



TOWN COUNCIL WORK SESSION

Monday, August 17, 2015 @ 7:00pm in the Front Royal Administration Building

Town/Staff Related Issues:

1. Deer Management Presentation – *Virginia Game and Inland Fisheries – Fred Frenzel*
2. Recommendation on (VCC) Donation of (EV) DC Fast Charger – *Director of Energy Services*
3. Purchase of a Vehicle Storage Building for Energy Services Facility– *Director of Energy Services*
4. Power of Partnership Alliance (POPA) Request to Release Funds – *Town Manager*
5. Discussion of Mary Shady Lane Railroad Crossing – *Town Manager*

Council/Mayor Related Items

6. “Roadmap for Success” of Avtex Site – *Councilman Connolly*
7. Discussion of Small Business Development Center (SBDC) Contract – *Mayor Darr*
8. Council Discussion/Goals (*time permitting*)
9. Closed Meeting – 1) Acquisition of Real Property, Investment of Public Funds and 2) Consultation with Legal Counsel; Award of Public Contract; Investment of Public Funds

Motion to Go Into Closed Meeting

I move that Council convene and go into Closed Meeting for the following purposes 1) the discussion or consideration of the acquisition of real property, real property for a public water source, for a public purpose, where discussion in an Open Meeting would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Section 2.2-3711 A. 3. of the Code of Virginia; and, 2) the discussion or consideration of the investment of public funds, consideration of purchase of real property for a public water source, where competition or bargaining is involved, where, if made public initially, the financial interest of the governmental unit would be adversely affected, pursuant to Section 2.2-3711. A. 6. of the Code of Virginia; **AND**, for the following purposes related to a proposal by Congressman Bob Goodlatte and the Economic Development Authority concerning the development of IT Federal in the former Avtex site: 1) Consultation with legal counsel employed or retained by a public body regarding specific legal matters requiring the provision of legal advice by such counsel, pursuant to Section 2.2-3711. A. 7. of the Code of Virginia; 2) Discussion of the award of a public contract involving the expenditure of public funds, including interviews of bidders or offerors, and discussion of the terms or scope of such contract, where discussion in an Open Session would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Section 2.2- 3711. A. 29. of the Code of Virginia; and, 3) Discussion or consideration of the investment of public funds where competition or bargaining is involved, where, if made public initially, the financial interest of the governmental unit would be adversely affected, pursuant to Section 2.2-3711. A. 6. of the Code of Virginia.

Motion to Certify Closed Meeting at its Conclusion [*At the conclusion of the Closed Meeting, immediately re-convene in open meeting and take a roll call vote on the following:*]

I move that Council certify that to the best of each member's knowledge, as recognized by each Council member's affirmative vote, that only such public business matters lawfully exempted from Open Meeting requirements under the Virginia Freedom of Information Action as were identified in the motion by which the Closed Meeting was convened were heard, discussed or considered in the Closed Meeting by Council, and that the vote of each individual member of Council be taken by roll call and recorded and included in the minutes of the meeting of Town Council.

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Table 1. Virginia urban archery (UA) deer harvest by participating locality over the past 10 seasons.

Locality	2005-06		2006-07		2007-08		2008-09		2009-10			2010-11			2011-12			2012-13			2013-14			2014-15		
	UA	All seasons	UA	All seasons	UA	All seasons	UA	All seasons	UA	All bow ¹⁰	All seasons	UA	All bow ¹⁰	All seasons	UA	All bow ¹⁰	All seasons	UA	All bow ¹⁰	All seasons	UA	All bow ¹⁰	All seasons	UA	All bow ¹⁰	All seasons
Altavista ²	0		1		1		1		2			2			2			2			0			0		
Amherst ³	1		5		6		5		5			3			1			2			5			1		
Bedford (city/town) ¹²		(3) ⁷		(4) ⁷		(7) ⁷		(14) ⁷			(9) ⁷			(15) ⁷			(12) ⁷	19	24	39	16			11		
Blacksburg ⁴	1		5		5		5		5			5			6			2			7			4		
Blackstone												19			16			8			2			2		
Chesapeake																		15	52	610	20	56	692	16	41	524
Chesterfield Co.															79	389	1949	65	321	1440	78	393	1558	71	274	1047
Christiansburg ⁴	1		4		5		6		6			6			7			2			7			4		
Colonial Heights	1	7	1	3	4	4	2	11	1	13	21	2	6	9	0	1	6	0	2	5	0	7	10	3	4	4
Danville		(46) ⁷	10	26	7	50	5	30	12	18	40	2	12	17	4	19	23	15	40	50	10	30	36	7	34	44
Fairfax County	106	1140	232	1326	158	1243	223	1332	181	1160	1432	259	1366	1418	315	1889	2002	529	1942	2092	503	1977	2099	492	2126	2282
Emporia	0	30	0	20	0	22	0	31	1	2	27	5		24	0	1	31	0	1	24	0	1	27	0	0	
Farmville	3		2		1		0		1			2			4			9			0			2		
Franklin (City)	0	12	1	23	1	17	3	27	6	12	30	6	6	20	8	25	48	8	20	34	9	20	49	7	11	31
Fredericksburg		(31) ⁷		(21) ⁷		(28) ⁷		(50) ⁷	0	3	48	6	11	41	2	11	50	5	9	22	7	11	40	3	8	30
Galax		(4) ⁷		(5) ⁷		(7) ⁷		(13) ⁷			(8) ⁷			(8) ⁷			(18) ⁷			(5) ⁷	7	20	38	6	14	28
Halifax												7			7			2			3			2		
Hopewell		(3) ⁷		(3) ⁷		(10) ⁷		(7) ⁷			(3) ⁷			(8) ⁷	3	9	11	3	8	11	0	8	11	2	13	16
Hurt																							1			
Independence	3		7		3		4		7			12			7			5			16			10		
Irvington																		0			3			0		
James City County																					66	228	1043	47	232	764
Kenbridge									0			13			1			3			1			1		
Lexington		(9) ⁷		(16) ⁷		(17) ⁷		(13) ⁷			(40) ^{7,11}			(21) ⁷	1	9	27	4	7	29	3	14	21	2	6	15
Lynchburg ^{2,3,8}	1	18	8	18	2	19	4	33	3	19	44	12	71	88	19	104	121	46	127	145	35	108	127	28	120	132
Martinsville	4	31	8	38	6	26	7	44	12	19	34	13	26	34	10	32	41	13	27	38	10	18	26	10	20	31
Pearisburg												7			1			1			3			3		
Pulaski									2			6			1			2			2			4		
Purcellville ⁹					6		?		?																	
Radford	6	31	13	36	9	22	5	18	5	25	37	7	27	37	7	30	37	9	25	36	11	31	38	7	26	28
Richlands ⁵							5		1			3			2			6			7			5		
Richmond	1	7	3	15	2	9	12	24	8	16	26	15	32	36	4	16	22	12	20	27	2	13	16	3	25	28
Roanoke Co.																		41	307	1520	54	332	1766	39	320	1389
Rocky Mount	0		4		5		4		4			5			5			3			1			0		
Saltville									10			6			2			2			4			3		
Smithfield																		3			1			1		
Staunton		(22) ⁷		(14) ⁷		(23) ⁷		(45) ⁷	38	75	82	29	79	86	14	53	62	36	60	64	22	47	60	24	62	84
Stuart									5						1			0			0			0		
Suffolk												28			176		2369	33	148	1878	33	172	2144	32	194	2193
Tazewell ⁵	6		10		4		6		0			4			3			6			6			4		
West Point	1		3		0		5		3			10			1			2			4			3		
Winchester	2	43	5	45	2	27	1	23	3	7	35	6	6	15	3	158	920	1	7	17	1	6	25	8	12	22
York Co.																		10	181	815	23	197	923	5	104	588
State	137		322		227		303		316			477			565			924			982			873		

¹ Note that city-level harvest data were first available during the 2004-05 season. Town-level data are not available.²⁻⁵ Since town-level data are not available, urban archery season data presented has been apportioned among localities with the same superscripts.⁶ Obsolete reference to two towns that dropped out after first season (Narrows, Bowling Green).⁷ Harvest before city was a participant in urban archery season⁸ Approximately 200 deer killed by bowhunters using kill permits each season (2003-09), which ceased beginning in 2010.⁹ Cannot differentiate town harvest from that of county, which participates in an archery season with same dates; dropped out in 2011¹⁰ Total bow and crossbow harvest during all seasons (i.e., urban archery, statewide archery season, firearms seasons); only available for cities and counties as data is not available at the town level.¹¹ Harvest likely impacted by a special hunt on a campus.¹² Reverted to a town during 2013.

30% of localities have no special restrictions

2



Item No. _____

Town of Front Royal, Virginia Work Session Agenda Form

Date: August 17, 2015

Agenda Item: Recommendation on VA Clean Cities (VCC) Donation of Electric Vehicle (EV) DC Fast Charger

Summary: Staff had been evaluating EV chargers for possible use in the Gazebo area when we became aware of a program offered through Virginia Clean Cities (VCC) to offer localities an EV charger at no cost. In partnership with ChargeUp, VCC is pursuing host sites in Virginia for the installation of EV chargers to address transportation needs for the exponential growth in electric vehicles. Staff has discussed details of the program at the July 6th and August 3rd work session.

Council Discussion:

Staff Evaluation: Staff has gathered all additional information from VCC to answer the questions/concerns from the July 6th and August 3rd work session. Additional details will be provided at the work session.

Budget/Funding: The project is currently not funded

Legal Evaluation: Currently under review

Staff Recommendations: There is a growing demand for fast and convenient charging infrastructure near retail and cultural destinations for electric vehicles. Staff will provide recommendation to proceed with VCC or seek other alternatives.

Town Manager Recommendation:

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action

Consensus Poll on Action: ____ (Aye) ____ (Nay)

Work Session

3



Item No. _____

Town of Front Royal, Virginia Work Session Agenda Form

Date: August 17, 2015

Agenda Item: Purchase of a Vehicle Storage Building – Energy Services Facility

Summary: Staff has been working over the past three years to consolidate and improve the Energy Services facilities. The final component is the vehicle storage building to properly store and protect all live-line electrical equipment. The prefabricated storage building is 80 feet wide and 120 feet long equipped with twelve garage doors.

Council Discussion:

Staff Evaluation: Staff has issued several RFP's for the building over the past several months due to the lack of interest from vendors. The Town of Front Royal has received two (2) bids from vendors qualified to complete the work.

Budget/Funding: Funding for the project was encumbered in the FY 13-14 and in the current budget year.

Legal Evaluation:

Staff Recommendations: Staff recommends approval of contract with Pioneer Pole Buildings for the construction of the vehicle storage building located at 1100 Manassas Extended for the cost of \$193,846.

Staff also recommends a budget amendment to move forward the funds encumber from the previous budget years for the storage building of \$93,000.

Town Manager Recommendation:

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
Consensus Poll on Action: ____ (Aye) ____ (Nay)

Work Session

TOWN OF FRONT ROYAL, VIRGINIA

Quotation Tabulation

Item: WAREHOUSE CONSTRUCTION - ELECT. DEPT.

