JOINT WORK SESSION WITH BOARD OF SUPERVSORS

Monday, May 4, 2020 @ 6:30pm
via WebEx at www.frontroyalva.com/meeting

1. SwagIT Production Systems LLC for Video Recording Services– *Director of IT*

TOWN COUNCIL WORK SESSION

immediately following the Joint Work Session

1. CDBG Pavilion and Streetscape Update – *Interim Town Manager*

2. 6th Street/Commerce Avenue Turn Lane Extension – *Director of Public Works*

3. "Pride in Our Town" Presentation – *Interim Town Manager*

4. FY20-21 Proposed Budget Advertisement – *Director of Finance*

5. Visitor Center/Tourism Presentation – *Visitor Center Customer Service Specialist Meghan Campbell*

JOINT

MEETING

Joint Work Session with Board of Supervisors
Agenda Form

Item # 1

DATE: May 4, 2020

Work Session

AGENDA ITEM: SwagIT Production Systems LLC for video recording services.

SUMMARY: The video recording equipment in the County Board Room is outdated and malfunctioning. Swagit Production Systems LLC's solution will replace the video equipment and enable enhanced viewing services for the community. The estimated costs for the Town is $41,724.50 and the estimated costs for the County of Warren is $39,717.50 (does not include any transcription fees). Funding is provided through franchise agreements with Shentel and Comcast.

BUDGET/FUNDING:

(Town) 1204-47007 Office of Information Technology – Hardware/Software

PO#29926

STAFF RECOMMENDATION: Staff recommends installation of related hardware and systems

SwagIT Final Cost Breakdown

Assumptions for transcription purposes:
Average meeting is 90 minutes
24 Regular meetings per year
24 Work sessions per year
10 Special meetings per year

58 total meetings @ 90 minutes each

Town Costs:

Transcriptions:	$8265 (Town only)
Annual Support:	$2100
Hardware:	$21,477.50
Service:	$9,900
Total Town Costs:	**$41724.50**

County Costs:

Annual Support:	$2100
Hardware:	$21477.50
Service:	$16140.00 (Includes school board meetings)
Total County Costs:	**$39717.50 (Does NOT include any transcription fees)**

Year two and beyond annual costs: $20,265 for both entities

EXECUTIVE SUMMARY

Company History and Information

Swagit Productions, LLC, founded in 2003, is a privately held company headquartered in Dallas, Texas. Swagit is a progressive company that is pioneering the broadband multimedia communication service industry by providing clients a **hands-free** approach to always being connected to end-users' information needs. In combining Swagit's EASE™ and Avior™ HD solutions, clients are offered the most comprehensive **hands-free** experience possible.

Swagit specializes in providing streaming media solutions to cities, counties, states, school districts, and health providers. In addition, Swagit is a complete video production entity, providing services such as post-production, studio and recording booth sessions.

Swagit began with a mission to supply clients an affordable solution to stream their own content in an overpriced, complicated, hands-on video industry. From its beginnings as a company specializing in turnaround streams for cities, counties, states and school districts, Swagit has grown significantly and provides an open API which allows for integrations with all major Agenda/Document Management and Voting Solutions. This lets our clients choose the best Agenda/Voting Solution for their unique needs.

With Swagit's EASE™ streaming video solution, clients are able to stream their public content live and on-demand through the jurisdiction's website. HTML5 compatibility makes getting to the content even easier and more convenient as viewers are able to access all of the video content via their computers, smart phones or tablets. Archived meetings are indexed and broken up into clips by agenda item for a superior end-user experience.

Avior™ HD is Swagit's hands-free broadcast solution: a complete package of 3+ HD cameras, professional video switching equipment, and associated components that allows either Swagit's video department to remotely control the cameras or on-site camera control by government staff. When bundled with Swagit's hands-free EASE™ video streaming system, Avior™ HD can offer a full end-to-end hands-free broadcast solution that requires no client staff involvement for operation of cameras and streaming of an event or meeting.

The Swagit network stretches across North America, ensuring fast connect times from the closest point-of-presence (POP) to an end-user's location. Swagit's network is fully redundant, giving clients peace of mind and keeping with the Swagit motto, "Always Connected."

Points of Difference

- Swagit's EASE™ solution is completely **hands-free** and requires no staff time or resources
- Sound Search™ allows residents to search for the spoken word in a meeting which is synced to video
- Swagit's open API allows integrations with agenda management solutions
- Swagit is the only government streaming provider that has developed its own content delivery network, ensuring quick and reliable connections for your constituents
- Unlimited storage for Specialty Content and Meetings
- Swagit's unique **hands-free** solutions typically qualify as a sole-source purchase, allowing for quick deployments

OVERVIEW OF PROPOSED SOLUTION

EASE™ Hands-Free Streaming

Swagit's **Extensible Automated Streaming Engine (EASE™)** solution meets all current and future needs for government without creating additional work for staff. EASE™ is a hands-free tool that eliminates the need for client staff members to index, edit, or time-stamp their video content. Each EASE™ package includes on-demand archiving, a 24/7 live stream via internet and PEG, streaming to mobile devices, and up to 120 hours of additional generic specialty content each year. If live streaming is not applicable, clients can upload media via FTP.

Avior™ HD Broadcast System

Swagit's **Avior™ HD Broadcast System** is a complete package of high-definition PTZ (Pan, Tilt, and Zoom) cameras, professional video-switching equipment, and associated components, that enables any client to fully outsource the operation and production of a multi-camera broadcast for public meetings. Avior™ also offers video graphics/titles overlay and Real Time Captioning support.

