



*Rev. Ed Soto, President
Regina Adams, Vice-President
Katie Lane, Secretary
Andria Smith, Treasurer*

*Kathy Davis
Jeremy Funderburk
Dr. Scott Lowman
Yolanda Stone
Robert Pate*

*Vice-Mayor Reggie Bennett, Ex-Officio
Sharon D. Williams, AICP – Ex-Officio
George T. Sandridge – Main Street Coordinator*

AGENDA

Thursday, January 20, 2022 at 6:00 PM

Town Hall – Large Conference Room

1. Welcome/Call to Order
2. Determination of a Quorum
3. Approval of Consent Agenda
 - a. Meeting Minutes – November 11th, 2021
 - b. Monthly Financials – November 2021
 - c. Monthly Financials – December 2021
4. Old Business
 - a. 15th Annual Gibley Jog 5K
 - b. 2022 Altavista River Fest
5. New Business
 - a. Downtown Business Investment Grant – Application Review
 - b. Downtown Market Analysis
6. Main Street Coordinator Updates
7. Additional Matters from the Board
8. Adjournment

Next meeting: February 17th, 2022 @ 6:00 PM



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

Consent Agenda

Agenda Location

#3

Description

- Includes the following:
 - a. Meeting Minutes
 - November 11, 2021
 - b. Monthly Financials
 - November 2021

Altavista On Track Board of Directors Meeting

November 11, 2021

A regularly scheduled meeting for the Altavista On Track Board of Directors was held at the Altavista Presbyterian Church on November 11, 2021 at 6:00 PM.

Board Members Present: Rev. Ed Soto, President
Regina Adams, Vice-President
Yolanda Stone
Jeremy Funderburk

Board Members Absent: Katie Lane, Secretary
Andria Smith, Treasurer
Kathy Davis
Dr. Scott Lowman
Robert Pate

Ex-Officio Members Present: Reggie Bennett, Vice-Mayor

Ex-Officio Members Absent: Sharon D. Williams, Community Development Director

Staff Present: George T. Sandridge, Main Street Coordinator

Others: *None*

1. Welcome and Call to Order

AOT President Rev. Ed Soto called the meeting to order at 6:00 PM.

2. Determination of a Quorum

Rev. Soto confirmed there was a quorum present.

3. Consent Agenda

Motion was made by Mrs. Adams and seconded by Mrs. Stone to approve the consent agenda as presented.

VOTE: Regina Adams – AYE
Jeremy Funderburk – AYE
Rev. Ed Soto – AYE
Yolanda Stone – AYE

4. Old Business

a. 2021 Giblet Jog

Mr. Sandridge provided an update on the 2021 Giblet Jog, scheduled to take place on Thursday, November 25th (Thanksgiving Day). He stated that as of November 1st, there were 114 runners signed up to participate. AOT also secured the sponsorships of 12 businesses totaling \$5,875.

Rev. Soto asked if there were any additional comments or questions from the Board, which there were none.

b. 2022 Vista BBQ Festival

Mr. Sandridge informed the Board that the special event permit for the 2022 Vista BBQ Festival was approved at the November 9th Town Council meeting. The event is scheduled for Saturday, October 1st from 12:00 PM to 8:30 PM at English Park. Mr. Sandridge also stated that AOT's application to the Kansas City Barbecue Society (KCBS) for a sanctioned BBQ competition was approved.

Mr. Funderburk asked if the BBQ competitors would be allowed to set up on Friday, September 30th.

Mr. Sandridge stated that the competitors would be permitted to arrive on Friday to set up and begin the cooking process. He also stated that Town Council waived the camping restriction for the BBQ competitors, which will allow teams traveling from long distances to bring a camper. Mr. Sandridge stated that he would be working with Tom Fore, Public Services Director, to ensure all competitors have access to water and electricity.

Rev. Soto asked if there were any additional comments or questions from the Board, which there were none.

5. New Business

a. 2022 Spring Festival

Mr. Sandridge reminded the Board that at the October 14th Board meeting, AOT voted to explore a potential spring festival and organized a festival committee to begin the process. The committee (Regina Adams, Colin Adams, Katie Lane, Jeremy Funderburk, and Natalie Orsini) met with the Community Development Director and Main Street Coordinator on November 1st to discuss the details of a spring festival. The committee recommended that AOT pursue a spring festival on May 14th at English Park.

Mrs. Stone inquired about the details of the spring festival.

Mr. Sandridge stated that the spring festival will occur Saturday, May 14th from 12:00 to 6:00 at English Park, and will share some similarities with the Uncle Billy's BBQ Festival. Live music from various bands will be played on the Booker Building stage throughout the event. A variety of food/dessert trucks will be set up throughout the park, and alcohol vendors (breweries, distilleries, and wineries) will be present to sell to the public. Balloon twisting, face painting, caricature artist, and a petting zoo will be present to provide entertainment to the children. In addition, several high-end artisan vendors will be available to sell their wares to attendees.

Rev. Soto asked if there were any additional comments or questions from the Board, which there were none.

VOTE: Regina Adams – AYE
Jeremy Funderburk – AYE
Yolanda Stone – AYE
Rev. Ed Soto – AYE

6. Main Street Coordinator Updates

There were no additional updates from the Main Street Coordinator.

7. Additional Matters from the Board

There were no additional matters from the board members present.

8. Adjournment

Hearing no further discussion, Rev. Soto asked for a motion to adjourn the meeting. Motion was made by Mrs. Adams and seconded by Mrs. Stone.

VOTE: Regina Adams – AYE
Yolanda Stone – AYE
Rev. Ed Soto – AYE

The meeting was adjourned at 7:14 PM.



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

Consent Agenda

Agenda Location

#3b

Description

November 2021

	<i>This Month</i>	<i>YTD</i>
<i>Revenue</i>	\$21,396.97	\$85,508.82
<i>Expense</i>	\$10,572.27	\$91,276.48
Total	\$10,824.70	\$5,767.66

