



## **Board Meeting**

Altavista Town Hall | Council Chambers

**May 13<sup>th</sup>, 2021 @ 5:15 p.m.**

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

1. Welcome/Call to Order
2. Discussion and Approval of New Board Members
3. Downtown Business Investment Grant – Application Review
4. Approval of Consent Agenda
  - a. Meeting Minutes – April 8<sup>th</sup>, 2021
  - b. Monthly Financials – April 2021
5. Continuation of Unfinished Business
  - a. Adopt-A-Street
  - b. Golf Tournament Fundraiser
6. Old Business
  - a. Downtown Business Investment Grant
  - b. FY21-22 Budget Review
7. New Business
  - a. 2021 Gibley Jog
  - b. T-Mobile Hometown Grants Program
8. Main Street Coordinator Updates
9. Partner Updates
  - a. Economic Development Steering Committee – Robert Pate
10. Additional Matters from the Board
11. Adjournment

***Next meeting:*** June 10<sup>th</sup>, 2021 @ 5:15 PM



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

Discussion/Approval of New Board Member

**Agenda Location**

#2

**Description**

With the departures of Jessica Sundblom and Jonathan Parker, there are currently two vacancies on the AOT Board of Directors. Recently, Jeremy Funderburk expressed a desire to join the Board. The Main Street Coordinator and Board President have discussed the position with Mr. Funderburk, and he has submitted an application.

**Potential Actions**

- The Board may:
  - Vote to approve or disapprove Mr. Funderburk
  - Table the item to a future meeting
  - Take no action

**Attachments**

- Funderburk Application



## Altavista On Track Board Member Application

### PROFILE

Applicant Name: Jeremy Funderburk Organization: Shade Sail Structure INC  
Phone Number: 434-941-7015 Email: Jeremy@shadesailstructure.com  
Mailing Address: 350 Langdon Rd City: Evington State: VA Zip: 24550  
Website: www.shadesailstructure.com Business Facebook: \_\_\_\_\_

### EXPERIENCE (use a blank page if necessary)

Describe your business/organization: Fabrication shop/ornamental iron works, driveway gates and automation. Railings on homes all handmade. Shade Sail Structure. free standing shade structure that can go anywhere. I supply shade for people and safety hand rails for people

List any boards committees you have served on or currently serve on:

Troop 184 Scoutmaster 2019-2020 ~~2019-2020~~  
~~Assistant~~ Assistant Scoutmaster 2015-2019

Explain your motivation/intent to serve on the AOT Board:

I have been in business for myself since 2004. I want to share my knowledge with new business people and help guide them to make the best financial decisions they can for their business.

In addition to attending board meetings, how will you contribute to AOT?

My experience and knowledge of being in business and helping others to grow and achieve their goals and helping grow Altavista Leadership skills & strong marketing skills.

### COMMITTEES

Please Indicate which committees you would be interested in participating in:

- |   |  |
|---|--|
| <input type="checkbox"/> Organization/Development | <input checked="" type="checkbox"/> Promotion/Marketing/Events |
| <input type="checkbox"/> Economic Vitality        | <input type="checkbox"/> Downtown Design                       |

## AOT Board Candidate Agreement

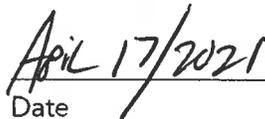
I request my name be submitted for consideration for possible election to the Altavista On Track board of directors. If elected, I agree to do the following:

1. Attend all regular board meetings held on the second Thursday of every month and special meetings as deemed necessary
2. Attend AOT monthly meetings as often as available
3. Attend the AOT Annual Meeting with the Altavista Town Council
4. Support AOT and downtown events through volunteering, promotion, and attendance. Events include; Scarecrow Stroll, Giblet Jog, and Small Business Saturday
5. Actively participate in at least one AOT committee
6. Positively represent AOT in the community
7. Support the development of AOT through a direct or indirect financial or other contribution (contribute yourself, recruit a member or sponsor, cultivate a donor relationship, etc.)

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*Signature verifies that the applicant understands this application and all information is true and correct.*

  
Signature

  
Date



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

DBIG – Application Review

**Agenda Location**

#3

**Description**

Recently, Allison Heyes submitted an application to AOT for funding through the Downtown Business Investment Grant. Mrs. Heyes will be opening a hair/beauty salon at 517 Main Street, which should be operational by July 2021. The Economic Vitality committee met virtually on May 5<sup>th</sup> and has recommended her application to the full Board for discussion and approval.

Mrs. Heyes will be present at the meeting to answer any questions the Board may have.

**Potential Actions**

- The Board may:
  - Vote to approve or deny the DBIG application
  - Table the item to a future meeting
  - Take no action

**Attachments**

- Application
- Business Plan

# Downtown Business Start-Up Grant – Application

Proposed Name of Business: Heavenly Hair

Business Owner Name: Allison Heyes

Business Physical Address: PO. Box 58 Altavista VA 24517

Business Mailing Address: (no physical address) looking to rent a couple doors down from "the Portrait Place"

Phone: 434 509 6202

Email: Mrs Heyes2016@aol.com

517 Main Street

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

YES

NO

*(I think I need to update mine?)*

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

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

YES

NO

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

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

High-in salon with top quality services.

somewhere people look forward to being!

9. A completed business plan is required to receive this grant. Do you currently have a completed business plan?

YES

NO

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

YES

NO

11. What former business ventures have you participated in?

• Licensed cosmetologist since 2014

12. How would a Downtown Business Start-Up grant assist you in starting or expanding your business?

It would allow us to get all of the necessary equipment needed to provide a functional and enjoyable atmosphere for the clients, myself and our booth renters!

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

a) Name: <u>Kim Towler</u>	a) Name: <u>Susan Hammock</u>
b) Phone: <u>434 944 3936</u>	b) Phone: <u>804 514 3040</u>
c) Email: _____	c) Email: _____
d) Relationship: <u>Client</u>	d) Relationship: <u>Friend</u>
a) Name: <u>Shelby Schrock</u>	a) Name: <u>Stacey Angel</u>
b) Phone: <u>434 660 4840</u>	b) Phone: <u>434 942 8124</u>
c) Email: _____	c) Email: _____
d) Relationship: <u>Co-worker</u>	d) Relationship: <u>Client</u>

\*\*\*\*\*

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. I further understand that Altavista On Track is only responsible for funding the first three months of rent and utilities and is not responsible for other costs, including required repairs and permit fees.