EASE™ HD/SDI Premium Captioning Encoder with SDI CC Encoding Unit

Swagit's **EASE™ HD/SDI Premium Captioning Encoder** is a high definition and/or standard definition (HD-SDI) encoding unit for video plus captioning. The package includes:

- Web-based multi-encoder management and closed captioning support
- Web Based caption GUI
- EASE ™ HD-SDI Remote Video Indexing Kit (includes Scheduler)
- HD/SD Encoding/Transcoding Software - server or cloud deployable encoding/transcoding software
- HD/SD Baseband or IP Encode/Transcode single-channel license (enables encoding/transcoding of 1 HD/SD channel)
- SDI CC Encoding Unit (to provide audio captions over IP, for real-time captioning service)

Closed Captioning

Live Automated Transcribing is intelligent assisted real-time speech-to-text automation for captioning. Swagit's **Caption Sync** service works in conjunction with Live Automated Captioning; Swagit cleans up existing transcripts and synchronizes them with meeting video for on-demand viewing.

Social Media eXstream

Social Media eXstream connects meetings and events with live social platforms such as Facebook Live and YouTube Live. Jurisdictions can instantly live-stream local events to followers and engage with viewers in real time with Swagit's Social Media eXstream Package.

Sound Search™

Sound Search™ is an innovative product which improves the search for specific content in archived videos. A positive search hit for a spoken word or phrase will take the viewer to the exact location that it was spoken within a meeting video.

Note: Some features listed in this document may be system options or may require equipment not included in the provided pricing proposal.

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SERVICE DESCRIPTIONS

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EASE™ Streaming Appliance

Video Capture, Encoding, and Streaming

The Extensible Automated Streaming Engine (EASE™) is a software framework consisting of foundation and extension modules that work together to automate many otherwise manually intensive tasks. This completely hands-off solution meets the current and future needs of your entity without creating any additional work for your clerks or webmasters.

- ### Video Capture and Encoding

  EASE™ Streaming Appliance records content according to your broadcast schedule and transfers the recorded audio/video to the Swagit Content Network via a secure Virtual Private Network (VPN) connection, making it available for live and/or on-demand streaming.

- ### Indexing and Cross Linking

  Using your published meeting agendas as a guide, Swagit's Managed Service Division (SMSD) indexes the meetings without any work from the city. SMSD will annotate your content by adding jump-to points with specific item headings, giving users the greatest flexibility to find the specific content they need. With these jump-to points, users can step through video by searching for or clicking specific items.

- ### Agenda Management Integration

  If meeting packets or other related information is available online, SMSD will link them directly to the video player for easy access.

  Swagit's EASE™ solution integrates with all major Document/Agenda Management solutions.

- ### Archiving

  Client audio/video can be stored securely on the Swagit Content Network indefinitely. Fault tolerance and high availability is assured through replication of audio/video content to multiple, geographically redundant, Storage Area Networks (SAN). Our packages offer unlimited storage.

- ### Presentation

  By navigating through the video library, users can view a list of meetings chronologically and once in a selected meeting you can unleash the power of the jump-to markers to search for specific points within individual audio/video clips.

- ### Delivery

  In order to deliver on-demand content to end users in a format that is compatible with their computer's operating system, Swagit can deliver content in all major streaming video formats: Flash, Windows Media, QuickTime, Real, and HTML5. Swagit is proud to support Flash as its default format, which has proven itself as the format of choice from such vendors as YouTube, Google Video, ABC and NBC/Universal. With HTML5 streaming, Swagit provides content to mobile devices including iPhones, iPads and Android devices.

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Monitoring

Swagit is monitoring all aspects of the Swagit Content Network to ensure its health and availability. This monitoring extends to cover remote Swagit EASE™ streaming appliances that are deployed on client premises. In the rare event of trouble our engineers are promptly notified so that they may dispatch a swift response in accordance with our support procedures.

Statistics

Swagit collates log files from our streaming servers monthly and processes them with the industry recognized Google Analytics. Google Analytics generates reports ranging from high-level, executive overviews to in depth quality of service statistics. These reports help to highlight growth trends and identify popular content.

Support

Beyond our proactive monitoring and response, Swagit offers ongoing, 24/7 technical support for any issues our clients may encounter. While our choice of quality hardware vendors and a thorough pre-installation testing phase go a long way toward ensuring trouble-free operation of our EASE™ streaming appliances, we do recognize that occasionally unforeseen issues arise. In the event that our engineers detect a fault, they will work to diagnose the issue. If necessary, next business day replacement of parts will be completed. Swagit offers continual software updates and feature enhancements to our services and products for the life of your managed services contract.

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Avior™ Hands-Free Broadcast System

HD Video Capture, Encoding, Broadcast, and Streaming System

Built on years of industry experience and developed to address the growing transparency needs of government, Swagit's Avior™ HD Broadcast System is a complete package of HD PTZ (Pan, Tilt, and Zoom) cameras, professional video-switching equipment, and associated components, that enable any client to fully outsource the operation and production of a multi-camera broadcast for public meetings.

Avior™ HD cameras are installed by Swagit personnel in one or multiple positions within a meeting room. As a meeting is being recorded, Swagit's video department controls the Avior™ system from their Dallas, Texas headquarters — switching between cameras (for views of the podium, presentation slides, and dais), while also directing and controlling those cameras through selective panning, close-ups, and wide shots. The Avior™ HD broadcast-quality robotic cameras are able to tilt and pan through wide angles of motion and can zoom through large ranges.

Avior™ enables detailed direct camera positioning (pan, tilt, zoom, focus, and more), preset-positions, and video settings (white balance, backlight, brightness) for the robotic cameras. Additionally, Avior™ communicates with the switcher to allow direct operation of the 'wipe' function from the camera control GUI. With this powerful package you or Swagit can control all your cameras individually and switch video sources on a video switcher locally or remotely. Avior™ is an invaluable integration of camera-control with switcher operations for use with live production setups like city chambers, churches, meeting rooms, and more.

