



## **Board Meeting**

Town Council Chambers

**January 14<sup>th</sup>, 2021 ~ 5:15 p.m.**

### **A G E N D A**

1. Welcome/Call to Order
2. Approval of Consent Agenda
  - Meeting Minutes – December 10<sup>th</sup>, 2020
  - Design Committee Report
  - Community Coordinator's Report
3. Treasurer's Financial Report
  - November Financial Documents included
4. Community Coordinator Updates
  - CY2020 VMS Data Bonanza Review
  - 2021 Downtown Investment Grant Ideas
  - FYI – 2021 VMS Training Opportunities
5. Old Business
  - Accounting Software Review
  - AOT Boundary Expansion
  - Pop-Up Program – Modification
6. New Business
  - Auto-Pay for Credit Card
  - Fundraising Raffle
  - Monthly Classic Car Cruise-In
7. Adjournment

***Next meeting:*** February 11<sup>th</sup>, 2021 @ 5:15 PM



## **Board Meeting**

Town Council Chambers

**December 10<sup>th</sup>, 2020 ~ 5:15 p.m.**

### **A G E N D A**

**Attendance: Board Members: Regina Adams, Katie Lane, Scott Lowman (phone), Robert Pate, Melinda Saunders, Ed Soto, Yolanda Stone**

**Town Employees: Amie Owens, Sharon Williams**

**Ex- Officio: Councilman Reggie Bennet**

**Community Coordinator: George Sandridge**

1. Welcome/Call to Order (Ed Soto)
  - Approval of Consent Agenda
    - Meeting Minutes – November 12<sup>th</sup>, 2020
    - EV Committee Report
    - Promotions Committee Report
    - Organization Committee Report
    - Design Committee Report
    - Community Coordinator's Report
      - Motion – Scott Lowman
      - Approved – Melinda Saunders
2. Treasurer's Financial Report (Eleanor Hoehne)
  - George looking at accounting software we could utilize
3. Old Business (George Sandridge)
  - Updates:
    - Shop Small Altavista
      - Considered a success

- Local businesses and food truck
- AOT Christmas Ornaments
  - Sold at Town Hall (credit card, cash, check) and at local businesses around (cash, check)
  - Can also be bought online
- Giblet Jog
  - 39 participants
  - \$667 dollars from participants
- Pop-Up Program
  - 5 to 6 people walked through building
  - Recommend to modify the program since the deadline has passed
- Tree Lightning
  - Happened same night as Shop Small Altavista
  - Live streamed on Town Hall and AOT Facebook pages

#### 4. New Business

- Altavista Economic Development Steering Committee Update (Amie Owens)
  - Meeting schedule on Monday, December 14<sup>th</sup>
  - Robert Pate to be the AOT representative
- CIP Item Requests (Amie Owens)
  - Balancing wants vs needs
  - Looks at least five years out
  - Outside agency/non-profit requests are due in writing no later than Monday, January 11, 2021
    - Need to be in attendance for work session January 26, 2021
- AOT Parklet Idea
  - Design Committee will craft Parklet ideas:
    - 2 to 3 designs
    - 2 to 3 locations within original AOT dimensions
      - VDOT approval needed for some areas
    - Banners?

#### 5. Adjourn – ***Next meeting: January 14<sup>th</sup> @ 5:15 PM***



# Altavista on Track Committee Report

**Committee:** Design Committee

**Committee Meeting Date:** Multiple Dates

**Attendance:** Melinda Saunders, Jessica Sundblom, Sharon D. Williams, George Sandridge

## **Committee Updates and Recommendations:**

- Due to the ongoing idea development, education and planning required re: **replacing/upgrading town flags/banners** – it was determined that the idea will continue to be expanded upon in preparation for incorporation into the Town’s 2022 Capital Improvement Plan
- Sharon to update re: Town partnering with James River Arts Council in March 2021
  - How can/should AOT assist?

## **Items Needing Full Board Input and Decision:**

- Parklet implementation/development
  - Regulations/Ideas
    - Costs
    - Specifications
    - Approval
  - Timelines
  - Next-Steps/Responsible Parties

## **Informational Items (No Decision Needed)**

- Design Committee and participants

# Community Coordinator December 2020 Monthly Report



## **Downtown Update**

Altavista On Track continued its assistance of downtown businesses throughout the month of December. The Community Coordinator distributed information regarding Campbell County's CARES Act Grant Program and encouraged interested businesses to apply if eligible. Information regarding the Rebuild Virginia grant was also distributed to various downtown businesses. While the holiday shopping season was hampered by current COVID-19 restrictions, several businesses stated that business was not as bad as expected.

## **New Business Update**

Jessica Sundblom with Blum Skincare recently opened a new location at 617 Broad Street at the beginning of December.

## **Businesses Visited**

- Blum Skincare
- Cyclin' Nutz
- Danny's Village Barber Shop
- Main Street Café
- Main Street Shoppes
- Miller's Jewelry
- Proving What's Possible
- Rountrey Hardware
- English Auto
- General Store & Inn
- Hailey's Appliances
- Schewel's Furniture
- Shear Perfection
- Watt's Petroleum
- Scoops
- SPT Salon
- Steve's Florist
- Linda's Barber & Beauty Shop
- Lori Watkins Insurance
- Styling Boutique
- The Portrait Place
- Thrifty Firemen
- Vista Fitness
- Vital Edge Nutrition

## **AOT Activities**

Below is a summary of the Community Coordinator's activities in the month of December:

- **Accounting Software:** The Community Coordinator has been assisting AOT with identifying a new accounting software. Currently, AOT utilizes QuickBooks for monthly accounting needs. However, at the request of the AOT Board President, the Community Coordinator has identified several software programs that are suited for non-profits while also following Governmental Accounting Standards Board (GASB) guidelines. Publiq, Xero, Aplos, and QuickBooks Non-Profit have been

identified as viable software options, and a decision will be made at the AOT Board meeting on January 14<sup>th</sup>.

- AOT Christmas Ornaments: AOT continued to sell commemorative Christmas ornaments at Town Hall, Staunton River Memorial Library, Blum Skincare, the Portrait Place, the General Store & Inn, Main Street Shoppes, and Cyclin' Nutz. As of January 4<sup>th</sup>, AOT has sold 46 ornaments.
- Art on Main: Vacant buildings in the downtown district have been identified as potential locations for the project. Building owners will be contacted in January 2021 to discuss the program and request permission to utilize the building.
- Co-Working Space: The Community Coordinator continued to work with Town staff on the Co-Working Space project. Several meetings with Jonathan Mitchell of Simply Branding were held throughout the month of December to discuss the marketing process.
- CY2020 DHCD/VMS Data Bonanza: The Community Coordinator finalized the 2020 VMS Data Bonanza and is currently reviewing the data with the AOT Board President. The rough draft will be presented to the AOT Board at the January 14<sup>th</sup> monthly meeting.
- Pop-Up Program: The deadline for the Pop-Up Program was extended to December 1<sup>st</sup>. A banner and two posters are currently affixed to the building facing Broad and Main. The Community Coordinator met with the AOT Board President to discuss possible modification of the program. Preliminary discussions of the program modifications will occur at the AOT Board meeting on January 14<sup>th</sup>. With the completion of the vacant building registry, AOT has the option of utilizing any vacant building for this program. The Community Coordinator will contact building owners to discuss the program and request permission to utilize the building if a potential business is identified.
- Quarterly Town Newsletter: The Community Coordinator completed the December edition of the Town newsletter, and copies have been included in the January water bills.
- Vacant Building Signup: The spreadsheet has been populated with building owner names and contact information.