Applicant Name: Allison Hayes Date: 4/8/2021

Signature: 

\*\*\*\*\*

131

102 181

# HEAVENLY HAIR LLC.

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## BUSINESS PLAN:

### HEAVENLY HAIR LLC

Heavenly Hair is not just a booth rental beauty salon. It is a place that is geared towards making people feel beautiful, confident and completely relaxed. With the enjoyment of hair, waxing, and brow and lash tinting services.

### COMPANY ADVANTAGE

Here at Heavenly Hair, our team stays up to date on trends by attending hair and business education classes every year and all throughout the year “virtually”. Learning about the newest products, techniques and styles. We genuinely love what we do and appreciate our guests, so it is important to us to do our part.

### Pricing Structure

Women’s cut	\$38.00
Men’s cut	\$23.00
Child’s cut.	\$23.00
-Color services “starting at”...	
Full Highlight	\$100.00
Full highlight + Trim	\$138.00
Partial Highlight	\$58.00
Partial highlight + Trim	\$106.00
All over color	\$68.00

## **MARKETING AND SALES**

I, Allison Heyes, will be handling the social media pages. Making sure to keep updates of before and after pictures, product sales, monthly giveaways.. Making sure to keep everyone involved with what's going on at Heavenly Hair.

### **Communication with customers**

It is very important to us at Heavenly Hair to keep that good communication between employees and guests about our likes and dislikes so that we can best understand how to make them happy with their experience in the salon and with their stylist! Social media will also help everyone to engage with us on what they may like to see Heavenly Hair bring to the table.

### **How to Sell**

We are here to build relationships with our guests and to learn about their hair and hair goals. As we get to know our guests likes and dislikes, and also get to know the integrity of their hair, we are then best able to recommend the perfect in-salon services and also able to recommend the perfect take home care for each beloved guest.

### **Mission statement**

MS: To build and promote such a loving culture and environment that everyone has no choice but to leave feeling so good about themselves.

### **Profit and Loss statements**

2018, 2019, 2020 (printed)

### **Balance Sheet**

(Printed)

### **Pro Forma**

We have a very well built clientele already, I look for numbers to stay the same roughly. The bills at the new location that we desire to open up Heavenly Hair LLC in is actually only a \$50.00 increase in price comparing to what we are already used to paying in monthly booth rent. Also along with that, we already have a promised booth renter who I have been working along side with for over four years now at my current place of business (The Styling Boutique) and prior to that (Allure). Which will be an extra \$400.00 a month profit for Heavenly Hair and we should still have room for one and maybe two more booth renters in the future.

## Principle members

Allison Heyes - owner / designer

Robert Heyes - owner / designer

Shelby Schrock - booth renter

## What sets us apart?

Just as every business has a desired look, what they want to be known for...

What I feel sets us apart from most salons is that my husband and I really dug into our relationship with God about 4 years ago, it truly was an awakening... We have talked about the fact that we KNEW we would own a salon one day. But even though one of my greatest passions is doing hair, what is even more important to my husband and I is the culture of the atmosphere that you will be surrounded in while getting pampered. And all that is for us is love. We want a blissful, nontoxic environment for not only our guests to enter into, but we want to treat our booth renters / co-workers with nothing but the utmost love and respect, so that they absolutely adore what they do as much as we do owning and working... Life is too short to not have fun and be happy. That is our biggest goal here, is to see the smiles on our guest and future employees faces. When life is chaotic, Heavenly Hair will be the ultimate getaway.

And one thing I would like to add, is that myself and Shelby Schrock have such effortless team work together and our current clientele has always bragged on us for that and has told us how the environment truly does flow off of those good vibes and emotions and it inspires me to continuously grow and find more people come along side with us on this journey and make their experience of being a hair artist as wonderful as ours has been over the years.



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

Consent Agenda

**Agenda Location**

#4

**Description**

- Includes the following:
  - Economic Vitality Committee Report
  - Meeting Minutes
    - April 8<sup>th</sup>, 2021
  - Monthly Financials



## Committee Report

**Committee:**

Economic Vitality

**Committee Meeting Date:**

5/5/2021 (via Zoom)

**Attendance:**

Dr. Scott Lowman, Chair  
Yolanda Stone  
George Sandridge, Main Street Coordinator

**Members Absent:**

Vice Mayor Reggie Bennett

**Committee Updates:**

- Committee reviewed Downtown Business Investment Grant application for Allison Heyes
  - Mrs. Heyes is opening a hair salon at 517 Main Street. Expected to be open by July 1<sup>st</sup>
- Committee also reviewed additional guidelines for the business plan and the grant program in general

**Recommendations:**

1. EV Committee recommends to the full AOT Board to:
  - a. Approve Allison Heyes' application for DBIG funding
  - b. Adopt the grant guidelines as provided, which includes a provision that limits the funding to certain uses

**Attachments**

- Application Review
- Proposed Grant Guidelines

**NOTE:** Mrs. Heyes' application is included under agenda item #3 (DBIG – Application Review) and the grant guidelines are included under agenda item #8 (MSC Updates)



## **Board Meeting**

Town Council Chambers

**April 8, 2021 @ 5:15 p.m.**

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

**Attendance: Board Members: Regina Adams, Katie Lane, Robert Pate, Melinda Saunders,  
Ed Soto**

**Town Employees: Sharon Williams**

**Ex- Officio: Councilman Reggie Bennet**

**Main St. Coordinator: George Sandridge**

1. Welcome/Call to Order (Ed Soto)
2. Approval of Consenting Agenda (Ed Soto)
  - Committee Reports
  - Meeting Minutes – *March 2021*
  - Main Street Coordinator's Monthly Report
  - Monthly Financials
    - Motion: Regina Adams
    - Second: Melinda Saunders
    - Vote: Approved
3. Main Street Coordinator Updates (George Sandridge)
  - Board Member Resignations/Removals
    1. Jonathan Parker & Jessica Sundblom
    2. Motion: Robert Pate
    3. Second: Katie Lane
    4. Vote: Approved
  - Distrx App
    1. Info has been distributed to businesses
    2. It is up and running
  - Façade Loan Program Modification

1. Convert loan to grant
  2. Motion: Robert Page
  3. Second: Melinda Saunders
  4. Vote: Approved
- USA Rural Business Development Grant
    1. \$200,000 currently awaiting more information

#### 4. Old Business (George Sandridge)

- Downtown Business Investment Grant – Program Guidelines
  1. 600 Broad St. is taking advantage of it
  2. AOTs wants to possibly develop more of a plan
    - Have an internal rubric
    - Currently going to the Economic Vitality Committee to approve
    - This item will be brought back in the future
- FY21-22 Work Plan
  1. Motion: Katie Lane
  2. Second: Regina Adams
  3. Vote: Approved
  4. 4<sup>th</sup> Tuesday – May 25, 2021 – Meeting w/Town and the AOT Board
- Website Redesign Proposal
  1. Move forward with Simply Branding for \$1700 this fiscal year
    - Motion: Melinda Saunders
    - Second: Robert Page
    - Vote: Approved