Quotation #19

Date: July 23, 2015

Mailed: 10

Replied 2

Vendor Quotation

	SUPERIOR BUILDINGS HARRISONBURG VIRGINIA	PIONEER POLE BUILDINGS SCHUYLKILL HAVEN PENNSYLVANIA	
QUANTITY	QUOTATION	QUOTATION	QUOTATION
CONSTRUCTION OF PREFABRICATED STORAGE BUILDING, INCLUDING ALL PERMITS, LABOR, EQUIPMENT, MATERIALS, ETC.			
MOBILIZATION/DEMOBILIZATION	\$2,500.00	INCLUDED	
EROSION AND WATER POLLUTION PREVENTION, CONTROL, ABATEMENT	\$2,500.00	INCLUDED	
BUILDING CONSTRUCTION	\$197,500.00	\$190,074.00	
OPTIONS:			
1" VAPOR BARRIER WALL INSULATION	\$7,500.00	\$10,080.00	
RIDGE VENT	(INCLUDED IN CONSTRUCTION)	\$600.00	
GUTTERING	\$5,000.00	\$3,172.00	
TOTAL BASE PRICE QUOTATION	\$202,500.00	\$190,074.00	
TOTAL WITH OPTIONS	\$215,000.00	\$203,926.00	

The above proposals verified to specifications and compliance
with terms and conditions.

Witness


PURCHASING AGENT



**Pioneer Pole
Buildings, Inc.**

Prepared For:

Town of Front Royal
David Jenkins
520 E. 6th Street
Front Royal, VA 22630
Phones: Work: 540-635-3027

**THIS QUOTE IS VALID FOR 15 DAYS
FROM THE DATE ON THE RIGHT
QUOTE NUMBER:
PQS-71122-004**

Page: 1 of 1
Quote Date: 7/21/2015
Quote By: Heather Evans
Customer ID: 71122

Building

Dimensions: 80'W x 120'L x 18'6"H
3 ply 2 x 8 glu-laminated, poles 8' on center
Siding: 28 Gauge Frontier Panel 40 Year Warranty
Roofing: 27 Gauge Frontier Panel 40 Year Warranty
80' Standard Trusses, 4' on center, 4/12 pitch, snow load by code and design

Openings

(12) 14 x 16 Commercial Micro Grooved Insulated, 15" track, Placement: eave
(2) Entry Door 3068 outswing 6-panel RH steel Insulated White
(4) Window 3W 4H Single Hung Insulated White with Grids & Screen
(2) Panic Hardware w/auto closure

Overhangs

Eaves Overhang: OH 1', Gables Overhang: OH 1'

Insulation

Roof: 1" Roof Insulation

Miscellaneous

Trash Removal
2 x 8 Skirtboard .60 Treated with barrier tape
Permit Service & Engineered Sealed Blueprints (does not include permit fees) (If Required By Township/County)

Additional

** Prevailing Wages Not Included.
***Pioneer is currently scheduling 14-16 weeks out for construction from building permit.

Total for above building erected on your level, compacted site: \$190,074

Additional Options

Overhangs

244 ft Gutter: 6K W/Downspout \$3,172

Insulation

Wall: 1" Wall Insulation \$10,080

Miscellaneous

120 ft, Cobra Ridge Vent \$600
Non Stamped Blueprints Free

6" concrete floor, expansion joints, fiber mesh, 3500 PSI, top sealer. Customer supplies 6" stone base. \$46,560
Pioneer spreads stone. Extra concrete or extra grading is extra charge.

SCHEDULE OF VALUES

STORAGE SHED

NO CHANGES SHALL BE MADE TO THE PAY ITEM QUANTITIES CONTAINED HEREIN. ANY CORRECTIONS TO BIDDER'S ENTRIES SHALL BE MADE IN INK AND SHALL BE INITIALED BY BIDDER.

ITEM NO.	APPROXIMATE QUANTITIES	ITEMS	UNIT VALUES	AMOUNT
<u>DIVISION I - PREFABRICATED BUILDING CONSTRUCTION</u>				
	1.00 Lump Sum	MOBILIZATION/ DEMobilIZATION	Lump Sum	\$ <u> </u>
	1.00 Lump Sum	MAINTENANCE OF TRAFFIC	NOT APPLICABLE	\$ <u> </u>
	1.00 Lump Sum	PREVENTION, CONTROL, AND ABATEMENT OF EROSION AND WATER POLLUTION	Lump Sum	\$ <u> </u>
	1.00 Lump Sum	BUILDING CONSTRUCTION	Lump Sum	\$ <u>190,074.00</u>

OPTIONS

	1.00 Lump Sum	1" VAPOR BARRIER WALL INSULATION	\$ <u> </u>	\$ <u>10,080.00</u>
	1.00 Lump Sum	RIDGE VENT	\$ <u> </u>	\$ <u>600.00</u>
	1.00 Lump Sum	GUTTERING	\$ <u> </u>	\$ <u>3,172.00</u>

The bid price shall be the total for furnishing and complete installation of the prefabricated building specified, ready for the Town of Front Royal Department of Energy Services use, and shall include all applicable freight and installation charges. Extra charges will not be allowed.

At the conclusion of the work, the Contractor shall demonstrate to the Town that the work is fully operational and in compliance with the contract specifications and codes. Any deficiencies shall be promptly and permanently corrected by the Contractor at the Contractor's sole expense prior to final acceptance of the work.

SCHEDULE OF VALUES

STORAGE SHED

NO CHANGES SHALL BE MADE TO THE PAY ITEM QUANTITIES CONTAINED HEREIN. ANY CORRECTIONS TO BIDDER'S ENTRIES SHALL BE MADE IN INK AND SHALL BE INITIALED BY BIDDER.

ITEM NO.	APPROXIMATE QUANTITIES	ITEMS	UNIT VALUES	AMOUNT
DIVISION I - PREFABRICATED BUILDING CONSTRUCTION				
1.00 Lump Sum		MOBILIZATION/ DEMOBILIZATION	Lump Sum	\$ <u>2500.00</u>
1.00 Lump Sum		MAINTENANCE OF TRAFFIC	NOT APPLICABLE	\$ <u>0</u>
1.00 Lump Sum		PREVENTION, CONTROL, AND ABATEMENT OF EROSION AND WATER POLLUTION	Lump Sum	\$ <u>2500.00</u>
		<i>(covers up to 1,000' of silty fence) JLE</i>		
1.00 Lump Sum		BUILDING CONSTRUCTION	Lump Sum	\$ <u>197,500.00</u>

OPTIONS

1.00 Lump Sum		1" VAPOR BARRIER WALL INSULATION	\$ <u>1</u>	\$ <u>7,500.00</u>
1.00 Lump Sum		RIDGE VENT <i>(included in Building Construction)</i>	\$ <u>0</u>	\$ <u>0</u>
1.00 Lump Sum		6" GUTTERING <i>w/ (4) 3" x 4" downspouts</i>	\$ <u>1</u>	\$ <u>5000.00</u>

The bid price shall be the total for furnishing and complete installation of the prefabricated building specified, ready for the Town of Front Royal Department of Energy Services use, and shall include all applicable freight and installation charges. Extra charges will not be allowed.

At the conclusion of the work, the Contractor shall demonstrate to the Town that the work is fully operational and in compliance with the contract specifications and codes. Any deficiencies shall be promptly and permanently corrected by the Contractor at the Contractor's sole expense prior to final acceptance of the work.

SUPERIOR

BUILDINGS LLC

"Aiming for above and beyond."

www.superiorbuildings.net

Superior Buildings Bid Proposal

IFB #18-Energy Services Building – Town of Front Royal, VA

Date: July 2, 2015

Town of Front Royal

Contact: David W. Jenkins – Manager, Department of Energy Services

P: (540) 635-3027 Email: dwenkins@frontroyalva.com

Superior Buildings Representatives:

President/Owner: **Nate King** Cell – (540) 236-8044 Office – (540) 269-2696

 Email – nate@superiorbuildings.net Fax – (540) 269-8130

Sales/Estimating: **Josh Fox** Cell – (540) 810-0015 Office – (540) 269-2696

 Email – joshfox@superiorbuildings.net Fax – (540) 269-8130

Specifications

Building size: 80'W x 120'L x 18'6"H

Site Preparation: Not included

Posts: 4-ply 2"x8" Glu-Laminated, Engineered Posts

Trusses: 4/12 pitch, 48" o.c.

Side Covering: 26 gauge painted steel, 40 year paint warranty

Roof Covering: 26 gauge painted steel, 40 year paint warranty

Trim Package: Premium

Fasteners: All metal is attached with Color matched screws. All framing secured with 3" x .131 nails.

Headers: Priced accordingly per our building design requirements

Roof Purlins & Wall Girts: 2"x4", 2' o.c., horizontal

Skirt Board: 2"x8" pressure treated – 0.60 CCA for ground contact

Ventilation/Overhangs: 12" eaves with vented soffit

12" gables with vented soffit

Profile ridge vent

Doors: (2) 3068 6-panel, steel/steel jamb entry doors w/ panic hardware and auto closures

(12) 14'w x 16'h commercial, insulated overhead doors w/ standard 15" tracks

Windows: (4) 36"x48" double hung, vinyl, insulated windows

Insulation: Roof to have a 1" (or thicker) vapor barrier type insulation (installed between the framing and roof metal)

Miscellaneous:

Engineered Construction Plans Included – Cost of Permits to be added by Change Order

Building will be designed to meet all local and state codes for wind and snow loading

Construction Labor Included

Scrap & Construction Debris Removal Included

Total Bid Price for Building Construction Lump Sum: \$197,500.00

Mobilization/Demobilization Lump Sum: \$2,500.00

Prevention, Control, and Abatement of Erosion and Water Pollution (allows for up to 1,000 lf of silt fence installation) Lump Sum: \$2,500.00

OPTIONS:

1" (or greater) Vapor Barrier Wall Insulation Lump Sum: \$7,500.00

Ridge vent Included in Bid Price for Building Construction

6" guttering w/ (8) 3"x4" downspouts Lump Sum: \$5,000.00

SUPERIOR

BUILDINGS LLC

"Aiming for above and beyond."

www.superiorbuildings.net

Superior Buildings Bid Proposal

IFB #18-Energy Services Building – Town of Front Royal, VA

Date: July 2, 2015

Town of Front Royal

Contact: David W. Jenkins – Manager, Department of Energy Services

P: (540) 635-3027 Email: dwjenkins@frontroyalva.com

Superior Buildings Representatives:

President/Owner: **Nate King** Cell – (540) 236-8044 Office – (540) 269-2696

 Email – nate@superiorbuildings.net Fax – (540) 269-8130

Sales/Estimating: **Josh Fox** Cell – (540) 810-0015 Office – (540) 269-2696

 Email – joshfox@superiorbuildings.net Fax – (540) 269-8130

Specifications

Building size: 80'W x 120'L x 18'6"H

Site Preparation: Not included

Posts: 4-ply 2"x8" Glu-Laminated, Engineered Posts

Trusses: 4/12 pitch, 48" o.c.

