park, gathering space, music venue.
- A more pedestrian friendly Main Street.

- A Main Street that looks physically the same, but has a broader mix of retailers.
- A redeveloped River District.
- A more diverse community.
- Hope the Been Here/Come Here divide is gone.
- Hope the public schools will be more attractive to families.

Business Leaders – When asked what defines Sperryville, the group talked about it being a real town within Rappahannock County with a more diverse population as related to income and demographics. They like the strong sense of community in Sperryville where residents were willing to do the right thing. Sperryville and its residents have a stronger connection to nature given its location and proximity to Shenandoah National Park. The group was also proud that there was no traffic light in Sperryville.

When asked about what they had seen in other small towns that they would like to see in Sperryville, they mentioned:

- A cohesive feel cemented by pedestrian connections.
- The synergy of public/private partnerships like in Old Town Warrenton.
- An information station/kiosk.
- A public pavilion/space where musicians can be showcased regularly.

When asked what support they needed as business owners, the group referenced:

- Better cell service.
- More local support including grants, but Rappahannock County has no economic development program and the Town is unincorporated.

- There is no association of businesses through which County and state resources can flow. Businesses of Rappahannock only partially serves this role.
- Need better signage and informational resources pointing people to Sperryville, even outside the County and in Shenandoah National Park.
- Better and more business hours during the first half of each week, particularly during the winter months.
- Organized recreational activities that draw people to the area.

When asked about what they would like Sperryville to look like in 10 to 20 years, the group expressed the following:

- Better cell service.
- More walkable with traffic calming in place including a 3-way stop at the Main Street/Sperryville Pike/U.S. 522 intersection.
- Closing off Main Street on Friday evenings for music, movies, etc.
- A walking and biking trail to Shenandoah National Park.
- Branded as the trail capital of Virginia.
- Maintained views and connections to nature and a larger agritourism presence.
- A well-maintained Thornton River.
- A more active part of the Dark-Sky Initiative.
- More activities, places to stay, and places to eat, but care would have to be taken to not get too busy and lose the charm of Sperryville.
- More fixed up buildings.

- Affordable housing on smaller, more sustainable lots so that young adults and young families can live here.

The group also expressed concern that the Rappahannock comprehensive plan is pushing Sperryville to be a more developed village without a community vision for what that would look like.

Residents (Mixed Ages) – When asked what defines Sperryville, this group answered “the people, both “come here’s” and “been here’s,” with the latter group not being a hindrance to feeling a part of the community. They talked about the walkability of the village and not being the big city with all of the traffic. They spoke of the proximity to natural resources and defined Shenandoah National Park as an eternal buffer to over development. They felt like the residents had a better shared sense of what the community wants to be versus other communities.

When asked about what they had seen in other small towns that they would like to see in Sperryville, they mentioned:

- A public garden where one could take a walk.
- An every Saturday farmers market with a large group of artisans.
- Events that close off Main Street at least monthly including square dances.
- A nature center where one could take classes and attend nature camps.
- More agritourism and niche farming.
- Low-cost housing.

When asked what they would change about Sperryville, the group answered:

- Re-establishing what has become a lost connection to Shenandoah National Park (see the number of old closed businesses along U.S. Route 211).

- Need more children to populate the public schools including a small paradigm high school.
- Need enough growth to support the schools while avoiding too much creeping development like that around Culpeper.
- Need to develop a series of hikes that can be taken starting in Sperryville.

When asked about what they would like Sperryville to look like in 10 to 20 years, the group expressed the following:

- The same!!!! with a new coat of paint and better sidewalks away from the road and benches.
- A small park in the center of Sperryville.
- Do not become like Middleburg where the costs have gotten too high.
- An ecotourism-based economy linked to sustainable small farms, organic farming, hiking, bicycling, etc.
- Careful growth that protects individual land rights and yet keeps the treasure that is Sperryville.
- A place where people can try out their business ideas.

Catch-Up Group (Mixed Ages) – This group jumped right in without any prompting. Items of interest that were expressed included:

- Dealing with traffic and safety issues all along the U.S. Route 211 corridor up to the Hearthstone School.
- Establish the 3-way intersection as a true 3-way stop.
- There is a need for more reasonably priced restaurants and a nice gift shop.
- There is a need for more places for visitors to stay.

- There is a need for the development of smaller homes.
- Continue redeveloping buildings in Sperryville.
- Keep the Thornton River clean and extend the trail all the way up to Off the Grid.
- Develop a community center and an outdoor space in the River District.
- Would like to see the Corner Store become an informal “country store gathering place.”
- There is a need to attract and keep 18- to 35-year-old residents.

Catch-Up Group (Young Adults) – This group defined Sperryville as the people and that they have a different culture than even some of the other nearby small towns. As opposed to the big city, in Sperryville you can feel connected to each other because of the common interest in nature and the environment and having a slower pace of life.

When asked about what they had seen in other small towns that they would like to see in Sperryville, they mentioned:

- More community events, food festivals, and shutting down Main Street for a day.
- More cute little shops for everyone.
- More sustainable small retail and restaurants with better prices that a young adult just starting out can afford. Even in Warrenton, the competition serves to keep prices more reasonable.

When asked what would it take to attract younger people and get them to stay, the group answered:

- A better job market. There is very little job turnover in the area and very few

STEM, tech, or office jobs. With student loans, the jobs locally do not pay enough.

- Start-up assistance for new small businesses.
- A greater ability to remote work with better internet service.
- More affordable housing. With a rent of \$1,200 per month a young person could share an apartment in the DC Metro Area and have lots of amenities and activities around.

When asked about what they would like Sperryville to look like in 10 to 20 years, the group expressed the following:

- Change just enough to bring new people in, but not too much.
- A couple of more restaurants, boutique shops, a bookstore, a vibrant farmers market like Warrenton.
- A food delivery service.
- Better walkability.
- Generally, more life in the community for young adults.

6.2 KEY TAKEAWAYS

The biggest takeaway from the focus groups is actually how consistent the answers were across the several groups given the different make-up of each group. This level of consistency speaks well of Sperryville and the cohesiveness of the community. Such unanimity makes it much easier to develop a common vision for the future.

The most common refrains heard in the focus groups are:

- There is a need for a better and safer network of sidewalks.

- Sperryville needs more pedestrian and bicycle trails to the natural areas and farmland that surround it.
- There is a need to calm the traffic flowing through Sperryville.
- There is a need for a flexible community gathering space in Sperryville that can host a variety of activities on a regular, ongoing basis.
- There needs to be a better mix of retail and restaurants in Sperryville, with some more affordable options.
- There is support for a limited amount of housing growth, particularly if the viewshed is protected and the new housing is focused on providing more affordable options for young adults, young families, and elderly-headed households needing to downsize.
- There is a need for better cell service and broadband connectivity.
- But, even with the potential changes outlined above, maintaining Sperryville's small-town charm and sense of community is paramount.

7 SPERRYVILLE'S BRAND

Every community has “something” it is known for, whether or not it is the “something” leadership wants their community to be known by. Most communities have some kind of existing logo or seal, but it may be dated and may not clearly communicate the message the community wants out in the marketplace of today. Communities do have tag lines these days, but many if not most are not unique to the particular community or memorable. In other words, every community has a brand, formal or informal, intended or unintended, for good or for bad.

7.1 DEFINITION OF A BRAND

The American Marketing Association defines a brand as “A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers.” A brand can be a single word, a few short words, a longer phrase, or just a graphic. If you take a black circle and put two smaller black circles on top of the circle where ears might appear on an animal’s face, children and adults alike will say almost instantly, “Mickey” or “Disney.”

We encounter many brands every day. The Nike “swoosh,” the Apple apple, and the font and layout of the words Coca-Cola as they appear on Coke products are brands recognized all around the world. The GEICO Gecko (a very well-known animated logo) has drilled the phrase “15 minutes could save you 15% or more on car insurance” into our brains through commercials, both on television and through other media. Together, the Gecko and those words are GEICO’s brand.

While organizations that are not retailers and governments/governmental entities have a harder time establishing a brand, there are examples of successful brands by non-profits

and communities. The Red Cross’s red cross and Habitat for Humanity’s stylized people standing under the roof of a house are two good examples. Las Vegas’ phrase “What Happens in Vegas, Stays in Vegas,” was so popular that when the City tried out a more family friendly advertising campaign, it was very short-lived. When you hear the phrase “The City of Lights,” Paris instantly comes to mind. The City of Richmond, VA several years ago created a brand that was very simple, but by allowing for it to be openly used, it grew to be wildly popular. It is simply “RVA.”

Across most, if not all industry groups, a brand is typically made up of three components: a logo or some other graphic representation; the name of the company or organization; and a tagline.

7.2 WHAT MAKES UP SPERRYVILLE'S CURRENT BRAND?

At this particular point in time, the sign below painted on the side of the Happy Camper Equipment Company building is the most recognized brand element for Sperryville. The sign has not been without controversy, but it does provide a welcoming message for visitors



Photograph by Robert Archer

approaching the heart of Sperryville from the west.

Additionally, the font and style of the lettering for the word “Sperryville” itself is a part of the brand and is used by the Sperryville Community Alliance in the same font/style. This design is well done and worth keeping for the future.

At the same time, Sperryville has some informal elements of its brand, particularly for those who drive through or by Sperryville either on a regular basis or occasionally while visiting the area. One element that confronts the U.S. Route 211 traveler is the number of under-utilized and/or blighted former retail buildings and wayside souvenir and/or fruit stands, some with miscellaneous junk stored outside. These give the impression of a community whose heyday is in the past and unfortunately brand the community as one that has fallen on hard times. As a counter-narrative, the revitalization of the old red Sperryville Schoolhouse on Route U.S. 211 with its multiple uses including a golf course gives a very positive impression to the Route 211 traveler.