Avior™ includes 3+ robotic (computer-controllable pan/tilt/zoom) cameras. These popular robotic cameras have excellent video quality and performance, with the ability for panning through wide angles of motion, tilting through large ranges with superb optical zoom, and dual video output of Y/C and composite. They also support both RS232 and RS422 (long distance over 1000 meters) control signals. In addition, the cameras can be mounted either "up" or "hanging upside down" for your convenience (they have built-in reversal of the picture and left/right/up/down motion controls).

Avior™ HD is a remotely operated one-of-a-kind hands-free transparency suite that will save your jurisdiction time and money. When bundled with Swagit's hands-free EASE™ video streaming system, Avior™ can offer a full end-to-end hands-free broadcast solution that requires no client staff involvement for operation of cameras and/or streaming of an event or meeting.

- Fully automated
- 3+ HD camera solution
- Hands-free broadcast system
- Video graphics/titles overlay
- Free software updates
- Can be used locally when/if applicable
- Typically Integrates with existing A/V equipment
- Small footprint — equipment is self-contained on its own rack

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Avior™ Broadcast System Diagram

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Captioning for Compliance

Streaming Video Enhancement

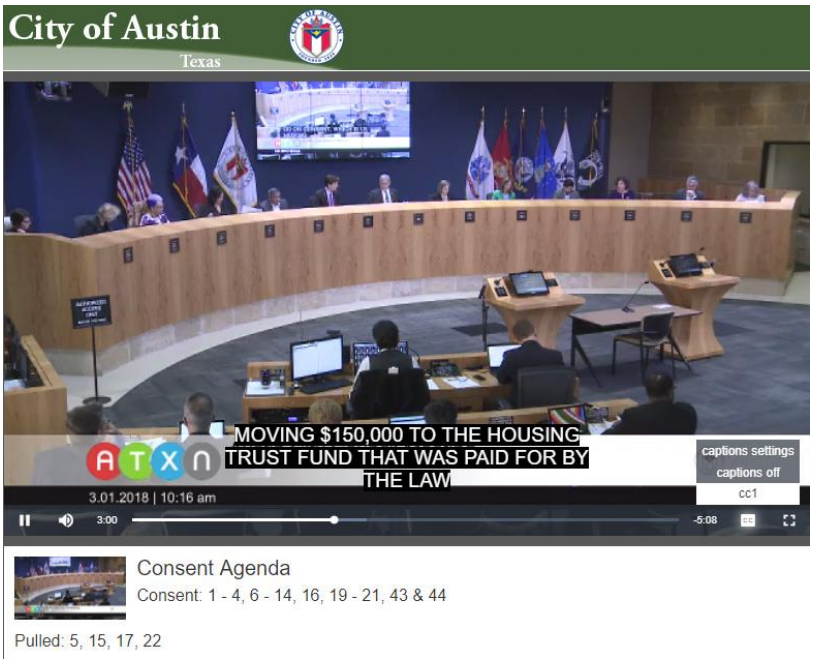
Captioning for streaming media is the method of displaying a text version overlay for the spoken words within a video. It helps viewers who may be deaf or who have reduced hearing.

Federal agencies, contractors and employers should be acutely aware that their live streaming and broadcast events must now be captioned for accessibility, as mandated by recent updates to Section 508 of the Rehabilitation Act, plus changes to state laws that now require accessibility for federally-funded organizations such as colleges, universities, and research facilities. Even when Section 508 doesn't apply, many non-federal websites and their video content must still be accessible under other laws such as Section 504 of the Rehabilitation Act of 1973.

Swagit can help meet your accessibility obligations with captioning for live streaming and broadcast events. Whether for your one-off events or longer-term fixed placements, Swagit can provide hands-free support with compliant turnkey live video services.

FEATURES

- Meets FCC mandated ADA requirements for closed captioning
- Hands-free captioning service
- Live and/or on-demand
- Multiple captioning options
- Visible on mobile devices
- Captioning for TV broadcast
- Captioning of archival video
- Dedicated staff to exceed expectations



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Captioning Services

Streaming Video Enhancement

Real-Time (Live) Captioning

Swagit can provide real-time captioning for live programming, as well as sync those captions for on-demand usage after the event has come to its completion. Captioning through Swagit can be distributed to both TV and the Web simultaneously, if needed.

- **CaptionLive**

  Human Assisted Real-time Transcription (HART); captions are created as an event takes place, utilizing a live transcriber. (Specific captioning appliance required for this service.)

Post-Event (On Demand) Captioning

- **CaptionPM**

  Human assisted post-meeting captioning for video on demand, completed and aligned with event video within 4 business days of broadcast.

Additional Captioning Services

- **Speech-to-Text Document**

  A basic text file created from spoken words in a meeting audio; does not include non-audio information such as speaker identification or graphic presentations. It is not a word-for-word legal transcript.

- **SwagitSync**

  Swagit synchronizes your 3rd-party live captioning transcript with event video for on-demand viewing; completed within 4 business days of broadcast.

Captioning rates are calculated in full hours only, and are based on total length of meeting or event, which includes breaks, closed sessions, and other non-captioned events during that length of time.
Swagit meets FCC mandated ADA requirements for closed captioning.
Specific captioning appliance may be required for these packages and services.