**Altavista On Track
November 2021 Revenue Report**

	THIS	YEAR TO	APPROVED	BUDGET
REVENUE	MONTH	DATE	2021-2022	REMAINING
<u>SAVINGS ACCOUNT</u>				
SAVING INTEREST	\$0.00	\$0.00	\$25.00	\$25.00
SUBTOTAL :	\$0.00	\$0.00	\$25.00	\$25.00
<u>DONATIONS</u>				
CORPORATE	\$0.00	\$0.00	\$0.00	\$0.00
INDIVIDUAL	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>TOWN OF ALTAVISTA</u>				
ANNUAL ALLOCATION	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00
SUBTOTAL:	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00
<u>GRANTS</u>				
FEDERAL	\$0.00	\$0.00	\$0.00	\$0.00
STATE	\$10,000.00	\$15,000.00	\$0.00	-\$15,000.00
PRIVATE	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$10,000.00	\$15,000.00	\$0.00	-\$15,000.00
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
SPONSORSHIP	\$0.00	\$12,500.00	\$12,000.00	-\$500.00
TICKET SALES	-\$713.49	\$25,369.19	\$24,000.00	-\$1,369.19
COMPETITOR FEES	\$0.00	\$725.63	\$1,125.00	\$399.37
VENDOR FEES	\$0.00	\$411.16	\$500.00	\$88.84
ALCOHOL (GROSS REVENUE)	\$0.00	\$10,590.12	\$12,000.00	\$1,409.88
TOWN ALLOCATION				
SUBTOTAL:	-\$713.49	\$49,596.10	\$49,625.00	\$28.90
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$4,480.00	\$7,235.88	\$0.00	-\$7,235.88
FAÇADE GRANT	\$1,166.46	\$1,166.46	\$0.00	-\$1,166.46
SUBTOTAL:	\$5,646.46	\$8,402.34	\$0.00	-\$8,402.34
<u>GIBLET JOG</u>				
SPONSORSHIP	\$4,625.00	\$6,000.00	\$7,500.00	\$1,500.00
PARTICIPATION	\$1,733.09	\$1,906.47	\$5,000.00	\$3,093.53
SUBTOTAL:	\$6,358.09	\$7,906.47	\$12,500.00	\$4,593.53
<u>GOLF TOURNAMENT</u>				
SPONSORSHIP	\$0.00	\$1,125.00	\$500.00	-\$625.00
PARTICIPATION	\$0.00	\$873.00	\$5,400.00	\$4,527.00
SUBTOTAL:	\$0.00	\$1,998.00	\$5,900.00	\$3,902.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$105.91	\$105.91	\$750.00	\$644.09
SUBTOTAL:	\$105.91	\$105.91	\$750.00	\$644.09
TOTAL REVENUE:	\$21,396.97	\$85,508.82	\$84,050.00	-\$1,458.82

Altavista On Track
November 2021 Expense Report

EXPENSE	THIS MONTH	YEAR TO DATE	APPROVED 2021-2022	BUDGET REMAINING
<u>CREDIT CARD</u>				
VISA 0089	\$4,247.31	\$4,247.31	\$0.00	-\$4,247.31
SUBTOTAL:	\$4,247.31	\$4,247.31	\$0.00	-\$4,247.31
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
BBQ COMPETITION PRIZES	\$0.00	\$2,600.00	\$2,600.00	\$0.00
ADVERTISING	\$1,246.36	\$12,835.32	\$7,000.00	-\$5,835.32
SUPPLIES	\$0.00	\$5,510.56	\$5,000.00	-\$510.56
EVENT GLASSES/TOKENS	\$0.00	\$2,406.86	\$1,250.00	-\$1,156.86
MUSIC & SOUND	\$0.00	\$6,800.00	\$3,400.00	-\$3,400.00
ALCOHOL (GROSS EXPENSE)	\$745.00	\$9,818.87	\$6,000.00	-\$3,818.87
LIGHTING	\$0.00	\$792.00	\$750.00	-\$42.00
SECURITY	\$0.00	\$1,260.00	\$1,500.00	\$240.00
EVENT INSURANCE	\$0.00	\$800.00	\$800.00	\$0.00
TRASH REMOVAL	\$0.00	\$309.16	\$525.00	\$215.84
BATHROOMS/SINK STATIONS	\$0.00	\$836.94	\$950.00	\$113.06
CHILDREN'S ENTERTAINMENT	\$0.00	\$4,505.00	\$2,000.00	-\$2,505.00
FIREWORKS	\$0.00	\$7,525.00	\$7,500.00	-\$25.00
BBQ MEALS	\$0.00	\$6,777.00	\$6,000.00	-\$777.00
SUBTOTAL:	\$1,991.36	\$62,776.71	\$45,275.00	-\$17,501.71
<u>ADVERTISING/MARKETING</u>				
RADIO/TV	\$0.00	\$0.00	\$800.00	\$800.00
PRINT	\$0.00	\$0.00	\$200.00	\$200.00
DIGITAL	\$187.00	\$419.05	\$500.00	\$80.95
SUBTOTAL:	\$187.00	\$419.05	\$1,500.00	\$1,080.95
<u>BANK CHARGES</u>				
BANK CHARGES	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>CHARITABLE DONATIONS</u>				
CHARITABLE DONATIONS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>COMMUNITY SUPPORT</u>				
COMMUNITY SUPPORT	\$0.00	\$84.80	\$500.00	\$415.20
SUBTOTAL:	\$0.00	\$84.80	\$500.00	\$415.20

<u>DUES & SUBSCRIPTIONS</u>				
DUES & SUBSCRIPTIONS	\$382.50	\$1,255.04	\$2,500.00	\$1,244.96
SUBTOTAL:	\$382.50	\$1,255.04	\$2,500.00	\$1,244.96
<u>EMPLOYEE BENEFITS</u>				
PROFESSIONAL DEVELOPMENT	\$0.00	\$382.71	\$750.00	\$367.29
INTERN SERVICES	\$0.00	\$0.00	\$2,500.00	\$2,500.00
SUBTOTAL:	\$0.00	\$382.71	\$3,250.00	\$2,867.29
<u>INSURANCE</u>				
DIRECTORS/OFFICERS	\$0.00	\$0.00	\$700.00	\$700.00
LIABILITY	\$0.00	\$0.00	\$1,350.00	\$1,350.00
ANNUAL SURETY	\$0.00	\$326.03	\$330.00	\$3.97
SUBTOTAL	\$0.00	\$326.03	\$2,380.00	\$2,053.97
<u>LICENSES/PERMITS</u>				
LICENSES/PERMITS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEALS</u>				
MEALS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEETING EXPENSES</u>				
MEETING EXPENSES	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$0.00	\$0.00	\$100.00	\$100.00
<u>OFFICE SUPPLIES</u>				
OFFICE SUPPLIES	\$765.07	\$843.58	\$250.00	-\$593.58
SUBTOTAL:	\$765.07	\$843.58	\$250.00	-\$593.58
<u>POSTAGE</u>				
POSTAGE	\$0.00	\$375.85	\$500.00	\$124.15
SUBTOTAL:	\$0.00	\$375.85	\$500.00	\$124.15
<u>PROFESSIONAL FEES</u>				
ATTORNEY	\$0.00	\$75.00	\$0.00	-\$75.00
BOOKKEEPING	\$75.00	\$690.92	\$1,800.00	\$1,109.08
CONSULTING	\$0.00	\$0.00	\$0.00	\$0.00
TAXES	\$0.00	\$0.00	\$0.00	\$0.00
AUDIT	\$0.00	\$0.00	\$1,500.00	\$1,500.00
SUBTOTAL:	\$75.00	\$765.92	\$3,300.00	\$2,534.08
<u>TRAVEL</u>				