Main Street in Sperryville contributes very positively to Sperryville's brand, though some recent vacancies could begin to impact the attractiveness of the area if not filled and brought back to life. While local residents have many concerns about the safety in this area as shown in the Community Survey and focus groups, visitors may not experience this if their visit is brief. They are, however, likely puzzled about the appropriateness of parking along the street and the location of off-street public parking where they know general parking is permitted, allowing them to walk to several retailers while in town.

Additionally, visitors to the Sperryville Schoolhouse complex may not realize how easy it is to walk over to Main Street because the path is not well marked or maintained and does cross the



A Dilapidated Fruit Stand along U.S. Route 211
Source: Google Maps



Sperryville Schoolhouse
Source: tripadvisor.com



Main Street with Hopkins Ordinary on Left
Source: Google Maps

busy stretch of Sperryville Pike that connects U.S. Route 522 to U.S. Route 211. The Sperryville Community Alliance is working to address this issue and has recently added a trail along the Thornton River that flows through Sperry-

ville and a mowed path to the new location of Pen Druid Brewing just outside of town along the Sperryville Pike.

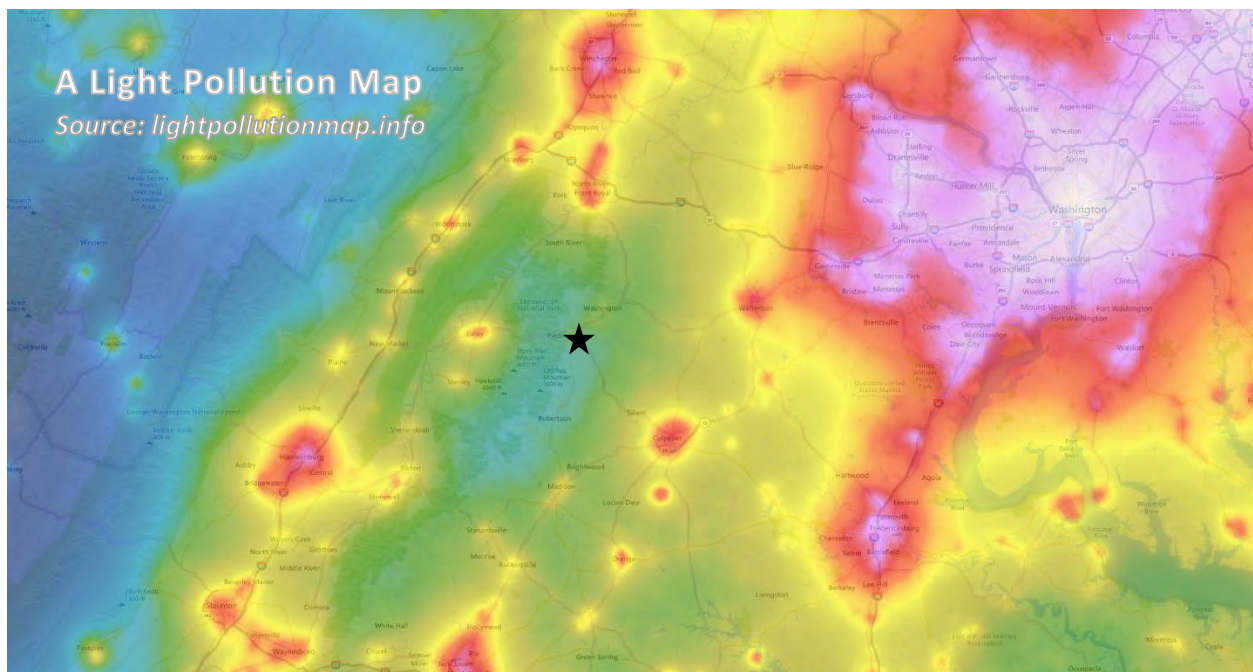
While the physical layout of a community and the need to perhaps improve it are not technically a part of a brand, they can detract from a brand. This is very important in the case of Sperryville because a major part of its informal branding is that it is a quaint small village on the edge of the Blue Ridge Mountains and near Shenandoah National Park. The community is very outdoor-oriented and attracts visitors that are there to experience the outdoors, but true pedestrian connections between the village and the mountains is still lacking. The Sperryville community is working toward linking the town to the mountains via new connecting trails. At the same time, seeking to brand itself as a quaint village with trails to the great outdoors necessitates that the village itself also be very walkable. The basic elements of this walkability are there, they just need additional enhancements and connections (with an eye on safety) before Sperryville can truly claim that the “whole package” is in place.

7.3 WHAT'S MISSING IN THE BRAND?

As Sperryville works toward formalizing its brand as a potential strategy emerging from this study, an element that needs attention is a tagline. A brand can include just a single tagline like the GEICO example given earlier, or several taglines that are related, but tied together by a particular graphic or image.

Care has to be taken to not adopt a tagline that is overused, one example being, “Gateway to the Blue Ridge Mountains,” used by dozens of communities up and down the extent of the Blue Ridge Mountain chain. Even using the connection to nearby mountain trails as a tagline has to be carefully weighed. Damascus, VA in Southwest Virginia calls itself “Trail City USA,” a well-deserved moniker in that both the Appalachian Trail and the Virginia Creeper Trail quite literally go through the heart of town.

Given those caveats, what can Sperryville tout in a tagline? At least two themes/potential taglines come to mind. The first comes from the fact that Sperryville is the first place you come to when heading to the Blue Ridge Mountains/



Shenandoah National Park from the D.C. Metro Area where you can really see the stars. There has been a lot of emphasis in recent years on lessening the light pollution associated with development including mapping light pollution, implementing various dark sky initiatives aimed at reducing light pollution, and developing better and less intrusive lighting where outdoor illumination is required. The map on the previous page is a light pollution map showing West Virginia to the left with very little light pollution and the light pollution along the Interstate 81/U.S. Route 11 corridor, Shenandoah National Park that appears as a blue “donut hole” in the center, and Sperryville marked with a star. It also shows the severe light pollution associated with the D.C. Metro Area. A tagline associated with this lack of light pollution coupled with the “Welcome to Sperryville” logo could read as:



Additional variations on the above could read as “Where D.C. goes to see the stars!” or “Come enjoy the night sky with us!”

A strong benefit of the above tagline is that its usefulness depends on keeping Sperryville and its surroundings rural. This is very much in alignment with the desire of Sperryville residents to keep the town’s village feel, even as it might experience some limited growth in the future.

A second theme/potential tagline could be built around the village feel of Sperryville. The term “village” denotes a quaint and inviting small community. The recent COVID-19 pandemic

has pushed forward a trend away from city living toward village and small town living with the ability to work remotely greatly enhanced (if a good internet connection is available) and a desire to get away from the urban hotbeds of the virus. Therefore, using a village theme at this point in time could be very advantageous.

Because of the more contemporary uses of the word “village,” its use could also be a bridge from the past to the present and even to the future. Inviting visitors to your village can also be easily used for both a tourism focus and a means of inviting individuals and households to make Sperryville their new home. Uses of the “village” theme could look like the following:



Additional variations on the above could read as “Still a village after 200 years!” or “Make our village, your village.” Or “Village life at its best.”

7.4 KEY TAKEAWAYS

The key takeaways regarding a brand for Sperryville are twofold:

- Sperryville has much to offer and therefore much from which to build a brand. Only two examples are given here – the beautiful night skies and the village feel.
- There is a need to make sure the brand matches the reality on the ground. If a village theme or brand is used, make sure the town is truly the quaint, walkable village that is advertised. If great views, day or night, are key to the town’s future, make sure future development is under-

taken with that in mind. If the goal is to advertise Sperryville as a trail community, wait until the needed connecting trails are nearly all in place.

8 THE PLAN

All the data and analysis included in this study is only of use if it leads to action. The following is a vision statement and list of goals and strategies that make up an economic vision for Sperryville. At the end of this section, these goals and strategies are summarized in a grid with a timeline added based on a sequence where the meeting of each goal and the implementation of each strategy paves the path for the next.

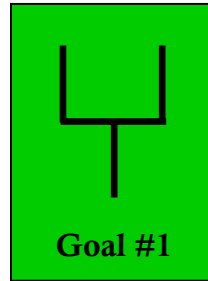
8.1 A VISION FOR THE FUTURE

A vision can be stated in a number of ways. It can be just a few words such as John F. Kennedy telling Congress in May of 1961 that the United States would land a man on the moon by the end of the decade, which was quite a challenge given the failures of the nation's space program up to that time. Or it can be longer with multiple aspirational statements imbedded in it. The following potential vision statement for Sperryville would fall in the latter category:

“Sperryville is a strong, inclusive, and vibrant home where we prioritize building community, managing growth, and preserving the Sperryville village.”

The goals and strategies of the Economic Vision then flow from the major foci of the vision statement with additional wording and detail added.

8.2 BUILDING COMMUNITY



Sponsor activities that connect residents in Sperryville with each other and with their surroundings and construct the facilities that make such connections possible.

There is common agreement among every age, sector of the community, and those engaged in this planning process that Sperryville has made much progress in this area in recent years. Continuing recent community building activities, finding new ways to connect, and building facilities to support community interaction are key to the future of Sperryville.

Strategy A: Conduct regular large-scale community events such as SperryFest that draw broadly from the local community and also serve to draw tourists to Sperryville.

Strategy B: Conduct small-scale events and activities on a regular basis where the main focus is internal to the Sperryville community such as the croquet tournaments that were recently launched.

Strategy C: Plan for and seek funding to implement roadway, crosswalk, sidewalk, and streetscape improvements that address the safety and parking issues in the heart of Sperryville, particularly along Main Street, and that accommodate a pedestrian friendly village.

Strategy D: Build local support and finances and secure financing for the development of a small music-oriented outdoor venue and a larger pavilion as a marketplace (local produce, crafts, Holiday goods, etc.) and gathering space for community residents. Depending on the land that can be set aside for these facilities via

public or private resources, these could be a single multi-purpose facility such as the pavilion and restrooms recently constructed in Front Royal and pictured below.