Side Covering: 26 gauge painted steel, 40 year paint warranty

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Headers: Priced accordingly per our building design requirements

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12" gables with vented soffit

Profile ridge vent

Doors: (2) 3068 6-panel, steel/steel jamb entry doors w/ panic hardware and auto closures

(12) 14'w x 16'h commercial, insulated overhead doors w/ standard 15" tracks

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OPTIONS:

1" (or greater) Vapor Barrier Wall Insulation Lump Sum: \$7,500.00

Ridge vent Included in Bid Price for Building Construction

6" guttering w/ (8) 3"x4" downspouts Lump Sum: \$5,000.00

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Item No. _____

Town of Front Royal, Virginia Work Session Agenda Form

Date: August 17, 2015

Agenda Item: Power of Partnership Alliance (POPA) Request to Release Funding

Summary: At the January 22, 2013 Council Work Session, Ken Thurman of Power of Partnership Alliance (POPA) requested that Council consider matching funds to apply for a Virginia Tourism Corporation (VTC) Marketing Leverage Program Grant. At the January 28, 2013 Regular Council Meeting approved a budget transfer in the amount of \$3,800 from the Community Development Position (1101-3002 to 1205-3018 Tourism Promotion) contingent upon authorization by Tourism. Mr. Thurman is requesting that Council release the \$3,800 previously allocated for POPA.

Council Discussion: Council takes desired action

Staff Evaluation: None

Budget/Funding: Director of Finance will be available

Legal Evaluation: Town Attorney will be available

Staff Recommendations: None

Town Manager Recommendation: Town Manager will be available.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action

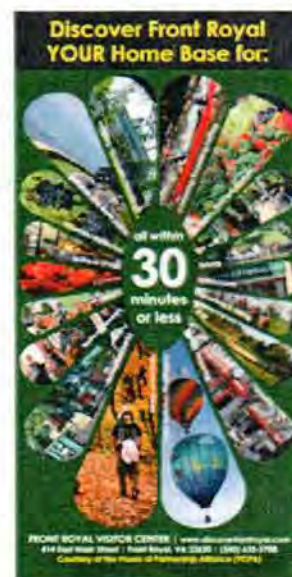
Consensus Poll on Action: ____ (Aye) ____ (Nay)

Work Session

Date: July 14, 2015

To: Steve Burke
Town Manager
102 East Main Street
Front Royal, VA 22630

From: Ken Thurman
Power Of Partnerships Alliance (POPA)
737 Megeath Farm Lane
Front Royal, VA 22630



Steve,

The Power of Partnerships Alliance is requesting release of the funds previously allocated for POPA in support of our mission to promote the tourism and hospitality industry in Front Royal. We have collected over \$10,000 to date in fees, grants, and donations (see attached) and are continuing to pursue additional matching funds.

We have made great strides in promoting the town and the county with the first ever "Irish Spring Fest" held last March attended by well over 1,000 people, our fan chart which has been seen by over one million people and growing, and most recently the placement of event rack cards in support of area festivals as they occur (Irish Spring Festival, Wine & Craft Festival, Virginia Air Show, Festival of Leaves, and the Christmas Market) at the state visitors centers (Manassas and Clear Brook). The funds provided by the Town of Front Royal and Warren County combined with our collections and donations to date will allow us to continue and complete the work we have previously outlined (web applications, mobile applications, youtube videos, area itineraries, events, and other promotional materials). Plus help us in staging the second annual Irish Spring Festival in March 2016.

We would like to thank the Town Council in advance for their support of our all volunteer organization.

Ken Thurman
(703) 963-4064
info@FrontRoyalPOPA.com
www.FrontRoyalPOPA.com

Attachment 1: POPA Matching Funds Collected

Power Of Partnerships Matching Funds

Income/Sponsors/Cash on Hand	\$ Amount
State Farm	\$500.00
Union Bank & Trust	\$500.00
FR Farmers Market	\$250.00
Virginia Eagle	\$150.00
City National Bank	\$400.00
Jack Evans Chevrolet	\$250.00
Shenandoah Ford	\$500.00
Aire Serv	\$250.00
Apple House	\$300.00
Drink Tickets/Glass Sales	\$2,298.00
Pot of Gold Raffle	\$213.00
Electric Fees (Irish Spring Fest)	\$140.00
Booth Spaces (Irish Spring Fest)	\$2,390.00
Other (Jean Dixon Foundation Grant)	\$2,500.00
Total Income	\$10,641.00

Date: January 22, 2013

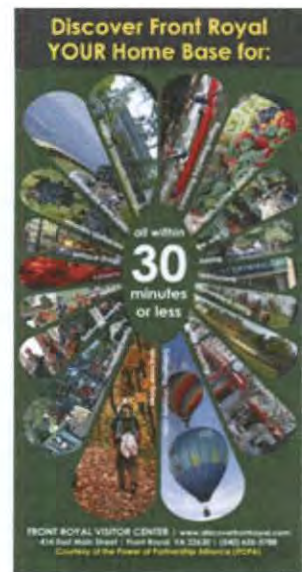
To: Front Royal Town Council

From: Ken Thurman
Power Of Partnerships Alliance (POPA)
737 Megeath Farm Lane
Front Royal, VA 22630

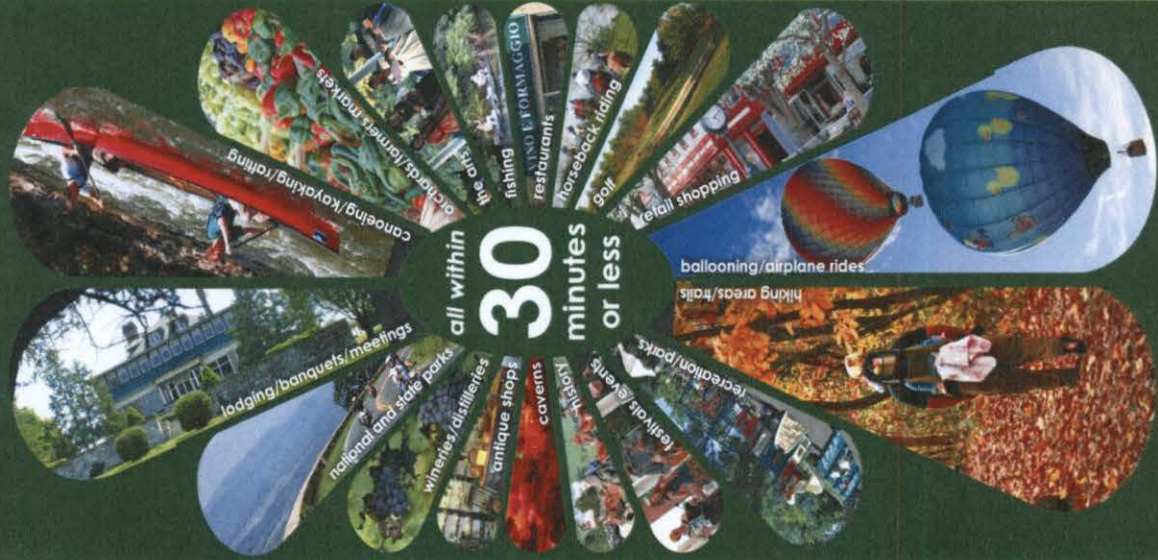
Attached is our budget request for the Power Of Partnerships Alliance to apply for a matching funds grant from the Virginia Tourism Corporation (VTC). We thank the Council for your consideration in funding this series of projects designed to benefit the entire community and our visitors. If you have any questions or require any additional information do not hesitate to contact me.

Ken Thurman
(703) 963-4064
Ken@WizardsOfRealty.com
www.FrontRoyalPOPA.com

- Attachment 1: POPA Presentation Slides
- Attachment 2: POPA Brochure
- Attachment 3: Discover Front Royal Your Home Base For: (Fan Chart)
- Attachment 4: Outside Agency Documentation Form (Warren County)
- Attachment 5: Proposed Budget (Based on VTC matching funds)
- Attachment 6: VTC Grant Application Process



Discover Front Royal
YOUR Home Base for:



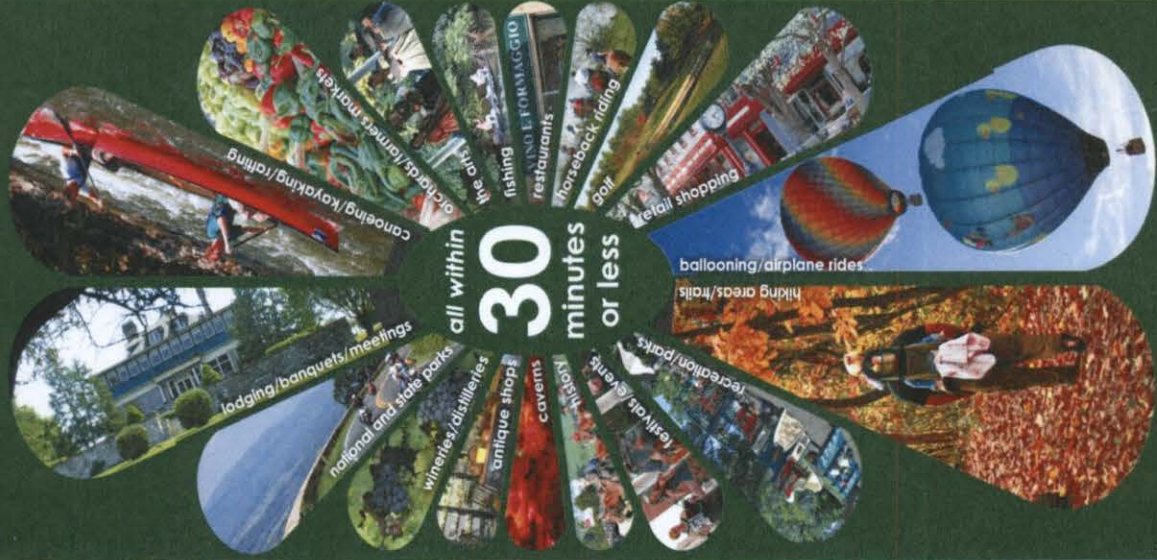
The Power of Partnerships Alliance (POPA)



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414 East Main Street | Front Royal, VA 22630 | (540) 635-5788
Courtesy of the Power of Partnership Alliance (POPA)

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Discover Front Royal
YOUR Home Base for:



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Power of Partnerships Alliance (POPA)