AIRFARE	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRAVEL	\$40.90	\$40.90	\$100.00	\$59.10
LODGING	\$0.00	\$0.00	\$0.00	\$0.00
MEALS	\$26.45	\$26.45	\$0.00	-\$26.45
TRANSPORTATION/PARKING	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$67.35	\$67.35	\$100.00	\$32.65
<u>UNCATEGORIZED EXPENSES</u>				
UNCATEGORIZED EXPENSES	\$0.00	\$587.09	\$575.00	-\$12.09
SUBTOTAL:	\$0.00	\$587.09	\$575.00	-\$12.09
<u>PETTY CASH</u>				
PETTY CASH	\$575.00	\$575.00	\$0.00	-\$575.00
SUBTOTAL:	\$575.00	\$575.00	\$0.00	-\$575.00
<u>PROJECTS</u>				
FUTURE PROJECTS	\$0.00	\$6,773.33	\$6,500.00	-\$273.33
SUBTOTAL:	\$0.00	\$6,773.33	\$6,500.00	-\$273.33
<u>WEBSITE</u>				
WEBSITE HOSTING	\$246.14	\$246.14	\$150.00	-\$96.14
WEBSITE REDESIGN	\$0.00	\$1,925.00	\$2,250.00	\$325.00
SUBTOTAL:	\$246.14	\$2,171.14	\$2,400.00	\$228.86
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$975.00	\$4,065.70	\$10,000.00	\$5,934.30
FAÇADE GRANT	\$59.49	\$1,106.97	\$0.00	-\$1,106.97
LUNCH & LEARN	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$1,034.49	\$5,172.67	\$10,100.00	\$4,927.33
<u>GIBLET JOG</u>				
AWARDS	\$98.74	\$98.74	\$250.00	\$151.26
ADVERTISING	\$381.46	\$1,006.46	\$2,000.00	\$993.54
SHIRTS	\$0.00	\$0.00	\$1,500.00	\$1,500.00
EVENTS COORDINATOR	\$0.00	\$0.00	\$1,250.00	\$1,250.00
SUPPLIES	\$40.54	\$40.54	\$100.00	\$59.46
SUBTOTAL:	\$520.74	\$1,145.74	\$5,100.00	\$3,954.26
<u>GOLF TOURNAMENT</u>				
GOLF TOURNAMENT	\$0.00	\$818.44	\$2,500.00	\$1,681.56
SUBTOTAL:	\$0.00	\$818.44	\$2,500.00	\$1,681.56
<u>SCARECROW STROLL</u>				
AWARDS	\$0.00	\$0.00	\$50.00	\$50.00

ADVERTISING	\$0.00	\$0.00	\$50.00	\$50.00
SUPPLIES	\$0.00	\$0.00	\$50.00	\$50.00
SUBTOTAL:	\$0.00	\$0.00	\$150.00	\$150.00
<u>CHALK FEST</u>				
CHALK FEST	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>FOOD TRUCKS</u>				
FOOD TRUCKS	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$0.00	\$756.34	\$500.00	-\$256.34
SUBTOTAL:	\$0.00	\$756.34	\$500.00	-\$256.34
<u>BLOCK PARTY</u>				
BLOCK PARTY	\$0.00	\$300.00	\$500.00	\$200.00
SUBTOTAL:	\$0.00	\$300.00	\$500.00	\$200.00
<u>MURALS</u>				
MURALS	\$0.00	\$0.00	\$5,000.00	\$5,000.00
SUBTOTAL:	\$0.00	\$0.00	\$5,000.00	\$5,000.00
TOTAL EXPENSE:	\$10,572.27	\$91,276.48	\$93,480.00	\$2,203.52



Agenda Cover Sheet
AOT Board Meeting
January 13, 2022

Agenda Item

Consent Agenda

Agenda Location

#3c

Description

December 2021

	<i>This Month</i>	<i>YTD</i>
<i>Revenue</i>	\$17,315.43	\$105,583.34
<i>Expense</i>	\$13,266.30	\$103,547.90
Total	\$4,049.13	\$2,035.44

Altavista On Track
December 2021 Revenue Report

	THIS	YEAR TO	APPROVED	BUDGET
REVENUE	MONTH	DATE	2021-2022	REMAINING
<u>SAVINGS ACCOUNT</u>				
SAVING INTEREST	\$2,821.59	\$2,821.59	\$25.00	-\$2,796.59
SUBTOTAL :	\$2,821.59	\$2,821.59	\$25.00	-\$2,796.59
<u>DONATIONS</u>				
CORPORATE	\$0.00	\$0.00	\$0.00	\$0.00
INDIVIDUAL	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>TOWN OF ALTAVISTA</u>				
ANNUAL ALLOCATION	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00
SUBTOTAL:	\$0.00	\$2,500.00	\$5,000.00	\$2,500.00
<u>GRANTS</u>				
FEDERAL	\$0.00	\$0.00	\$0.00	\$0.00
STATE	\$0.00	\$15,000.00	\$0.00	-\$15,000.00
PRIVATE	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$15,000.00	\$0.00	-\$15,000.00
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
SPONSORSHIP	\$0.00	\$12,500.00	\$12,000.00	-\$500.00
TICKET SALES	\$0.00	\$25,369.19	\$24,000.00	-\$1,369.19
COMPETITOR FEES	\$0.00	\$725.63	\$1,125.00	\$399.37
VENDOR FEES	\$0.00	\$411.16	\$500.00	\$88.84
ALCOHOL (GROSS REVENUE)	\$0.00	\$13,411.71	\$12,000.00	-\$1,411.71
TOWN ALLOCATION				
SUBTOTAL:	\$0.00	\$52,417.69	\$49,625.00	-\$2,792.69
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$0.00	\$7,235.88	\$0.00	-\$7,235.88
FAÇADE GRANT	\$9,667.60	\$10,834.06	\$0.00	-\$10,834.06
SUBTOTAL:	\$9,667.60	\$18,069.94	\$0.00	-\$18,069.94
<u>GIBLET JOG</u>				
SPONSORSHIP	-\$62.50	\$5,937.50	\$7,500.00	\$1,562.50
PARTICIPATION	\$4,461.29	\$6,367.76	\$5,000.00	-\$1,367.76
SUBTOTAL:	\$4,398.79	\$12,305.26	\$12,500.00	\$194.74
<u>GOLF TOURNAMENT</u>				
SPONSORSHIP	\$0.00	\$1,125.00	\$500.00	-\$625.00
PARTICIPATION	\$0.00	\$873.00	\$5,400.00	\$4,527.00
SUBTOTAL:	\$0.00	\$1,998.00	\$5,900.00	\$3,902.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$364.95	\$470.86	\$750.00	\$279.14
SUBTOTAL:	\$364.95	\$470.86	\$750.00	\$279.14
TOTAL REVENUE:	\$17,252.93	\$105,583.34	\$74,050.00	-\$31,533.34