#### 5. New Business

- Adopt-A-Street
  - Tabled for May 2021
- Golf Tournament Fundraiser
  - Tabled for May 2021
- FY21-22 Budget Review
  - Tabled for May 2021
- Jeremy Funderburk came to speak:
  - BBQ Competition
    - Met w/Chamber of Commerce and they would all like to partner
    - Friday, Oct 16, 2021 - Proposed Date
    - Would need us to help spread the word
    - Limit to 25 competitors
    - Small entry fee
    - Suggested to pre-sale tickets
    - Partner BBQ vendor with business
  - Shade Sail Structure
    - Pivots 360 Degrees
    - Sells these structures
- Kimberly Cottle – came to speak:
  - Purchased previous I love NY Place on Main St.
    - Also, owns a sign and graphics company
  - New restaurant may feature: seafood and family Americana

- Hoping to open before the next warm season
- Interested in possibly joining AOT Board of Directors

6. Additional Matters from the Board

7. Adjournment

***Next regular meeting:*** May 13<sup>th</sup>, 2021 @ 5:15 PM

# Altavista On Track

## Profit and Loss

April 2021

	TOTAL
Income	
160 Town of Altavista	1,250.00
<b>Total Income</b>	<b>\$1,250.00</b>
GROSS PROFIT	<b>\$1,250.00</b>
Expenses	
Downtown Business Investment Grant	1,155.88
<b>Total Expenses</b>	<b>\$1,155.88</b>
NET OPERATING INCOME	<b>\$94.12</b>
NET INCOME	<b>\$94.12</b>



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

Adopt-A-Street

**Agenda Location**

#5a

**Description**

In March 2020, the Altavista Town Council voted to institute a town-wide Adopt-A-Street program. This would allow Altavista residents and organizations to adopt certain streets and maintain their cleanliness and appearance. After the first year, the Town will erect a sign at each end of the adopted street with the organization's name.

It is the opinion of staff that Altavista On Track should adopt Main Street from Broad Street to Charlotte Avenue, which encompasses the current AOT district.

Sharon Williams, Community Development Director, will be available to answer questions.

**Potential Actions**

- The Board may:
  - Vote to adopt a portion of Main Street from Broad Street to Charlotte Avenue
  - Vote to adopt a different portion of Main Street
  - Table the item to a future meeting
  - Take no action

**Attachments**

- None.



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

Golf Tournament Fundraiser

**Agenda Location**

#5b

**Description**

As Altavista On Track continues to identify new fundraising and fund development options, the Main Street Coordinator and Board President have discussed holding golf tournaments at local courses. Although there are no courses within the Town of Altavista, there are five within a 30-minute radius of downtown Altavista. Since golf tournaments are a popular event, it is believed that it would be a reliable fundraising method for AOT.

If approved, it is recommended that AOT hold two tournaments in 2021 and then three tournaments every year after. Different courses could be utilized each time, but it is recommended that 18-hole courses be utilized to allow for more teams.

**Potential Actions**

- The Board may:
  - Vote to hold a golf tournament at a nearby course
  - Table the item to a future meeting
  - Take no action

**Attachments**

- Price breakdown *(also shown on screen)*



# Local Courses

*(within a 30-mile radius)*

	<b>London Downs (Forest, VA)</b>	<b>Ivy Hill (Forest, VA)</b>	<b>Mariner's Landing (Huddleston, VA)</b>	<b>Hat Creek (Brookneal, VA)</b>
<b>Distance from Altavista</b>	<b>23 min (17 miles)</b>	<b>37 min (25 miles)</b>	<b>34 min (24 miles)</b>	<b>35 min (27 miles)</b>
# of Holes	18	18	18	9
<b>Price (Weekday)</b>	<b>\$34/participant</b>	<b>\$35/participant</b>	<b>\$35/participant</b>	<b>\$20/participant</b>
Setup Included?	Yes	Yes	Yes	No
Driving Range?	Yes	Yes	Yes	Yes (costs extra)
Putting Green?	Yes	Yes	Yes	Yes
Scorekeeping?	Yes	Yes	Yes	No



# Potential Costs

	London Downs (Forest, VA)	Ivy Hill (Forest, VA)	Mariner's Landing (Huddleston, VA)	Hat Creek (Brookneal, VA)
Cost Per Player	\$34	\$35	\$35	\$20
Cost Per Team	\$136	\$140	\$140	\$80
Max Number of Teams	30	30	30	15
<b>Total Tournament Cost (max)</b>	<b>\$4,080</b>	<b>\$4,200</b>	<b>\$4,200</b>	<b>\$1,200</b>



# Potential Revenue

	London Downs (Forest, VA)	Ivy Hill (Forest, VA)	Mariner's Landing (Huddleston, VA)	Hat Creek (Brookneal, VA)
Cost Per Player	\$75	\$75	\$75	\$50
Cost Per Team	\$300	\$300	\$300	\$200
Max Number of Teams	30	30	30	15
<b>Gross Tournament Revenue (max)</b>	<b>\$9,000</b>	<b>\$9,000</b>	<b>\$9,000</b>	<b>\$3,000</b>
<b>Net Tournament Revenue (max)</b>	<b>\$4,920</b>	<b>\$4,800</b>	<b>\$4,800</b>	<b>\$1,800</b>



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

Downtown Business Investment Grant

**Agenda Location**

#6a

**Description**

With continued public interest in the DBIG program, and with the potential for additional funding, it is recommended that AOT formulate policies that govern the grant program. Doing so in the beginning stages of the program will prevent unintended uses of the funds.

**Potential Actions**

- The Board may:
  - Vote to approve the policy guidelines as presented by the Main Street Coordinator and recommended by the Economic Vitality Committee
  - Modify the guidelines prior to adoption
  - Table the item to a future meeting
  - Take no action

**Attachments**

- Draft program guidelines



Altavista On Track (AOT) desires to attract and help to contribute to the success of businesses who choose to invest in the community. The purpose of Downtown Business Investment Grant is to provide an economic incentive to:

1. Assist businesses to become established within the Main Street District and Altavista; and
2. Encourage “pedestrian-oriented” businesses which generate foot traffic during regular business hours.

The Downtown Business Investment Grant will be offered on a first-come, first-served basis for new businesses in the AOT Main Street district. Funds are available once per business as funding is available.