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Sound Search™

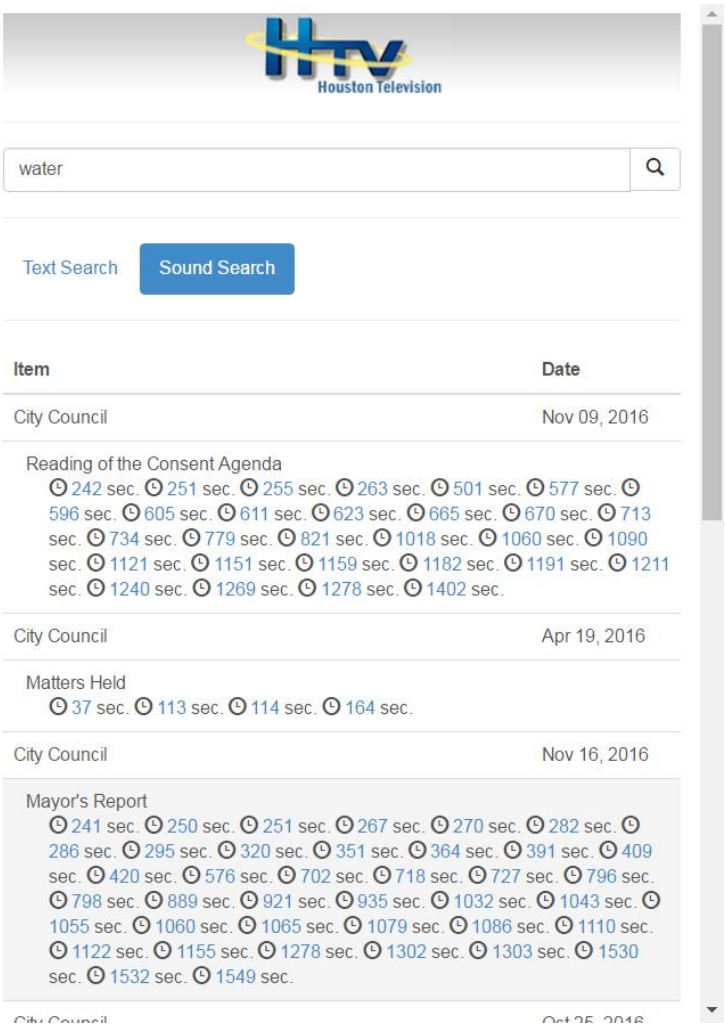
On-Demand Streaming Video Search Enhancement

Swagit's innovative Sound Search™ dramatically improves the search for specific content in archived videos. A positive search hit for a specific spoken word will take the viewer to the exact location within any meeting that the word or phrase was spoken.

Sound Search™ results are displayed by the date and second mark, and provide a direct "jump-to" link for each instance a searched word or phrase was spoken during meetings. When a search result is selected, the audio/video clip will begin playing several seconds prior to the search result, giving greater context to the result.

Swagit's focus is on emerging technology and pioneering features like Sound Search™ that enable increased resident engagement.

- Search results are date- and second-marked
- Direct "jump-to" link by spoken word
- Increased resident engagement



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Social Media eXstream

Social Live Video Streaming

Instantly stream live your jurisdiction's local events to followers and engage with viewers in real time with Swagit's Social Media eXstream Package. Live streaming is the future growth of social media and has become a part of culture that government can easily use to reach more residents online. Users can watch live broadcasts, whether on a PC or mobile device, in a matter of seconds. Social Media eXstream connects your meetings and events with live social platforms such as Facebook Live and YouTube Live.

- Live multi-destination streaming
- Multi-bitrates
- Affordable and simple
- Additional resident accessibility to meetings and events
- Expanded reach and audience growth
- Increased distribution channels

Streaming to social media live platforms can immediately expand your audience and increase distribution channels. For example, Facebook engages your viewers by sending a notification alert to your followers before the stream begins. Residents can then easily connect, interact and follow your event in real time.

PSA Example: Veterans Day

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Implementation & Training

Once Swagit receives two signed original agreements, you'll hear from Swagit's team of deployment experts. We'll also send you a welcome packet, requesting basic information we'll need to complete your installation (such as your meeting schedule, contact info, IP information, and graphics for your video library/video player).

Phase 1 - Hardware Provisioning/Development

- Hardware ordered (out of stock items may impact delivery)
- Hardware assembled by Swagit engineers
- Operating system installed and configured per installation
- Swagit EASE™ streaming appliance software installed
- System burn-in testing conducted under fail-test load
- Hardware sign-off by Swagit
- Welcome packet information (meeting schedule, IP info, etc.) returned to Swagit

Phase 2 – Web Element Design

- Video library and player designed by Swagit in consultation with Client
- Linking instructions provided to Client Webmaster/IT
- Design sign-off by Client

Phase 3 – Deployment/Implementation

- Assembled hardware shipped
- Remote configuration and testing of audio/video feed quality by Swagit
- Confirmation of correct video library linking and integration with Client's website
- Installation sign-off by Swagit

Phase 4 - Acceptance Testing

- Dry run of meeting capture, indexing and encoding process using next available meeting rebroadcast, alternate content or live meeting
- Final signoff by Client and fulfillment of purchase order

Deliverables

- Installation checklist
- Configuration, testing and installation of Swagit EASE™ streaming appliance
- Secure FTP account for pre-edited digital content
- Customized video library
- Customized video player
- Monthly usage statistics

If your service package includes client-controlled indexing, Swagit will provide remote training to teach your staff how to index meeting videos as well as how to include links to attachments. No additional training is necessary; Swagit's traditional services are hands-free.

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REFERENCES

City of Austin, Texas
301 W. 2nd., Austin TX 78701
Live Site: http://www.austintexas.gov/page/atxn-video-archive

City of Miami Beach, Florida
1700 Convention Center Dr., Miami Beach FL 33139
Live Site: http://web.miamibeachfl.gov/mbtv77/

Sandoval County, New Mexico
711 Camino Del Pueblo, Bernalillo NM 87004
Live Site: http://www.sandovalcountynm.gov/commission/sandoval-county-meeting-videos/

Brea, California
1 Civic Center Circle, Brea CA 92821
Live Site: http://www.ci.brea.ca.us/812/Government-Access-Channel

City of Elliot Lake, Ontario
45 Hillside Drive North, Elliot Lake ON P5A 1X5
Live Site: http://www.cityofelliotlake.com/en/cityhall/CouncilWebcasts.asp