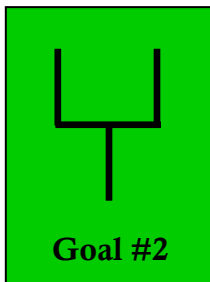


**Front Royal's New Downtown Pavilion & Restroom
Constructed with Local and Grant Funding**

Source: Royal Examiner

Strategy E: Continue efforts to secure funding for and building connecting trails to local and regional assets including the Shenandoah National Park.

8.3 MANAGING GROWTH



Promote and support appropriate development in the Sperryville village for young adults, young families, and households of various income levels.

Some new housing in Sperryville will be necessary to provide housing for young adults who may want to stay in the community, young families with children whose income that can be devoted to housing is limited, and older adults already living in the area or just moving to the area who need to downsize their housing. Such development should be paced and controlled as much as possible by local leadership in order to not overtax the public utilities and transportation network and to maintain the viewsheds that are a central part of Sperryville's

identity. New housing is also necessary if the village is to gain additional retail outlets desired by its residents. The old adage is that retail follows rooftops, an adage that has been proven over and over. Particularly in the case of a tourist town like Sperryville, extra rooftops also help undergird retail sales during the slower tourism months.

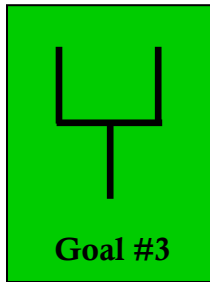
Strategy A: Work proactively with local landowners and interested developers in order to influence the location, type, density, and layout of new housing very early in the development process.

Strategy B: Work with the Rappahannock County staff and Planning Commission to lay out Sperryville's vision of what it means to be one of the County's "designated growth areas" and monitor the Commission's work as any new housing or commercial development moves forward through the approval process to make sure it is in line with this vision.

Strategy C: Where appropriate, work with local landowners and developers interested in developing workforce housing for lower-middle and middle-income households to secure grant funding, down payment assistance, and mortgage lending in support of workforce housing from the Virginia Department of Housing and Community Development (VDHCD) and Housing Virginia (formerly the Virginia Housing Development Authority).

Strategy D: Work closely with the Rappahannock County staff and Board of Supervisors to monitor the operations and conditions of the Sperryville-based public utilities and the impact of new growth on them in anticipation of the systems needing costly upgrades and potential expansions in the future that will require County, state, and federal assistance to construct.

8.4 PRESERVING THE VILLAGE



Support both private and public improvements that encourage new development while preserving the village feel that is so important to all residents.

While some may feel that preserving the Sperryville Village means maintaining the status quo, such an approach is actually not feasible. The heart of the village and the retail outlets found there have always evolved and will continue to evolve. The building of Conestoga wagons gave way to a tannery, which in turn gave way to a brew pub and distillery. Such evolution requires a dynamic marketplace that has to be nurtured and promoted to ensure its viability in the future. Many small towns across Virginia and the United States sought to keep things as they had always been to wake up one day and find ½ of their storefronts vacant as retail moved to greener pastures. The following strategies are intended to both preserve the village and maintain its vibrancy as the future Sperryville marketplace unfolds.

Strategy A: Work toward expanding the boundaries of the Sperryville Historic District in order to preserve additional key historic properties and expand the availability of Historic Tax Credits to more property owners and businesses seeking to make major improvements to their properties.

Strategy B: Work with VDHCD to secure state and federal grant funding for a Façade Improvement Program to encourage landlords to improve their commercial properties and to encourage and support new business development.

Strategy C: Work with VDHCD to secure state and federal grant funding to construct a small

public parking lot adjacent to or proximate to Sperryville's historic Main Street.

Strategy D: Work with VDHCD to secure state grant funding for a Community Business Launch Program to provide entrepreneurial classroom instruction and business competition awards to encourage and support the launch of new businesses. This program can be sponsored by a non-profit economic development organization and does not require sponsorship by a unit of local government. A match is required depending on the level of funding requested ranging from a 25% match for up to \$45,000 and a 100% match for \$65,000 to \$90,000.

Strategy E: Complete the branding process begun through this planning process with local leadership or with the assistance of an outside consultant funded by VDHCD and/or local philanthropists.

Strategy F: Work with the local businesses to make joint purchases of ½ page and full-page advertising in digital and print publications such as the *Blue Ridge Country* magazine that use the Sperryville brand as a unifying theme with each business highlighting its unique contribution to the brand and Sperryville retail market.

Strategy G: Work with VDOT and VDHCD and other state agencies in order to secure state and federal grant funding for designing and deploying attractive, uniformly branded, and informative gateway and directional signage at key locations in Sperryville.

Note: VDHCD provides grants of up to \$1 million from HUD Community Development Block Grant funds for downtown revitalization projects that typically fund public improvements, outdoor public venues, façade improvement programs, signage, and branding. However, like nearly all state and federal grant programs, any application and funding

have to flow through a unit of local government, which in the case of unincorporated Sperryville would be Rappahannock County. One of the key criteria for such a grant is a minimum of 25% blight or a 50% vacancy rate in the downtown area; a level of blight and vacancy that Sperryville may or may not have at the time of application, depending on the boundary of the final project area to be targeted. An additional hurdle that would have to be overcome is that these grants are highly competitive.

Alternatively, Sperryville could seek to become an incorporated town in order to make direct application for state and federal grant funds. The Code of Virginia does outline a process for this to be accomplished, but per the code, a minimum population of 1,000 persons is required. Depending on where a Sperryville Town boundary was drawn, it would likely be very challenging for Sperryville to hit that mark. The Code of Virginia does have a number of exceptions to its rules and regulations as related to local government put in place via special legislation. A bill sponsored by a local Delegate or Senator to this end, if it passed in the Virginia General Assembly, would be the only way to gain an exception to the 1,000 person requirement for incorporation as a town.

Sperryville Economic Envisioning Plan

Goal: Building Community

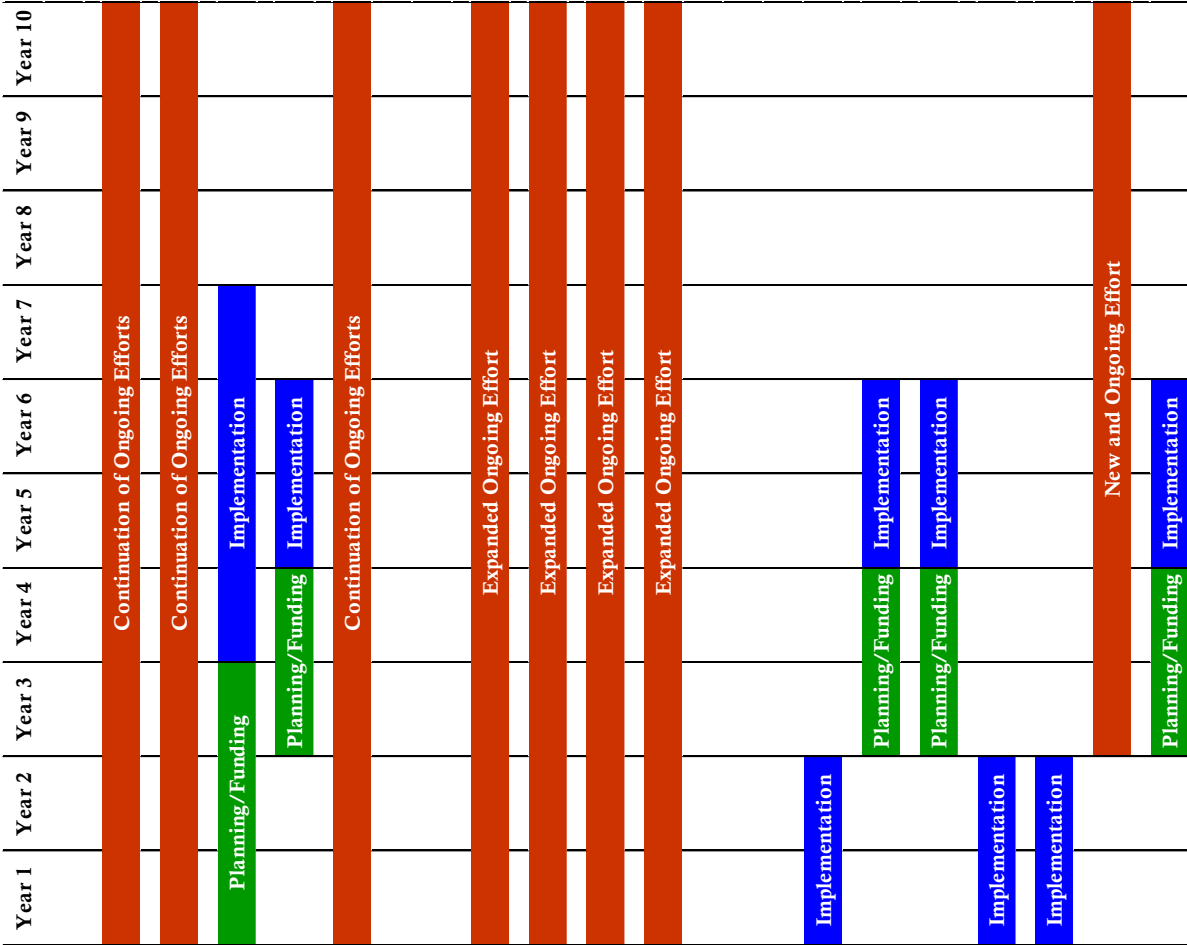
- Strategy A: Conduct Regular Large-Scale Community Events
- Strategy B: Conduct Small-Scale Community Events
- Strategy C: Plan, Fund, and Construct Streetscape & Safety Improvements
- Strategy D: Plan, Fund, and Construct a Public Gathering Space
- Strategy E: Plan, Fund, and Construct Connecting Trails

Goal: Managing Growth

- Strategy A: Engage with Landowners and Developers
- Strategy B: Monitor Development in the Pipeline
- Strategy C: Work with Landowners and Developers on Workforce Housing
- Strategy D: Monitor Sperryville's Public Utilities

Goal: Preserving the Village

- Strategy A: Expand Sperryville Historic District Boundaries
- Strategy B: Plan, Fund, and Implement a Façade Improvement Program
- Strategy C: Plan, Fund, and Construct a Small Public Parking Lot
- Strategy D: Sponsor a Community Business Launch Program
- Strategy E: Complete the Branding Process
- Strategy F: Sponsor Joint Advertising Campaigns
- Strategy G: Plan, Fund, and Deploy New Gateway and Directional Signage



APPENDIX A

Appendix A – Sperryville Community Interest Survey

The Sperryville Community Alliance is conducting this survey to obtain information from Sperryville residents and those living nearby (within the 22740 Zip Code) to better understand the market for Sperryville businesses.