#### **Eligibility Requirements and Restrictions**

1. This program is limited to businesses locating within the downtown district with a minimum 1-year lease required.
2. The proposed leased space may not be occupied by the business, with or without a lease, prior to approval under the program. The program is not available for existing signed leases.
3. Property owners are not eligible to lease space from themselves, relatives, or related business entities.
4. All requests for grant assistance must be accompanied by a proposed lease agreement that defines the landlord-tenant relationship and includes the following:
  - a. description of the space being rented
  - b. utilities included and not included
  - c. rental rate and deposits required, along with terms of lease and methodology for any rent increases
5. No application will be reviewed without a completed business plan.
6. All town taxes for a building where grant funds are requested must be current and paid in full. For any building with delinquent town taxes for years prior to the grant cycle year, the owner(s) must attach a receipt to show real estate taxes are current.
7. The business must be in operation a minimum of 40 hours per week and open to the general public to qualify for the grant.
8. Only businesses that generate tax revenue for the Town of Altavista will be considered eligible. Non-profit organizations shall not be eligible for DBIG funding.

9. Grant will not be paid if tenant discontinues the business, moves the business, breaks any provisions of the lease agreement, or fails to comply with any and all building, fire, health or zoning codes or regulations applicable to the business during the 3-month grant period.
10. The responsibility for all rental payments following the 3-month grant period is between the tenant and the landlord.
11. Businesses who would qualify for the Downtown Business Investment Grant are limited to the uses described below.
  - a. Eating/Drinking Establishments (Restaurants, Cafes, etc.)
  - b. Artisan Shops (hand crafted durable and non-durable goods)
  - c. Clothing/Apparel Stores
  - d. Antique Stores
  - e. Music Stores
  - f. Pubs and Lounges
  - g. Beauty and Spa Services (excluding hair salons/barber shops)
  - h. Fitness Facilities
  - i. Art Galleries
  - j. Drug Stores/Sundries
  - k. Bookstores

9. Grant will not be paid if tenant discontinues the business, moves the business, breaks any provisions of the lease agreement, or fails to comply with any and all building, fire, health or zoning codes or regulations applicable to the business during the 3-month grant period.
10. The responsibility for all rental payments following the 3-month grant period is between the tenant and the landlord.
11. The AOT Board of Directors maintains full discretion to approve or deny grant use, based on current market needs.



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

FY21-22 Budget

**Agenda Location**

#6b

**Description**

Each year staff presents a draft budget to the Board of Directors for their review and consideration. Similar to other organizations and government entities, the fiscal year lasts from July 1<sup>st</sup> to June 30<sup>th</sup>. Adoption of the budget is the formal process of allocating funding for the services/expenditures and projects approved by the Board of Directors.

**Potential Actions**

- The Board may:
  - Vote to adopt the budget as presented
  - Amend and then adopt the budget
  - Table the item to the June meeting
  - Take no action

**Attachments**

- FY21-22 Draft Budget

# Budget Worksheet

## 100-GENERAL FUND

	*** Previous Year ***	2020	*** Current Year ***	2021	*** Next Year ***		2022	Pct Inc
	YTD Actual	Budget	YTD Actual	Budget	Dept Req	Admin Rcmd	Final	
<b>REVENUES</b>								
<b>004 REVENUE</b>								
<b>01001 SAVING</b>								
11002 SAVINGS INTEREST	0	0	25	0	0	25	.....	0.00
<b>01001 TOTAL SAVING</b>	<b>0</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>25</b>		<b>0.00</b>
<b>04000 DONATIONS</b>								
14001 INDIVIDUAL	0	0	152	0	0	250	.....	0.00
<b>04000 TOTAL DONATIONS</b>	<b>0</b>	<b>0</b>	<b>152</b>	<b>0</b>	<b>0</b>	<b>250</b>		<b>0.00</b>
<b>04002 TOWN OF ALTAVISTA</b>								
14002 ANNUAL ALLOCATION	0	0	5,000	0	0	5,000	.....	0.00
<b>04002 TOTAL TOWN OF ALTAVISTA</b>	<b>0</b>	<b>0</b>	<b>5,000</b>	<b>0</b>	<b>0</b>	<b>5,000</b>		<b>0.00</b>
<b>04003 GRANTS</b>								
14005 STATE	0	0	25,000	0	0	0	.....	0.00
<b>04003 TOTAL GRANTS</b>	<b>0</b>	<b>0</b>	<b>25,000</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0.00</b>
<b>004 TOTAL REVENUE</b>	<b>0</b>	<b>0</b>	<b>30,177</b>	<b>0</b>	<b>0</b>	<b>5,275</b>		<b>0.00</b>
<b>006 ORGANIZATION COMMITTEE</b>								
<b>04010 GIBLET JOG</b>								
14010 SPONSORSHIP	0	0	5,500	0	0	7,500	.....	0.00
14011 PARTICIPATION	0	0	707	0	0	5,000	.....	0.00
<b>04010 TOTAL GIBLET JOG</b>	<b>0</b>	<b>0</b>	<b>6,207</b>	<b>0</b>	<b>0</b>	<b>12,500</b>		<b>0.00</b>
<b>04011 RAFFLES</b>								
14014 RAFFLES	0	0	0	0	0	1,000	.....	0.00

# Budget Worksheet

## 100-GENERAL FUND

	*** Previous Year *** 2020		*** Current Year *** 2021		*** Next Year *** 2022		Pct Inc
	<u>YTD Actual</u>	<u>Budget</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Dept Req</u>	<u>Admin Rcmd</u>	
<b>04011 TOTAL RAFFLES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,000</b>	<b>0.00</b>
<b>04012 GOLF TOURNAMENT</b>							
14010 SPONSORSHIP	0	0	0	0	0	500	0.00
14011 PARTICIPATION	0	0	0	0	0	5,400	0.00
14015 MISCELLANEOUS	0	0	0	0	0	500	0.00
<b>04012 TOTAL GOLF TOURNAMENT</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6,400</b>	<b>0.00</b>
<b>006 TOTAL ORGANIZATION COMMITTEE</b>	<b>0</b>	<b>0</b>	<b>6,207</b>	<b>0</b>	<b>0</b>	<b>19,900</b>	<b>0.00</b>
<b>007 PROMOTION COMMITTEE</b>							
<b>04021 FOOD TRUCKS</b>							
14021 FOOD TRUCKS	0	0	0	0	0	250	0.00
<b>04021 TOTAL FOOD TRUCKS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>250</b>	<b>0.00</b>
<b>04022 CHRISTMAS ORNAMENTS</b>							
14022 CHRISTMAS ORNAMENTS	0	0	663	0	0	750	0.00
<b>04022 TOTAL CHRISTMAS ORNAMENTS</b>	<b>0</b>	<b>0</b>	<b>663</b>	<b>0</b>	<b>0</b>	<b>750</b>	<b>0.00</b>
<b>007 TOTAL PROMOTION COMMITTEE</b>	<b>0</b>	<b>0</b>	<b>663</b>	<b>0</b>	<b>0</b>	<b>1,000</b>	<b>0.00</b>
<b><u>TOTAL REVENUES</u></b>	<b>0</b>	<b>0</b>	<b>37,047</b>	<b>0</b>	<b>0</b>	<b>26,175</b>	<b>0.00</b>