Our Mission

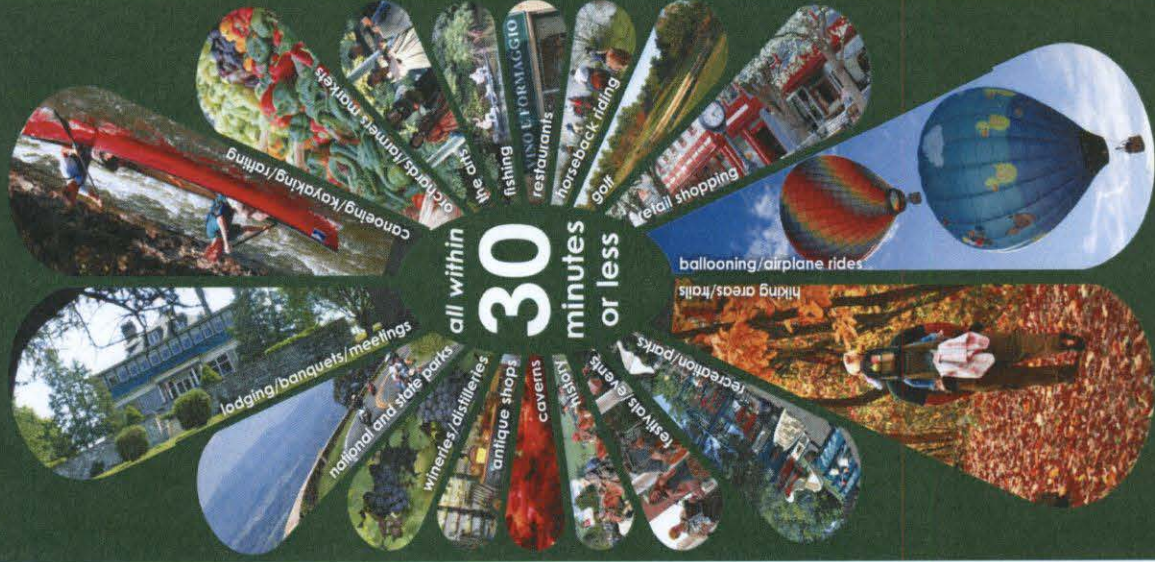
- ✓ To create a strong voice to Enhance, Protect, and Support the Front Royal-Warren County community through partnerships and actions

Our Goals

- ✓ Increase business revenues and tax dollars through tourism and hospitality
- ✓ Enhance the area experience for visitors and residents alike
- ✓ Act as a resource for the town, the county, the county residents, and our members

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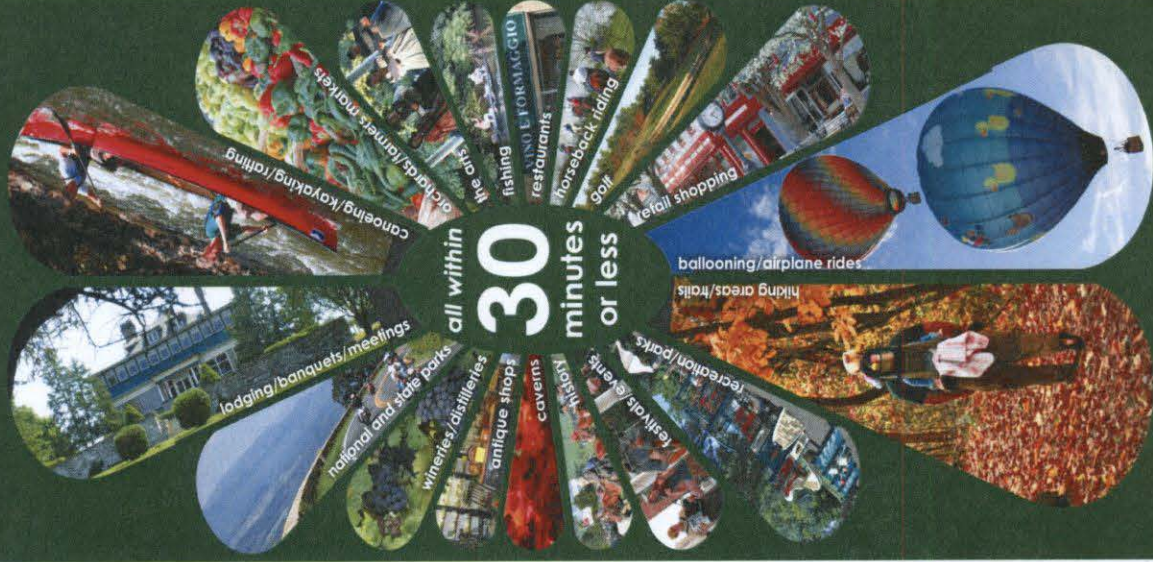
Why Increase Tourism (in Warren County)

- ✓ In 2011 the economic impact of tourism was over \$115 million dollars
- ✓ Tourism dollars generated nearly \$10 million in state and county taxes. Tax dollars help:
 - Support education programs
 - Maintain state roads
 - Create jobs
 - Promote interest in local history
 - Increase our quality of life
 - Lower residents taxes by > \$250 per person
- ✓ Every dollar spent on tourism generates \$15 in revenues (in Warren County)

(source Virginia Tourism Corporation)

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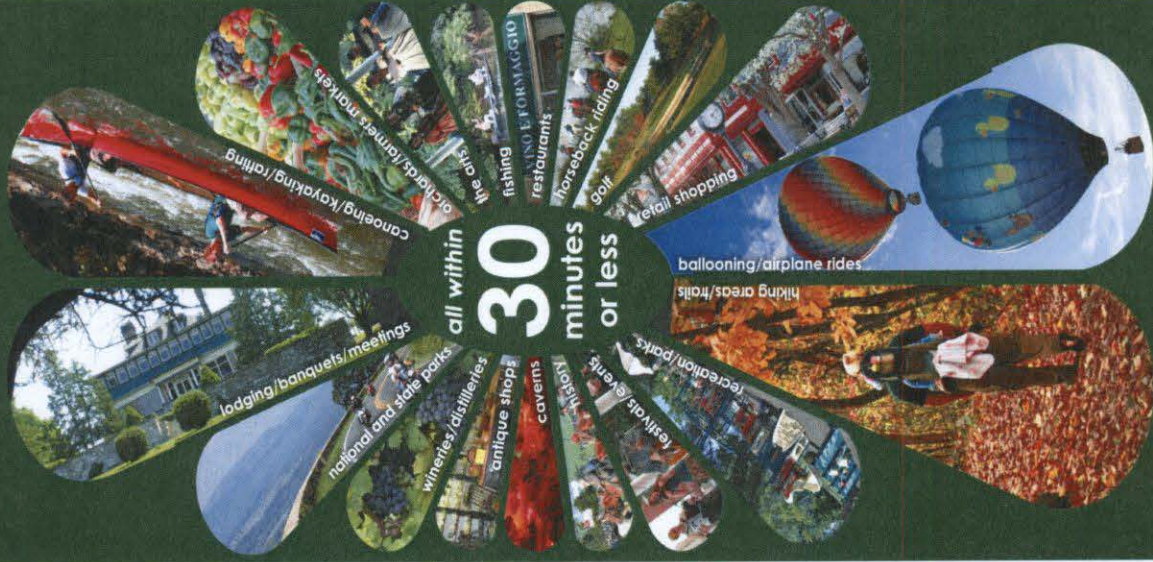
Power of Partnerships Alliance (POPA)

Our Alliance provides Synergy by:

- ✓ Combining the complimentary knowledge, skills, and resources of its different members and partners
- ✓ Avoiding the politics, self serving attitudes, and drama associated with other groups
- ✓ Stressing POPA as a resource and striving to be a “courtesy of” organization rather than one that strives to promote itself
- ✓ Working together with our network partners

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**Discover Front Royal
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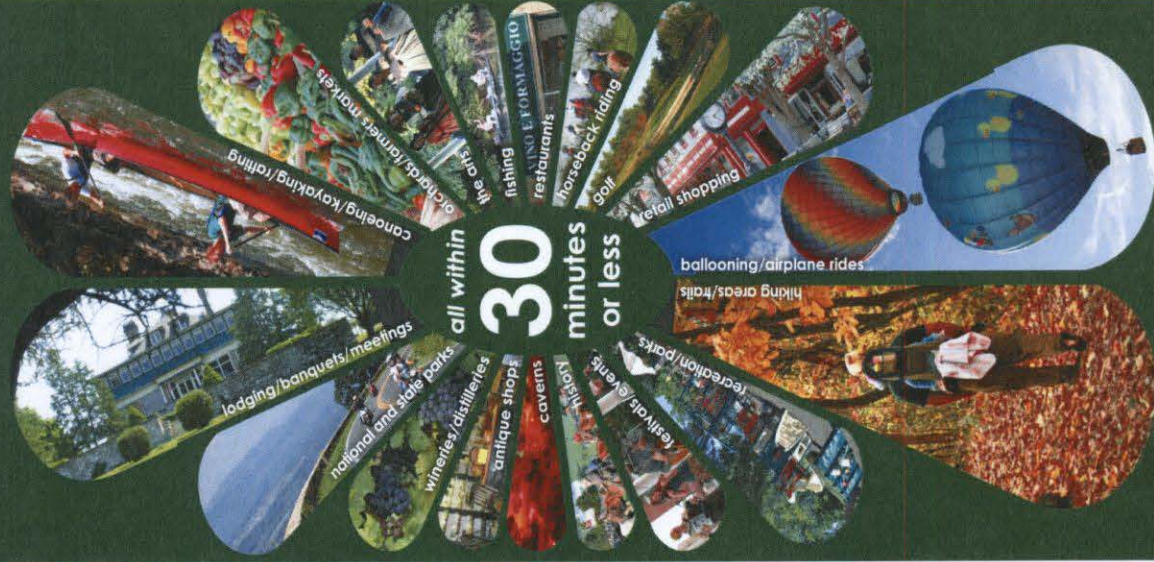
Power of Partnerships Alliance (POPA)

Network Alliances

- ✓ Front Royal Independent Business Alliance (FRIBA)
- ✓ Downtown Front Royal (DFR)
- ✓ Front Royal-Warren County Chamber of Commerce
- ✓ Front Royal-Warren County Visitors Center
- ✓ Warren County Economic Development Authority (WCEDA)
- ✓ ...and YOU!