### **Town Social Media Activities**

- **Page Likes:** 1,907 (+68 during December)
- **Page Followers:** 2,049 (+70 during December)
- **Post Reach:** 12,306 (+24% compared to November)
- **Total Posts:** 22 posts
- **Most Popular Post:** Permit Not Required for Boat Launch (December 9<sup>th</sup>) – 7,919 reached

### **AOT Social Media Activities**

- **Page Likes:** 1,644 (+9 during December)
- **Page Followers:** 1,745 (+8 during December)
- **Post Reach:** 1,258 (-70% compared to November)
- **Total Posts:** 7 posts
- **Most Popular Post:** 2020 AOT Christmas Ornament (December 7<sup>th</sup>) – 966 reached



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**January 14<sup>th</sup>, 2021**

**Agenda Location**

Community Coordinator Updates

**Description**

The Virginia Main Street Data Bonanza is an annual data gathering survey that seeks to track the impact of Main Street Communities on their specific locality. The data is used to: 1) Develop the VMS Annual Report, 2) Nominate local programs for NMSC Accreditation, 3) Justify the value of VMS to DHCD and the General Assembly, 4) Develop a reference for local program salary and compensation packages, and 5) Create economic development impact and benchmark profiles for each community. As a requirement of the VMS program, the AOT board is required to review the survey prior to submittal to VMS staff.

**Potential Actions**

No action is necessary to approve this item. However, questions/or concerns regarding individual items are welcomed.

**Attachments**

- CY2020 Data Bonanza





# 2020 National Accreditation Standards of Performance

## Self-Evaluation

**Community Name:** Town of Altavista

**Final Score:** 82

### 1. Broad-based Community Support

Indicators	Value	Score	Comments
<p>a. Board and Committees represent a broad range of community stakeholders. (Select all that apply) If 5 are selected = 1 point; if 7 or more are selected = 2 points</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Merchants Association</li> <li><input type="checkbox"/> Tourism/Visitors Bureau</li> <li><input checked="" type="checkbox"/> District property owner</li> <li><input checked="" type="checkbox"/> District resident</li> <li><input checked="" type="checkbox"/> Design Professional/Contractor</li> <li><input type="checkbox"/> Real Estate Professional</li> <li><input checked="" type="checkbox"/> School/Student</li> <li><input checked="" type="checkbox"/> District Religious Institutions</li> <li><input type="checkbox"/> Developer</li> <li><input type="checkbox"/> Economic Development Authority</li> <li><input type="checkbox"/> Preservation Organization/Historical Society</li> <li><input checked="" type="checkbox"/> District business owner</li> <li><input checked="" type="checkbox"/> Community resident</li> <li><input checked="" type="checkbox"/> Major Employer</li> <li><input type="checkbox"/> Financial Institution</li> <li><input checked="" type="checkbox"/> Other community institutions/organizations</li> <li><input checked="" type="checkbox"/> Regional Planning Commission</li> </ul>	10	2	
b. Has an active recruitment and volunteer recognition program	No		Will become a focal point once a full-time Program Manager is hired in 2021
c. Public support comprises at least 25% of financial resources. This includes individual donations, sponsorships, and anything that is not a grant, municipal support, or earned income.	No		*complete the "Program Funding Worksheet" on separate tab
d. Municipal support comprises less than 50% of financial resources	Yes	2	*complete the "Program Funding Worksheet" on separate tab
e. Organization is active in community and stakeholder engagement and holds at least one (1) public meeting annually	Yes	1	An annual meeting is held on the second Thursday of June
f. Organization has partnered with at least one (1) organization on a project or event in the past year; not the municipality	Yes	1	AOT partnered with the James River Council for the Arts and Humanities for the "Art on Main" program.
<p>g. Maintains an active public relations campaign to promote the local Main Street program (Select all that apply) If 5 are selected = 1 point; if 7 or more are selected = 2 points</p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Newsletter (online or print)</li> <li><input checked="" type="checkbox"/> Up-to-date website</li> <li><input checked="" type="checkbox"/> Facebook postings</li> </ul>	10	2	



b. Program promotes historic preservation/design projects in the district (Select all that apply)	Yes	2	AOT has an active façade grant program, but did not fund any façade projects during CY2020. Part of the funding was redirected to assist with the small business COVID-19 grants. AOT has utilized Frazier design services several times during CY2020, notably for the Co-Working Space and the Vista Theatre.
<input checked="" type="checkbox"/> Facade/sign grant or loan program			
<input type="checkbox"/> Submitted projects for VMS Merit award			
<input type="checkbox"/> "Facade of the Month" recognition program			
<input checked="" type="checkbox"/> Utilize Frazier design services			
<input type="checkbox"/> Facebook/Instagram posting			
c. Locality has a design ordinance or design guidelines in place	No		
d. Locality has an active Architectural Review Board or the Organization has a design committee that provides design guideline assistance	No		
e. Local program has participated in historic preservation based educational activity in the past two (2) years (Select all that apply)	No		Not a current focal point of AOT during CY2020.
<input type="checkbox"/> Participated in VMS or partner webinars			
<input type="checkbox"/> Promote Preservation Month (May 2019)			
<input type="checkbox"/> Hosted/Coordinated educational activity for building owners around preservation topics			
<input type="checkbox"/> Partnered with local Historic Society for an event related to historic preservation			
<input type="checkbox"/> Other (describe in comments)			
f. No historically significant buildings in the Main Street district were demolished in the past year. If a historically significant building was lost, the local Main Street program advocated to stop its demolition, or provided education on preservation based alternatives to demolition	Yes	1	
g. A building rehabilitation project was completed in the Main Street district in the past year	No		
h. Organization actively promotes VMS design assistance	No		This will become a focal point of AOT once a full-time Program Manager is hired in 2021
i. Maintains a building inventory	Yes	1	
		5	

5. Active Board & Committees			
Indicators	Vaue	Score	Comments
a. Board holds a minimum of six (6) board meetings per year with a quorum	Yes	2	*complete the "Board & Committees" on separate tab
b. Board members actively participate in planning, implementation, and/or attendance of activities and events of the local Main Street program	Yes	1	Board members were a vital component of several AOT projects, including Giblet Jog 5K, Pop-Up Program, scarecrow stroll, etc.
c. Board has a board commitment letter or job description signed by each board member	Yes	2	
d. Board has bylaws that require term limits and rotation of members on the board and in officer positions and follows them	Yes	1	
e. Board has active committees and each committee has completed at least two (2) projects in the past year	Yes	2	
f. Board and Committee Members meet with municipal staff and elected officials annually	Yes	1	AOT will meet with Town Council and staff in January 2021 to discuss the previous year and identify areas of growth and cooperation

g. Board and Committee Members build Main Street district relationships through regular business visits	Yes	1	The AOT Program Manager and board members regularly visit and connect with downtown businesses
		10	

**6. Adequate Operating Budget**

Indicators	Value	Score	Comments
a. Organization has an adequate operation budget, per VMS guidelines: i. \$80,000 annually (under 5,000 population) ii. \$120,000 annually (between 5,001 - 50,000 population) iii. \$200,000 annually (greater 50,001 population)	No		Adoption Date:
b. Not more than 50% of the local Main Street program operating budget is derived from a single source	Yes	2	*complete the "Program Funding Worksheet" on separate tab
c. Board has adopted financial policies and procedures and follows them	Yes	1	
d. Board has an active treasurer who makes regular financial reports to the board	Yes	1	
e. Board members understand the programs's current financial status, source of funds and budget	Yes	1	
f. Events, promotions and programs are evaluated reguarly for effective and efficient use of resources	Yes	1	
g. Board has achieved 100% individual board member financial give/or get in the past year	No		
h. Board actively participates in fundraising	Yes	1	
		7	

**7. Paid Professional Program Manager or Executive Director**

Indicators	Value	Score	Comments
a. Organization has had a paid Program Manager for at least eight (8) of the past 12 months	Yes	2	*complete the "Salary Survey" on separate tab
b. Program Manager received a formal written evaluation in the past year	Yes	1	
c. Program Manager has a written job description that correlates with the roles and responsibilities of a Main Street Director, and is reviewed annually by the Board	Yes	2	
d. Program Manager makes regular reports to the Board	Yes	1	
e. Program Manager answers to, and has, only one boss - typically the board president	No		
f. Program Manager attended, and actively participated in, at least five (5) or more of the following trainings in the past year (Select all that apply):  <input checked="" type="checkbox"/> Director's Retreat <input checked="" type="checkbox"/> Downtown Intersections <input type="checkbox"/> Spring Regional Rev Up <input type="checkbox"/> Fall Regional Rev Up <input checked="" type="checkbox"/> Virginia Main Street Webinars <input type="checkbox"/> DHCD Community Development Roadshow <input type="checkbox"/> Main Street NOW conference (National Main Street) <input type="checkbox"/> Governor's Housing Conference <input type="checkbox"/> Preservation Virginia Conference	No		*complete the "Board & Committees" on separate tab
g. Staff meets with municipal staff at least four (4) times per year	Yes	1	Program Manager works in Town Hall, so interaction with municipal staff is frequent
h. Staff meets property owners and business owners in the district on a regular basis	Yes	1	Bi-weekly check-ins with district businesses
		8	