Please return this survey by May 31 by mail to the Sperryville Community Alliance, P.O. Box 63, Sperryville, VA 22740 or by dropping it off at a local participating Sperryville business. Results will be discussed at a public meeting to be held in the future to which you are invited to attend and participate! *On behalf of the Sperryville Community Alliance, thank you for taking time to complete this survey.*

1) Are you currently a resident of the 22740 Zip Code (circle the appropriate answer)? Yes No

2) If you answered “No” to the above question, where do you currently reside? _____

3) Approximately how often do you come to Sperryville for the following? (check one answer for each)

	5 or more times a wk	2-4 times a week	Once a week	1-2 times a month	1-2 times every few months	Never
Specialty foods/groceries	_____	_____	_____	_____	_____	_____
Specialty & alcoholic beverages	_____	_____	_____	_____	_____	_____
Specialty retail shopping (non-grocery)	_____	_____	_____	_____	_____	_____
Auto related items & repairs	_____	_____	_____	_____	_____	_____
Antiques & fine art	_____	_____	_____	_____	_____	_____
Restaurant meals	_____	_____	_____	_____	_____	_____
Fitness & recreation	_____	_____	_____	_____	_____	_____
Entertainment	_____	_____	_____	_____	_____	_____
Childcare services	_____	_____	_____	_____	_____	_____
Personal services (such as a hairdresser)	_____	_____	_____	_____	_____	_____
Professional services (such as a doctor)	_____	_____	_____	_____	_____	_____
Real estate & insurance services	_____	_____	_____	_____	_____	_____
Business at the Post Office	_____	_____	_____	_____	_____	_____
Employment	_____	_____	_____	_____	_____	_____
Religious services	_____	_____	_____	_____	_____	_____

4) Where do you go most often for the following? (check one answer for each or designate “Other”)

	Warrenton	Culpeper	Front Royal	Other (please specify)
Groceries	_____	_____	_____	_____
General retail	_____	_____	_____	_____
Clothing & accessories	_____	_____	_____	_____
Small items such as cards, gifts, etc.	_____	_____	_____	_____
Large items such as furniture & appliances	_____	_____	_____	_____
Auto related items & repairs	_____	_____	_____	_____
Hardware & building supplies	_____	_____	_____	_____
Sporting goods	_____	_____	_____	_____
Restaurant meals	_____	_____	_____	_____
Recreation & entertainment	_____	_____	_____	_____
Personal services (such as a hairdresser)	_____	_____	_____	_____
Business & legal services	_____	_____	_____	_____
Medical services & supplies	_____	_____	_____	_____
Banking, insurance, & financial services	_____	_____	_____	_____
Other professional services	_____	_____	_____	_____

5) What do you like best about the mix of businesses and services in Sperryville?

6) What do you like least about the mix of businesses and services in Sperryville?

7) Name any businesses (retail, restaurant, services, etc.) you would like to see come to Sperryville that currently are not here:

a. _____ c. _____

b. _____ d. _____

8) Name any community amenities needed to make Sperryville more appealing:

a. _____

b. _____

9) Using the rating scale below, how would you rate Sperryville concerning the following items? (mark with an "x" your rating anywhere on the scale)

	Very Poor						Fair						Very Good						
Cleanliness of streets & sidewalks	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Attractiveness of buildings & facilities	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Parking convenience	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Comfortable places to sit & relax	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Safety of pedestrian facilities	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Quality of goods & services	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Variety of goods & services	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Cost of goods & services	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Variety & quality of restaurants	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Friendliness of sales staff	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Convenience of shopping hours	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Quality of events & festivals	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Quality of promotions	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10
Activities for children & youth	1	-----	2	-----	3	-----	4	-----	5	-----	6	-----	7	-----	8	-----	9	-----	10

10) Circle your sex:

Male Female

11) Circle your age:

Under 18 18-29 30-49 50-64 65+

12) Circle the number of people living in your household including yourself:

One Two Three Four Five Six+

13) Circle the yearly income of your household:

Under \$10,000 \$15,000 to \$34,999 \$50,000 to \$74,999
 \$10,000 to \$14,999 \$35,000 to \$49,999 \$75,000 plus