Altavista On Track
December 2021 Expense Report

EXPENSE	THIS MONTH	YEAR TO DATE	APPROVED 2021-2022	BUDGET REMAINING
<u>CREDIT CARD</u>				
VISA 0089	\$1,404.24	\$5,651.55	\$0.00	-\$5,651.55
SUBTOTAL:	\$1,404.24	\$5,651.55	\$0.00	-\$5,651.55
<u>UNCLE BILLY'S BBQ FESTIVAL</u>				
BBQ COMPETITION PRIZES	\$0.00	\$2,600.00	\$2,600.00	\$0.00
ADVERTISING	\$0.00	\$12,835.32	\$10,000.00	-\$2,835.32
SUPPLIES	\$0.00	\$5,510.56	\$5,000.00	-\$510.56
EVENT GLASSES/TOKENS	\$0.00	\$2,406.86	\$1,250.00	-\$1,156.86
MUSIC & SOUND	\$0.00	\$6,800.00	\$3,400.00	-\$3,400.00
ALCOHOL (GROSS EXPENSE)	\$0.00	\$9,818.87	\$6,000.00	-\$3,818.87
LIGHTING	\$0.00	\$792.00	\$750.00	-\$42.00
SECURITY	\$0.00	\$1,260.00	\$1,500.00	\$240.00
EVENT INSURANCE	\$0.00	\$800.00	\$800.00	\$0.00
TRASH REMOVAL	\$0.00	\$309.16	\$525.00	\$215.84
BATHROOMS/SINK STATIONS	\$0.00	\$836.94	\$950.00	\$113.06
CHILDREN'S ENTERTAINMENT	\$0.00	\$4,505.00	\$2,000.00	-\$2,505.00
FIREWORKS	\$0.00	\$7,525.00	\$7,500.00	-\$25.00
BBQ MEALS	\$0.00	\$6,777.00	\$6,000.00	-\$777.00
SUBTOTAL:	\$0.00	\$62,776.71	\$48,275.00	-\$14,501.71
<u>ADVERTISING/MARKETING</u>				
RADIO/TV	\$1,150.00	\$1,150.00	\$800.00	-\$350.00
PRINT	\$104.01	\$104.01	\$200.00	\$95.99
DIGITAL	\$500.00	\$919.05	\$500.00	-\$419.05
SUBTOTAL:	\$1,754.01	\$2,173.06	\$1,500.00	-\$673.06
<u>BANK CHARGES</u>				
BANK CHARGES	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>CHARITABLE DONATIONS</u>				
CHARITABLE DONATIONS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>COMMUNITY SUPPORT</u>				
COMMUNITY SUPPORT	\$0.00	\$84.80	\$500.00	\$415.20
SUBTOTAL:	\$0.00	\$84.80	\$500.00	\$415.20

<u>DUES & SUBSCRIPTIONS</u>				
DUES & SUBSCRIPTIONS	\$0.00	\$1,255.04	\$2,500.00	\$1,244.96
SUBTOTAL:	\$0.00	\$1,255.04	\$2,500.00	\$1,244.96
<u>EMPLOYEE BENEFITS</u>				
PROFESSIONAL DEVELOPMENT	\$0.00	\$382.71	\$750.00	\$367.29
INTERN SERVICES	\$0.00	\$0.00	\$2,500.00	\$2,500.00
SUBTOTAL:	\$0.00	\$382.71	\$3,250.00	\$2,867.29
<u>INSURANCE</u>				
DIRECTORS/OFFICERS	\$0.00	\$0.00	\$700.00	\$700.00
LIABILITY	\$0.00	\$0.00	\$1,350.00	\$1,350.00
ANNUAL SURETY	\$0.00	\$326.03	\$330.00	\$3.97
SUBTOTAL	\$0.00	\$326.03	\$2,380.00	\$2,053.97
<u>LICENSES/PERMITS</u>				
LICENSES/PERMITS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEALS</u>				
MEALS	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$0.00	\$0.00	\$0.00
<u>MEETING EXPENSES</u>				
MEETING EXPENSES	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$0.00	\$0.00	\$100.00	\$100.00
<u>OFFICE SUPPLIES</u>				
OFFICE SUPPLIES	\$0.00	\$843.58	\$250.00	-\$593.58
SUBTOTAL:	\$0.00	\$843.58	\$250.00	-\$593.58
<u>POSTAGE</u>				
POSTAGE	\$0.00	\$375.85	\$500.00	\$124.15
SUBTOTAL:	\$0.00	\$375.85	\$500.00	\$124.15
<u>PROFESSIONAL FEES</u>				
ATTORNEY	\$0.00	\$75.00	\$0.00	-\$75.00
BOOKKEEPING	\$75.00	\$765.92	\$1,800.00	\$1,034.08
CONSULTING	\$0.00	\$0.00	\$0.00	\$0.00
TAXES	\$0.00	\$0.00	\$0.00	\$0.00
AUDIT	\$0.00	\$0.00	\$1,500.00	\$1,500.00
SUBTOTAL:	\$75.00	\$840.92	\$3,300.00	\$2,459.08
<u>TRAVEL</u>				

AIRFARE	\$0.00	\$0.00	\$0.00	\$0.00
LOCAL TRAVEL	\$0.00	\$40.90	\$100.00	\$59.10
LODGING	\$0.00	\$0.00	\$0.00	\$0.00
MEALS	\$0.00	\$26.45	\$0.00	-\$26.45
TRANSPORTATION/PARKING	\$0.00	\$0.00	\$0.00	\$0.00
SUBTOTAL:	\$0.00	\$67.35	\$100.00	\$32.65
<u>UNCATEGORIZED EXPENSES</u>				
UNCATEGORIZED EXPENSES	\$0.00	\$587.09	\$575.00	-\$12.09
SUBTOTAL:	\$0.00	\$587.09	\$575.00	-\$12.09
<u>PETTY CASH</u>				
PETTY CASH	\$0.00	\$575.00	\$0.00	-\$575.00
SUBTOTAL:	\$0.00	\$575.00	\$0.00	-\$575.00
<u>PROJECTS</u>				
FUTURE PROJECTS	\$0.00	\$6,773.33	\$6,500.00	-\$273.33
SUBTOTAL:	\$0.00	\$6,773.33	\$6,500.00	-\$273.33
<u>WEBSITE</u>				
WEBSITE HOSTING	\$0.00	\$246.14	\$150.00	-\$96.14
WEBSITE REDESIGN	\$0.00	\$1,925.00	\$2,250.00	\$325.00
SUBTOTAL:	\$0.00	\$2,171.14	\$2,400.00	\$228.86
<u>ECONOMIC VITALITY</u>				
DBI GRANT	\$0.00	\$4,065.70	\$10,000.00	\$5,934.30
FAÇADE GRANT	\$5,000.00	\$6,606.97	\$0.00	-\$6,606.97
LUNCH & LEARN	\$0.00	\$0.00	\$100.00	\$100.00
SUBTOTAL:	\$5,000.00	\$10,672.67	\$10,100.00	-\$572.67
<u>GIBLET JOG</u>				
AWARDS	\$0.00	\$98.74	\$250.00	\$151.26
ADVERTISING	\$913.00	\$1,919.46	\$2,000.00	\$80.54
SHIRTS	\$2,777.55	\$2,777.55	\$1,500.00	-\$1,277.55
EVENTS COORDINATOR	\$1,280.00	\$1,280.00	\$1,250.00	-\$30.00
SUPPLIES	\$0.00	\$40.54	\$100.00	\$59.46
SUBTOTAL:	\$4,970.55	\$6,116.29	\$5,100.00	-\$1,016.29
<u>GOLF TOURNAMENT</u>				
GOLF TOURNAMENT	\$0.00	\$818.44	\$2,500.00	\$1,681.56
SUBTOTAL:	\$0.00	\$818.44	\$2,500.00	\$1,681.56
<u>SCARECROW STROLL</u>				
AWARDS	\$0.00	\$0.00	\$50.00	\$50.00