ATTACHMENTS

- Sole Source Letter for Consideration Upon Request
- Swagit Solutions can also be purchased on both state and national contracts (i.e. TIPS, DIR, U.S. Communities Contract)

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COST SUMMARY

One-Time Upfront Costs

Optional Broadcast Solution

Item & Description	*Quantity*	*Up-Front Cost*
Avior™ HD - Four (4) camera setup as a standard with Installation for Avior **(allows for remote operation by Swagit staff, see corresponding monthly package below)**	1	$42,955.00
	Total One Time Cost:	**$42,955.00**

Yearly Managed Service Package

Item & Description	*Rate*	*Quantity*	*Yearly Cost*
EASE™ Hands-Free Service • Town indexed meetings per year • Up to 120 hours of specialty video content per year • 24/7Live Stream • Discounted Rate and must include all 3 entities with purchase **Sound Search™** ● Speech-to-Text Document *† (Unedited Transcript) ● Searchable and Navigable	$825.00	12 mos	$ 9,900.00
EASE™ Hands-Free Service • County and School indexed meetings per year • Up to 120 hours of specialty video content per year • 24/7Live Stream • Discounted Rate and must include all 3 entities with purchase **Sound Search™** ● Speech-to-Text Document *† (Unedited Transcript) ● Searchable and Navigable	$ 1,345.00	12 mos	$ 16,140.00

† Speech-to-Text Document is a basic text file created from spoken words in a meeting audio, and does NOT include non-audio information such as speaker identification or graphic presentations

Package Overages/Optional Services

Item & Description	*Cost*
Additional EASE™ Hands-Free Indexed Meetings	$ 150.00 / meeting
PEG PSAs (Includes up to 120 Custom PSAs per year with voice-overs)	$ 295.00 / month
Transcript with Speaker Names (Includes Captions Post Meeting)	$95.00/per hour
Optional Annual Support for Avior Upgrades ● Support renewal is optional but recommended ● Includes support and any software upgrade as long as you are covered under the support contract ● Optionally add 20% discount for year 2 if purchased at the beginning	$350.00/month

** Price and hardware model are subject to change after 60 days without prior notice.*

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WORK

SESSION

1

Work Session Agenda Form

Item # 1

DATE: May 4, 2020

Work Session

AGENDA ITEM: CDBG Pavilion and Streetscape Update

Pavilion: The lowest base bid received was $244,186.00. Additional work totaling $39,863.00 listed as alternate 3 in the bid document included adding fieldstone to center gable and fieldstone accents to pavilion column bases and the restroom building. The base bid including alternate#3 work totals $283,349.00. The CDBG budget includes $130,000 for the construction of the pavilion and $13,000 that should be able to be transferred from the CDBG permitting line item; providing a total of $143,000 that can be used from the CDBG budget. Additional funding totaling $140,349 would be needed if the Town chooses to move forward with the purchase of the pavilion. The Town could request a CDBG budget amendment which could allow a 50/50 split between Town Funds and CDBG funds. Summit Design who is assisting the Town with the CDBG recommends that the Town agree to provide Town funding of $75,000 and to request the CDBG budget amendment to cover $75,000 which would allow a contingency amount of $9,651 for the project.

Streetscape Design: estimated for $70,000. More information on this design is attached. Money is still in this year's budget. Engineer is willing to reduce his fee by 15% to $59,500. Town has already paid first installment of $11,223.18. Pending balance would be $48,276.82 should Council desire to complete the project.

Note: Council discussed the Pavilion at their March 30 Work Session

BUDGET/FUNDING: Pavilion potential FY20 Funding Sources for $75,000 has been moved into Contingency funds Town FY20 Budget. The $48,276.82 for the Streetscape Study is still in FY20 Budget

STAFF RECOMMENDATION – Staff needs direction from Council if you want to proceed with these two projects.

Front Royal

DOWNTOWN REVITALIZATION AREA

PARKING & STREETSCAPE DESIGN

Project Description

Goals

Within the Downtown Revitalization Area…

- Develop conceptual streetscape and parking improvements plans/design guidelines.
- Develop strategies for parking and potential property acquisition.
- Support the VDHCD Community Development Block Grant (CDBG) for economic development through planning and design of future improvements.

Project Area

Project Process

Phase 1

- Inventory and Site Analysis
- Determine Strengths & Constraints
- Begin Engagement Process
- Define “what is success”
- Review with Stakeholders

Phase 2

- Develop plans, strategies and guidelines
- Stakeholder feedback
- Preliminary Draft, Draft and Final
- Define Future Phases & Costs
- Implementation Strategies

Project Process

Community Engagement with Social Distancing

Community Outreach Tools and Methods

- Online focus group sessions
- Virtual/LiveStream work sessions
- Project website
- On-line Questionnaires
- Project Fact Sheets (print)
- Public Meetings (workshops, informational, open house – when prudent), else live stream presentations and use virtual platforms for community feedback.
- Stakeholder Interviews, Focus Group Interviews via Virtual Meetings
- Social Media presence (Facebook, Twitter, etc.)
- Links on websites/social media platforms of stakeholder groups

"…public engagement isn't just about city staff or consultants hearing what members of the public say; it is essential that members of the public also hear one another."

Project Outcomes

PROJECT

- Conceptual Streetscape Including Parking Improvements
- Associated Design Guidelines
- Defined Strategy for Parking (Public/Private/Combined)
- Defined Future Projects, Phasing and Associated Costs

ULTIMATE

- Enhanced Visitor/User Experience
- Economic Revitalization
- Vibrant Downtown Business Environment
- Flexible Outdoor Spaces for Festivals and Events

PAVING + PLANTING STANDARDS

FURNISHINGS + WALLS

WAYFINDING + SIGNAGE

$?