**EXPENDITURES**

**005 EXPENSE**

**05000 ADVERTISING/MARKETING**

15001 RADIO/TV	0	0	800	0	0	800	0.00
15002 PRINT	0	0	0	0	0	200	0.00

# Budget Worksheet

## 100-GENERAL FUND

		*** Previous Year ***	2020	*** Current Year ***	2021	*** Next Year ***		2022	Pct
		<u>YTD Actual</u>	<u>Budget</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Dept Req</u>	<u>Admin Rcmd</u>	<u>Final</u>	<u>Inc</u>
15004	DIGITAL	0	0	340	0	0	500	.....	0.00
<b>05000</b>	<b>TOTAL ADVERTISING/MARKETING</b>	<b>0</b>	<b>0</b>	<b>1,140</b>	<b>0</b>	<b>0</b>	<b>1,500</b>		<b>0.00</b>
<b>05100</b>	<b>BANK CHARGES</b>								
15100	BANK CHARGES	0	0	66	0	0	0	.....	0.00
<b>05100</b>	<b>TOTAL BANK CHARGES</b>	<b>0</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>0</b>	<b>0</b>		<b>0.00</b>
<b>05400</b>	<b>DUES AND SUBSCRIPTIONS</b>								
15400	DUES AND SUBSCRIPTIONS	0	0	488	0	0	500	.....	0.00
<b>05400</b>	<b>TOTAL DUES AND SUBSCRIPTIONS</b>	<b>0</b>	<b>0</b>	<b>488</b>	<b>0</b>	<b>0</b>	<b>500</b>		<b>0.00</b>
<b>05500</b>	<b>EMPLOYEE BENEFITS</b>								
15500	PROFESSIONAL DEVELOPMENT	0	0	0	0	0	750	.....	0.00
15501	INTERN SERVICES	0	0	0	0	0	2,500	.....	0.00
<b>05500</b>	<b>TOTAL EMPLOYEE BENEFITS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3,250</b>		<b>0.00</b>
<b>05600</b>	<b>INSURANCE</b>								
15600	DIRECTORS/OFFICERS	0	0	698	0	0	700	.....	0.00
15601	LIABILITY	0	0	1,344	0	0	1,350	.....	0.00
<b>05600</b>	<b>TOTAL INSURANCE</b>	<b>0</b>	<b>0</b>	<b>2,042</b>	<b>0</b>	<b>0</b>	<b>2,050</b>		<b>0.00</b>
<b>05900</b>	<b>MEETING EXPENSES</b>								
15900	MEETING EXPENSES	0	0	0	0	0	100	.....	0.00
<b>05900</b>	<b>TOTAL MEETING EXPENSES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>		<b>0.00</b>

# Budget Worksheet

## 100-GENERAL FUND

	*** Previous Year *** 2020		*** Current Year *** 2021		*** Next Year *** 2022		Pct Inc
	<u>YTD Actual</u>	<u>Budget</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Dept Req</u>	<u>Admin Rcmd</u>	
<b>06000</b> OFFICE SUPPLIES							
16000 OFFICE SUPPLIES	0	0	120	0	0	250	0.00
<b>06000 TOTAL OFFICE SUPPLIES</b>	<b>0</b>	<b>0</b>	<b>120</b>	<b>0</b>	<b>0</b>	<b>250</b>	<b>0.00</b>
<b>06100</b> POSTAGE							
16100 POSTAGE	0	0	216	0	0	500	0.00
<b>06100 TOTAL POSTAGE</b>	<b>0</b>	<b>0</b>	<b>216</b>	<b>0</b>	<b>0</b>	<b>500</b>	<b>0.00</b>
<b>06300</b> PROFESSIONAL FEES							
16301 BOOKKEEPING	0	0	1,588	0	0	1,800	0.00
16302 CONSULTING	0	0	25,000	0	0	0	0.00
16304 AUDIT	0	0	0	0	0	1,500	0.00
<b>06300 TOTAL PROFESSIONAL FEES</b>	<b>0</b>	<b>0</b>	<b>26,588</b>	<b>0</b>	<b>0</b>	<b>3,300</b>	<b>0.00</b>
<b>06700</b> TRAVEL							
16701 LOCAL TRAVEL	0	0	0	0	0	100	0.00
<b>06700 TOTAL TRAVEL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>0.00</b>
<b>06800</b> UNCATEGORIZED EXPENSES							
16800 UNCATEGORIZED EXPENSES	0	0	25	0	0	0	0.00
<b>06800 TOTAL UNCATEGORIZED EXPENSES</b>	<b>0</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>
<b>07000</b> WEBSITE							
30000 WEBSITE HOSTING	0	0	130	0	0	150	0.00
30001 WEBSITE REDESIGN	0	0	0	0	0	2,250	0.00

# Budget Worksheet

## 100-GENERAL FUND

	*** Previous Year *** 2020		*** Current Year *** 2021		*** Next Year *** 2022		Pct Inc
	<u>YTD Actual</u>	<u>Budget</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Dept Req</u>	<u>Admin Rcmd</u>	
<b>07000 TOTAL WEBSITE</b>	<b>0</b>	<b>0</b>	<b>130</b>	<b>0</b>	<b>0</b>	<b>2,400</b>	<b>0.00</b>
<b>005 TOTAL EXPENSE</b>	<b>0</b>	<b>0</b>	<b>30,815</b>	<b>0</b>	<b>0</b>	<b>13,950</b>	<b>0.00</b>
<b>009 ECONOMIC VITALITY</b>							
<b>04024 LUNCH AND LEARN</b>							
14024 LUNCH AND LEARN	0	0	0	0	0	100	0.00
<b>04024 TOTAL LUNCH AND LEARN</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>0.00</b>
<b>009 TOTAL ECONOMIC VITALITY</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>0.00</b>
<b>010 ORGANIZATION COMMITTEE</b>							
<b>04010 GIBLET JOG</b>							
20000 AWARDS	0	0	147	0	0	250	0.00
20001 ADVERTISING	0	0	0	0	0	800	0.00
20002 SHIRTS	0	0	691	0	0	1,500	0.00
20003 EVENTS COORDINATOR	0	0	375	0	0	1,250	0.00
20004 SUPPLIES	0	0	11	0	0	100	0.00
<b>04010 TOTAL GIBLET JOG</b>	<b>0</b>	<b>0</b>	<b>1,224</b>	<b>0</b>	<b>0</b>	<b>3,900</b>	<b>0.00</b>
<b>04011 RAFFLES</b>							
14014 RAFFLES	0	0	0	0	0	250	0.00
<b>04011 TOTAL RAFFLES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>250</b>	<b>0.00</b>
<b>04012 GOLF TOURNAMENT</b>							
21000 GOLF TOURNAMENT	0	0	0	0	0	2,500	0.00