8. Ongoing Training			
Indicators	Value	Score	Comments
a. Staff actively promotes the Virginia Main Street and National Main Street Center trainings	Yes	2	
b. Organization's annual budget includes sending program manager, staff and at least one board member to Virginia Main Street's Downtown Intersections training	Yes	3	
c. Board has an orientation process for new volunteers and board members	Yes	2	A board orientation packet was assembled and has been provided to new board members that join
d. Organization implements local educational programs with a Main Street focus	No		
e. Board members attended, and actively participated in, at least four (4) of the following (Select all that apply):	No		*complete the "Board & Committees" on separate tab
<input type="checkbox"/> Downtown Intersections			
<input type="checkbox"/> Spring Regional Rev Up			
<input type="checkbox"/> Fall Regional Rev Up			
<input type="checkbox"/> Virginia Main Street Webinars			
<input type="checkbox"/> DHCD Community Development Roadshow			
<input type="checkbox"/> Main Street NOW conference (National Main Street)			
<input type="checkbox"/> Governor's Housing Conference			
<input type="checkbox"/> Preservation Virginia Conference			
		7	
9. Report of Key Statistics			
Indicators	Value	Score	Comments
a. Organization submitted quarterly reports on time (within 15 days) of end of the quarter	Yes	2	
b. Organization creates/distributes an annual report promoting work plan accomplishments and reinvestment statistics	Yes	2	
<input checked="" type="checkbox"/> Press Release			*complete the "Local Economic Impacts" on separate tab
<input checked="" type="checkbox"/> Report to City/Town Council			
<input checked="" type="checkbox"/> Annual Meeting			
<input checked="" type="checkbox"/> Social Media			
c. Program Manager reviews the quarterly reports with the Board	No		
d. Program staff or board member reports quarterly statistics to downtown stakeholders and local governing body	No		Will be performed once a full-time program manager is hired in 2021.
e. Program Manager or board members initiate contact with Virginia Main Street staff outside of trainings or grant requests/management	Yes	2	
f. Organization is in compliance with VMS Letter of Agreement with local government	Yes	1	
		7	
10. Main Street Network Membership			
Indicators	Value	Score	Comments
a. Organization is a current member on NMSC	Yes	8	
b. Has a login for "The Point" and actively utilizes the list serve	Yes	1	
c. Utilizes the Main Street America branding and logo on website or printed materials	Yes	1	On website and printed materials



# Program Funding Worksheet

Locality	Population	Community Size	City	%	Town	%2	County	%3
Exampleville	35000	mid-size	\$25,000	30%	\$0	0%	\$5,000	6%
Altavista	3422	Small Town	\$0	0%	\$35,000	45%	\$0	0%

Membership / Investor Campaign	%4	Assessment District	%5	Contributions	%6	Fundraising	%7
\$18,000	21%	\$0	0	\$2,500	3%	\$22,000	26%
\$0	0%	\$0	0	\$0	0%	\$8,000	10%

Unrestricted Grants	%8	Other	%9	Total
\$10,000	12%	\$1,500	2%	\$84,000
\$25,000	32%	\$10,000	\$0	\$78,000



# Mission & Vision Statement

In the space provided, include your organizational Mission Statement and Vision Statement. Below each, please indicate when they were last updated and adopted by the board of directors.

## Mission Statement

Creating big things for our small town by bringing new energy and engaging our community.

Last Updated: 3/14/19

Adopted: 3/14/19

## Vision Statement

The vision of Altavista On Track is to revitalize our downtown, to foster economic development and opportunity, and provide leadership to enhance community identity and pride.

Last Updated: 3/14/19

Adopted: 3/14/19

## Accomplishments Summary

For Indicator 3.a on the 2020 Accreditation Self-Evaluation tab, please describe, in detail, below the major accomplishments of the organization for 2020. In 250-350 words, summarize your organization's key accomplishments, milestones and activities. Remember that Main Street is more than events! What else did your organization do that was significant and impactful?

In 2020, Altavista On Track (AOT) continued to support the downtown businesses and promote economic development and revitalization. With the severe effects of COVID-19 disrupting the normal flow of business, AOT was forced to adapt and overcome the numerous adversities presented. In October, AOT's full-time Main Street Coordinator resigned, and a part-time individual was brought in to assist.

Due to the COVID-19 pandemic, AOT was unable to hold a majority of its normal fundraising events, such as the Chalk Fest, Altavista Block Party, Food Truck Festival, or Uncle Billy's Day Cruise-In. However, AOT was able to host several COVID-19 conscious events, such as the Scarecrow Stroll, Shop Small Altavista, and the Giblet Jog. The Giblet Jog, for example, was held virtually and was well-attended. Several individuals have reached out requesting that the event be held virtually next year in addition to being in person. These events reminded citizens that AOT was not being completely held back by the pandemic.

In partnership with the Town of Altavista, AOT has been hard at work on the conversion of the old fire station into a Co-Working Space. This space would provide low-cost office space to interested individuals while also providing access to conference rooms, private offices, and high-quality technology. AOT and the Town believe that this project could spark downtown economic revitalization by introducing and retaining businesses downtown. AOT was awarded a \$25,000 grant from DHCD to conduct a feasibility study and to begin marketing the project. The estimated completion date of the space is September 2021.

AOT continued to build trust and relationships with downtown business owners even during the COVID-19 pandemic. The Main Street Coordinator called and emailed business owners during the State's mandated lockdown, but resumed in-person visits upon the implementation of Phase I. The MSC visited businesses bi-weekly to get a feel for the state of business in downtown, and also provided an opportunity to share information regarding grants and assistance programs. Altavista On Track is excited about the activities in 2020 and are looking forward to 2021!





# Board of Directors & Committee Members

List current board of director members and committee members. Include dates and topics of training for board, volunteers and staff, including attendance record for VMS training. Note: Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the National Main Street Center is highly encouraged.

Board Member Name	Position on Board	Trainings / DHCD Events Attended	Date
Reverend Ed Soto	Board President		
Regina Adams	Vice-President		
Katie Lane	Secretary		
Eleanor Hoehne	Treasurer		
Dr. Scott Lowman	Board Member		
Jessica Sundblom	Board Member		
Jonathan Parker	Board Member		
Melinda Saunders	Board Member		
Robert Pate	Board Member		
Yolonda Stone	Board Member		
Sharon D. Williams, AICP	Staff Liason		
Councilman Reggie Bennett	Council Liason		
Committee Member	Committee	Trainings / DHCD Events Attended	Date
Rev. Ed Soto	Organization		
Jonathan Parker	Marketing		
Jamie Glass	Marketing		
Jonathan Mitchell	Marketing		
Meghan Bolling	Design		
Maria Wyatt	Design		
Lauren Harris	Design		
Kyle Goldsmith	Design		
Councilman Tim George	Design		
Jessica Sundblom	Design		
Melinda Saunders	Design		
Robert Pate	Design		
Dr. Scott Lowman	Economic Vitality		
Yolonda Stone	Economic Vitality		
Reggie Bennett	Economic Vitality		
Staff Name	Title	Trainings / DHCD Events Attended	Date
George Sandridge	Interim Exec. Director		



# Salary Survey

This survey is helpful for setting expectations among communities hiring new program managers and new staff. The information collected is also used by the National Main Street Center (NMSC) for gauging national averages. Responses will be kept **confidential** by Virginia Main Street (VMS).