ADVERTISING	\$0.00	\$0.00	\$50.00	\$50.00
SUPPLIES	\$0.00	\$0.00	\$50.00	\$50.00
SUBTOTAL:	\$0.00	\$0.00	\$150.00	\$150.00
<u>CHALK FEST</u>				
CHALK FEST	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>FOOD TRUCKS</u>				
FOOD TRUCKS	\$0.00	\$0.00	\$250.00	\$250.00
SUBTOTAL:	\$0.00	\$0.00	\$250.00	\$250.00
<u>CHRISTMAS ORNAMENTS</u>				
CHRISTMAS ORNAMENTS	\$0.00	\$756.34	\$500.00	-\$256.34
SUBTOTAL:	\$0.00	\$756.34	\$500.00	-\$256.34
<u>BLOCK PARTY</u>				
BLOCK PARTY	\$0.00	\$300.00	\$500.00	\$200.00
SUBTOTAL:	\$0.00	\$300.00	\$500.00	\$200.00
<u>MURALS</u>				
MURALS	\$0.00	\$0.00	\$5,000.00	\$5,000.00
SUBTOTAL:	\$0.00	\$0.00	\$5,000.00	\$5,000.00
TOTAL EXPENSE:	\$13,203.80	\$103,547.90	\$96,480.00	-\$7,067.90



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

2021 Giblet Jog

Agenda Location

#4a

Description

The 2021 Giblet Jog took place on November 25th at English Park and was well-attended. The final participant count was 335 runners, which was the high total ever recorded at the event. Between sponsorships, donations, and entry fees, AOT generated a net revenue of **\$6,189**.

Potential Actions

- None at this time

Attachments

- None



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

2022 Altavista River Festival

Agenda Location

#4b

Description

At the October 14th Board meeting, AOT voted to explore a potential spring festival and organized a festival committee to begin the process. The spring festival will occur Saturday, May 14th from 12:00 to 6:00 at English Park, and will share some similarities with the Uncle Billy's BBQ Festival. The event will feature live music, food & dessert trucks, regional breweries & wineries, outdoor recreational exhibits, artisan vendors, lawn games, a petting zoo, and kid's entertainment (balloon twister, face painter, and caricature artist).

The special event permit was approved at the December 14th Town Council meeting.

Potential Actions

- None at this time

Attachments

- None



ALTAVISTA RIVER FEST

**LIVE MUSIC | FOOD/DESSERT TRUCKS
BEER | WINE | ARTISAN VENDORS
PETTING ZOO | LAWN GAMES**

May 14, 2022 ▪ 12:00 PM - 6:00 PM

English Park

206 Pittsylvania Ave, Altavista, VA 24517

Visit www.vistariverfest.com for more info!



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

DBIG – Application Review

Agenda Location

#5a

Description

The Main Street Coordinator received a new application for the Downtown Business Investment Grant program on December 1st from Kaitlin Smith. She will be taking over Styling Boutique, located at 613 Broad Street, from the current owners and rebranding it into a new salon. The Economic Vitality Committee (Vice-Mayor Reggie Bennett, Dr. Scott Lowman, & Yolanda Stone) met on December 16th to review Ms. Smith’s application. The committee unanimously recommended to approve her for the grant program. Her application packet is included in the board packet.

As a reminder, AOT was awarded a \$20,000 grant from the Department of Housing and Community Development (DHCD) in August 2021 to help fund this program.

Potential Actions

- The Board may:
 - Approve the EV Committee’s recommendation and award Ms. Smith the grant
 - Table the item to a future meeting
 - Take no action

Attachments

- Smith Application Packet

Downtown Business Investment Grant – Application

Name of Business: _____

Business Physical Address: _____

Applicant Name: _____

Applicant Mailing Address: _____

Phone: _____

Email: _____

1. Do you have a valid business license in the Town of Altavista?

YES NO

2. If you answered “NO” to question 1, have you spoken to Town of Altavista staff about obtaining a business license?

YES NO

3. Do you have a valid zoning permit from the Town of Altavista for your building?

YES NO

4. If you answered “NO” to question 3, have you spoken to the Community Development Director for the Town of Altavista to discuss zoning requirements?

YES NO

5. Do you have a valid building permit from the Campbell County Building Inspection office?

YES NO NOT REQUIRED

6. If you answered “NO” to question 5, have you spoken to a staff member at the Campbell County Building Inspection office?

YES NO NA

7. How many years of business experience do you have? _____

8. What former business ventures have you participated in?

9. What kind of business do you plan to open in downtown Altavista?

10. A completed business plan is required for new businesses to receive this grant. Do you currently have a completed business plan? NOTE: Existing businesses that are expanding are not required to submit a business plan.

YES NO

11. If you answered “NO” to question 9, do you need assistance completing a business plan for your proposed business?

YES NO NA

12. What is your monthly rent? (include a copy of your lease agreement)

13. How would a Downtown Business Investment grant assist you in starting or expanding your business?

14. Please provide four *non-family* references including name, phone number, email, and relationship.

a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____	a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____
a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____	a) Name: _____ b) Phone: _____ c) Email: _____ d) Relationship: _____

By signing below, I certify that all the information I have provided is true and correct. I also certify that all necessary information has been attached to this application, including a completed business plan. Failure to provide this requested information may result in the delay or denial of my application. I understand that I must contact the Town of Altavista to obtain a zoning permit and the Campbell County Building Inspection office to obtain a building permit if necessary. Release of grant funds shall not occur until these requirements are met. I further understand that Altavista On Track is only responsible for funding the first three months of rent and utilities (up to \$1,250 a month) and is not responsible for other costs, including required repairs and permit fees.

Applicant Name: Kaitlin Smith Date: 12/1/21

Signature: Kaitlin Smith

Perfect Canvas Salon

Business Plan

Prepared by:
Kaitlin Smith

613 Broad St.
Altavista, VA 24517

Executive Summary

Perfect Canvas Salon is a new salon taking over an established salon in downtown Altavista. The salon plans to open as soon as possible after purchasing new equipment, repairing the floors, and freshening up the interior and exterior decor. This salon will be unique to the Altavista area because of the new owner and manager's education and the history that comes with the building. Currently, Perfect Canvas Salon is preparing the legal paperwork for the sale and beginning renovations on the building they are to rent.