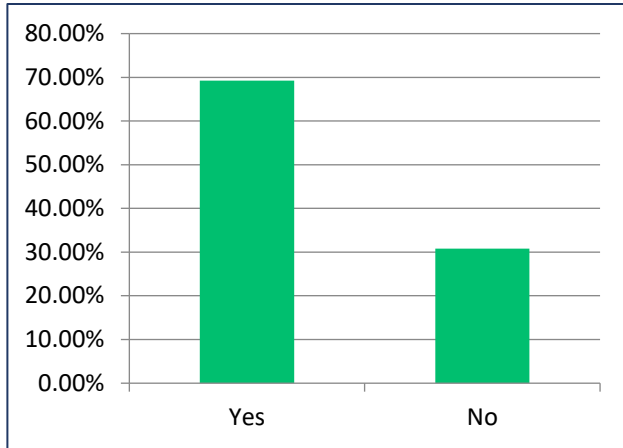
14) What is your profession? _____

15) Additional comments: _____

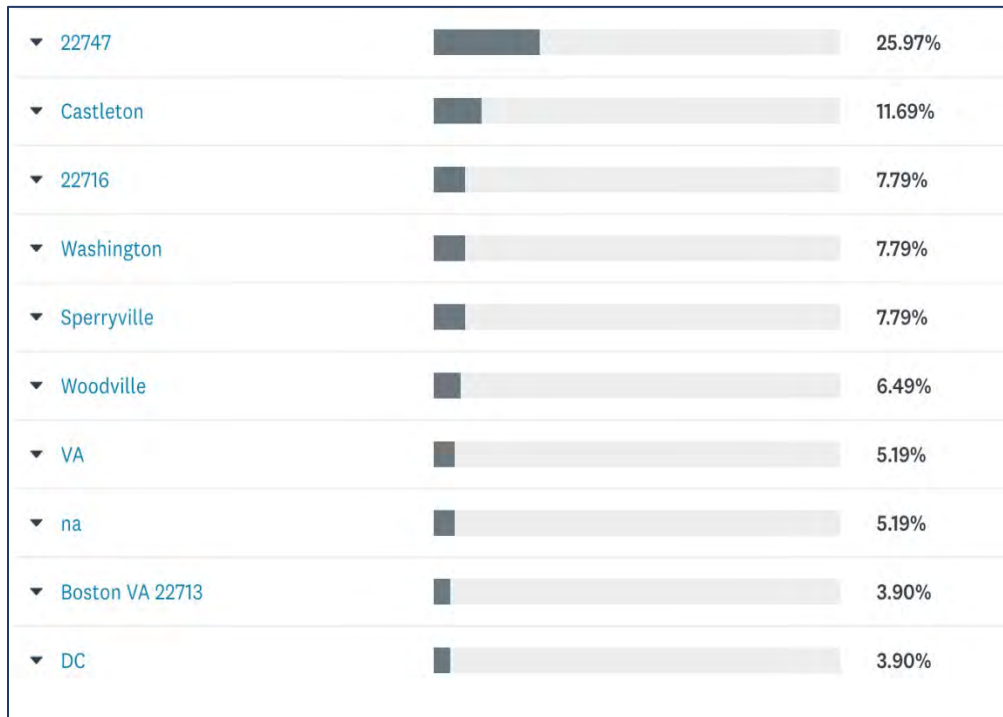
APPENDIX B

Appendix B Sperryville Consumer Interest Survey Results 2020

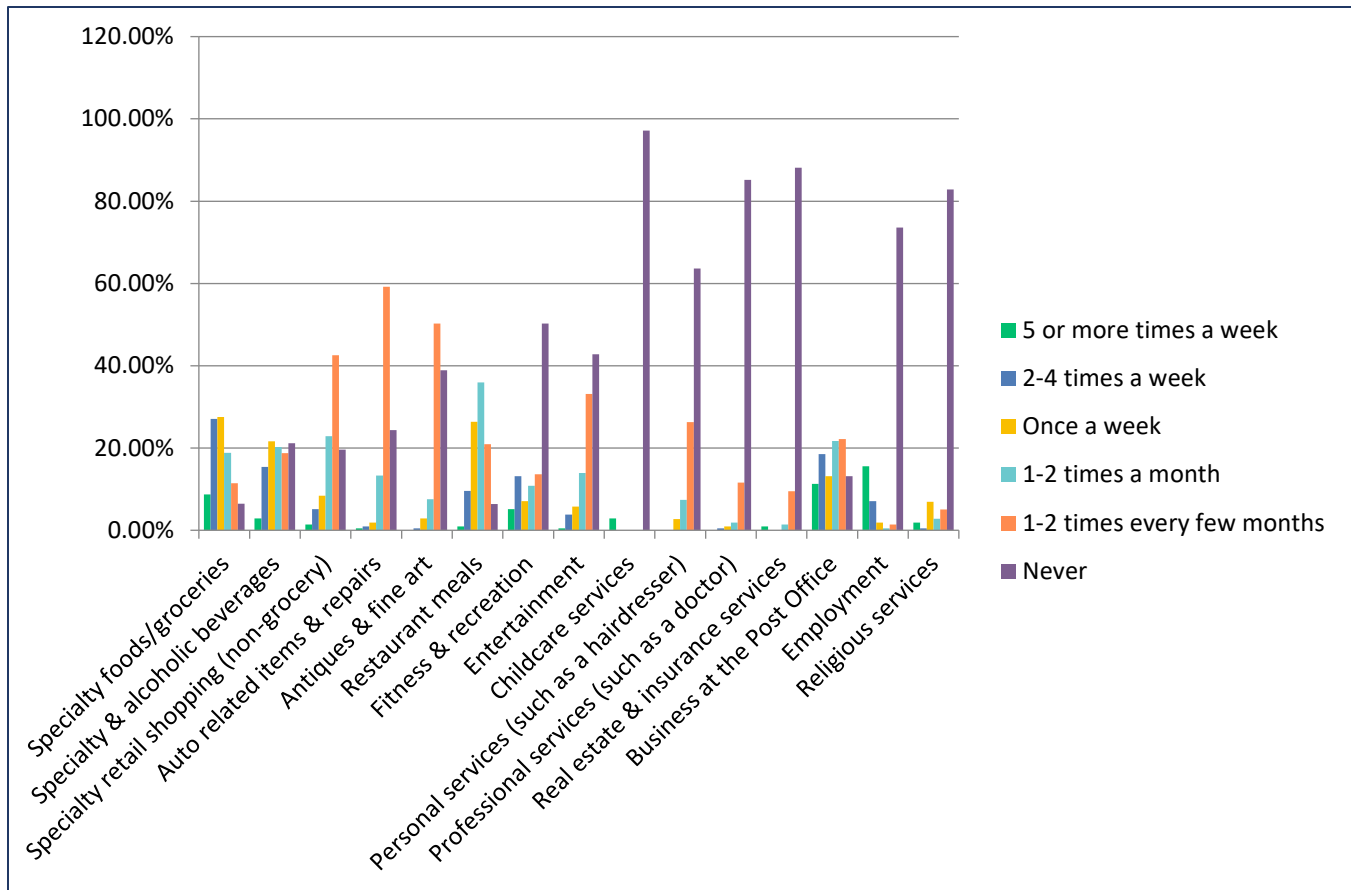
1. Are you currently a resident of the 22740 Zip Code? (221 responses)



2. If you answered “No” to the previous question, where do you currently reside? (77 responses)



3. Approximately how often do you come Sperryville for the following? (222 responses)



4. Where do you go most often for the following? (222 responses)

	Warrenton	Culpeper	Front Royal	Other				
Groceries	24.43%	54	43.44%	96	14.03%	31	18.10%	40
General retail	20.09%	43	48.13%	103	11.21%	24	20.56%	44
Clothing & accessories	8.61%	18	39.23%	82	7.66%	16	44.50%	93
Small items such as cards, gifts, etc.	17.92%	38	43.40%	92	8.96%	19	29.72%	63
Large items such as furniture & appliances	17.70%	37	33.97%	71	5.74%	12	42.58%	89
Auto related items & repairs	13.85%	27	21.54%	42	3.59%	7	61.03%	119
Hardware & building supplies	14.81%	32	58.80%	127	13.89%	30	12.50%	27
Sporting goods	16.04%	30	43.32%	81	6.95%	13	33.69%	63
Restaurant meals	13.81%	29	39.05%	82	9.52%	20	37.62%	79
Recreation & entertainment	7.89%	15	26.32%	50	7.37%	14	58.42%	111
Personal services (such as a hairdresser)	16.16%	32	26.77%	53	7.58%	15	49.49%	98
Business & legal services	22.99%	43	17.11%	32	2.67%	5	57.22%	107
Medical services & supplies	32.67%	66	21.78%	44	5.45%	11	40.10%	81
Banking, insurance, & financial services	15.23%	30	21.32%	42	5.08%	10	58.38%	115
Other professional services	17.16%	29	20.12%	34	4.14%	7	58.58%	99

5. What do you like best about the mix of businesses and services in Sperryville? (199 responses)



6. What do you like least about the mix of businesses and services in Sperryville? (192 responses)



7. Name any business you would like to see come to Sperryville. (176 responders; unedited for duplicates)

Bookstore/place to hold classes and gatherings.	Larger haircut salon that takes appointments
More locally owned gift shops- not chains	Extend the river walk along Thornton. Is this in the works but ran out of \$?
Family Dollar or Dollar Tree	laundry services
Walmart	Baseball
Farm to table vegetarian restaurant	bakery
Boutique clothing	High speed internet
ABC store	book store
specialty grocery/deli with local agricultural products	Bike shop
Walmart	Sports Bar
Family style restaurant offering less exotic food	Grocery store, with greater selection
Outdoors stores	Other restaurants
Drive in theater	Ice cream shop
Wine bar w focus on Rapp Co wines? I know the locals hate bars but it would spotlight local agriculture and generate revenue.	Diner
Veterinary	Sheetz
ABC	Bank (Wells Fargo)
Bakery	Mini Golf
sit-down restaurant, mid-range	Pharmacy
restaurant like Griffin Tavern that has variety, not super expensive	Farmers market
deli	Park space
Family friendly restaurants price-wise	doctor's office
Bakery	Bike trail
Bike lane down FT Valley	Spa services
ice cream store	Hardware store (more selection than the co-op)
Pharmacy	home goods/furniture store
Nail Salon	Family friendly and affordable dinner options
Bakery	Farmers market
Gift store	Donut shop/Bakery
Professional services, Lawyer, medical, dental	Pharmacy
Mid-price fine dining (e.g., Thornton River Grill)	Butcher shop
Taco shop and/or other ethnic food	Shoes
reasonably affordable grocery and food businesses	Mexican food
Wells Fargo atm	A coffee shop that's not outrageously priced
CVS	Urgent Care
General practitioner	dog boarding
Delivery Restaurant	Medical
Dentist	another coffee shop
Verizon cell phone coverage	A proper diner
Small affordable office spaces in one building with some shared facilities (copier, for example))	Fedex
Restaurant of the previous Thornton River style	ABC store
More affordable groceries	Dentist
Outdoor cafe for lunch	Car wash facility
A bakery	Drive on movie place
Expand RPK and 3 blacksmiths	taco stand
Retail	Music
Dog park	laundry

Advanced Auto (cheaper than Napa)	Ice cream shop
Pharmacy	Nothing else
Costco, LOL ;-)	pharmacy
ice cream shop	Bakery (missing the old ones!)
Entertainment for kids	Doctor
Fried Chicken	Bakery
Athletic equipment	Butcher/fish monger
Traditional Pizza. Parlor	Wine bar
Hardware store	Chinese
Fly fishing shop	Lowe's
Gallery for local artists	Indie bookstore
Want for nothing	hair cuts
Grocery	Pharmacy
bakery	A farmer co OP grocery store
Mexican restaurant	butcher
Another restaurant option for dinner	more restaurants
Pharmacy	Art supply store
more affordable food (not a criticism- we LOVE the Corner Store!)	restaurant delivery
Retail	good cell phone service all over county
Restaurants for local dining	Fully stocked hardware store
bookstore	Anthropology Retail Store
One more restaurant similar to Thornton River Grill	pharmacy
Fast food	More variety for dining out
Kid cafe/ play space for kids	small sporting goods store
Health Food	activities
Any regular restaurants	garden supplies
Health services	Ice cream
Fast food	Pharmacy office supply
nursery	grocery store
Grocery	small book store featuring local geology, wildlife, history
something like the old Thornton River Grill for brunch etc	Dollar general
Deli with seating	SunTrust bank
More hardware than Farm and Home has	Spa/nail salon
INTERNET!!!!!!!!!!	Reliable High speed internet for the county
Entertainment venue	bike store
Affordable places to eat at	Casual Dinner spot- more than pizza
ob/gyn	restaurant
Home goods/ house wares	Urgent Care Clinic for minor medical issues
real grocery store	bakery
Organic health food store	Fly fishing store
Sit down restaurant with reasonable prices for locals	SunTrust bank
wine bar	Spa/nail salon
Dentist	Reliable High speed internet for the county
Book store	bike store
A good moderately priced restaurant	Casual Dinner spot- more than pizza
Lower-cost retail (more inventory than Quickie Mart but same price points)	restaurant
Expanded grocery options	Urgent Care Clinic for minor medical issues
Dentist	bakery
Gift store	Fly fishing store

Dentist	Black Rifle Coffee Company
Fresh food markets	A cellular tower with actual cellular equipment on it.
Something like Thornton River Grill	Bowling
Bookstore	Gas station
Steak house	Outdoor space for local families/ youth
regular grocery store	Ice cream
A nice deli	Something with a dollar menu
bakery with home made cake, normal not health food	doctor
Car wash	Dentist
An ice cream shop	Grocery store we can afford
pharmacy	Nail salon
A wonderful hardware store like the old Davis St. hardware in Culpeper	Asian food
Hardware	how about lockers to receive packages?
Boom store	A hardware store
pharmacy	Dollar type store
reasonably priced gas station (not quite stop prices)	small grocery store - affordable
Several other banks	Actual camping store
Sundance Catalogue	any type of asian street food
dental	Movies
I miss TG Dinners	Taco food truck
Pharmacy	No more bars
Do It Yourself dog wash	book store (with kids' section)
Bakery	Gas station
pharmacy/drug store, soda fountain, candy	Walmart
local business growth	A Chinese restaurant
walk-in clinic	Pharmacy
tourist draw..... akin to what Cooters was	Weed store
Bakery	legal cannabis
Doctor	Would like ALL Sperryville businesses & restaurants to give local resident discounts on prices of services. We shouldn't have to pay tourist prices.
ABC Store	More reasonably priced restaurants
Fishing gear	ABC Store
a sit down restaurant with varied menu	sit down , full service, dinner
pharmacy	Liquor store
doctor	history center, gift shop
More galleries and antique shops	bowling
Fast food restaurants	dollar store
community-agriculture cooperative with seasonal farmer's market	Gift shop
Martins	dry cleaner