# Budget Worksheet

## 100-GENERAL FUND

	*** Previous Year ***	2020	*** Current Year ***	2021	*** Next Year ***		2022	Pct
	<u>YTD Actual</u>	<u>Budget</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Dept Req</u>	<u>Admin Rcmd</u>		
<b>04012 TOTAL GOLF TOURNAMENT</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>2,500</u>		<u>0.00</u>
<b>010 TOTAL ORGANIZATION COMMITTEE</b>	<u>0</u>	<u>0</u>	<u>1,224</u>	<u>0</u>	<u>0</u>	<u>6,650</u>		<u>0.00</u>
<b>011 PROMOTION COMMITTEE</b>								
<b>04020 SCARECROW STROLL</b>								
20000 AWARDS	0	0	36	0	0	50	.....	0.00
20001 ADVERTISING	0	0	0	0	0	50	.....	0.00
20004 SUPPLIES	0	0	0	0	0	50	.....	0.00
<b>04020 TOTAL SCARECROW STROLL</b>	<u>0</u>	<u>0</u>	<u>36</u>	<u>0</u>	<u>0</u>	<u>150</u>		<u>0.00</u>
<b>65000 CHALK FEST</b>								
22000 CHALK FEST	0	0	0	0	0	250	.....	0.00
<b>65000 TOTAL CHALK FEST</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>250</u>		<u>0.00</u>
<b>65001 FOOD TRUCKS</b>								
22001 FOOD TRUCKS	0	0	0	0	0	250	.....	0.00
<b>65001 TOTAL FOOD TRUCKS</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>250</u>		<u>0.00</u>
<b>65002 CHRISTMAS ORNAMENTS</b>								
22002 CHRISTMAS ORNAMENTS	0	0	0	0	0	500	.....	0.00
<b>65002 TOTAL CHRISTMAS ORNAMENTS</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>500</u>		<u>0.00</u>
<b>65003 BLOCK PARTY</b>								
22003 BLOCK PARTY	0	0	0	0	0	500	.....	0.00
<b>65003 TOTAL BLOCK PARTY</b>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>500</u>		<u>0.00</u>

# Budget Worksheet

## 100-GENERAL FUND

	*** Previous Year *** 2020		*** Current Year *** 2021		*** Next Year *** 2022		Final	Pct Inc
	<u>YTD Actual</u>	<u>Budget</u>	<u>YTD Actual</u>	<u>Budget</u>	<u>Dept Req</u>	<u>Admin Rcmd</u>		
011 TOTAL PROMOTION COMMITTEE	<u>0</u>	<u>0</u>	<u>36</u>	<u>0</u>	<u>0</u>	<u>1,650</u>		<u>0.00</u>
012 DESIGN COMMITTEE								
66000 MURALS								
24000 MURALS	0	0	280	0	0	2,000	-----	0.00
66000 TOTAL MURALS	<u>0</u>	<u>0</u>	<u>280</u>	<u>0</u>	<u>0</u>	<u>2,000</u>		<u>0.00</u>
012 TOTAL DESIGN COMMITTEE	<u>0</u>	<u>0</u>	<u>280</u>	<u>0</u>	<u>0</u>	<u>2,000</u>		<u>0.00</u>
<b>TOTAL EXPENDITURES</b>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>32,355</u></u>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>24,350</u></u>		<u><u>0.00</u></u>
<b>TOTAL FUND SURPLUS (DEFICIT)</b>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>4,692</u></u>	<u><u>0</u></u>	<u><u>0</u></u>	<u><u>1,825</u></u>		<u><u>0.00</u></u>



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

2021 Giblet Jog

**Agenda Location**

#7a

**Description**

Although Thanksgiving Day is still approximately 7 months away, it is necessary to begin planning the annual Giblet Jog 5K. Last year, due to the COVID-19 pandemic, there were 39 participants that ran virtually. In normal years, AOT expects to have 200-300 participants running at English Park. With the lifting of a majority of COVID restrictions expected to happen by November, the Board must decide if a “normal” event can occur this year.

The Main Street Coordinator is awaiting direction from the Board of Directors on the type of event that is expected this year. Once given, the MSC and the Organization Committee can begin soliciting sponsors, working with the event coordinator, and purchasing supplies. Marketing for the event is expected to take place starting June 1<sup>st</sup>.

**Potential Actions**

- Offer direction to the Main Street Coordinator on the 2021 Giblet Jog

**Attachments**

- Proposal from Blue Ridge Timing



# Terms of Service / Event Notes

(Initial 5/7/21; Revised ; Final )

---

**Event Name:** **Altavista on Track's Annual Giblet Jog 5k Run**

**Date:** Thursday, November 25<sup>th</sup>, 2021

**Start Time(s):** **5k run @ 8:30am, Gravy Gallop Fun Run (not-timed) @ conclusion of 5k**

**Event Contact Information:** George Sandridge, gtsandridge@altavistava.gov

**Event Location:** English Park, Altavista, VA

## Event Details

- Common start/finish line
- Registration: handled through [www.runsignup.com](http://www.runsignup.com) (RSU)
  - Registration is permitted on race day: **process TBD**
- Starting Method: Handled by race director.
- Disposable chip timing for the 5k run, while the fun run will not be timed.
- Virtual event options are include on a separate document.
- Awards:
  - Handled by race director.
  - Based on chip time.
  - 5k Awards
    - Top 3 overall male and female finishers.
    - Top 3 per age division
      - Age division breakdown:
        - 12 & Under,13-19,20-29,30-39,40-49,50-59,60-69,70-79,80&Over.
- **Bib #'s provided by event director with option for Blue Ridge Timing to provide (see options below)**

## Blue Ridge Timing Will Provide

- Running time clock at finish line.
- Disposable chips adhered to the back of the bibs.
- Unofficial results posted and printed during and at the conclusion of the event.
- Immediate/live results posting to BRT webpage, uploaded to web, and sent to participants which opted into text/e-mail message results (if RSU is used for registration method)
- Finish line video for each runner through YouTube (to be posted within 24 hours of event).
  - This link is provided for each individual on the results page if using RSU
- Start / finish line flags, chute, and cones.
- Assigning bib numbers on registration page.