The salon will be a limited liability company and will be managed by Kaitlin Smith. Perfect Canvas Salon will be a booth rent salon but will still have a team-oriented environment. Miss Smith plans to engage in continued education so that she may have a salon that is up to date on industry trends. In the future, Perfect Canvas Salon plans to expand into other services in the beauty industry and will become a place for people to get cosmetology education through apprenticeships.

Perfect Canvas Salon will offer high-end services with varying prices to meet customers' needs and budgets. Primarily, they will sell and use Paul Mitchell hair color and products along with other brands like Olaplex and Malibu C. Their primary target market will consist of people in Altavista and surrounding areas, between the ages of 18 to 40, that are adventurous and career oriented.

Company Overview

Company Description

Perfect Canvas Salon will provide services including, but not limited to, hair care, nail care, facial waxing, and makeup services so guests may be comfortable and confident in their own skin. The services will use only professional products and are performed by licensed professionals that are knowledgeable and welcoming.

Perfect Canvas Salon is unique because the owner and manager has extensive, continuing education through the world renowned Paul Mitchell Schools. She also has certifications under Olaplex, #Mydentity color, and Dreamcatcher's Hair Extensions. The salon itself will have history from the previous salon that was at the Perfect Canvas Salon location, since the plan is to keep their legacy going. Perfect Canvas Salon will be a booth rental salon where everyone works together as a team and specializes in different services, but they all can still perform most of the services offered. They also may offer small referral discounts, and complimentary services when combined with other services. This would be sustainable since it would be unique from other competition in the area.

Mission Statement

We aim to perform quality services on our guests to make them feel comfortable and confident in a fun, clean, and professional environment.

Industry Analysis

The beauty industry was \$532 billion at the start of 2019 and is said to be continuing in an upward slope. It is expected that the industry's job outlook will grow 19% between 2020 and 2030. The average pays for cosmetologists and barbers in 2020 was \$27,630 a year, or \$13.28 per hour. Participants in the cosmetology/barber industry have a lot of turnover. Hairstylists and barbers generally continue their journey by starting their own salon, finding a permanent salon home, or renting a salon suite.

Short- and Long- term Goals

Within the next year, Perfect Canvas Salon's goals are to update the salon décor, add more booth renters, and increase clientele. The long-term goals are to expand into other beauty services, such as eyelash extensions and permanent makeup services, and become a salon that offers cosmetology apprenticeships.

Current Status

Currently, Perfect Canvas Salon is in the beginning stages of opening. Kaitlin Smith is purchasing equipment from the previous salon at the same location and working on getting the proper legal paperwork done. She plans to open the salon as soon as possible.

Management

Kaitlin Smith will be the sole owner and manager of the salon. Perfect Canvas Salon will be a Limited Liability Company. The management structure is to have booth renters that follow certain guidelines so the salon is consistent. Ms. Smith has leadership experience from her time at Paul Mitchell the School, where she acted as a manager of the honors class, called Phase Two. Her parents were also small business owners, so she has grown up around people in management positions. In addition to cosmetology school and her parents, Ms. Smith is in her last year of college where she is going for a degree in Business Management.

Business Operations

Perfect Canvas Salon will be located on Broad Street, in the heart of downtown Altavista. The stylists and technicians will rent their booths, but use and sell the same or similar products. The booth renters and owner will go to educational shows and have in-salon education to ensure all the stylists and technicians are up to date on new information and techniques. All services are performed by hand with products made specifically for the client's needs.

The business hours at Perfect Canvas Salon will be Monday through Friday, from 9am to 6pm, and every other Saturday from 10am to 4pm. Perfect Canvas Salon will be primarily by appointment, but will take walk-ins upon availability.

Perfect Canvas Salon will use a point-of-sale system to keep up with record keeping and appointments. The salon will also have a personal accountant to help with any accounting needs and questions.

Market Research

Market Trends

As of today, there are several trends that are relevant to the beauty industry like natural beauty, and personalization. Natural beauty means clear skin, neutral nail colors, and "sun-kissed" hair color. Personalization has always been an evolving trend in the beauty industry since everyone has a different face shape and hair type.

Marketing and Sales

Perfect Canvas Salon will advertise on the salon Instagram and Facebook pages through posts and sponsored advertising. Since stylists and technicians are renting from the salon, there will be an array of pricing, meeting most everyone's budget. The strategy Perfect Canvas Salon will use to market services will mostly be on social media platforms since it is the best way to advertise as a salon, but we will also ask for referrals.

Description of Target Market

Perfect Canvas Salon will be a business to customer company. The primary target market will be towards women and men between the ages of 18 and 40 that are adventurous and career oriented. The secondary target market will be older men and women, that are 41 and up, who like to look and feel younger with beauty services. Customers will be from Altavista and surrounding areas.

Regulations

In the state of Virginia, all booth renters must display their state issued licenses for customers to see. Virginia also requires that the salon itself have a license displayed in plain view. All Virginia DPOR sanitation and safety standards must be followed by all booth renters. In the Town of Altavista, all businesses must have a business license that is displayed, as well.

Neighborhood Impact

The modernization of the building will bring a pleasing aesthetic to the neighborhood Perfect Canvas Salon is located in.

Financial Overview

Product/Service Description

Perfect Canvas Salon will be a full service salon since we will offer hair, nails, waxing, and makeup services starting out. The product lines they will offer include, but are not limited to, Paul Mitchell, Malibu C, Olaplex, #Mydentity, and Pulprior. They will offer services like hair cutting, hair coloring, permanent waves, formal up styling, thermal styling, hair treatments, hair extensions, facial waxing, and makeup application. The nail technician that will booth rent offers manicures, nail enhancements, and pedicures.

The materials Perfect Canvas Salon will use for services include shampoos, conditioners, hair color, perming solutions, wax, and hair styling products from product lines stated previously. The equipment used for their services will include styling chairs, shampoo bowls, salon stations, hairdryers, curling irons, flat irons, scissors, clippers/trimmers, hair clips, color bowls and brushes, perm rods, and whisks.

Perfect Canvas Salon's suppliers for materials will be Cosmoprof and SalonCentric. Both suppliers carry hair product lines, color lines, and tools I will use at the salon.

Growth and Future Goals

For the future of Perfect Canvas Salon, the plan is to expand into other beauty services such as esthetics, barbering, and massage therapy. Marketing for Perfect Canvas Salon will help increase foot traffic, which will increase profits. Price increases will happen periodically to ensure we can provide the services customers want with the best tools and products.