**Please answer the following questions:**

**What is your current salary?**

**Who is your formal employer?**

*i.e. municipality, Main Street nonprofit organization, etc. While most program managers are employed by the Main Street organization, some are actually employed by the municipality.*

**How long have you been the program manager/executive director of the Main Street program in THIS community?**

**Which of the following is part of your total compensation package?**

- Dental Plan
- Eye Care Plan
- Health Insurance
- Leave – Annual/Vacation
- Leave - Holiday, Sick, Personal No personal days
- Life Insurance
- Mileage Reimbursement Not available if using Town car
- Performance-Based Bonus:
- Retirement/Pension
- Worker’s Compensation/Disability
- Other Benefits/Compensation (please list):

Please list titles and salaries of additional staff members; include the wage/salary level and average weekly hours of staff paid on an hourly basis:

NA



# Local Economic Impacts

The Main Street Approach™ requires focus on economic impact in communities, creating significant positive change on Main Street and monitoring tangible, quantifiable outcomes to better tell the local story to funders and key stakeholders. Virginia Main Street **strongly recommends** tracking the following data points. Please work with your local Commissioner of Revenue to annually report this data in a manner that is consistent and compliant with state privacy laws:

<b>Total Number of Downtown Housing Units</b>	4
<b>Total Number of District Commercial Spaces (include vacant spaces)</b>	67
<b>Total Number of Vacant Spaces</b>	12
<b>Vacancy Rate</b>	17.91%
<b>Average Rental Rate in \$/ft<sup>2</sup></b>	\$13
<b>Jobs Census (for your district)</b>	229
<i>Represents the number of workers employed within the district.</i>	
<b>Real Property Assessment (for your district in FY20)</b>	NA
<i>The assessed value of all real property within the district.</i>	
<b>Local Sales Tax (collected from your district in FY20)</b>	NA
<i>Includes revenue received from local sales taxes within the Main Street district alone. All counties and cities assess an optional one percent local tax in addition to state sales tax.</i>	
<b>Restaurant Food Tax (collected from the district in FY20)</b>	NA
<i>Includes taxes levied on food and beverages offered for human consumption within the Main Street district alone. Also referred to as Meal Taxes or Prepared Food Taxes.</i>	
<b>Lodging Tax (collected from your district in FY20)</b>	NA
<i>Includes taxes paid on hotel and motel rooms, boarding houses, travel campgrounds, and other facilities that provide lodging for less than thirty days. Also referred to as the Transient Occupancy Tax.</i>	
<b>Admissions Tax (collected from your district in FY20)</b>	NA
<i>(If applicable) Includes taxes assessed on events that charge admissions, such as sporting events, museums, zoos, amusement parks, etc. within the Main Street district alone.</i>	



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**January 14<sup>th</sup>, 2021**

**Agenda Location**

Community Coordinator Updates

**Description**

Each year local Main Street organizations work to attract the necessary public and private investment to their historic commercial districts in order to: (1) breathe new life into blighted and vacant buildings; (2) establish and expand independent businesses that make downtowns fun and unique consumer destinations; and (3) create mixed-use downtowns where people once again live above bustling commercial establishments and property owners maximize the productive use of every floor of downtown buildings. The Downtown Investment Grant (DIG) is one tool that Main Street communities use to accomplish the goals above.

The FY2022 DIG application is due March 15<sup>th</sup>, and it is recommended that each locality submit an application. Due to the financial impact of the COVID-19 pandemic, DHCD staff recommended that proposed projects focus on economic vitality and business relief/recovery instead of design and promotional content.

**Potential Actions**

The AOT Board may:

- Recommend an application idea to the Community Coordinator
- Table the item to a future meeting
- Take no action

**Attachments**

- Excerpt from FY2022 DIG Application Manual



# Virginia Main Street Downtown Investment Grant Application Manual



**FY2022**

## **Virginia Main Street Downtown Investment Grant**

The Virginia Department of Housing and Community Development's (DHCD) [Virginia Main Street Program](#) (VMS) is a community economic development program that follows the Main Street Approach of the National Main Street Center. Each year local Main Street organizations work to attract the necessary public and private investment to their historic commercial districts in order to: (1) breathe new life into blighted and vacant buildings; (2) establish and expand independent businesses that make downtowns fun and unique consumer destinations; and (3) create mixed-use downtowns where people once again live above bustling commercial establishments and property owners maximize the productive use of every floor of downtown buildings.

The cumulative success of the Main Street Approach and local programs has earned Main Street the reputation as a powerful economic revitalization tool. In 2019 alone, VMS designated communities reported:

- \$115 million in privately funded improvements to downtown historic buildings;
- \$44 million in public improvements to help encourage private investment in downtowns;
- more than 190 unique businesses created, expanded or retained in historic commercial districts, and;
- more than 730 jobs created or retained for local community members seeking employment.

Downtown Investment Grants (DIGs) allow Main Street organizations to take on unique, one-time projects that measurably, creatively, and sustainably advance the organization's goals and strategies. DIGs involve multiple downtown partners and require active leadership and participation by the organization's board, committees, and volunteers. DIGs may not be used for marketing, printing, continuing operations, program administration, payroll, debts, or any other operational expenses.

### **Grant Eligibility**

Grants are available only to designated Advancing Virginia Main Street communities and must be administered through the local Main Street organization. Special exceptions may be made

for high performing Exploring Main Street communities (formerly DHCD Commercial District Affiliates). Applicants must be current on all VMS reports. Priority is given to Main Street America Nationally Accredited Communities.

All applicants must comply with DHCD's financial auditing requirements by uploading a copy of the organization's W-9 and a copy of the organization's most recent audit or financial statements, as applicable, to CAMS by the grant's application deadline (March 16, 2021). See <https://www.dhcd.virginia.gov/sites/default/files/Docx/audit-policy/dhcd-audit-policy.pdf> for more information on the policy.

### **Funding Priorities**

A strong application will clearly explain how the proposed project will result in measurable economic improvement in the Main Street district. The project will support the community's vision for encouraging the private investment necessary for the economic revitalization of the Main Street district, will clearly align with the mission of the Main Street organization, and will address one or more of the board's Transformation Strategies or strategic planning goals for the Main Street district. The implementation of the proposed project will empower board and committee volunteers as leaders and will help develop and capitalize on the expertise and financial support of the organization's stakeholders and community partners.

Communities are encouraged to utilize Consultant Services (see pp. 9-12 in 2020 VMS Program Guidelines) to develop design projects, as well as the planning and organizational support components for economic vitality projects. DIG funds can be used to: fund complete projects; provide seed funding for new projects; or provide gap financing that allows a project to become fully funded. Other categories contributing to economic vitality will be considered.

The DIG funds will not be awarded for continuing operations, program administration, payroll, debts, or any other operational expenses. Funds will not be awarded for predictable organizational expenses for which the board could have reasonably planned (ex. general marketing materials, website updates, financial management expenses, etc.). Funds may not be simply "passed through" the Main Street organization to third parties.

### **Award Amounts**

Up to \$25,000 each.

## Grant Payment

If the application is selected for funding, grant funds will be paid upon completion of agreed upon project milestones, which will be negotiated and included in a memorandum of understanding that will be signed by both DHCD and the grantee prior to the start of the project. Projects must be completed no later than May 31, 2022. Before any funds are disbursed, the organization must be in compliance with DHCD's [audit policy](#).

## Leverage Requirement

All projects require a 2:1 match. For every \$2 of grant funding applied for, there must be \$1 in match funding committed. In-kind services provided by local government, consultants, and other Main Street stakeholders and partners may be included. Time contributed solely to the implementation of the project by volunteers from the Main Street organization or the organization's partners may be included. Volunteer hours are calculated at \$27.20 per hour ([https://www.independentsector.org/volunteer\\_time](https://www.independentsector.org/volunteer_time)).

## Project Implementation Period

**July 1, 2021 – May 31, 2022** (final report due); all disbursements must be completed by May 31, 2022. Quarterly reporting through CAMS is required. All projects must be underway no later than October 1, 2021.