COST

2

Work Session Agenda Form

Item # 2

DATE: May 4, 2020

Work Session

AGENDA ITEM: 6th Street/Commerce Avenue Turn Lane Extension

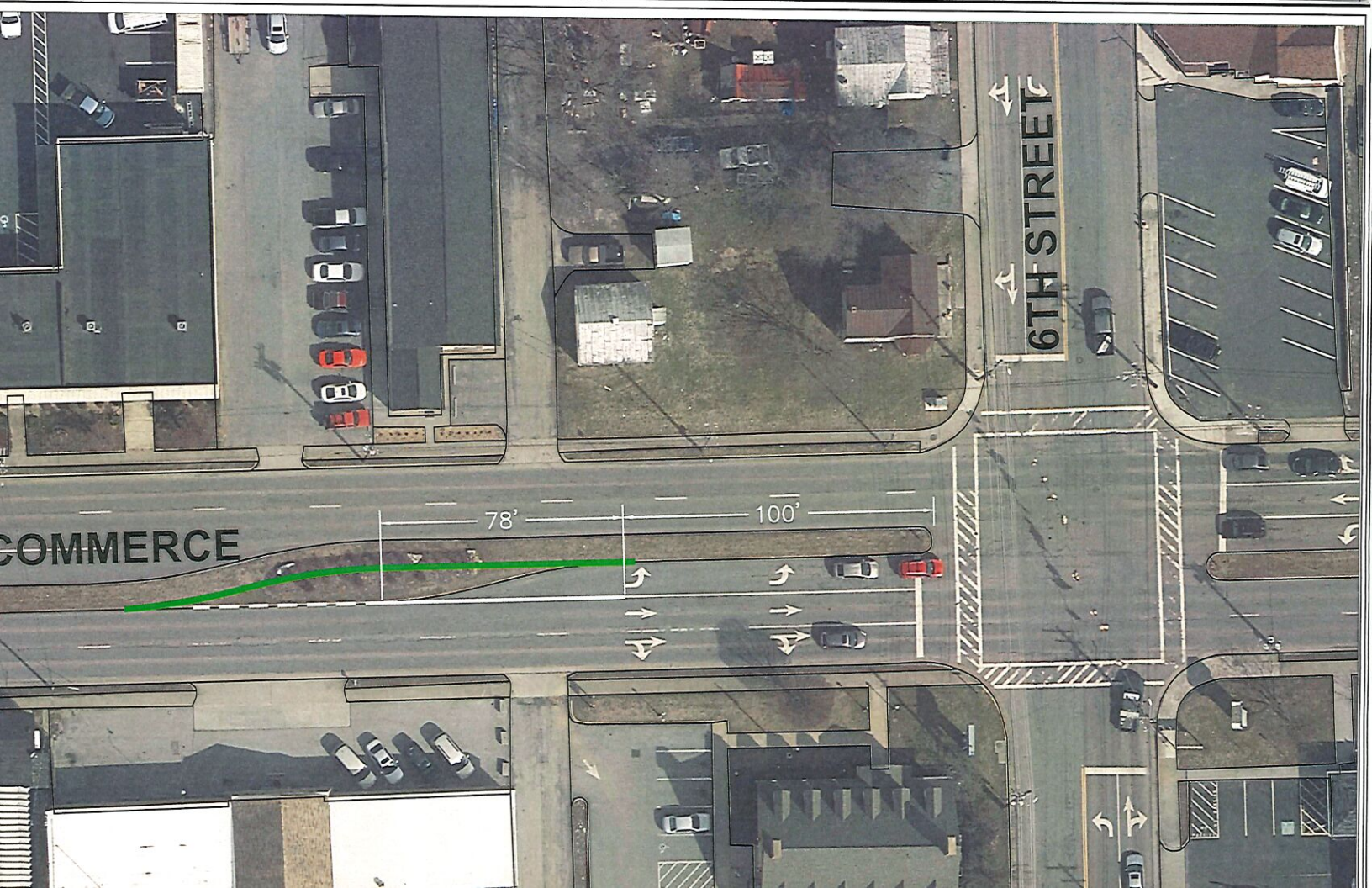
SUMMARY:

This discussion will cover the possible extension of the north bound turn lane making the left hand turn onto E. 6th St from N. Commerce Ave. By extending the left-hand turn lane it'll allow more vehicles to stack in the turn lane without sticking out into traffic coming north bound on N. Commerce Ave, this would help improve the traffic flow at this intersection at certain times of the day.

The attached drawling will give an aerial view of the area we'll be discussing.

BUDGET/FUNDING: Budget Code 4500-47927 – PO#29954

STAFF RECOMMENDATION: Staff will be available to answer any questions or concerns.


6TH STREET
78'
100'
COMMERCE

3

Work Session Agenda Form Item # 3

DATE: May 4, 2020

AGENDA ITEM: **"**Pride in Our Town" Presentation

SUMMARY: **Pride in our Town** is an initiative that connects citizens and property owners with local volunteer organizations that are willing to provide free labor for needed property maintenance and beatification work. Qualifying citizens only need to demonstrate a hardship or challenge that makes it difficult for them to perform the task themselves. This volunteer program could be for cutting grass, removing inoperative vehicles, picking up trash and debris, or similar types of property maintenance work. The overall objective of the program is to clean up and beautify our town with great volunteers from our local organizations. Staff would like to commence this initiative in May 2020.

STAFF RECOMMENDATION: Council approve this initiative at the next Regular Meeting.