Perfect Canvas Salon

Pro Forma Balance Sheet as of December 31, 2021

Assets

Cash	\$10,000.00
Inventory	\$6,000.00
Fixed Assets	\$7,000.00

Total Assets \$23,000.00

Liabilities

Loan	\$10,000.00
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Total Liabilities \$10,000.00

Equity

Retained earnings	\$6,000.00
-------------------	------------

Total Owner's Equity \$6,000.00

Total Liabilities and Equity \$16,000.00

Three Year Financial Projection for Perfect Canvas Salon

Key Drivers in The Model

First Year Parameters	
Sales Growth Rate	7%
Price	\$68
Cost per unit	12
Tax Rate	16%

Year 1

Month	1	2	3	4	5	6	7	8
Unit Sales (Enter your unit sold in the first month)	45	49	53	57	61	66	71	76
Sales	\$3,060	\$3,332	\$3,604	\$3,876	\$4,148	\$4,488	\$4,828	\$5,168
Booth Rent	\$600	\$600	\$600	\$600	\$600	\$600	\$600	\$600
Cost of Good Sold	\$540.00	\$588.00	\$636.00	\$684.00	\$732.00	\$792.00	\$852.00	\$912.00
Gross Profit	\$3,120.00	\$3,344.00	\$3,568.00	\$3,792.00	\$4,016.00	\$4,296.00	\$4,576.00	\$4,856.00
Operating Expenses (This section is where you put in costs that are fixed per month or per quarter, such as rent, utilities, etc.)								
Building Rental	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505
Utilities	\$660	\$660	\$660	\$460	\$460	\$460	\$460	\$460
Insurance	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83
Supplies	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Wages	\$1,163	\$1,266	\$1,370	\$1,473	\$1,576	\$1,705	\$1,835	\$1,964
Total Operating Expenses	\$2,711	\$2,814	\$2,918	\$2,821	\$2,924	\$3,053	\$3,183	\$3,312
Operating Income/Loss	\$409	\$530	\$650	\$971	\$1,092	\$1,243	\$1,393	\$1,544
Tax Expenses	\$65.47	\$84.77	\$104.08	\$155.38	\$174.68	\$198.81	\$222.94	\$247.07
Net Profit/Loss	\$343.73	\$445.07	\$546.40	\$815.74	\$917.08	\$1,043.75	\$1,170.42	\$1,297.09

2nd Year Parameters	
Sales Growth Rate	12%
Price	\$68
Cost per unit	12
Tax Rate	16%

Year 2

9	10	11	12	Year 1 Total	Quarter 1	Quarter 2	Quarter 3	Quarter 4
82	88	95	102	845	320	359	403	452
\$5,576	\$5,984	\$6,460	\$6,936	\$57,460.00	\$21,760	\$24,412	\$27,404	\$30,736
\$600	\$600	\$600	\$600	\$7,200.00	\$1,800	\$1,800	\$1,800	\$1,800
				\$0.00				
\$984.00	\$1,056.00	\$1,140.00	\$1,224.00	\$10,140.00	\$3,840.00	\$4,308.00	\$4,836.00	\$5,424.00
\$5,192.00	\$5,528.00	\$5,920.00	\$6,312.00	\$54,520.00	\$19,720.00	\$21,904.00	\$24,368.00	\$27,112.00
\$505	\$505	\$505	\$505	\$6,060.00	\$1,515	\$1,515	\$1,515	\$1,515
\$460	\$660	\$660	\$660	\$6,720.00	\$1,980	\$1,380	\$1,380	\$1,980
\$83	\$83	\$83	\$83	\$996.00	\$249	\$249	\$249	\$249
\$300	\$300	\$300	\$300	\$3,600.00	\$900	\$900	\$900	\$900
\$2,119	\$2,274	\$2,455	\$2,636	\$21,834.80	\$8,269	\$9,277	\$10,414	\$11,680
\$3,467	\$3,822	\$4,003	\$4,184	\$39,210.80	\$12,913	\$13,321	\$14,458	\$16,324
\$1,725	\$1,706	\$1,917	\$2,128	\$15,309.20	\$6,807	\$8,583	\$9,910	\$10,788
\$276.02	\$272.97	\$306.75	\$340.53	\$2,449.47	\$1,089	\$1,373	\$1,586	\$1,726
\$1,449.10	\$1,433.11	\$1,610.45	\$1,787.79	\$12,859.73	\$5,718	\$7,210	\$8,325	\$9,062

3rd Year Parameters	
Sales Growth Rate	8%
Price	\$68
Cost per unit	12
Tax Rate	16%

Year 3

Year 2 Total	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Year 3 Total
1534	489	529	572	618	2208
\$104,312.00	\$33,252	\$35,972	\$38,896	\$42,024	\$150,144.00
\$7,200.00	\$1,800	\$1,800	\$1,800	\$1,800	
\$0.00					\$0.00
\$18,408.00	\$5,868.00	\$6,348.00	\$6,864.00	\$7,416.00	\$26,496.00
\$93,104.00	\$29,184.00	\$31,424.00	\$33,832.00	\$36,408.00	\$130,848.00
\$6,060.00	\$1,680	\$1,680	\$1,680	\$1,680	\$6,720.00
\$6,720.00	\$1,980	\$1,380	\$1,380	\$1,980	\$6,720.00
\$996.00	\$249	\$249	\$249	\$249	\$996.00
\$3,600.00	\$1,200	\$1,200	\$1,200	\$1,200	\$4,800.00
\$39,638.56	\$13,301	\$14,389	\$15,558	\$16,810	\$60,057.60
\$57,014.56	\$18,410	\$18,898	\$20,067	\$21,919	\$79,293.60
\$36,089.44	\$10,774	\$12,526	\$13,765	\$14,489	\$51,554.40
\$5,774.31	\$1,724	\$2,004	\$2,202	\$2,318	\$8,248.70
\$30,315.13	\$9,050	\$10,522	\$11,562	\$12,171	\$43,305.70



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

Downtown Market Analysis

Agenda Location

#5b

Description

AOT was awarded a \$20,000 grant in August 2021 from the Department of Housing and Community Development (DHCD). A portion of the grant was dedicated to conducting a comprehensive market analysis (CMA) of the downtown district. This CMA will help AOT maintain a strong market understanding, establish an economic development direction, identify starter activities that will allow the organization to move toward that direction, learn how to effectively organize stakeholders, and leverage resources to strengthen future project development efforts and entrepreneurial growth. This process is being conducted by Dr. Matt Wagner, Vice President of Revitalization Programs for the National Main Street Center.

The rough draft of the CMA is expected to be presented to the AOT Board of Directors by Dr. Wagner at the February board meeting.

Potential Actions

- None at this time

Attachments

- None



Agenda Cover Sheet
AOT Board Meeting
January 20, 2022

Agenda Item

Main Street Coordinator Updates

Agenda Location

#6

Description

Attached are the Main Street Coordinator's monthly reports for the months of November and December 2021.

Potential Actions

- None. Additional action may be required depending on Board conversation.

Attachments

- November 2021 Monthly Report
- December 2021 Monthly Report



Main Street Coordinator Monthly Report November 2021

Businesses Visited/Contacted

- Airabella's
- Clipperz Kutz
- Cottle Multimedia
- Cyclin' Nutz
- Crystal Bay Pools
- Dr. Charles West
- English Auto
- Fellers Chevrolet
- First National Bank
- General Store & Inn
- Heavenly Hair, LLC.
- Lori Watkins - State Farm
- Main Street Café
- Main Street Shoppes
- Miller's Jewelry
- Miss Lee's Dance Expression
- Napa Auto Parts
- Proving What's Possible
- Sew Savanna
- Steve's Florist
- Styling Boutique
- The Portrait Place
- Three Into One Community Project
- Village Barber Shop
- Watts Petroleum

Several businesses are currently being impacted by the ongoing supply chain issues exacerbated by the COVID-19 pandemic. Businesses either cannot receive inventory or are forced to pay more for necessary supplies. For example, Danny Barbour with Village Barbershop stated that the price of metal razors has increased by \$15 per pack since this time last year.