## Grant Selection

Grant proposals are scored on a 0-100 point scale. Grant funds are limited and only those proposals exceeding the minimum 70-point threshold will be considered for funding. The project scoring methodology is as follows:

Scoring Criteria	Points
Relation to organizational mission and vision	10
Relation to organizational strategies/goals	30
Project impact/outcomes	30
Organizational capacity/readiness	20
Realistic project work plan and budget	10
Total	100





**Agenda Cover Sheet**  
**AOT Board Meeting**  
**January 14<sup>th</sup>, 2021**

**Agenda Location**

Community Coordinator Updates

**Description**

Virginia Main Street staff recently released an updated training calendar for Main Street staff and board members. It is encouraged that members take advantage of each opportunity as they come available. Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the National Main Street Center is highly encouraged.

**Potential Actions**

- No potential action needed. For informational purposes only.

**Attachments**

- 2021 VMS Training Opportunities

# 2021 Training Opportunities

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## **Creating Community Vitality Series (CCV)**

Join the Virginia Department of Housing and Community Development's Community Revitalization Office for this yearlong series focusing on building your place's identity, supportive ecosystems, and community in a format that promotes monthly education, inspiration, and application.

More Information: [www.virginiainstreet.com](http://www.virginiainstreet.com)

### **Jan 13, 11 AM: CCV Webinar // Creating Community Vitality Kick Off, Speaker Monique Johnson**

This session will encourage communities to question: how do we define community; respond to seismic shifts; and find the tools to help us be responsive to the diverse needs of our constituency.

### **Jan 28, 11 AM: Google Meet // AVMS Program Manager Team Huddle**

This quarterly virtual gathering, facilitated by VMS staff for the Advancing Virginia Main Street (AVMS) program managers, is dedicated to regular connection, peer support and solution-based discussions.

### **Feb 10, 11 AM: CCV Webinar // Placemaking, Speaker Jeff Siegler**

Participants will learn how the places we shape determine our physical, mental, social and economic health; then we will begin to understand how much better we can be at shaping our places.

### **March 10, 11 AM: CCV Webinar // Storytelling, Speaker Phil Eich**

In this webinar, learn how to once again put storytelling at the center of community and culture to strengthen relationships between people, connecting us to our past and future, and cultivating pride in one's place.

### **April 14, 11 AM: CCV Webinar // Leadership + Network, Speaker John Sarvay**

In this webinar, participants will identify ways to expand their relationship circles, and leave with a clearer sense of where to invest your networking energies in service to your mission and vision.

### **April 22, 11 AM: Google Meet // AVMS Program Manager Team Huddle**

### **April 29, 11 AM: Google Meet // AVMS Board President Forum**

This triannual virtual gathering, facilitated by VMS staff for the local AVMS program's board presidents, is focused on unifying the network of nonprofit leaders and boosting Main Street efficacy in communities.

### **May 12, 11 AM: CCV Webinar // Attractions + Assets, Speakers Kevin Wright & Joseph Nickol**

Learn about YARD & Company, an urban growth firm based out of Cincinnati, and how to employ the process of exploring, testing and designing catalytic projects and plans for your town, city, or district.

### **June 9, 11 AM: CCV Webinar // Housing, Speakers Bernice Radle, Jenifer Acosta, & Allison Quinlan**

This webinar will focus on the principles of small scale, incremental development, a creative and often ignored way to bring back our towns to provide much needed middle housing that will be loved for generations.

### **July 14, 11 AM: CCV Webinar // Connectivity + Community Services, Speaker Kevin Byrd**

Services and infrastructure represent the core function citizens expect of government. In this webinar, participants will explore changes in this realm, discuss emerging trends and methods to implement new approaches.

**July 15, 11 AM: Google Meet // AVMS Program Manager Team Huddle**

**Aug 11, 11 AM: CCV Webinar // Food + Small Scale Production, Speaker Ilana Preuss**  
Essential to success, participants will learn how to build a resilient economy that includes all types of entrepreneurs, catalytic small-scale manufacturing businesses, and new real estate models for downtown.

**Aug 29, 11 AM: Google Meet // AVMS Board President Forum**

**Sept 8, 11 AM: CCV Webinar // Workforce + Entrepreneurs, Speaker Terrand Smith**  
Our neighborhood businesses and workforce that supports them have encountered unprecedented challenges. In this webinar, participants will review ways that community organizations can offer support that may look different than it has in the past.

**Oct 13, 11 AM: CCV Webinar // Public Spaces, Speaker Elgin Cleckley**  
Public spaces – ones that are truly equitable and inclusive – are essential for creating community vitality. Participants will learn about empathic design, a design practice operating at the intersection of identity, culture, history, memory and place.

**Oct 21, 11 AM: Google Meet // AVMS Program Manager Team Huddle**

**Nov 10, 11 AM: CCV Webinar // Cultural Promotions + Events, Speaker Nicole Martorana**  
In this webinar, you will learn about how your community can build food-focused events and promotions tied to local traditions and identity. There are many ways for people to connect over their favorite dishes and learn something new.

**Dec 8, 11 AM: CCV Webinar // Community Involvement, Speakers Matt Wagner & Rebecca Rowe**  
In this final webinar of the series, we will come together one last time to review the lessons and discuss how to get your community excited and involved along the way.

**Dec 16, 11 AM: Google Meet // AVMS Board President Forum**

Recommended Training Opportunities Presented By DHCD Partners

April 12 – 14: [Main Street Now Conference](#), Online

July: APA Virginia Conference, TBD

November: Governor's Housing Conference, TBD

[Preservation Virginia](#) Ongoing Events

## Training Attendance Policy

Virginia Main Street (VMS) trainings are an important opportunity to gain new skills, network with other communities, and learn about resources available for downtown revitalization. Every attempt is made to make trainings an excellent learning experience that is convenient and reasonably priced. Because attendance at trainings is important, VMS has developed the following attendance policy.

- ❑ Each Designated Community is expected to attend as follows:

Accreditation by the National Main Street Center (NMSC) is determined by the Local Organization's adherence to and successful fulfillment of the Center's Ten Standards of Performance. Of these Standards is the designated community requirement to conduct a program of ongoing training for staff and volunteers.

To that end, the **local organization agrees to continue program volunteer and staff development in the Main Street Approach by attending training as provided by Virginia Main Street and the National Main Street Center.** Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the Center is highly encouraged.

*-Virginia Main Street Memorandum of Understanding*

- ❑ Attendance by Exploring Main Street and Mobilizing Main Street communities is considered an element of their "active participation" which is necessary to maintain their status.

If you have questions, please contact Virginia Main Street at (804) 371-7171  
or email [mainstreet@dhcd.virginia.gov](mailto:mainstreet@dhcd.virginia.gov).



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**January 14<sup>th</sup>, 2021**

**Agenda Location**

Old Business

**Description**

Following discussions with the AOT Board President, the Community Coordinator began a comprehensive review of AOT's accounting practices, including software. Currently, AOT utilizes QuickBooks for monthly accounting needs, while also utilizing a CPA to enter information into QuickBooks. The monthly cost for QuickBooks is roughly \$25, while the average cost per month for the accountant is \$187.

Included in this packet are quotes from four accounting software companies: Aplos, Publiq, Quickbooks Non-Profit, and Xero.

**Potential Action**

The AOT Board may:

- Select a replacement software from the recommended list
- Direct the Community Coordinator to identify other software solutions
- Take no action

**Attachments**

- Software Quotes



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TRY IT

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## Try Aplos For Free

Everything you need in one place to manage donations, raise money, track your finances, launch your next event, and work with your board to achieve your mission. Start your no-obligation 15-day free trial.

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*\* Offer valid for new customers only.*

## Advanced Accounting Upgrades

 Budget By Fund Or Tag

 Project, Campaign, Or  
Department Reporting

 Custom Role Permissions

 Automatic Recurring Transactions



Fixed Asset Tracking



Income And Expense Allocations



Manage Multiple Entities

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\*All Aplos Suite features included.