## Other options:

- Start/finish line inflatable (based on availability) -- \$250
- Split location on course -- \$300 per split
- Generic bibs \$0.30/bib
- \$50 + ~0.30/bib: Handling of custom bibs (ordering, proofing, payment, & all communication with bib vendor)

## Deadlines/Important Dates

1. Thursday, November 18<sup>th</sup>: Price increase for online registrations.
2. Tuesday, November 23<sup>th</sup>: I'll assign all bib numbers to those registered online and provide you with a listing of pre-registered participants. Online registration will remain open and I will provide you with a listing of any participants who may register after this time upon arriving the morning of the event. (I can send this to you earlier if you'd prefer)
3. Thursday, November 25<sup>th</sup>: BRT will arrive on site, no later than 60 minutes prior to start time.

## Bib Number Options

- Option 1: Blue Ridge Timing bibs. I'll provide the exact number of bibs that you'll need and take back whatever isn't used.



- Option 2: Customized bibs that BRT orders. You'll need to provide me with all logos and a rough outline idea. I'll have a proof made up and then approved by you before printing.



- Option 3: Bibs that the race director orders
  - Custom bib numbers are a nice touch to make your event stand out.
  - Bibs also serve as a marketing tool for subsequent years.
  - Below are two vendors who we recommend (be sure to mention BRT):
    - [www.emediagrp.com](http://www.emediagrp.com).
    - [www.bluefootedtiming.com](http://www.bluefootedtiming.com).

## Costs

- \$3.50 per registration (\$800 minimum)
  - Text message result alerts – included (sent at the completion of all participants)
  - Finish line video
  - Race day registration – included
  - Unused chipped bib #'s: \$0.30/bib after the first 100.
- Virtual event options
  - Add \$100 if using RaceJoy which would include 1 custom course and 1 run anywhere option.





**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

T-Mobile Hometown Grants Program

**Agenda Location**

#7b

**Description**

The T-Mobile Hometown Grants program is a partnership between T-Mobile, Smart Growth America, and Main Street America. It will help fund projects to build, rebuild, or refresh community spaces that help foster local connections in rural towns. Localities with a population less than 50,000 are eligible for grants up to \$50,000. Grant applications are accepted at the end of every quarter (March 31<sup>st</sup>, June 30<sup>th</sup>, September 30<sup>th</sup>, December 31<sup>st</sup>).

Several projects recently discussed by AOT may be eligible for the grant program, including a parklet or a farmer's market. A detailed proposal is needed prior to application submittal, so direction will be needed at a future meeting. However, no formal action is required at the May 13<sup>th</sup> meeting.

**Potential Actions**

None. For informational purposes only.

**Attachments**

- Grant Guidelines

### **What is the T-Mobile Hometown Grants Program?**

T-Mobile is committing up to \$25 million over the next 5 years to support small towns across America by funding community projects.

### **What kinds of projects will T-Mobile fund?**

The T-Mobile Hometown Grants program will help fund projects to build, rebuild, or refresh community spaces that help foster local connections in your town. For example, this might include the town square pavilion, a historic building, an outdoor park, a ball field, or a library-- every town has places where friends and neighbors connect.

### **How does the T-Mobile Hometown Grant program work?**

- Grant applicants may enter at [T-Mobile.com/HometownGrant](https://www.t-mobile.com/hometowngrant)
- Small towns with populations less than 50,000 are eligible to apply.
- Recipients are selected and awarded on a quarterly basis.
- Grants are up to \$50k per town.
- Who can request a T-Mobile Hometown Grant?

We are looking for elected leaders, town managers/employees, or non-profit leaders to submit the details for their project request using the Hometown Grant application.

### **What should I submit during the application process?**

- Full proposal should be three (3) to five (5) pages. Should include, but is not limited to:
  - Detailed description of project to be evaluated by an internal TMO panel and nonprofit organization(s)
  - Detailed budget, including breakdown of budget line items
  - Timeline
- “Shovel ready” plan, with:
  - Outline of expected town outcomes, demonstrating how the project or strategy will lead to the anticipated result/change
  - Details on permits needed/obtained, if applicable, to begin work upon receipt of funds
  - Any additional companies/business partnerships to be contracted for the work
- Up to 5 letters of support from local government and/or community organizations, partners or members, demonstrating community alignment, engagement, and consensus for the proposed project.

**What are key submission deadlines?**

- Applications will be open on a quarterly basis with the following schedule:
  - Spring: Applications open Jan – March, Towns announced in April
  - Summer: Applications open April – June, Towns announced in July
  - Fall: Applications open July – Sept., Towns announced in Oct.
  - Winter: Applications open Oct. – Dec., Towns announced in Jan.
  - Portal will close on the last day of each quarter and reopen for the new quarter on the first of the month

**How are towns selected?**

T-Mobile is partnering with trusted non-profit organizations SmartGrowth America and Main Street America on our grant selection panel. Both organizations have deep expertise in building stronger, healthier, and more connected communities.

**How will winners be notified?**

Grant recipients will be contacted directly by a T-Mobile representative of their acceptance or denial in the month after entries have closed. No status will be available before that communication.



**Agenda Cover Sheet**  
**AOT Board Meeting**  
**May 13<sup>th</sup>, 2021**

**Agenda Item**

Main Street Coordinator Updates

**Agenda Location**

#8

**Description**

Attached is the Main Street Coordinator's list of updates for project or items referred from previous meetings.

**Potential Actions**

- None. For information purposes only.

**Attachments**

- List of the following updates:
  - a. Accounting Software
  - b. Boundary Expansion
  - c. Downtown Business Investment Grant
  - d. Façade Loan Program Modification
  - e. Website Redesign



## **Main Street Coordinator Updates – May 13<sup>th</sup>, 2021**

- 1) Accounting Software
  - a. Publiq Software is currently up and running as of May 10<sup>th</sup>.
  
- 2) Boundary Expansion
  - a. Zachary Whitlow, Community Development Specialist at DHCD, informed the Main Street Coordinator that the FY21-22 work plan had been approved by VMS staff. Mr. Whitlow will be drafting a letter to AOT that officially approves the two-block boundary expansion.
  