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Power of Partnerships Alliance (POPA)

Working Group / Team Members

The Warren County Economic Development Authority (WCEDA)
The Holiday Inn & Suites – Blue Ridge Shadows Golf Club
Front Royal Independent Business Association (FRIBA)
Front Royal-Warren County Ministerial Association
Front Royal-Warren County Visitor Center
Northern Virginia 4-H Educational Center
The Appalachian Trail Committee
Downtown Front Royal (DFR)
Americana Signs & Engraving
The Warren Heritage Society
The Wizards Of Realty
Tony T's Apple Farm
Front Royal Canoe
The Apple House
Hampton Inn
State Farm



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Power of Partnerships Alliance (POPA)



Post-Up Stand

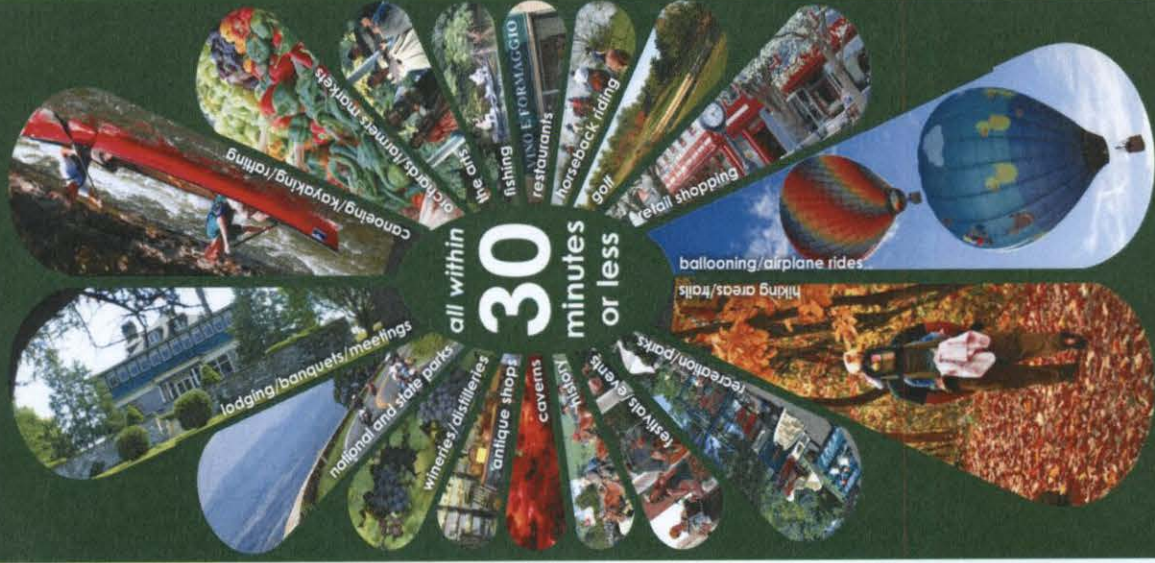


➤ Magazine(s) Ads



- ✓ Volunteer team to help area organizations, businesses, and government agencies achieve their goals as they relate to tourism and hospitality

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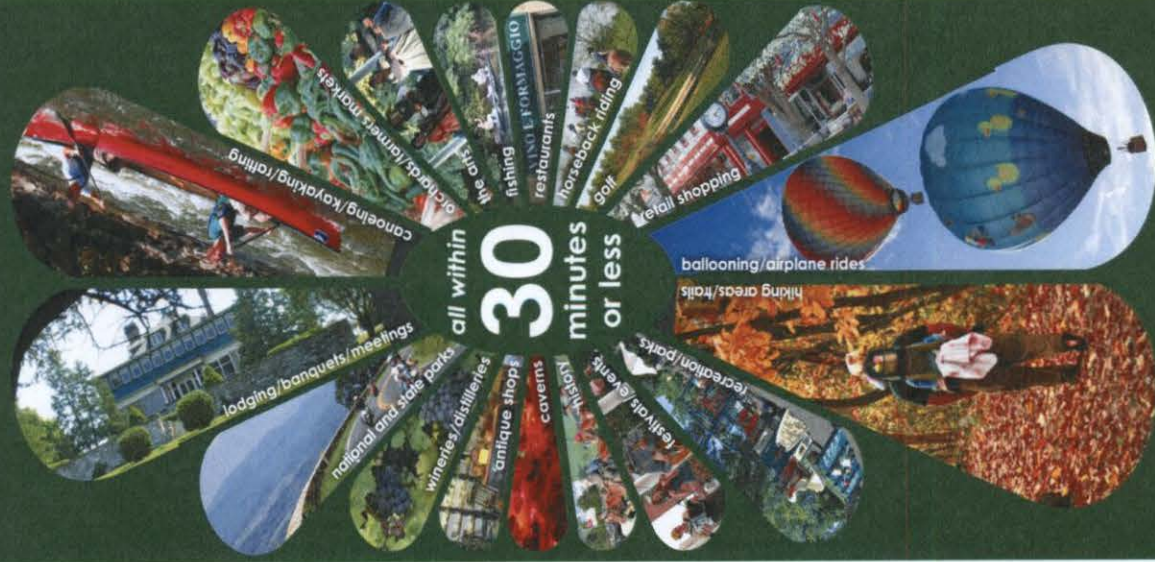
Power of Partnerships Alliance (POPA)

Project: *Discover Front Royal – Database*

- ✓ Data encompassing the 18 fans (left)
 - Example: List of 30 wineries w/in 30 min
 - 1) Names
 - 2) Locations and Directions
 - 3) Contact information
- ✓ Provide database electronically
 - Clickable fan blade website application
 - Distribute to major sites
 - 1) DiscoverFrontRoyal.com
 - 2) Holiday Inn and Hampton Inn
 - 3) State and others
- ✓ Provide database hardcopy
 - Distribution to local businesses and organizations

www.FrontRoyalPOPA.com

Discover Front Royal
YOUR Home Base for:



Power of Partnerships Alliance (POPA)

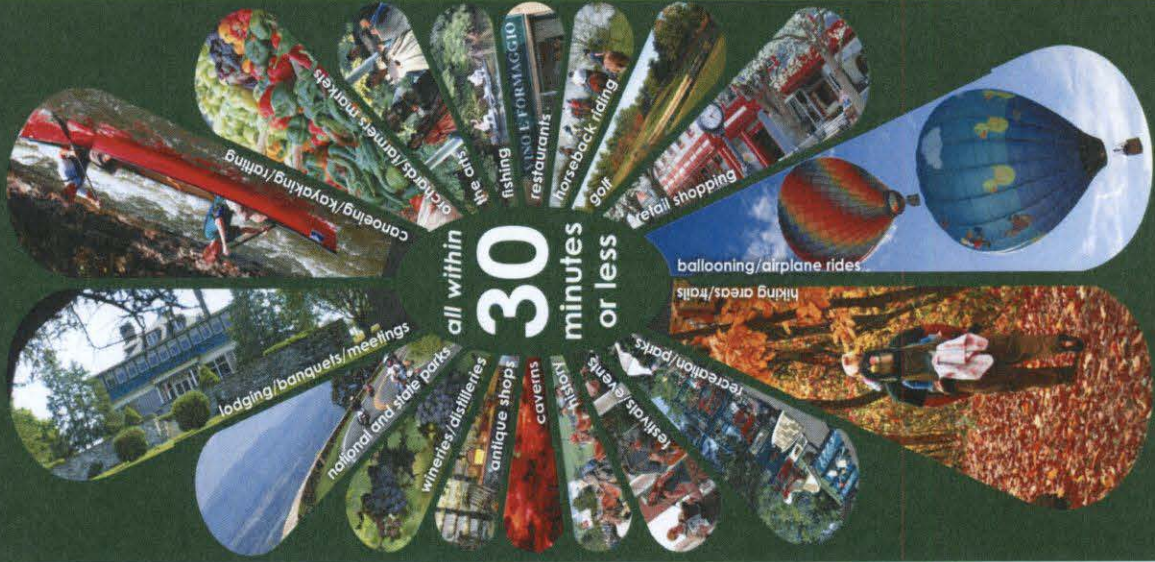
Project: *Trails and Loops*

- ✓ Multiple Loops/Trails in each of the fans
 - Example: Wineries
 - Eastern, Western, and Southern Wine Loops/Trails
- ✓ Generate rack cards for each trail/loop
- ✓ Distribute rack cards throughout the area
- ✓ Potential to generate a video for each loop
- ✓ Example: The Blue Ridge Wine & Whiskey Loop from Luray tourism (Southern Loop)

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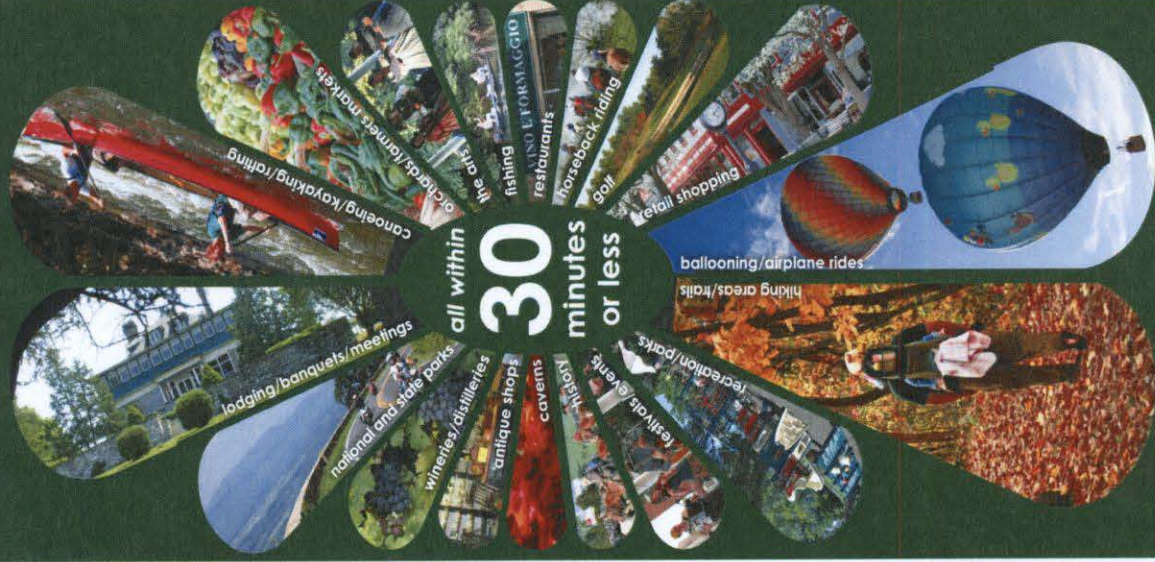
Power of Partnerships Alliance (POPA)

Project: *YouTube Video(s)*

- ✓ We have a lot to say about our area
 - Picture: The activities behind the 18 fans
 - Gliders and hot air balloons soaring over the valley
 - Canoes and kayaks going down the river
 - Festivals and Farmers markets
 - Horseback riders and Hikers
 - Vineyards
 - Caverns and more...
- ✓ Create a YouTube Channel with featured videos (a potential series of trails and loops
- ✓ Example: Grand Rapids YouTube video (Over 5 million viewings)