8. Name any amenities needed to make Sperryville more appealing. (155 responders; not edited for duplicates)

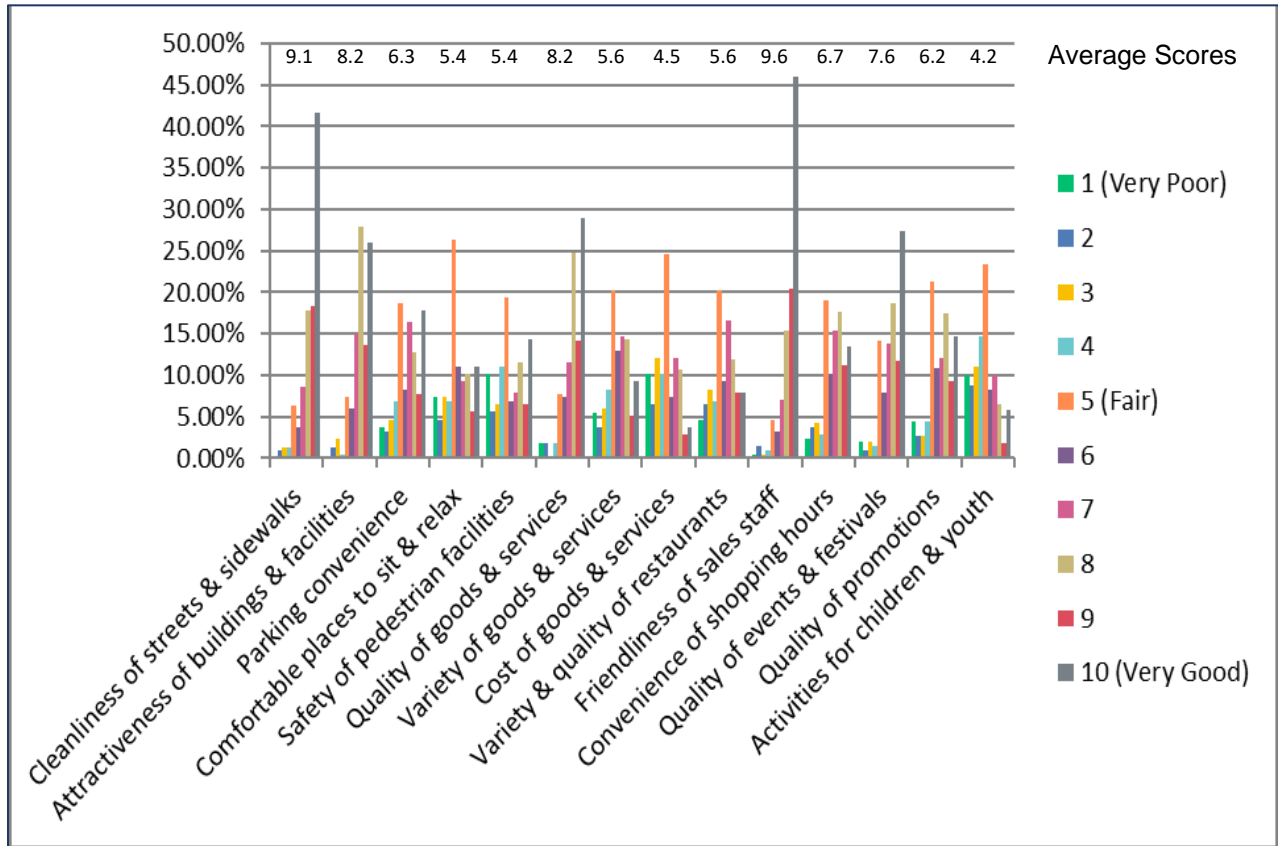
river trail	Cell phone service
A	Do not build water slide parks and 'wanna be Disneyworlds" on the way into the SNP
Craft Fair and Craft Shops	include more Sperryville heritage information
Know of nothing	More grocery options
Cell tower	More stable internet service (Comcast and Verizon have frequent outages)
Bike/walking lanes/trail	Traffic calming measures
More parking	Public Bathrooms
broadband internet	Small community park
Tables or seats by the river	public park
internet/phone connectivity	Farmers market
pavilions with picnic tables, especially by the Thornton River	better signage
Children's park w swings etc	Playground
Traffic control	Something for bicycles
wider sidewalks	Community Events
Another restaurant (though RPK is amazing and we can't wait for it to re-open)	Uber
'Hiking Ctr' to help ppl find the boundary trails without paying \$30 for Skyline drive access. My folks only know the 2-3 right on 211 and walking along there can be dangerous, much less crossing the highway which is required for 1 trailhead	sidewalks on both sides of the street
Walking trails	Food delivery service drop off spot
Activities that would appeal to young families, such as a bike path connecting restaurants and B&B's	Public ballfields
pedestrian sidewalks	Swimming pool/swimming hole
Bike path (especially for kids)	Bowling
Public swimming pool	Bike trail
few speeders	slower traffic through town - 25 up to Route 321
public restrooms (realize there are now portapotties but something permanent)	Public park facilities
A less expensive grocery store with more produce	Community Center with lap pool
cell service/ broadband	more things for teenagers to enjoy
Traffic Slowing Devices	when corona is over, more Halloween and spring street parties!
High speed internet	River access
Bike lanes through town to the park	Better sidewalks
Public restrooms, nice ones--pls see those in Minturn, Colorado	Center of town symbolic structure
outdoor covered space	Dog parks
free wifi	Movie theatre
Farmers market	Food places open later
Mobile phone tower	Mid cost restaurant
Dog washing station	easy access to a walking trail
grocery with better selection and prices	Cell service.
Traffic controlled on Main Street for pedestrians	theater
Drive in movie theater	Ice cream parlor
More affordable housing	SLOWER SPEEDS from sperryville cemetary to corner store
none	Affordable housing for service workers, teachers, fire/rescue
Walking paths	Indoor Lap swimming pool
Reliable free internet	Better sidewalk
Continue to preserve surrounding natural landscape and view shed	speed bumps

missing the country store and the country ethos ... the irony of not having a gather ground for all economic segments of the community	Better lighting (should be dark sky compliant)
a park	Cell phone coverage
Expand river walking path to go through town and the business on the outskirts.	Less people wandering the streets wondering why they are here
Improve/extend river trail	centralized farm stand (products from many farms in one place)
Reliable cell service	Town wide WIFI
more affordable options for local residents	Public park space with benches; maybe a playground for kids
Cell service	Traffic light or four way stop at Main and 211
Extended sidewalks	Gym type building for exercise classes
Cell Towers	Library
Library	Country Cafe
Would like to see Rt 211 west get more cohesiveness/visual upgrades	Post office seems to need a renovation something more architectural
Barber shop	More museums
Complete the trail to Fletchers Mill	Groceries
public bathrooms	An 18 hole golf course
Bike Path	Picnic tables in open space near Pete Estes bridge
Sidewalks/ more walkable	Thrift shops
public bathroom	Street Landscaping
Swimming pool	reliable, fast internet for everyone
Some sort of recreation facility	a safe way to cross 211 on foot
Love the walking trail, well done!	a paid emt & fire department
Community Park with walking path	Another Bank so options aren't so limited.
Permanent public restrooms for tourists	non-B&B lodging
Leave the "Welcome to Sperryville" mural the fuck alone	outdoor dining spots
Bike Path	More walkable village
Completed trail system	A "You Are Here" place, with map of businesses in/around the village
more public parking	Community parking
Family friendly places to hang out!	more things like the walking river trail
Bike trail	more and unified landscaping
Bike Trail!	has arcade
Movie theaters	develop RDA and surrounding buildings
Expansion of the river walk	Traffic calming
Don't know	extended walking trails
I want for nothing.	Ice Cream shop
Improved sidewalks	Garden Center
community center for older kids	Bigger park with walking trails
Outdoor concert venue	small historical exhibits, including old farm implements
Signs specifically to attract visitors to the park	Dog groomer
Walking and biking trails	Making the area more pedestrian friendly
Already GREAT	pedestrian parks and walkways/paths
more music	Pool
traffic speed abatement	bike lane on Main
High Speed Internet	More complete grocery
a community pool would be nice	may make them stay for dinner or enjoy evening activities more
housing options for families that's walkable to town	Flowers in flower baskets or hanging baskets on lamp posts
Sidewalks	Book store
Bike paths	Sidewalks and long-distance walking trails
A public park	Finish the Sperryville River Walk

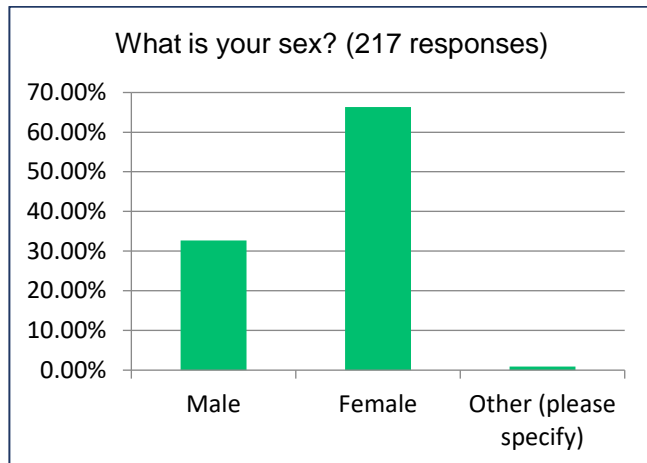
More complete grocery store	better promotion of the historical perspective of the apple industry and it's economic importance
Increased walkability	Bike trail
A visitor center	Restaurants open during the week that are fancier than diner/bar food, but not \$200/plate.
Control of speeds in town	Dog stations
Affordable or fast-casual eateries	bike trails
frisbee golf!	Affordable dining
Parking	park benches near
tiny parks and/or benches	Doctor
I think the coffee shop is a wonderful community asset.	Parking
Reduced speed on 211 commercial/residential area closest to main street and surrounding area.	Farmer's Market
bakery	more lodging options walkable to town
Tennis courts, baseball field, basketball court	Community pool
INTERNET!!!	Car wash
Congregate living for aging seniors	Community park
Senior care services	sidewalks sometimes feel a bit dangerous, also can't wait to connect the new trail all the way out to Penn Druid
More affordable for residents	More sidewalks
not sure-- Sperryville is already very appealing!	Fitness outdoor parks
sidewalks	Finish trail
Music	widespread cell and broadband
sidewalks	walking path thru town
HIGH SPEED INTERNET	Expanded recreational opportunities
Less motorcycles	Reliable internet services
park with playground	Street lights
Weekly Music	more high visibility crosswalks
Community park with concert pavilion	Walking trails (long distance)
Safe bike paths	Enforced parking, keep cars off right-of-ways and other peoples property
Better full-length sidewalks on both sides of Main Street	Continue to leverage the arts district, particularly the vacated pen druid space
A real sidewalk	Wider. Sidewalks
Can't think of any	Bookstore
Central town hall / meeting facility	Small park
Gas station	Proper sidewalk connecting river district to the town
Sidewalks	More brewers
Parking is becoming more challenging	Fast food
More walking with history	Farmers market on Main
lower speed limit and/or defined walking path on 211 btwn pub until near the park entrance	Cell towers for Fire and Rescue Squads
Hair salon	City lamps
Golds/anytime fitness/etc gym	cell service
Walkway or path from west Sperryville OTG to new Pen Druid	more flowers & pretty landscaping, maybe a few park benches here & there
More walking trails for people and pets	Another hair dresser/spa place that would be affordable.
Larger sidewalks	More general office spaces
More appealing to whom?	more commercial sidewalk kinds of business presentations
Cell coverage	Park benches
SIDEWALKS, everywhere!	Community walking/bike paths connecting towns
abandoned houses, junked houses need to be "outlawed" or if statutes exist then enforced.	parking