AOT hosted the 15th Annual Giblet Jog 5K at English Park on Thanksgiving Day. The race was attended by 335 runners, which set a new record for the number of signups. AOT also received 18 corporate sponsorships totaling \$7,250. Noah Tindale from Lynchburg placed first in the male category and Rachel Steffen from Athens, GA, placed first in the female category. The complete breakdown of the results can be found at www.aotgibletjog.com.

The Main Street Coordinator continued to promote AOT's Downtown Business Investment Grant (DBIG). As of October 31st, four businesses have completed the grant program (Clipperz Kutz, Heavenly Hair, Miss Lee's Dance Expressions, and Cottle Multimedia). Two additional businesses are currently in the application phase of the program. As of December 1st, AOT has awarded **\$6,760** in DBIG funding to downtown businesses.

AOT's Festival Committee met on November 1st to begin planning the 2nd Annual Vista BBQ Festival on October 1st at English Park. The committee also discussed a potential spring food truck festival that would be held on May 14th at English Park. This festival was approved at the November 11th AOT meeting and the special event permit will be discussed at the December 14th Town Council regular session meeting.

The Main Street Coordinator continued to assist B&F Leasing Company in obtaining funding through the Town's Revolving Loan Fund. The group, which owns 507-521 Main Street, is seeking funding through the

loan program to replace the aging roof on their building. The funding from USDA was received on November 15th and was given to B&F Leasing Company on November 24th.

An update was provided at the November 23rd Altavista Economic Development Authority regarding the Altavista Advantage loan program. Since its inception in 2010, the Town has provided five (5) loans to businesses totaling \$78,000, with \$58,500 of that funding coming from USDA. There is \$41,000 remaining in USDA funding remaining in the program.

Staff continued to meet with the design team to discuss the renovations for the Spark Innovation Center. The Main Street Coordinator continued to meet with staff from Proximity Software to finalize the space management software.

AOT continued to promote the Christmas ornament fundraiser via social media and at Town Hall. The ornaments are \$10 and feature the Vista Theatre on the front.

The Main Street Coordinator participated in several on-camera interviews with regional news organizations to promote the 2021 Giblet Jog and the Christmas ornament fundraiser.

AOT hosted a ribbon cutting for Burke's Outlet alongside the Altavista Area Chamber of Commerce on November 18th.

The Main Street Coordinator attended the monthly meetings of the Altavista Planning Commission and Altavista Economic Development Authority.



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Businesses Visited/Contacted

- Airabella's
- Clipperz Kutz
- Cottle Multimedia
- Cyclin' Nutz
- Crystal Bay Pools
- Dr. Charles West
- English Auto
- Fellers Chevrolet
- First National Bank
- General Store & Inn
- Heavenly Hair, LLC.
- Lori Watkins - State Farm
- Main Street Café
- Main Street Shoppes
- Miller's Jewelry
- Miss Lee's Dance Expression
- Napa Auto Parts
- Proving What's Possible
- Sew Savanna
- Steve's Florist
- Styling Boutique
- The Portrait Place
- Three Into One Community Project
- Village Barber Shop
- Watts Petroleum

The Main Street Coordinator continued to promote AOT's Downtown Business Investment Grant (DBGI). As of December 31st, four businesses have completed the grant program (Clipperz Kutz, Heavenly Hair, Miss Lee's Dance Expressions, and Cottle Multimedia). Two additional businesses (Perfect Canvas Salon and Body Boss Transformations) are currently in the application phase of the program. As of December 31st, AOT has awarded **\$6,760** in DBGI funding to downtown businesses.

Downtown businesses continued to utilize the façade grant program offered by AOT. As of December 31st, AOT has awarded three façade grants to downtown businesses (Steve's Florist, Three Into One Community Project, General Store & Inn, and Main Street Café) totaling **\$13,511**. These grants provided downtown businesses an opportunity to update the exterior of their buildings through small renovation projects (new paint, awning replacement, etc.). Three additional businesses (Miller's Jewelry, Elba Butcher Shoppe, and Dr. Charles West) have submitted applications, with the renovation work expected to be completed in 2022.

Members of the AOT Giblet Jog Committee met on December 2nd for a debrief meeting following the 2021 Giblet Jog 5K on Thanksgiving Day. Committee members discussed the positive and negative feedback that was received regarding the race. This information will be used to prepare for the 2022 Giblet Jog.

The Main Street Coordinator began planning the 2022 Altavista River Fest, which will be held on Saturday, May 14th at English Park. This festival was approved at the December 14th Town Council regular session meeting. Food/dessert vendors, entertainers, and breweries/wineries are currently being solicited for the event.

Staff continued to meet with the design team to discuss the ongoing renovations for the Spark Innovation Center. The Main Street Coordinator Continued working on a preliminary programming schedule for Spark

once the center opens. Partners and contributors have been identified, and dates are currently being selected for various programs (webinars, training sessions, lunch & learns, etc.)

The Main Street Coordinator worked with the Community Development Director and Finance Director to compile and finalize the Town's winter newsletter, which will be mailed out alongside January water bills.

AOT continued to promote the Christmas ornament fundraiser via social media and at Town Hall. The ornaments are \$10 and feature the Vista Theatre on the front. As of December 31st, 87 ornaments were sold. All unsold ornaments will be discounted to \$5 starting on Monday, January 10th.

The Main Street Coordinator hosted Matt Wagner with the National Main Street Center for an in-person visit on December 13th. Dr. Wagner toured the downtown district, along with AOT Board President Rev. Soto, to inventory the various businesses/buildings in the downtown district. Dr. Wagner also visited areas outside of downtown (i.e., English Park, Dearing Ford Industrial Park, etc.). This information will be compiled into a comprehensive market analysis (CMA) that will be presented to the AOT Board at the February 10th meeting. This CMA will help AOT maintain a strong market understanding, establish an economic development direction, identify starter activities that will allow the organization to move toward that direction, learn how to effectively organize stakeholders, and leverage resources to strengthen future project development efforts and entrepreneurial growth

AOT's Economic Vitality Committee met on December 16th via Zoom to review Kaitlin Smith's Downtown Business Investment Grant application. This program will provide three months of rent and utility assistance, up to \$1,250 per month. Ms. Smith will be taking over the Styling Boutique, located at 613 Broad Street, and rebranding it into a new salon. The committee reviewed all documents and recommended that the AOT Board approve her grant application, which will be reviewed at the January 13th board meeting.

The Main Street Coordinator attended the monthly meeting of the Altavista Planning Commission.