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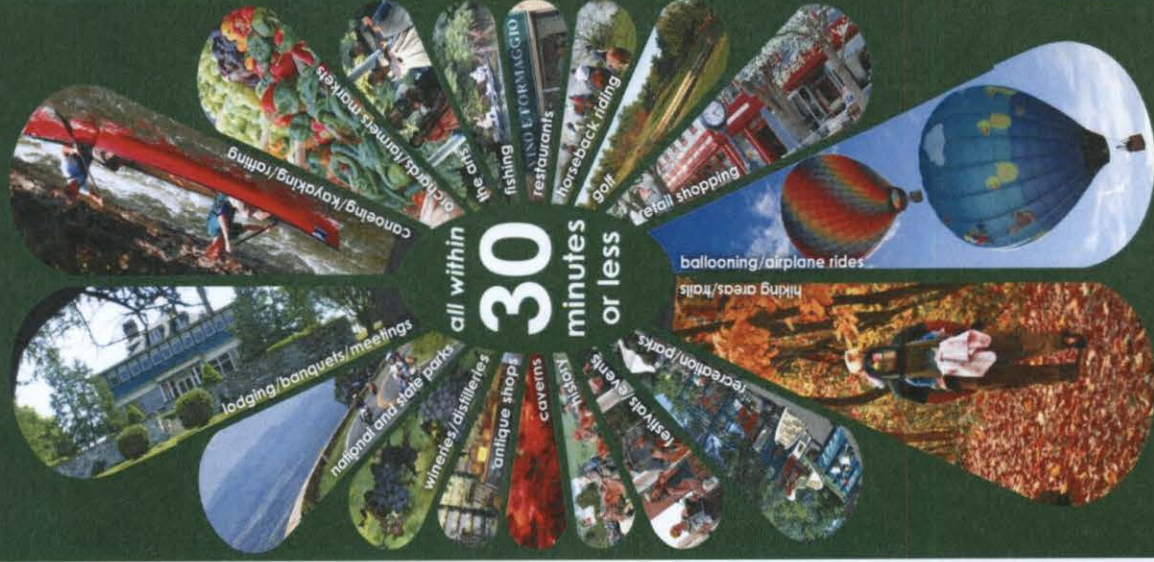
Power of Partnerships Alliance (POPA)

Funding:

- ✓ POPA is a volunteer organization
- ✓ POPA collect no dues
- ✓ Fund Raising for products and projects
 - Virginia State Tourism Grant application
- 1) Matching funds up to \$10,000 available from Virginia Tourism
- 2) Need County and Town support and funding to show united front and effort
- 3) The Front Royal Visitors Center has offered financial support
- 4) A number of the member businesses have offered financial help
- Locally held events (movie nights)
- Additional potential – State and Federal Economic Development grants

www.FrontRoyalPOPA.com

Discover Front Royal YOUR Home Base for:



Power of Partnerships Alliance (POPA)

Summary: *We can...*

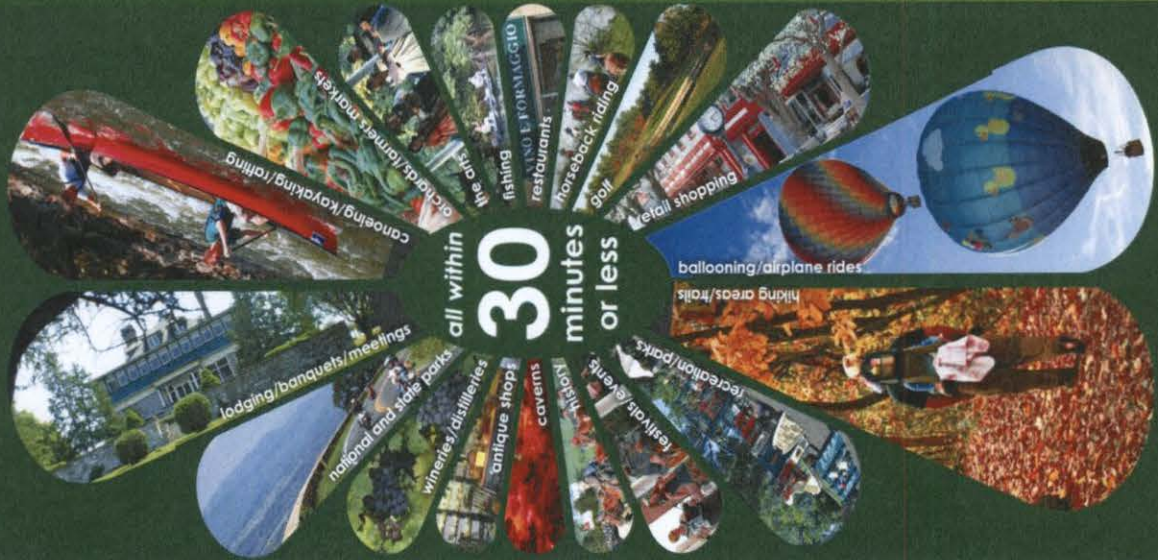
- ✓ **Create.** A bold approach to tackling issues and opportunities associated with tourism
- ✓ **Build.** Upon our communities strengths and focusing on collaborative partnerships to protect and promote our resources
- ✓ **Provide.** A common table for education, discussions, and cross marketing
- ✓ **Inspire.** The right people in the right position to bring about results and initiatives

*Together, We Have The Power To Create A Better
Future For Our Community*

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Discover Front Royal YOUR Home Base for:



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Courtesy of the Power of Partnership Alliance (POPA)

VTC Matching Grant:

1. \$5,000 Warren Cty
2. \$5,000 Front Royal
3. \$10,000 Virginia Tourism (match)

Total: \$20,000

Line Item	Amount	Remarks/Description
Website Development, Hosting, and Maintenance	\$500.00	Provide Front Royal POPA website as a resource center for the community and provide supporting products and information to other area websites. Promotes global outreach and exposure.
Website Application Development	\$500.00	Develop, produce, and maintain home base chart as a clickable website tool with database. Upload to Discover Front Royal, hotels, and any county business or organization website. Promotes global exposure.
YouTube Videos Development	\$7,000.00	Create a series of YouTube videos using the "YOUR Home Base for:" chart and upload to the Discover Front Royal channel on YouTube. Promotes global outreach and exposure.
Packages/Loops/Trails Rack Cards/Brochures	\$6,000.00	Design 20 different packages/loops/trails and produce 5,000 copies of each for regional, state, and national distribution. Showcases each attraction. 100,000 copies for distribution, display, and mailing.
Ads	\$750.00	Provide radio and hard copy ads promoting Front Royal as "YOUR Home Base for:" Further extends the Visitor Centers outreach. Further Visitor Center outreach.
Home Base Booklets	\$250.00	Produce and maintain hard copy database booklets for distribution county wide to all businesses and organizations to create county wide ambassadorship
Attend National Tour and Travel Conference	\$3,500.00	Provide a Shenandoah Valley presence at the annual National conference attended by over 900 tour operators and groups. Need not currently being met. Generates Nationwide exposure.
Community Education	\$500.00	Ads, classes, and Internet based products to promote local citizen and community awareness and to generate a "Tour Your County" approach combined with promoting every citizen as an ambassador of the County
Familiarization Tours	\$1,000.00	Funding to host groups and organizations to "showcase" the County to planners and decision makers. Promotes new business through area growth and education.
		Funding received will be put into the Visitors Center budget as a separate line item.
TOTAL	\$20,000.00	

Virginia Tourism Corporation Grant Application

FUNDING LEVELS	The following guidelines will be used in evaluating applications for the VTC Marketing Leverage Program
Tier One Up to \$10,000 Maximum award of \$10,000 with a 1:1 Match (one dollar from partners matched by one dollar from VTC)	<u>PROGRAM DESCRIPTION (15 points)</u> - Program Description and Partner Evaluation <i>What is your program and why is it needed? How will your program increase visitation and in particular overnight stays?</i> <i>What do you want to accomplish, and what are your program goals?</i> <i>Who and what are your partners' roles and financial commitments?</i>
Tier Two Up to \$50,000 Maximum award of \$50,000 with a 2:1 match (two dollars from partners matched by one dollar from VTC)	<u>PROGRAM CONTENT (75 points, total)</u> Target Audience, Market Research & Performance Measures (30 points) <i>Who is your target market and audience?</i> <i>What research supports your interest in this market and audience?</i> <i>How will you track and know if you have reached your audience?</i> <i>Have you clearly established realistic baseline numbers and clearly stated your targets?</i> <i>Have you completed the Research and Performance Measure Plan?</i>
- The VTC Marketing Leverage Program funds will be disbursed on a reimbursement basis upon receipt of documentation of program implementation. - Periodic progress reports and a final report will be required. Programs should be completed within 18 months of award date. - The Spring 2013 round of applications will open in April 2013 and be due back in June 2013. Exact dates to be announced.	Marketing Message and Program (25 points) <i>What is your message that will cut through the clutter and encourage action? Clearly state this message!</i> <i>What is your marketing plan to reach the target market?</i> <i>Is the marketing plan detailed, with specific timelines?</i> <i>Have you clearly stated for what the VTC funds will be used?</i> <i>Have you completed the Marketing Plan, Budget, and Timeline?</i> VTC "Virginia is for Lovers" Campaign (20 points) <i>Detail how the program supports the "VIRGINIA IS FOR LOVERS" campaign, including VTC Partnership Advertising Opportunities.</i> <u>EFFECTIVENESS OF PROGRAM (10 points)</u> <i>How will you track and report the effectiveness of your program?</i> <i>Is there a plan for implementing the program if requested funding is not fully awarded?</i> <i>Is there a sustainability plan to continue the program after the requested funding cycle?</i>

WE...

Create.

A bold approach to tackling the issues and opportunities associated with tourism in Front Royal-Warren County

Build.

Upon our communities strengths and focusing on collaborative partnerships to protect and promote our resources

Provide.

A common table for education, discussion, and cross-market understanding

Inspire.

The right people in the right positions to bring about results and initiatives.

**WE ARE ABOUT CREATING A
BETTER FUTURE FOR OUR
COMMUNITY!**



*Together We Have The Power
To Create A Better Future For
Our Community.*

www.FrontRoyalPOPA.com

Alliance Business Partners:

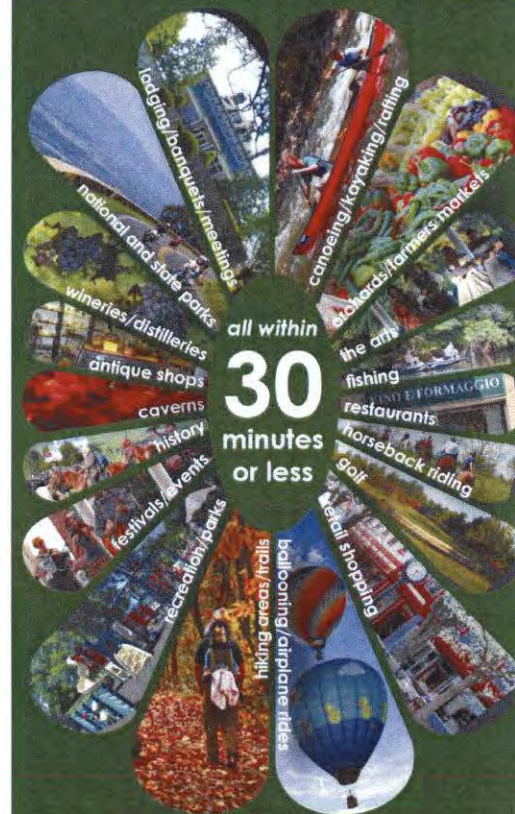


Courtesy Of:

www.FrontRoyalPOPA.com

**Front Royal -Warren County
Power Of Partnerships
Alliance (POPA)**

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YOUR Home Base for:**



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Courtesy of the Power of Partnership Alliance (POPA)

*Our Mission Is To Create A Strong Voice
To Enhance, Protect, and Support the
Front Royal/Warren County Community
Through Partnerships & Actions.*

www.FrontRoyalPOPA.com



Endless Possibilities.