Work Session

Pride in Our Town 2020

Town of Front Royal

Matthew A. Tederick, Interim Town Manager

Pride in Our Town 2020

Pride in Our Town 2020

I. Town Code Section 170-3 REMOVAL OF TRASH; TOWN ACTION ON FAILURE OF OWNER TO REMOVE

A. Town Manager, acting as agent for the Town Council, determines that trash, garbage, litter, debris and/or other substances exist on the property, which might endanger the health or safety of other residents of the Town

1) Civil penalty of fifty dollars ($50) for the first such violation or violations arising from the same set of operative facts, and a civil penalty of one hundred dollars ($100) for subsequent violations not arising from the same set of operative facts occurring within twelve (12) months of the first violation. In no event shall a series of violations arising from the same set of operative facts result in civil penalties exceeding three thousand dollars ($3,000) in a twelve (12) month period

2) Town Manager, should he deem it necessary, may, after ten (10) days' notice, have such trash, garbage, refuse, litter, debris and other substances, which might endanger the health of other residents of the Town, removed by Town's agents or employees, in which event the costs and expenses thereof shall be chargeable to and paid by the owner of such property and any such changes may be collected by the Town as taxes are collected.

B. Any owner aggrieved by the decision of the Town Manager, under paragraph A above, may appeal the herein described notice within ten (10) days of the date of its receipt

C. If the owner of the property cannot be found, the notice mentioned in 170-3 may be given to the owner's agent and tenant or, if none, then such notice may be given by publication of the same once in a newspaper published or circulated in the Town

Pride in Our Town 2020

Town Code is limited, as it should be, as to what our government can legally do with a property that has junk or garbage in the yard or front porch – our code says that the Town can take action **if the Town determines, "that trash, garbage, litter, debris which might endanger the health or safety of other residents of the Town."**

There's Another Option

Pride in Our Town 2020 is an initiative by Council to improve the overall appearance and image of our community. **Town staff will serve as liaison between volunteer organizations and property residents or owners who need help removing trash and debris from their yard.**

Pride in Our Town 2020 – STEP 1

Messaging

- Flyers and other media outreach to advertise Pride in Our Town 2020 to residents and volunteer organizations
- Theme of messaging will be to assist with clearing trash and light yard chores.
- Point of contact will be Planning and Zoning (Christopher Brock)
- Receive inbound contact from resident or Planning and Zoning conducts an inspection or receives a complaint

Pride in Our Town 2020 – STEP 2

DEPARTMENT OF PLANNING & ZONING

T: (540) 635-4236 F: (540) 631-2727

Town Hall 102 E. Main Street P.O. Box 1560, Front Royal, VA 22630-1560

00/00/0000

Mr./Ms. xxxx
000 xxxxxx Drive
Front Royal, VA 22630

Dear Property Owner or Tenant,

I am pleased to send you this letter to inform you about a new initiative by the Town of Front Royal called **PRIDE IN OUR TOWN**!

Pride in our Town is a program that connects citizens and property owners with local volunteer organizations that are willing to provide free labor for needed property maintenance and beatification work. Qualifying citizens only need to demonstrate a hardship or challenge that makes it difficult for them to perform the task themselves. This volunteer program could be for cutting grass, removing inoperative vehicles, picking up trash and debris, or similar types of property maintenance work. Additionally, the Town will be waiving fees for collection and disposal of yard waste or debris. The overall objective of the program is to clean up our Town and help our citizens with great volunteers from our local organizations, in other words – **Pride in Our Town**!

Your property has been identified as a potential beneficiary of this wonderful volunteer program and if you would like help, please contact the Town's program coordinator, Christopher Brock, at 540-635-4236. Again, this is a voluntary, no cost program – all we need from you is your willingness to have your property included in our **Pride in Our Town** program.

Sincerely,

Matt Tederick, Interim Town Manager

Complaint

- Inform Property Owner or Tenant- Letter or Flyer.
- Goal is to be inviting, not punitive

Pride in Our Town 2020 – STEP 3

PRIDE IN OUR TOWN PROPERTY CHECK LIST

Date: _____

Property Owner: _____

Address: _____

Actions to be addressed: _____

NEEDED:

1. ☐Number of Volunteers Needed:
   _____
2. ☐Equipment Needed:
   _____
3. ☐Organization:
   _____
4. ☐Date of Work:
   _____
5. ☐Waiver Signed:
   _____
6. ☐Follow up Comments:
   _____
   _____
   _____
   _____
7. After Action Review: 3 positive and 3 Negative
   Positive:
   1) _____
   2) _____
   3) _____

   Negative:
   1) _____
   2) _____
   3) _____

Site Visit

- Chris Brock conducts initial site visit and inspection
- Inspect - Determine level of Participation
  (# of volunteers or equipment) check-list used.

Pride in Our Town 2020 – STEP 4

PRIDE IN OUR TOWN ORGANIZATION CHECK LIST

Date: _____

Organization: _____

Address Job Site: _____

Jobs can accomplish: _____

AVAILABLE:

1. ☐Number of Volunteers Available:
   _____
2. ☐Equipment Available:
   _____
3. ☐Date of Work:
   _____
4. ☐Waiver Signed:
   _____
5. ☐Follow up Comments:
   _____
   _____
   _____
   _____
   _____
   _____
6. ☐After Action Review: 3 positive and 3 Negative

   Positive:
   1) _____
   2) _____
   3) _____

   Negative:
   1) _____
   2) _____
   3) _____

Execution

- List of organizations and volunteers for that month, schedule clean up with organization and property owners/tenants.
- Schedule Clean up with organization volunteers (waivers).
- Schedule large item pick up if required (w/ Town Public Works).
- After Action

Pride in Our Town 2020 – PRIORITIZATION

Qualification for Participation

- Complaint
- Senior Citizens
- Disabled
- Lack of Proper Equipment
- Other

Pride in Our Town 2020 – WAIVER

RELEASE AND ASSUMPTION OF THE RISK

WHEREAS,

_____
(hereinafter referred to as "Resident", even if more than one person), lawful Owner or Tenant of the property located at _____, Front Royal, VA (the "Property") who represents for all purposes that such Resident has full lawful authority to make all statements and representations for all purposes set forth herein, has requested that the Town of Front Royal, Virginia, a municipal corporation (the "Town"), its officers, employees, agents, and volunteer organizations, if any, for which the Workers, hereinafter named, for and of the Town (collectively, "Workers") perform certain work on the behalf of the Resident and the Town on the Resident's Property and surrounding curtilage (such as the yard, any sheds or out-buildings, etc., surrounding, adjacent to, and around Resident's residence or primary building on Resident's Property), specifically (Scope of Work to be performed by Workers):

(the "Work") at no cost to Resident, the Workers and the volunteer organizations, if any, for which the Workers are performing the Work herein described, being willing to perform such Work because it serves important government purposes of improving the life of the Resident, improving property values of not only the Resident's Property but the property values of surrounding properties and thereby the entire Town, and improving the health, safety, and welfare of all residents and citizens of the Town and Commonwealth of Virginia.

