



Planning Commission Memorandum

TO: The Honorable Members of the Planning Commission
FROM: Darla Orr Odom, Deputy Zoning Administrator
COPY: India Adams-Jacobs, Town Manager
SUBJECT: **Comprehensive Plan Update – Chapter 5: Regional Economy, Economic Development & Tourism**
DATE: July 16, 2026

SUMMARY:

Staff has prepared a revised and edited draft of Chapter 5 – Regional Economy, Economic Development & Tourism for presentation to the Planning Commission as part of the Town's ongoing update to the Comprehensive Plan.

BACKGROUND

Chapter 5 provides updated information related to regional economic conditions, local economic trends, employment, household income, commuting patterns, taxable sales, local revenue indicators, and tourism-related activity in Bowling Green and the surrounding region. The chapter uses data from sources including the U.S. Census Bureau, the George Washington Regional Commission Comprehensive Economic Development Strategy, the Virginia Employment Commission, the Virginia Department of Taxation, Town financial records, and Main Street-related community engagement efforts.

The revised chapter includes updated discussion and analysis in the following areas:

- Regional Economy and Employment Trends
- Household Income and Poverty Status
- Taxable Sales and Commuting Patterns
- Local Economy and Revenue Indicators
- Tourism and Main Street Activity

RECOMMENDATION

This revised chapter is provided for Planning Commission review and discussion as part of the Comprehensive Plan update process.