Why Increase Tourism?

In 2011, the economic impact of tourism in Front Royal- Warren County, VA was over \$115 million dollars. The “tourism dollars” spent by visitors and local resident’s:

Create Jobs

Increase Local Tax Revenues

Promote Interest in Preservation and Conservation of Our Natural Resources

Promote Interest In Local History and Heritage

Increase the Quality of Life for Our Residents and Visitors

Provide Leverage and Qualitative Impact Data To Bring About Change In Local/State/ National Policies

Our Alliance Provides:

Synergy— The extent to which a partnership is greater than the sum of its parts. A partnership creates synergy by combining the complementary knowledge, skills, and resources of its different partners. When a partnership achieves a high level of synergy, the group, as a whole, is able to think in new and better ways , take more comprehensive actions to address issues , and develop a stronger, more supportive relationship in the broader community.

The capacity to create synergy is related to three factors:

- Who Is Involved with Partnership.
- How They Are Involved and Interact.
- How Well The Leadership and Management of the Partnership Support The Partners’ Interactions.



*Information Is Courtesy of The
Power of Partnership Alliance
(POPA)*

Network Alliances

- **(FRIBA) Front Royal Independent Business Alliance**
<http://frontroyaliba.org/>
- **Downtown Front Royal**
<http://downtownfrontroyal.org/>
- **Front Royal– Warren County Chamber of Commerce**
<http://FrontRoyalChamber.com>
- **Front Royal– Warren County Visitors Center**
<http://www.discoverfrontroyal.com>
- **Warren County Economic Development Authority**
<http://wceda.com>
- ... **AND YOU!**

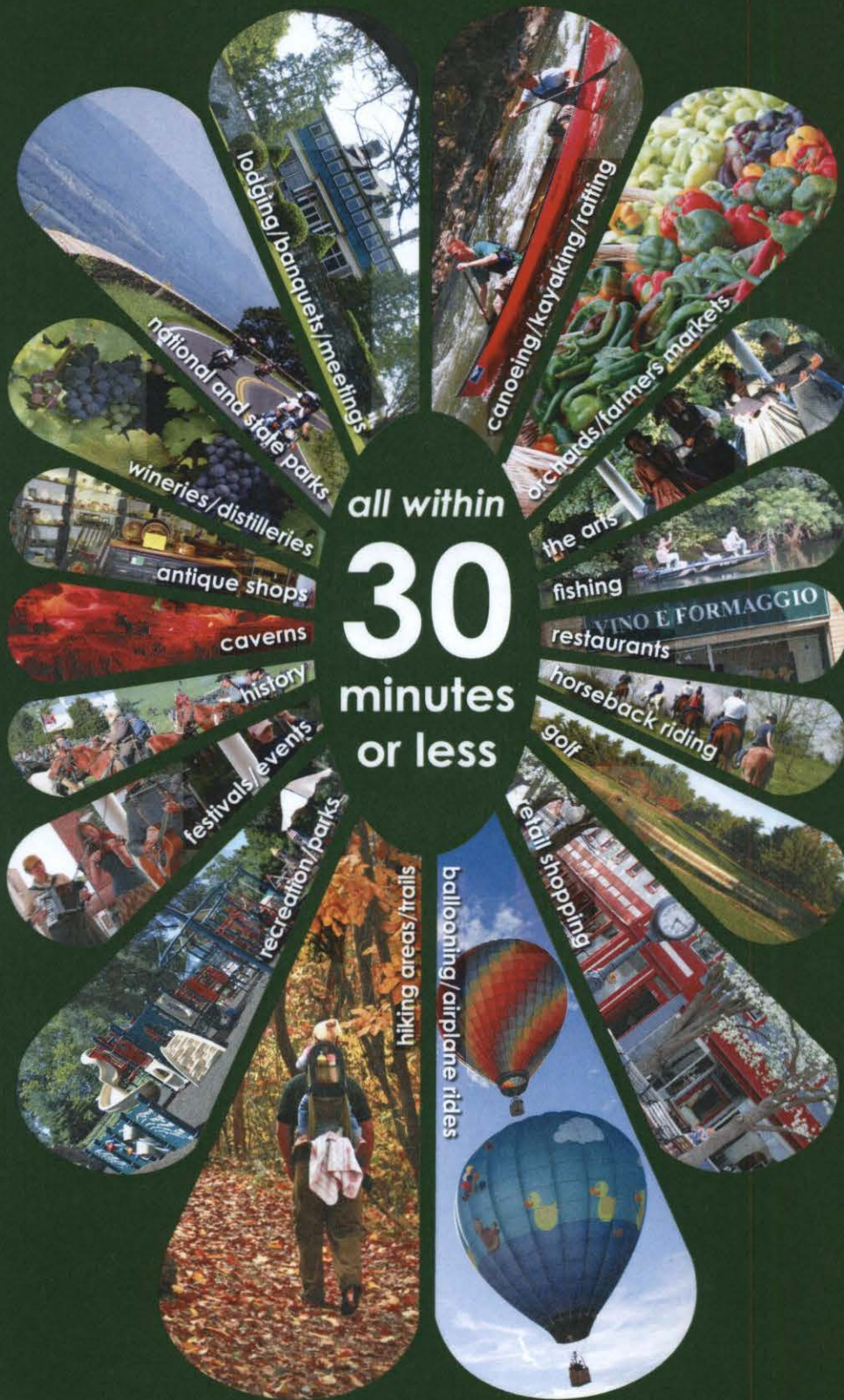
Discover Front Royal...

JUST 30 Minutes or Less from:

- History
- Attractions
- Wineries/Distilleries
- Recreation
- Restaurants
- Festivals/Events
- Orchards/Farmers Markets
- Lodging/Banquet/Meeting
- Retail/Shopping



Discover Front Royal YOUR Home Base for:



all within
30
minutes
or less

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Courtesy of the Power of Partnership Alliance (POPA) (© 2012 Medallion Design)

FY 2013-2014 BUDGET PREPARATION

OUTSIDE AGENCY DOCUMENTATION FORM

Agency: Power Of Partnerships Alliance **Contact Person:** Kenneth R. Thurman

Address: 737 Megeath Farm Lane, Front Royal, VA 22630

Telephone: [O] (540) 635-0635 / [C] (703) 963-4064 **Facsimile:** (540) 301-1411

Date: December 16, 2012

TOTAL FUNDING AMOUNT REQUESTED: \$5,000.00 (to be applied for VTC matching funds grant)

Department Description: Please provide an overview of the agency's responsibilities. This description should include functions and responsibilities of the agency. (See attached brochure and slide presentation)

Mission: To create a strong voice to enhance, protect and support the Front Royal/Warren County Community through partnerships and actions.

Goals: Create jobs, increase business and tax revenues, promote interest in preservation and conservation of our natural resources, increase the quality of life for our residents and visitors, and act as a resource for the town, the county, our county residents and our members through the tourism and hospitality industry.

Members include but are not limited to: the Front Royal-Warren County Visitors Center, Warren County Economic Development Authority (WECDA), Downtown Front Royal (DFR), the Front Royal-Warren County Chamber of Commerce, the Front Royal, Independent Business Alliance (FRIBA), the Hampton Inn, the Holiday Inn & Suites – Blue Ridge Shadows Golf Club, the Northern Virginia 4-H Educational Center, the Appalachian Trail Committee, the Warren Heritage Society, Americana Signs & Engraving, the Wizards of Realty, Tony T's Apple Farm, the Apple House, and State Farm.

POPA is a volunteer organization that collects no dues and seeks to provide products and services that synergistically compliment the diverse membership knowledge and skills while avoiding politics and self serving attitudes. POPA acts as a resource for the community. POPA attempts to promote tourism and hospitality and is an outgrowth of meetings initiated by the Virginia Tourism Corporation.

Service Levels: Please provide workload items of a regular nature (i.e. daily, weekly, regular annual) that are the responsibility of the agency. These items include activities that consume a major portion of the agency's budget; are critical to the success of the agency's mission; have a significant focus on citizens/customers, etc.

POPA is a volunteer organization that works with multiple County organizations to provide products as requested or as required to promote tourism and hospitality in Warren County and the surrounding region. Any county and matching funds provided will go directly to providing products in support of the goals stated. All products relate to and are focused on enhancing our visitors and citizens experience while promoting our local history and preserving our natural resources.

County and Town funding will be used to apply for a Virginia Tourism Corporation matching grant. VATC was instrumental in the founding and operation of POPA. Statewide, every dollar spent on tourism returns five dollars. In Warren County every dollar spent returns nearly \$15. (See attached draft budget)

Goals and Objectives: Please provide workload items that are not of a day-to-day nature. Examples include certifications and/or awards the agency plans to attain, educational training (including continuing education), and significant projects the agency plans to undertake.

Goals: Obtain matching funds from Virginia Tourism Corporation to increase tourism, business revenues, and tax revenues while educating our citizens to take advantage of all we have to offer (*Tour Your County*). We will promote the VTC's "Virginia is for Lovers" theme, establish long term regional marketing, and create new reasons for tourists to visit, stay, and return to the area. Tracking systems are already in place.

Project: "Discover Front Royal Your Home Base for:"

Created the Home Base (30 minute chart) to describe what you can do within 30 minutes of Front Royal. We are now developing a database to accompany the 18 fan blades on the chart which will then be provided in hard copy and electronically to anyone who wants it. We will then maintain the database to insure accurate and timely information. (see attachments for graphic of home base chart)

Project: Develop area "Packages (Trails and Loops)"

Create packages for area that use the Home Base charts 18 fans. For example, we would create the Western and Eastern Wine Ways combined with the successful Blue Ridge Wine & Whiskey Loop to provide individual and group visitors one, two, and three day wine exploration tours in conjunction with local restaurants and lodging (there are 30 wineries within 30 minutes of Front Royal). This is essential to drawing in tour groups and buses.

Project: Develop area "YouTube Video(s)"

YouTube has become an extremely powerful medium. Over 700 YouTube videos are watched every minute and a good video can have over 5 million viewings. We will create a series of videos encompassing the entire Home Base project and each of the 18 individual areas and host them to our Discover Front Royal YouTube channel while making them available to area businesses and organizations to promote our area.

Project: Educate our citizens and create area Ambassadors (*Tour Your County*)

Create print articles, Internet based information, and face-to-face presentations to educate our citizens, businesses, and organizations as to what is available to them and get them all to be ambassadors to our visitors.

Justification (Increases): The agency should provide adequate justification for the request.

1. Requested funding will be used to obtain matching funds from state tourism adding \$10,000 to funds provided by the town and county. (County \$5,000 + Town \$5,000 + State \$10,000 = \$20,000).
2. Working with a diverse group of **volunteers** who all live and work here costs less than hiring out and provides a group that has a stake in the outcome of the projects and products undertaken.
3. Products will increase business and tax revenues while helping to keep individual citizens taxes lower.
4. Products benefit our local businesses, organizations, festivals, air show, our local citizenry and our visitors.
5. Products will attract individual tourists, tour planners, tour groups, and tour bus owners.
6. Products promote long term regional tourism growth and new reasons to visit our area and return.