*Organizations formed in the past year, or with less than \$50k in annual revenue may qualify for an additional discount.*

## Other Popular Optional Upgrades

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### Integrated Payroll With Gusto

- *Payroll With Direct Deposit*
- *HR And W-2 Services*
- *Automatic Payroll Tax Filings*

*Learn More*



## Bookkeeping Services

- *Monthly Bookkeeping*
- *Financial Reports*
- *1099 Preparation*

*Learn More*

## Implementation Services

- *Account Setup*
- *Data Migration*
- *Integrations & More*

*Learn More*

*\* Standard transaction rates apply for credit card and ACH transaction processing. Credit or debit transactions are 2.9% +\$0.30 per transaction for verified 501(c)(3) organizations, and 1% higher for non-verified. Transaction rates for American Express are 1.1% higher and rates for international cards may vary. ACH transaction rates are 1% +\$0.30 per transaction for verified 501(c)(3) organizations and 1% higher for non-verified organizations. You must have a U.S. or Canadian bank to accept online payments.*



We were looking for a program for our nonprofit that would provide a customer records management system, accounting system and credit card processing. Aplos provides all three at a very affordable price.

**- Joyce H.**

Director

Killeen Independent School District

*Source: [GetApp](#)*

---



# Accounting Suite

PUBLIQ® Software's Accounting Suite simplifies the budget process and allows you to manage general ledger, accounts payable, budgeting, and bank reconciliation within a single application developed to meet Governmental Accounting Standards Board® (GASB) requirements. Streamline administrative functions, proficiently manage employees, and reduce data entry by fully integrating with PUBLIQ's Payroll, Utility Billing, Centralized Collections, Inventory, Fixed Assets, Business License, and Municipal Tax applications.



## MORE TIME FOR WHAT MATTERS MOST

Increase productivity and simplify workflow with intuitive functionality.

- Use step-by-step wizards to guide you through tasks
- Access information from multiple years and funding sources
- Create Due to/Due from entries automatically
- Track and print miscellaneous receipts
- Use a single screen for complete bank reconciliation
- Maintain current balance as checks clear

## SIMPLE PURCHASING AND BUDGETING

Designed with the tools you need for easy budget preparation, analysis, and purchasing.

- Streamline data entry and ensure accuracy with recurring invoices and payments
- Simplify the purchase process with one point of data entry from requisition to invoicing
- Customize employee purchase approval levels

- Track and print vendor information including 1099s
- Use one-time vendors and print individual checks
- Reduce data entry by rolling your budget through the approval stages
- Determine the cost of personnel with payroll budget integration

## FLEXIBLE BUSINESS DATA RETRIEVAL

Analyze data to meet your customers' needs.

- Access dozens of ready-made reports and create your own custom reports
- Create financial reports like Balance Sheets, Income Statements, Budget Worksheets, Revenue Expense reports, and more
- Export data to Excel® and other popular software



# Nonprofit accounting software solution

QuickBooks helps track donations, invoicing, bookkeeping, and all your accounting needs.

[See plans & pricing](#)

[Overview](#) [Track donations and grants](#) [Create reports](#)

Overview

## Your nonprofit helps others. QuickBooks helps you account for it all

### Automate program and fund accounting

With QuickBooks, you can categorize revenue expenditures by fund or program and create custom reports based on the data that matters most to your nonprofit organization.

### Find a complete accounting solution

Fully customizable, QuickBooks Online Plus and QuickBooks Online Advanced help you track budgets by programs or funds in real-time. You can also track donor management, grant management, financial reporting, bank reconciliations, and more.

### Expand capacity and increase protection

Upgrade to [QuickBooks Enterprise Nonprofit](https://quickbooks.intuit.com/desktop/enterprise/industry-solutions/nonprofit/) to easily store and access thousands of donors, vendors, and items. You can also set individual user permissions for more than 115 different activities to further safeguard donor data.



(<https://quickbooks.intuit.com/>)

## Plan for future growth

As your nonprofit grows, upgrading to [QuickBooks Enterprise Nonprofit](https://quickbooks.intuit.com/desktop/enterprise/industry-solutions/nonprofit/) is simple. Accounting features include donation management, church management, and financial statements for larger nonprofit management.

## Connect apps to QuickBooks for a smarter software solution

### NeonCRM

Perfect for the fundraiser on the go. Access your constituent contacts, enter donations, review activities, membership, events, and store purchases right from your mobile device.

### DonorPath

DonorPath matches you to a virtual fundraising coach with a simple, elegant dashboard to identify new opportunities, automate reports, and see donor wealth scores.

### Kindful

Kindful offers fundraising automation, online donation management pages, donor CRM, and reporting tools—all aimed at helping nonprofit organizations fundraise effectively.



# Established

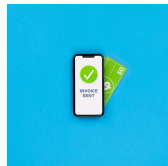
Good for established businesses of all sizes.

- ✓ 24/7 online support
- ✓ Cancel with one month's notice
- ✓ Safe and secure

[Buy the established plan](#)

[View all plans](#)

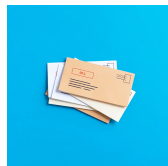
## Included in the established plan



### Send invoices and quotes

Send online invoices and quotes to customers, plus add a payment service.

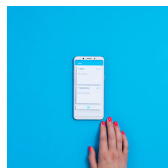
- 🕒 [Send invoices](#)
- 🕒 [Quotes](#)



### Enter bills

Track your bills to pay, schedule bill payments, and pay suppliers in a batch.

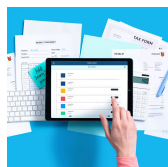
- 🕒 [Pay bills](#)



### Reconcile bank transactions

Match your bank statement and Xero transaction data to keep them in sync.

- 🕒 [Bank reconciliation](#)

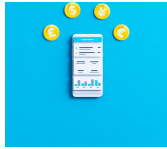


### Capture bills and receipts with Hubdoc

Pull bills and receipts into Xero automatically with Hubdoc. Store all your documents online in one place.

- 🕒 [Capture data](#)

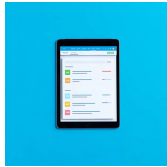




### **Use multiple currencies**

Automatically track gains and losses, invoice, and accept payments across multiple currencies.

[Multi-currency accounting](#)



### **Track projects**

Quote, invoice and get paid for jobs, plus keep track of time, costs and project profitability within Xero.

[Track projects](#)

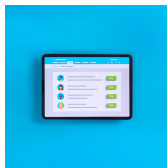


### **Claim expenses**

Simplify employee expense claims. Capture costs, submit, approve and reimburse claims, and view spending.

[Claim expenses](#)

## **Optional add-ons**



### **Gusto payroll, integrated with Xero**

Use Gusto payroll to calculate pay and deductions, pay employees, simplify compliance, and update the Xero accounts.

[Payroll with Gusto](#)

## **Features in every plan**

[Bank connections](#)

[Inventory](#)

[Reporting](#)

[Accept payments](#)

**Purchase orders**

**Files**

**Contacts and smartlists**

**Sales tax**



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**January 14<sup>th</sup>, 2021**

**Agenda Location**

Old Business

**Description**

On 09/21/20, DHCD staff met virtually with AOT's Main Street Coordinator, Kirsten Aherron, and Board President, Ed Soto, to review the organization's application, sharing recommendations and additional feedback. As currently proposed, DHCD will not consider approving the boundary amendment at this time, and recommended a smaller expansion (one or two blocks)

**Potential Actions**

The AOT Board may:

- Approve a smaller boundary expansion as recommended by DHCD staff
- Table the discussion for a future meeting
- Take no action

**Attachments**

- DHCD Summary Document
- Boundary Expansion Map



## AOT Boundary Amendment Application Virginia Main Street (VMS) Feedback

### AOT Boundary Amendment:

- AOT's current district spans three blocks and includes 66 buildings (10 vacancies), maintaining a 15% vacancy rate. The proposed boundary amendment seeks to expand the district by six blocks, adding 57 new buildings. If fully expanded, AOT's district boundaries would include 123 buildings, and the length of the district would span one mile.