- 3) Downtown Business Investment Grant
  - a. The Main Street Coordinator worked with Town staff to develop guidelines that closely mirror the guidelines proposed by the ED Steering Committee. These guidelines were introduced to the Economic Vitality Committee on May 5<sup>th</sup> during the review of Allison Heyes' DBIG application. Committee members were supportive of the guidelines, including the provision that limits funding to certain uses, and recommended that the full Board adopt the guidelines as presented.
  
- 4) Façade Loan Program Modification
  - a. At the April 27<sup>th</sup> Work Session meeting, Town Council approved the modification to the façade program. Guidelines are currently being developed in cooperation with Town staff.
  
- 5) Website Redesign
  - a. The Main Street Coordinator met with Jonathan Mitchell of Simply Branding on May 5<sup>th</sup> to begin the website redesign project. Several items were discussed, including mission/vision statements and website content. Mr. Mitchell informed the Main Street Coordinator that he did not truly know what AOT was prior to the May 5<sup>th</sup> meeting. He stated that the name "Altavista On Track" is very misleading to the public and recommended exploring a potential name change. In addition, Mr. Mitchell informed the Main Street Coordinator that a logo rebranding campaign would cost an additional \$400 and would need to occur prior to website development.



## Main Street Coordinator April 2021 Monthly Report

### Businesses Visited/Contacted

- Airabella's
- Backwoods Auction
- Blum Skincare
- Clipperz Kutz
- Cyclin' Nutz
- Crystal Bay Pools
- Danny's Village Barber Shop
- Edward Jones Investments
- English Auto
- Fellers Chevrolet
- First National Bank
- General Store & Inn
- KB Bookkeeping
- Main Street Café
- Main Street Shoppes
- Parker Productions
- Rountrey Hardware
- Scoops
- Sew Savanna
- SPT Salon
- Styling Boutique
- Sweet Izzy's
- The Portrait Place
- Vista Fitness
- Vital Edge Nutrition
- Watts Petroleum

### AOT Activities

The Main Street Coordinator continued to meet with staff from Publiq Accounting to develop the new accounting software. The conversion from the current QuickBooks software to the new Publiq software is expected to be completed by the middle of May.

The AOT Board of Directors formally adopted the FY22 Work Plan at the April 8<sup>th</sup> board meeting. This document will assist the organization in guiding projects and activities over the coming fiscal year. The work plan will also assist in crafting the FY22 budget, which will be presented to the AOT Board of Directors at the May 13<sup>th</sup> meeting

The Main Street Coordinator continued to promote the new Distrx app to downtown businesses. Several businesses reached out to the Main Street Coordinator for assistance in setting the app up and running promotions.

Marketing is currently underway for AOT's Downtown Business Investment Grant. As of April 30<sup>th</sup>, one individual has completed the grant program, while two others have submitted applications. Since the program was instituted in November 2020, the Main Street Coordinator has received approximately 19 inquiries about the grant program. Applications are available at Town Hall and on the AOT website.

Allison Heyes submitted an application for the Downtown Business Investment Grant to open a hair salon at 517 Broad Street. The application packet will be reviewed by AOT's Economic Vitality committee on May 5<sup>th</sup> prior to a discussion in front of the full Board of Directors at the May 13<sup>th</sup> meeting.

AOT is currently awaiting further information on several grant programs that it applied for, including DHCD's Downtown Investment Grant and USDA's Rural Business Development Grant. As a reminder, the Downtown Investment Grant is \$20,000 and would allow AOT to offer six businesses up to \$5,000 in grant funding. Each business will have access to a maximum of: \$1,000/month in rent assistance for 3 months, \$250/month in utility assistance for 3 months, \$250 in permitting reimbursements, and \$1,000 in marketing assistance for a new website and/or for radio/print ads. The Rural Business Development Grant is \$200,000 and would allow AOT to purchase the vacant building located at 616 Broad Street. If awarded the grant, AOT will seek to redevelop the building with a first-floor restaurant and six apartments.

The AOT Board of Directors voted to proceed with the AOT website redesign using Jonathan Mitchell with Simply Branding. In addition to a redesigned website, Mr. Mitchell will work with AOT to develop a marketing campaign to further assist the organization in reaching new individuals.

Kimberly Cottle with Cottle Multimedia Group recently purchased the vacant restaurant at 525 Main Street. Mrs. Cottle is interested in redeveloping the property as a fine dining/casual restaurant with outdoor seating and entertainment. It is estimated that the business will be open by Spring 2022.

Kimberly Cottle and Jeremy Funderburk expressed interest in joining the AOT Board of Directors to replace two recent vacancies. Both submitted applications and will be discussed and voted on at the May 13<sup>th</sup> meeting.

The Main Street Coordinator worked with Kimberly Cottle (525 Main Street) and Donald Holland (616 Broad Street) on Brownfield Assessment applications for their respective buildings. Both applications were approved, and assessments occurred the final week of April.

The Community Development Director and Main Street Coordinator continued to offer assistance to Jeremy Funderburk while he works to develop his BBQ and Beer festival this fall.

The Town Manager, Assistant Town Manager, Community Development Director, Public Works Director, and Main Street Coordinator continue to meet with the engineering team to discuss the renovations for the Spark Innovation Center.

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

The Main Street Coordinator participated in the bi-monthly meeting of the Entrepreneurial Target Advisory Group (E-Tag). The group is made up of regional organizations that support/supply services to startups and entrepreneurs. The purpose of E-Tag includes communication and addressing issues in the regional entrepreneur ecosystem. The next meeting will be held in June.

The AOT Board President and Main Street Coordinator met with Michael Hudson, Executive Director of Avoca Museums, to discuss AOT's proposed historic building plaque project. Mr. Hudson offered further guidance regarding the cost of the signs, as well as historical significance of several downtown buildings.

The Main Street Coordinator attended the virtual Main Street Now Conference on April 13<sup>th</sup> and 14<sup>th</sup> and participated in several informational webinars. It was announced that the 2022 Main Street Now Conference would be held in Richmond.

### **Town Social Media Activities**

- **Page Likes:** 2,022 (+25 during April)
- **Page Followers:** 2,220 (+27 during April)
- **Post Reach:** 3,085 (-60% compared to March)
- **Total Posts:** 17 posts
- **Most Popular Post:** Prepayment of Taxes (April 26<sup>th</sup>) – 1,008 reached

### **AOT Social Media Activities**

- **Page Likes:** 1,679 (+16 during April)
- **Page Followers:** 1,743 (+16 during April)
- **Post Reach:** 4,795 (+7% compared to March)
- **Total Posts:** 7 posts
- **Most Popular Post:** Clipperz Kutz Announcement (April 22<sup>nd</sup>) – 270 reached