All Budget Requests MUST include a copy of your agency's budget and most recent audit.

POPA is a new organization working solely on a volunteer basis and has collected no dues. POPA has already provided products to the Front Royal-Warren County Visitors Center for use in displays at the Center and at the State Visitor Centers and for use in magazine ads. In addition we have created our website and brochure describing the organization and its membership. Our members have also produced a series of articles for the Warren County Report (Discover Warren County).

DRAFT Budget Proposal

Line Item	Amount	Remarks/Description
Website Development, Hosting, and Maintenance	\$500.00	Provide Front Royal POPA website as a resource center for the community and provide supporting products and information to other area websites. Promotes global outreach and exposure.
Website Application Development	\$500.00	Develop, produce, and maintain home base chart as a clickable website tool with database. Upload to Discover Front Royal, hotels, and any county business or organization website. Promotes global exposure.
YouTube Videos Development	\$7,000.00	Create a series of YouTube videos using the " <i>YOUR Home Base for:</i> " chart and upload to the Discover Front Royal channel on YouTube. Promotes global outreach and exposure.
Packages/Loops/Trails Rack Cards/Brochures	\$6,000.00	Design 20 different packages/loops/trails and produce 5,000 copies of each for regional, state, and national distribution. Showcases each attraction. 100,000 copies for distribution, display, and mailing.
Ads	\$750.00	Provide radio and hard copy ads promoting Front Royal as " <i>YOUR Home Base for:</i> " Further extends the Visitor Centers outreach. Further Visitor Center outreach.
Home Base Booklets	\$250.00	Produce and maintain hard copy database booklets for distribution county wide to all businesses and organizations to create county wide ambassadorship
Attend National Tour and Travel Conference	\$3,500.00	Provide a Shenandoah Valley presence at the annual National conference attended by over 900 tour operators and groups. Need not currently being met. Generates Nationwide exposure.
Community Education	\$500.00	Ads, classes, and Internet based products to promote local citizen and community awareness and to generate a " <i>Tour Your County</i> " approach combined with promoting every citizen as an ambassador of the County
Familiarization Tours	\$1,000.00	Funding to host groups and organizations to "showcase" the County to planners and decision makers. Promotes new business through area growth and education.
		Funding received will be put into the Visitors Center budget as a separate line item consistent with how grant funding has been tracked and utilized. Draws will be made by invoices against the line item.
TOTAL	\$20,000.00	

NOTE: Goal to generate \$10,000 to use for a state matching funds grant

Virginia Tourism Corporation Marketing Leverage Program

The Virginia Tourism Corporation (VTC) Marketing Leverage Program is designed to stimulate new tourism marketing programs through the creation of tourism partnerships and to extend the VTC “Virginia is for Lovers” campaign. The objective of this program is to leverage limited marketing dollars, resulting in increased visitor spending. A minimum of three Virginia partners must partner financially in the application. Applicants must incorporate aspects of the VTC “Virginia is for Lovers” campaign initiatives – including the VTC Partnership Advertising Opportunities. More information on VTC Advertising Opportunities <http://www.vatc.org/advertising/partneradvertising/>

FUNDING LEVELS	The following guidelines will be used in evaluating applications for the VTC Marketing Leverage Program
Tier One Up to \$10,000 - Maximum award of \$10,000 with a 1:1 Match (one dollar from partners matched by one dollar from VTC) Tier Two Up to \$50,000 - Maximum award of \$50,000 with a 2:1 match (two dollars from partners matched by one dollar from VTC)	<u>PROGRAM DESCRIPTION (15 points)</u> - Program Description and Partner Evaluation - What is your program and why is it needed? How will your program increase visitation and in particular overnight stays? - What do you want to accomplish, and what are your program goals? - Who and what are your partners' roles and financial commitments? <u>PROGRAM CONTENT (75 points, total)</u> Target Audience, Market Research & Performance Measures (30 points) - Who is your target market and audience? - What research supports your interest in this market and audience? - How will you track and know if you have reached your audience? - Have you clearly established realistic baseline numbers and clearly stated your targets? - Have you completed the Research and Performance Measure Plan? Marketing Message and Program (25 points) - What is your message that will cut through the clutter and encourage action? Clearly state this message! - What is your marketing plan to reach the target market? - Is the marketing plan detailed, with specific timelines? - Have you clearly stated for what the VTC funds will be used? - Have you completed the Marketing Plan, Budget, and Timeline? VTC “Virginia is for Lovers” Campaign (20 points) - Detail how the program supports the “VIRGINIA IS FOR LOVERS” campaign, including VTC Partnership Advertising Opportunities. <u>EFFECTIVENESS OF PROGRAM (10 points)</u> - How will you track and report the effectiveness of your program? - Is there a plan for implementing the program if requested funding is not fully awarded? - Is there a sustainability plan to continue the program after the requested funding cycle?
- The VTC Marketing Leverage Program funds will be disbursed on a reimbursement basis upon receipt of documentation of program implementation. - Periodic progress reports and a final report will be required. Programs should be completed within 18 months of award date. - The Spring 2013 round of applications will open in April 2013 and be due back in June 2013. Exact dates to be announced.	

Additional information can be found at <http://www.vatc.org/PAM/leverageprog/> or by scanning the QR Code. Please subscribe to the VTC Dashboard for announcements of the VTC Marketing Leverage Program and other VTC information. For more information visit <http://www.vatc.org/tourism/newsletter-signup/>



REGULAR COUNCIL MEETING MINUTES OF JANUARY 28, 2013

COUNCIL APPROVAL – Budget Transfer and Funding for the Front Royal-Warren County Power of Partnerships Alliance (POPA) Proposal

Councilman Tewalt moved, seconded by Councilman Tharpe, that Council approve a Budget Transfer in the amount of \$3,800 to fund the proposal from the Front Royal-Warren County Power of Partnership Alliance (POPA); and he further moved that Council authorizes Staff to use \$3,800 from the Community Development Position with funds being reimbursed to POPA after authorization by Tourism.

Vote: Yes – Funk, Hrbek, Parker, Tewalt, Tharpe and Sayre

No – N/A

Abstain – N/A Absent

– N/A

(Mayor Darr did not vote as there was no tie to
require his vote) (By Roll Call)

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Town of Front Royal, Virginia Work Session Agenda Form

Date: August 17, 2015

Agenda Item: Mary's Shady Lane Railroad Crossing

Summary: The Town has received a request from Eva Challis to assist with the reclassification of Mary's Shady Lane as a public road so that a request can be made to Norfolk & Southern Corporation to change the crossing classification from private to public. While the crossing and a portion of the road are located within the Town limits, the road is currently a private road, not maintained by the Town. The road does not meet the Town's standards to be accepted into our maintenance inventory. In addition, no Town residents are served by the road.

Council Discussion: Council is requested to consider the situation concerning Mary's Shady Lane.

Staff Evaluation: The road does not meet current standards to be accepted into the Town's inventory. Should the road be upgraded by the residents served by Mary's Shady Lane, the Town could consider accepting into our inventory. The cost to install the required cross arms for a public crossing would also be borne by the residents as this crossing would not serve any Town citizens. The road and crossing are planned to be vacated when development of the Vazanna property occurs. The Town will share any information about future rail maintenance efforts through public notices as we are advised by Norfolk & Southern.

Budget/Funding: The Director of Finance will be available to address fiscal issues.

Legal Evaluation: The Town Attorney will be available to address legal issues.

Staff Recommendations: Staff recommend that the affected property owners consider upgrading the portion of the road in the Town limits to be considered for acceptance by the Town into our maintenance inventory. The residents should contact Warren County to determine if any grants are available to assist in upgrading the road and rail crossing.

Town Manager Recommendation: The Town Manager recommends that the affected property owners consider upgrading the portion of the road in the Town limits to be considered for acceptance by the Town into our maintenance inventory. The residents should contact Warren County to determine if any grants are available to assist in upgrading the road and rail crossing.

Council Recommendation:

☐ Additional Work Session ☐ Regular Meeting ☐ No Action
Consensus Poll on Action: ____ (Aye) ____ (Nay)



AUGUST 4, 2015

TOWN MANAGER STEVE BURKE

MAYOR TIM DARR

TOWN COUNCIL

HOLLIS THARPE BEBHINN EGGER

BRETT HRBEK DARYL FUNK

EUGENE TEWALT JOHN CONNOLLY



MARYS SHADY LANE IS A PRE BYRD ROAD AS EXPLAINED BY BLAIR MITCHELL WHEN HE WAS THE TOWN ATTORNEY. MARYS SHADY LANE IS A CONNECTOR ROAD AND PROVIDES THE ONLY ACCESS TO SEVERAL OTHER ROADS , AND MULTIPLE COMMUNITIES IN THE COUNTY. WE ARE LAND LOCKED WITHOUT MARYS SHADY LANE. MARYS SHADY LANE INTERSECTS WITH HAPPY CREEK ROAD (IN THE TOWN LIMITS) THESE TWO ROADS INTERSECT AT A RAILROAD CROSSING.

MARYS SHADY LANE DOT 714421 K PRIVATE GRADE CROSSING NEEDS TO BE CLASSIFIED AS A PUBLIC CROSSING . PRIVATE CROSSINGS ARE NOT INTENDED FOR USE BY THE PUBLIC, PER THE US DEPT OF TRANSPORATION, & THE FEDERAL HIGHWAY ADMIN. HUNDREDS OF CITIZENS RELY ON THIS ROAD , THE UNITED STATES POSTAL SERVICE TRAVELS OVER THIS CROSSING ON A DAILY BASIS. V DOT USES THIS ROAD TO MAINTAIN ITS ROUTE 66 HIGHWAY OVERPASS. EVEN THE TOWN OF FRONT ROYAL USES THIS ROAD TO MAINTAIN A SEWER EASEMENT TO HAPPY CREEK INDUSTRIAL PARK , ETC ETC

I CONTACTED NORFOLK AND SOUTHERN AFTER THIS CROSSING WAS BLOCKED FOR FIVE HOURS ON WEDNESDAY JULY 29, 2015. AND WAS ADVISED THAT THE TOWN NEEDS TO MAKE THIS REQUEST,

THIS SIMPLE RECLASSIFICATION WOULD ALLOW ANY FUTURE PLANNED CLOSURES TO INCLUDE OUR CROSSING IN THE NOTIFICATION PROCESS AND ALLOW POLICE , FIRE AND RESCUE THE ADVANCE NOTICE WE ARE ENTITLED TO .

SAFETY IS A TOP PRIORITY WITH NORFOLK AND SOUTHERN

HOW ABOUT THE TOWN PUTTING SAFETY FIRST AND HELPING TO MAKE ALL
THE CITIZENS FEEL SAFE.

THANK YOU


EVA CHALLIS CELL # 540 305 6767

FRONT ROYAL VA 22630

CC FIRE CHIEF MABIE
CC WARREN COUNTY SHERIFFS OFFICE

cc Doug Stanley
cc David Vanzant