### Application Review:

- On 09/21/20, DHCD staff met virtually with AOT's Main Street Coordinator, Kirsten Aherron, and Board President, Ed Soto, to review the organization's application, sharing recommendations and additional feedback. As currently proposed, DHCD will not consider approving the boundary amendment at this time, and the following is a summary of shared feedback and recommendations for the board's consideration.

### DHCD Feedback:

- *Traditional Main Street Districts*
  - The VMS program was designed to address the need for revitalization and on-going management of small to mid-sized downtowns. After carefully examining the proposed expansion, DHCD staff is concerned about the pedestrian scale and orientation of the enlarged commercial district, and the amendment would compromise the district's compact walkability and traditional historic downtown character.
  - The six block expansion mainly focuses on the Town of Altavista's Main Street *corridor* that includes numerous non-contributing buildings and irregular setbacks that don't contribute to a critical mass of structures that would be eligible for frequently used rehabilitation incentives. The full boundary amendment may not assure a physical setting conducive to applying the Four Points of the Main Street approach. The corridor does not represent an area where AOT's core revitalization effort should be focused, but rather a long passageway that leads residents and visitors into the heart and soul of Altavista. While the corridor could and should be considered for vacancies, aesthetics, wayfinding and other improvements, it is outside of the scope of a designated program's mission.
- *Organizational Capacity*
  - Throughout the past year, AOT has improved the Main Street organization's ability to fulfill its mission through a blend of sound management, strong governance and dedication to assessing and achieving results. However, the organization continues to work on other key areas that weigh heavily on internal effectiveness and external impact, such as resource development. DHCD staff are concerned the full boundary expansion would be too much, too soon for a program that has made great strides in organizational development but still has areas to address.



- AOT's current Main Street Coordinator remains fairly new to the position and the organization's sole staff member. Given AOT's limited staff, the full expansion may overburden staff and strain finite resources, leading to instability and burn out.
- Attempting to undertake an expansion that nearly doubles the district's current building inventory will prove challenging due the organization's lack of financial strength to fuel new revitalization programs and initiatives. It's important to note that Altavista's local government supports and encourages the boundary expansion, but no additional public funding has been committed to aid AOT's efforts to expand the district boundaries. It's also worth mentioning that an explanation as to how the Main Street organization would accommodate the increased demand on services needed to support new business and/or property owners was not provided (Question 4 of the Boundary Amendment Application).

**DHCD Recommendation:**

- *Strategy Driven Expansion*
  - Based on the discussion had with AOT's Main Street Coordinator and Board President, DHCD staff recommends that Altavista's Main Street program seek to expand current district boundaries by one or two blocks, rather than overextend the expansion request. The smaller expansion could serve as the initial step of a phased approach to growing AOT's footprint and economic impact while lessening the risk of mission drift.
  - AOT's desire to offer services to more local businesses, fill vacancies and uplift the voices and ideas of minority entrepreneurs and residents remains critical, but the current district maintains a 15% vacancy rate. AOT should look to engage stakeholders outside of the organization's defined area without having to expand the district's Main Street boundaries outside of a traditional footprint. Through targeted grant programs and partnerships, AOT can work alongside the locality, Chamber of Commerce, Economic Development Association (EDA) and others to improve the economic and physical conditions along Altavista's Main Street corridor. AOT can also diversify its board of directors, committees and overall volunteer network by identifying missing voices, inviting minority business owners and residents to be a part of the revitalization process and showcasing *why* their voices matter.
  - DHCD staff recommend AOT reexamine the organization's proposed expansion, reconsider what's mission critical and submit a revised amendment request that reflects recommended changes.

If there are any questions, please don't hesitate to contact:

**Zachary Whitlow**

Program Administrator  
Virginia DHCD  
zachary.whitlow@dhcd.virginia.gov  
Office: (804) 371-7069  
Cell: (434) 917-3202

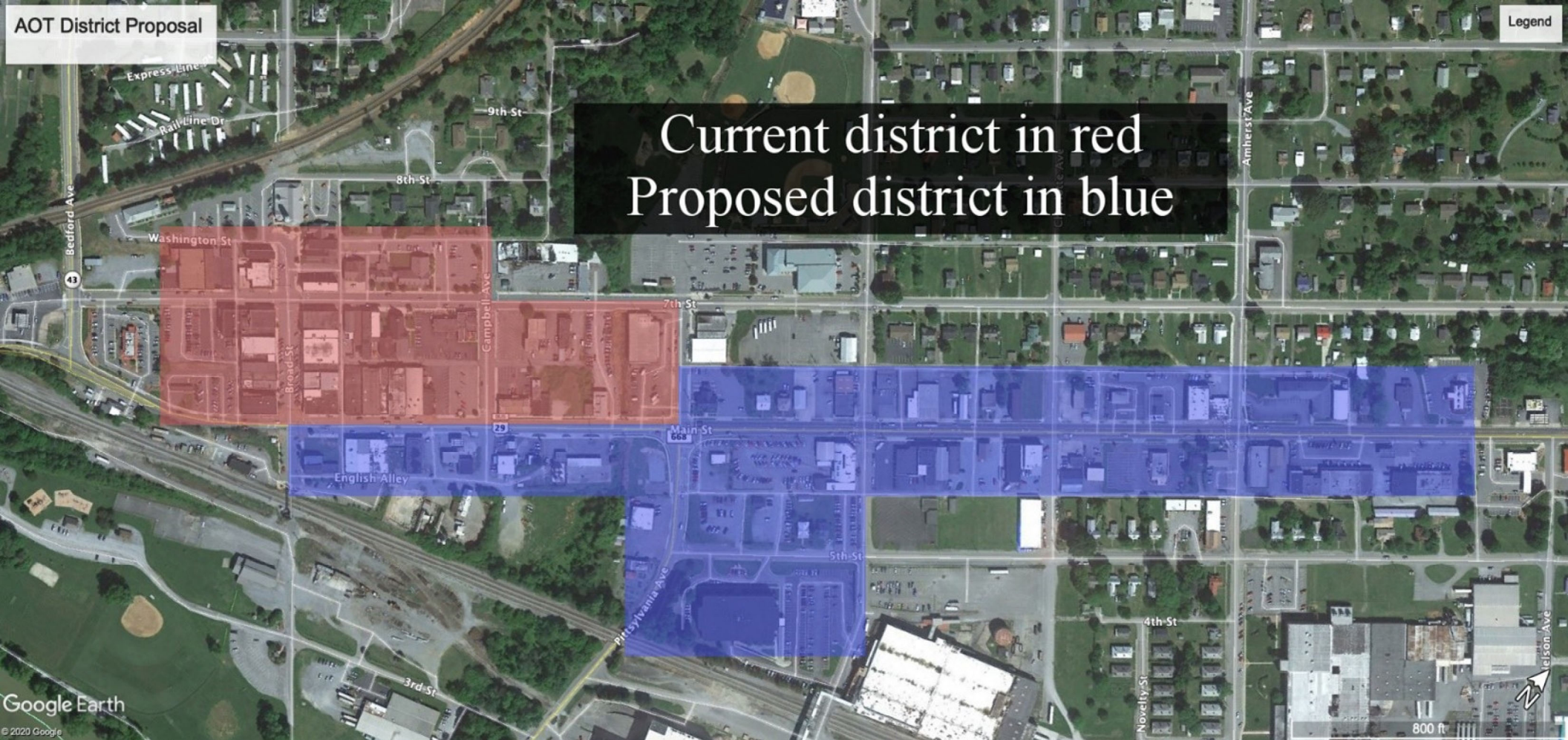
**Joy Rumley**

Program Manager  
Virginia DHCD  
joy.rumley@dhcd.virginia.gov  
Work Cell: (276) 274-3378