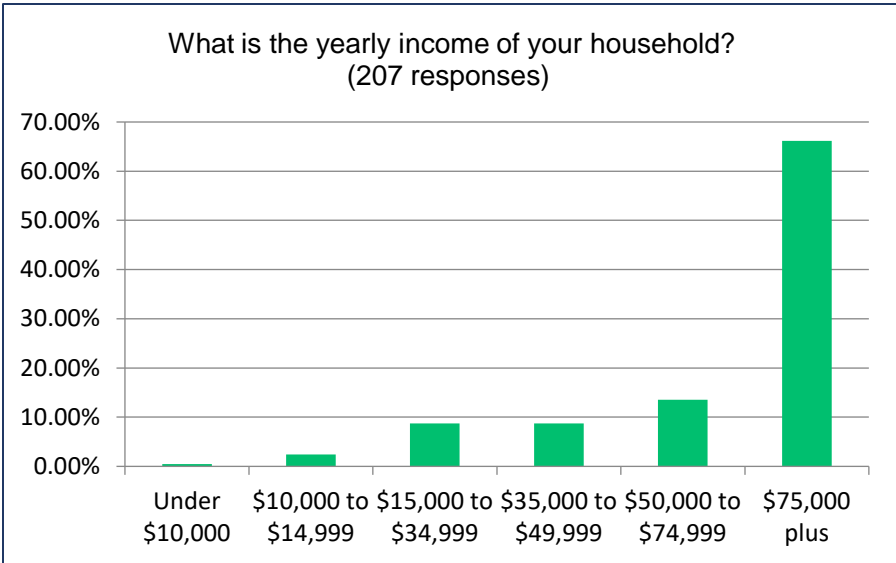
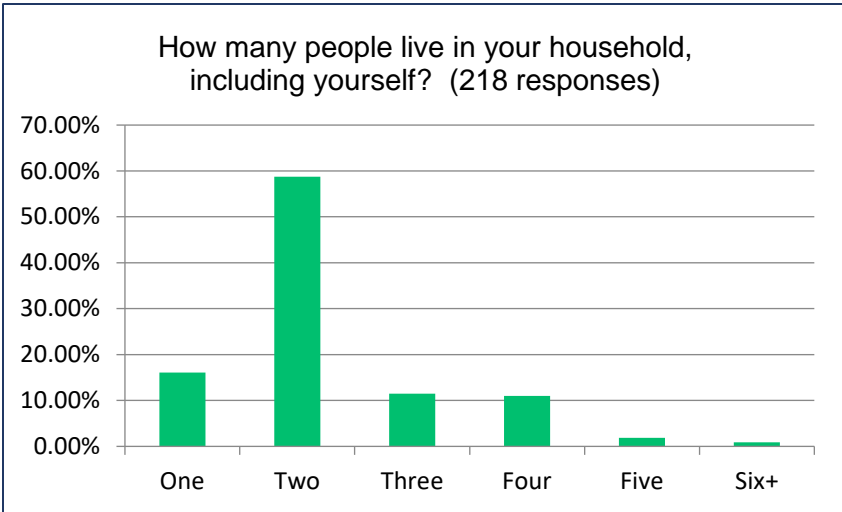
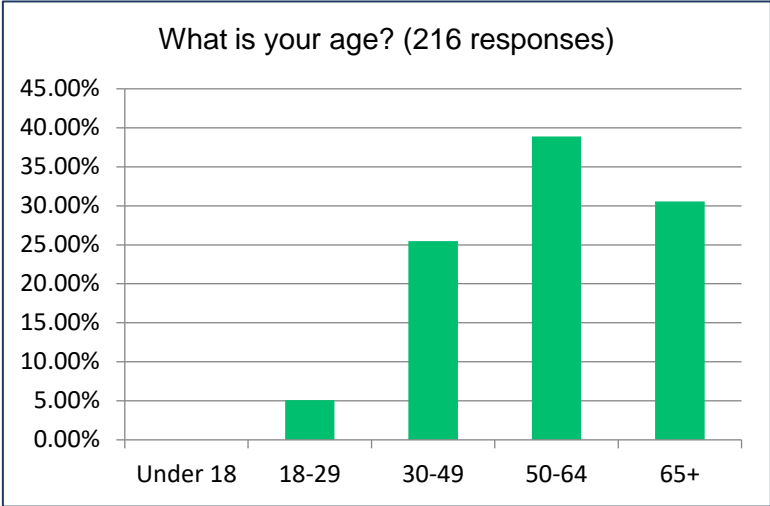
Gas station	not sure
Another grocery store with a lower price point.	moderately priced housing sale & rental
More walkable businesses (implies a more walkable sperryville)	Overnight accommodations
Sidewalks	small outdoor art installations
A little park	Pharmacy
More serendipitous patches of wildflowers	A bypass around town for thru traffic.
Town park for families	Bike Paths
Keep that beautiful sign painted on the building as you enter town. It's wonderful and welcoming.	Engineering to reduce vehicle speeds on Main.
Cell service	Centralized farmers market
more sidewalks	outdoor series: movies, music, etc
sidewalks	Lamp posts
Like it the way it is	Tea Shop
sidewalks and walking areas	Expanded shoulder on busy roads for bicyclists
outdoor stage/theatre	Diverse food selection
extend walking trail	Sidewalks throughout town and walking/biking trails so we don't have people wandering along windy country roads with blind corners, 211, 522, and 231 to get their exercise
public park	Trash pick up
Better sidewalks	Making Main St a one way & more parking
No amenities, maybe just better upkeep of rental properties in the village	Park/recreation space
A mid-priced restaurant like the much-missed Thornton River Grill.	Dentist
Better internet access, cell phone service	Festival
A band stand	Dog park
traffic calming	Restaurants to stay open later than 7
Outfitters	Native plant garden
bike path	good internet so people can live here and work remotely
Restaurants	A city museum
Dog park	local medical care
Traffic/speed calming	Overnight accommodations for agritourism visitors
attractive paths/walkways	Bike trail
Public swimming pool	Designated shoulder on busy roads for bicyclists
Better Sidewalks	More presence of sheriffs deputies with enforcements
Shuttle service from parking to trailheads	more reasonably priced antique stores (like copper fox)
traffic calming measures so people have to slow the fuck down	Parking lot
Cell service	Playground for kids
An area amenable to small music perms (think Front Royal gazebo on Main st)	Nice thrift store secondhand furniture
buried electric lines	Benches
sidewalks on both sides of Main	true high speed internet
Cable tv	not allow B&B's - needed for long term rentals who become taxpaying residents and contribute to the economy
More work on the footpath--this is a wonderful thing.	Another health clinic/dentist.
move snow ploughs during summer so parking in town improved	Musical concert/gazebo
Swimming (assuming the pandemic ends someday)	Extended and safer sidewalks
outdoor showers for hikers, etc not staying overnight	tourist map/local history, and amenities
Speed humps or one-way traffic on Main Street	Love you Sperryville
Playground	Hiking Trails
Another nine holes on the golf course	

9. Using the rating scale below, how would you rate Sperryville concerning the following items? (219 responses)



Questions 9 – 14: The demographics of respondents:





What is your profession? (195 responses)



15. Additional comments:

Am a new resident of Sperryville so with the virus have not been able to fully enjoy the area but have made friends and like the local stores especially the General Store and Roy's.
I love living here and enjoy the quality of life, I came here for the quiet rural setting and I hope it never changes. It would be an absolute shame to upset this beautiful environment with unnecessary businesses and more traffic. I'm not really worried about making this community more appealing to anyone. People come here because they want to be in this setting, not because they want to see it become like everywhere else.
Sperryville is a very quaint town. Very beautiful, but it really needs to get with the times and get a cell tower.
Love Sperryville
Sperryville and the surrounding area have an interesting heritage (e.g., apple packing, chestnuts, wagon building, traditional bucolic life well into the 20th century). Additional comfortable opportunities to explore that heritage would attract visitors to stay a few minutes or hours longer and generate more revenue for local businesses. The farm tour, art tour, and July 4 events are very good.
We love Sperryville and would love to see little change to the area outside of maybe adding a cute little ice cream or frozen custard parlor and lower prices on food. Otherwise, it's divine!
I come every week in the summer for Waterpenny, only once or twice in the winter. I would eat out there if there was a reasonably priced restaurant with alcohol and something that I can't cook at home - Thai, Mexican, Indian, etc. The menus there are so ordinary, I don't bother. You need a destination restaurant for moderate meals, not the same old thing.
Keep up the good work!
We need better internet!
I applaud your efforts to revitalize our community.
traffic calming, bicycle & pedestrian friendly infrastructure will utterly change the face of our community, turning it into a gentle country village that people feel welcome to walk around in and stay a while encouraging them to patron our shops and businesses more.
I wish your endeavor success.

