

Media Release

Caroline Aerial Property Tour Markets County

From: Alan Partin, Caroline County Interim County Administrator

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The Caroline County Board of Supervisors through its Department of Economic Development & Tourism has created a new means of marketing the County's commercial and industrial property: a video presentation entitled, *Aerial Property Tour*.

The edited enhanced aerial tour is the first of its kind in use for a Virginia county. The video can be seen on: www.visitcaroline.com, Caroline County's Facebook page, and YouTube.

The presentation uses film footage from a low flight helicopter platform to demonstrate property in its actual setting relative to roads, rail and other sites.

The presentation not only shows property, but annotates the property so that basic site information can be seen and additional data can be obtained by using provided URL and QR Codes that permits hand held devices to download contact information directly from the viewing screen. Referenced information is located on the County web site. Professional narration is accompanied by a music underscore.

The Aerial Property Tour is also a business service to County land owners as Caroline government is marketing private properties. Caroline County owns no property for economic development investment.

Caroline is in competition with every community on the globe. Establishing a new means of marketing to businesses is critical as the pool of recruitments is smaller and the competition is tougher. Staff therefore developed a new marketing approach that will be able to "leap frog" its message over conventional advertising.

The fifteen minute aerial property tour is more dynamic and immediate than most marketing approaches. Due to time restrictions not every property can be

shown. A second generation video is underway to enhance the presentation and provide more visual information.

The Aerial Tour's goals are to: gain the attention of site location decision makers, and promote business investment in Caroline County.

The presentation is made possible in part by a generous grant from the Caroline County Industrial Development Authority.

The presentation narration is by radio professional, Frank Hammon, who donated his time and talent to the production.

The flight photography and editing was preformed by Richard MacDonald of New Media Systems with in-flight direction and post photography editing by the Economic Development Director and Mr. MacDonald. The script was written by the Director.

Maps were created by the Virginia Economic Development Partnership.

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