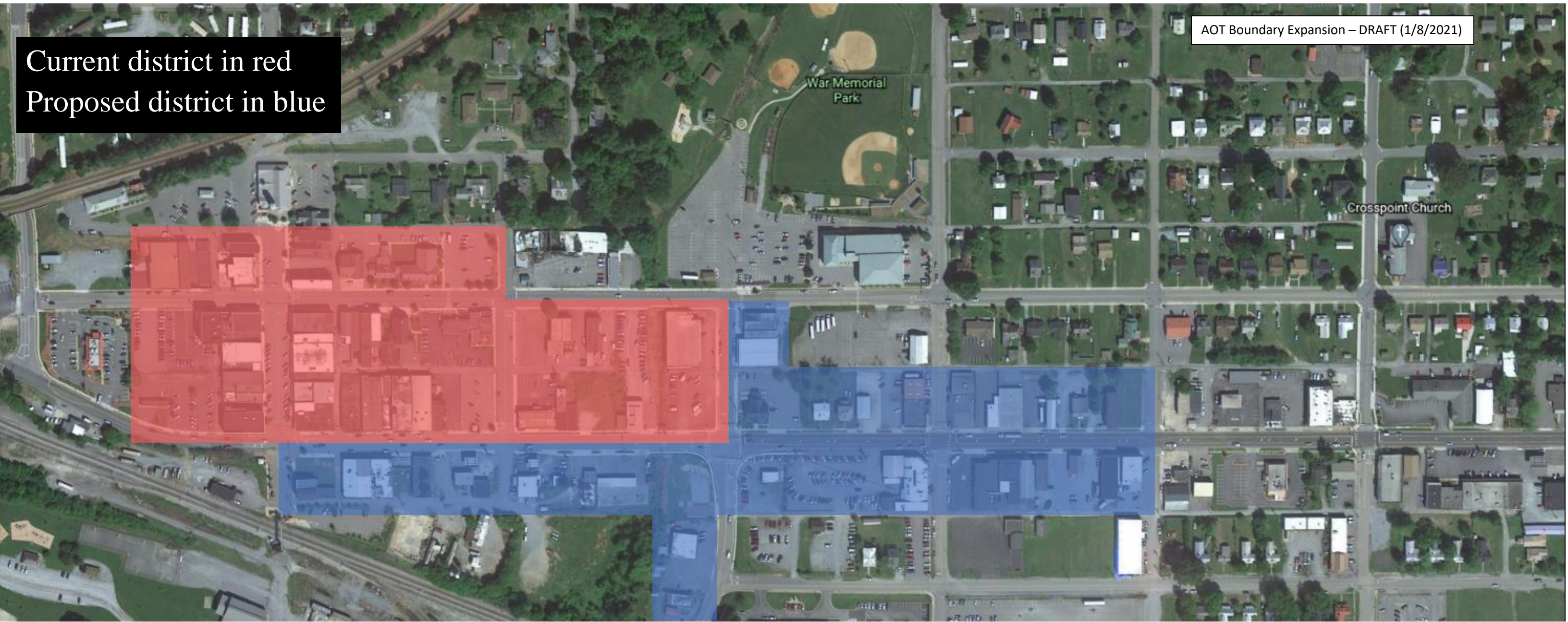
AOT District Proposal

Legend

Current district in red  
Proposed district in blue



Current district in red  
Proposed district in blue





**Agenda Cover Sheet**  
**AOT Board Meeting**  
**January 14<sup>th</sup>, 2021**

**Agenda Location**

Old Business

**Description**

The Pop-Up Program is designed to serve as a business incubator for local businesses looking to explore a downtown location without the long-term risk and commitment. The program caters to individuals who are opening a new business or those interested in moving a business from a home occupation to a retail location. Altavista On Track will provide:

1. Business planning and set-up in collaboration with the Lynchburg Region SBDC,
2. Assistance in establishing a lease between business owner and building owner,
3. Three months of rent and utilities,
4. Financial and technical assistance to establish a strong online presence,
5. Continued check-ins, education, and mentorship.

Following the first iteration of the Pop-Up Program, the AOT Board President and the Community Coordinator explored the possibility of modifying the program to attract a greater interest from the community. The deadline of the program was December 1<sup>st</sup>, 2020, in which AOT had not received any applications. However, prior to the deadline, several individuals reached out to inquire about program specifics. Specifically, one individual asked if the program applied to any vacant building in the Downtown district.

**Potential Actions**

The AOT Board may:

- Recommend modifications to the Community Coordinator
- Assign the item to a committee for further review
- Table the item to a future meeting
- Take no action

**Attachments**

- Application and MOU



## Altavista On Track Pop-Up Program

This application is open to new or existing businesses wishing to locate/relocate to Altavista's Main Street District (bordered by Bedford Ave, 7<sup>th</sup> Street, Main Street, and Pittsylvania Ave). Any vacant building in the AOT district is eligible for this grant program. For a complete list of vacant downtown buildings, please visit the AOT website at [www.altavistaontrack.net](http://www.altavistaontrack.net).

This grant program will provide new or existing businesses with coverage of rent and utilities for three months (up to \$1,000). The goal is to give new businesses a boost and a chance to get established before taking on the expenses of a brick-and-mortar business.

If you have questions, please contact George Sandridge, Community Coordinator, at (434)-369-5001 x.111 or at [gtsandridge@altavistava.gov](mailto:gtsandridge@altavistava.gov).

### Prior to applying for this grant:

- ◆ Business owner must contact Sharon D. Williams, AICP, Community Development Director, at (434)-369-5001 or [sdwilliams@altavistava.gov](mailto:sdwilliams@altavistava.gov) to review building and zoning regulations.

### Application Instructions:

Fill out and sign a grant application. Return to Altavista On Track by *insert date*.

- ◆ Applications are available:
  - To fill out online at [www.altavistaontrack.net](http://www.altavistaontrack.net)
  - To download as a PDF at [www.altavistaontrack.net](http://www.altavistaontrack.net)
- ◆ Applications may be submitted in the following manner:
  - Electronically signed and filled out online at [www.altavistaontrack.net](http://www.altavistaontrack.net)
  - Signed and emailed as a PDF to [downtownaltavista@gmail.com](mailto:downtownaltavista@gmail.com)
  - Mailed to PO Box 283 Altavista, VA 24517

## APPLICATION

Name of Business: \_\_\_\_\_

Business Owner Name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Business Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

- 
1. Have you contacted the Altavista Community Development Department to review your plan?
  2. How many years of business experience do you have?
  3. What kind of business to you plan to open in downtown Altavista?
  4. Do you have a business plan? If so, please provide it with this application.
  5. What former business ventures have you participated in?

6. Please provide three references including name, phone number, email, and relationship.



By signing below, I certify that all the information I have provided is true and correct.

Applicant Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

***For AOT Use Only:***

Reviewed By: \_\_\_\_\_ Main Street Coordinator      \_\_\_\_\_ EV Committee      \_\_\_\_\_ AOT Board

Application Approved: \_\_\_\_\_ Yes      \_\_\_\_\_ No

## Altavista Pop-up Memorandum of Understanding

- ⇒ This contract is an agreement between Altavista on Track (AOT) and \_\_\_\_\_.
- ⇒ AOT will facilitate a relationship between \_\_\_\_\_ and a downtown property owner, however \_\_\_\_\_ will enter into their own lease agreement with the property owner. If \_\_\_\_\_ enters a lease with a property owner that is more than three months, AOT is not responsible for paying any rent or utilities after the date of \_\_\_\_\_.
- ⇒ AOT agrees to pay \_\_\_\_\_'s rent and Town utilities (water/sewer) for three months from the date of \_\_\_\_\_ to \_\_\_\_\_. AOT will write a check directly to the property owner on behalf of \_\_\_\_\_. After the three-month agreement between AOT and \_\_\_\_\_ has concluded, \_\_\_\_\_ will be solely responsible for continuing to pay rent to the PROPERTY OWNER for the duration of the lease agreed to between \_\_\_\_\_ and the downtown property owner.
- ⇒ \_\_\_\_\_ agrees to a formal check-in within 45 days with Altavista on Track.
- ⇒ \_\_\_\_\_ will take at least one small business course from the Small Business Development Center – Lynchburg Region, during the three-month assistance period.
- ⇒ \_\_\_\_\_ will provide feedback and reporting at the close of the 3-month contract.

*By signing below, I agree to the terms listed above.*

Applicant Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

AOT Representative: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_