Thanks for compiling this survey
Need bike trails and a swimming hole at the river
I love Sperryville. I wish it felt better walking on your sidewalk. I would like a little park for sitting in, where neighbors would gather. But there needs to be convenient parking. So maybe at the Headmasters area
We love Sperryville. The Community Alliance is great. We want to help make Sperryville even better.
Sperryville has great amenities for tourists and weekend residents. There are few job opportunities for people who live within Rappahannock County, and no opportunities for the children who grow up within the community to be able to afford to live and work within the community.
Corner store closes too early, but every other business seems to have OK hours
Would like to see Sperryville remain quaint and historic.
Keep up the good work!
I'm pretty happy with the way things are.
Thank you for asking for community opinions!
Walking on Rt. 211 between Thornton Gap Church Road and Main Street desperately needs a sidewalk. It's not safe as cars travel at 55 mph around the bend in the road.
Sperryville still has an opportunity to maintain its history and surrounding natural beauty as it thinks about what next. This means having a good plan for a further development and not just letting it happen in haphazard ways.
Sperryville is the best
Stop trying to make Sperryville something it's not!!!!
We love Sperryville! Wish there were more affordable options for "regular folks." Less weekend traffic would be nice, although I understand the tourist draw.
Right now, Sperryville caters well to older, wealthier folks. It would be great to maintain the character of the town while adding services and amenities that younger middle class folks could afford to enjoy.
Thanks for all you do for our community
More things for kids teenagers to do. More police presence on the mtn to prevent motorcycle accidents
I love Sperryville.
Great town, great community. We just need some more affordable options(as opposed to everything targeted to tourists) Along with activities and spaces for families/ kids/ teens
Love Sperryville and love Rappahannock County
Need a more visible sign for Main St at intersection at Corner Store. The one that is there is virtually invisible. Visitors miss Main St. Also worry about growth . Traffic and speeds on both Rt 522 and 211 have increased exponentially in past 2-3 years to a dangerous level; Large tractor-trailers are coming through town; is GPS directing them this way? Influx of heavy tourism will destroy our comfortable feeling just as it has at nearly every other beautiful place.
Love Sperryville's attitude and outlook
I have lived in Sperryville my entire life and would love to see if both grow in tourism (which seems to be focus) while enhancing the community for residents raising families. Right now, we do not offer a lot to attract families to live and invest in the area.
Thank you for making Sperryville a wonderful place to live and work!
Keep up the good work!!
Great idea to conduct this survey

<p>I think that intersection in front of Francis is unnecessarily confusing/dangerous.</p> <p>What about a playground? At Headmasters?</p> <p>The Nature Trail is a great idea.</p> <p>Such good people trying to create community there.</p>
<p>This county caters to the wealthy! We have lived here our whole lives and it doesn't feel like home! We have to go to town 3-4 times a week to order fast food that we can afford, or buy gas because the quickie mart is gauging prices! U can get an ice cream after 7:00. There's nothing here for our kids. This used to be a fun quaint town but no longer has that feeling!</p>
<p>Hope to stay here forever!</p>
<p>All the basic things I want just aren't here. I'll drive across the mountain for grocery's and goods as I have always done (except Roy's). What I want from home is peace. Personally I resent the trend toward over priced up scale business that are taking over. This is not just a town for visitors.</p>
<p>We love Sperryville and would do more personal business here if the variety were better and prices not so expensive</p>
<p>Thanks for doing this and making Sperryville even better.</p>
<p>Keep the WELCOME TO SPERRYVILLE mural. 🍎</p>
<p>I come most often for 'RappU' classes - you didn't mention that.</p>
<p>So many thanks to those of you working on this. You rock!</p>
<p>Thank you!</p>
<p>You really needed more questions about businesses. Which ones are too far, which ones are failing, which ones are not welcoming, which ones are problematic and in what ways, which ones have ethical issues and what are those issues, which ones degrade the city culture, which ones support and are welcoming to diversity, what about business taxes, what about business organizations, etc. I was happy to fill this out but seeing the design and questions - it does not leave me with any excitement about future changes. You need businesses in Sperryville that are not exclusive (ie art galleries), that have more options (really, just the expensive Corner Store), and ones that offer real service that works (proper cellular service - and for Pete's sake - save us all from Hughes Net!</p>
<p>Congrats for conducting the survey. Look forward to actionable results!</p>
<p>Sperryville is lovely just the way it is. If anything, plant more trees that will grow large to replace many that have recently been removed. I hope it maintains a residential atmosphere and doesn't turn into a movie-set, company town like the Town of Washington,</p>
<p>Love Sperryville but housing and cost of living is expensive.</p>
<p>Availability of volunteer opportunities very good</p>
<p>It is a lovely little town. We would welcome more diversity and a wider range of goods and services</p>
<p>I have lived in Rappahannock for 20 years after retiring and have enjoyed watching the village's continuing evolution in that time. I think that the village is a wonderful community and if I have to give up my little farmette because of advancing age I hope I will be able to live in Sperryville proper.</p>
<p>As someone with a modest income. It would be nice to see more free or lower cost events and activities. These might be limited if need be to the first 100 Rappahannock residents or something. Overall I am pleased. I've lived between Washington and Sperryville my entire life.</p>
<p>Slightly less stringent regulations on professional establishments and signage.</p>
<p>Thank you</p>
<p>Sperryville's "new" leaders are using a self-determined, grass-roots approach that successfully works around historic barriers (the no-change, no-development ethic).</p>
<p>This survey really groups so many disparate things together and should include a "does not apply" option for some of the questions.</p>

<p>Question on "Variety and quality of restaurants" can be misleading. Variety is low, but quality is good on existing restaurants. Thank you for creating this survey.</p>
<p>Thank you for your community efforts!</p>
<p>Yay, Sperryville!</p>
<p>Farmer's Market - more local farm vendors. Feature local artists and musicians to attract more people to it (in safer times without COVID-19, which may be a long time from now).</p> <p>Business idea -- Drive-In Movie Theater (especially now with COVID-19 concerns)</p> <p>Thank you very much for launching this survey!</p>
<p>Kids do not need to be entertained need to learn to be creative</p> <p>Nothing here to buy; the whole economy in Sperryville is based on booze, not building a wholesome community</p>
<p>Love to call Sperryville home and am proud to show off my town & it's cohesiveness</p>
<p>I love Sperryville. I love the character of Sperryville. And I love all of the businesses there who constantly strive to remain viable and interesting in a small place with a lot of dependence on tourists. I think increasing ways and places around town to be outdoors and socialize would help everyone.</p>
<p>Thanks for reaching out--looking forward to hearing the results and your conclusions</p>
<p>Cars drove too fast through town and the fact that the sidewalk is literally street level makes me concerned about safety. So easy for cars to swerve right into the sidewalk; it's an accident waiting to happen. More places to sit and relax that are not attached to a business would be good - community park area or the like. Love the new trail along the river and look forward to it's full length. Love how Sperryville is developing into such a vibrant spot!</p>
<p>Sperryville needs to reach out more to the average person, rather than just be a private getaway for the extremely wealthy. And the lack of reliable Internet is appalling. Those of us with regular jobs need to be able to work from home, and it is unfortunate that a few people have controlled the decision making on this.</p>
<p>I have resided next to Sperryville my whole life. My ancestors date back to mid-1700's. I've enjoyed watching (and partaking) in the many events over the years and watching the town evolve into what it is today. Keep up the good work. Thanks for taking the time to send out this survey to try to make and or improve the area by receiving suggestions from those who frequent Sperryville and Rappahannock County.</p> <p>Thanks!</p>
<p>The area is steeped in history. Need more things family's could do together like bike path leading to Sperryville breweries and cafes. Need more art and craft festivals and outdoor street festivals with music Nd food. Need to cater to vegans and others that care about health. Check our second Sunday in Williamsburg but add street market. Would need to advertise to northern virgins as a place to reconnect with nature and past while enjoying local food Nd drinks. Dog friendly is important.</p>
<p>We love Sperryville. Just need a replacement for Thornton River Grill — miss that!!</p>
<p>We are so grateful for Sperryville !</p>
<p>This county could thrive if it would get with the times. Stop living like it's 1975</p>
<p>As a First Responder, Sperryville needs cell towers</p>
<p>The questions themselves are very limiting,as if already framed to a lifestyle that not everyone has. Very tunnel visioned questions.</p>
<p>I love the beauty and peace of our little community. The COVID-19 pandemic has really highlighted the need for better cell and internet service.</p>
<p>Sperryville is a charming village, growing nicely</p>
<p>Thank you for doing this!</p>
<p>Your alliance does a fantastic job! It would almost be impossible to recommend something else you guys could do, well maybe pay a bit more attention to the Westside but that has greatly improved!!</p>
<p>I love Sperryville</p>

Appearance and ease of access are key. I think business should be quaint and maybe older early 20's style. Modern is ok but it doesn't have the charm. I like the Sperryville flags but all of them are old, faded, and tattered
I enjoy the home feel. Everyone I've met is nice. I wouldn't grow up to much. It's a nice town in the mountains! have a great day.
Thanks for taking this on!!!
It would be nice if there were some more affordable housing options for young people.
what in the world is the purpose of asking about the "mix" of businesses in Sperryville?
Thank you for installing the golf course. This survey is too generic; it would be more helpful and informative if more tailored to Sperryville.
I own a business in Sperryville
We have a beautiful community and I hope it doesn't become a magnet for lots of businesses that aren't really needed. Let's keep the town and community small and only add services that truly help residents.
Not a good time to be answering these questions.