WHEREAS, Resident and Workers fully understand the nature of the Work to be performed by the Workers, and Resident and Workers further understand that, despite care and concern on the part of the Workers to avoid damage and injury to persons and property in performing such Work, such Work may accidently result in damage or injury to person and property, including, but not limited to, damage to Resident's Property. Resident and Workers acknowledge that the Town and Workers have and will take reasonable steps to minimize the afore-described damage or injury, however the Town hereby has warned, on behalf of itself and said Workers that Resident and its Property and said Workers could suffer damage, injury or loss (hereinafter "Damage") from the afore-described Work which damage may be known or unknown at the time of the Work.

NOW THEREFORE, In consideration of the Town arranging and performing the Work, Resident and Workers hereby waive, release, hold harmless and forever discharge the Town, the Front Royal Town Council, Mayor, Town Manager, all Departments of the Town of Front Royal and its officers, directors, employees, agents, contractors, subcontractors and volunteers and Workers thereof, and the volunteer organizations, if any, for which the Workers are performing the Work herein described, from any and all claims, liabilities, losses, damages, expenses, and causes of action of every nature and kind to persons or property arising out of or relating in any way to the Work or Damage resulting from the Work. Resident further voluntarily assumes all risks inherent to and from the Work or to Damage resultant from the Work.

During the performance of the Work, Resident shall permit and suffer Town officers, employees, agents, contractors, subcontractors, volunteers, and Workers to come onto Resident's Property for the purpose of performing the Work, and agrees that Resident will not interfere with the Work, and that Town and its Workers may discontinue Work at any time for any reason for such periods of time as Town and its Workers may deem reasonable or necessary. Resident agrees that it is in the discretion of the Town and its Workers as to how perform the Work.

Resident agrees that: (1) Resident has read or has had read to Resident and understands the foregoing and has had the opportunity to consult with legal counsel if Resident so chooses, (2) that this Release and Assumption of Risk ("Release") shall be binding on Resident, Resident's heirs, administrators, transferees and assigns unless and until revoked by a writing signed by Resident and delivered to the Town Manager of the Town of Front Royal, (3) that this Release is freely and voluntarily made, and 4) that no promise or inducement has been made or offered to Resident in exchange for executing this Release.

CAUTION: READ THE FOREGOING RELEASE AND ASSUMPTION OF RISK BEFORE SIGNING. THIS DOCUMENT IS VALID AND BINDING UNLESS AND UNTIL REVOKED IN WRITING.

_____(SEAL) DATE:
RESIDENT (signature and printed name)

_____(SEAL) DATE:
RESIDENT (signature and printed name)

_____(SEAL) DATE:
WITNESS (signature and printed name)

_____(SEAL) DATE:
WORKER (signature and printed name)

_____(SEAL) DATE:
WORKER (signature and printed name)

WORK AUTHORIZATION:

_____ DATE:

TOWN MANAGER,
TOWN OF FRONT ROYAL, VIRGINIA

4

Work Session Agenda Form Item # 4

DATE: 5/4/20

Work Session

AGENDA ITEM: FY21 Budget Appropriation Advertisement

SUMMARY: Town Council is requested to provide staff with direction on advertising the appropriation ordinance for the fiscal year 2021 budget. Information must be provided to newspapers for advertisement by May 13, 2020 in order to advertise and hold a public hearing at Town Council's May 26, 2020 meeting.

Staff suggests advertising the FY21 Proposed Budget as presented and for Council to approve an accompanying budget amendment to transfer line items previously discussed to contingency. The contingency funds can then be reviewed periodically; preferably monthly, along with revenues to determine the best course of action. Budget Appropriation Ordinance require only one advertisement.

Advertising the proposed budget as presented and approving a budget amendment transferring items to contingency will allow the Town to:

1. Approve an accompanying budget amendment to transfer funds to contingency
2. Plan for potential revenue shortfalls and have funds set aside to offset potential shortfalls
2. Track revenues based on originally forecasted revenues
3. The ability to transfer funds from contingency, if revenues were to recover during FY21

TIMELINE
May 11 – Approve an Authorization for a Public Hearing on the Budget
May 13 – Send Advertisement to newspaper for advertising in Saturday's paper on May 16
May 26 – Public Hearing (1st Reading)
June 8 – Approval of the Budget (2nd Reading)

BUDGET/FUNDING: N/A

STAFF RECOMMENDATION: Staff recommends Town Council to direct staff to advertise the FY21 Proposed Budget as presented and to direct staff to create an accompanying budget amendment to transfer line items previously discussed items to contingency.

APPROPRIATION ORDINANCE

ANNUAL APPROPRIATION ORDINANCE
OF THE
TOWN OF FRONT ROYAL, VIRGINIA

FOR THE FISCAL YEAR ENDING JUNE 30, 2021
AN ORDINANCE MKING APPROPRIATIONS OF SUMS OF MONEY FOR ALL NECESSARY EXPENDITURES OF THE TOWN OF FRONT ROYAL, VIRGINIA FOR THE FISCAL YEAR ENDING JUNE 30, 2021 TO PRESCRIBE THE PROVISOS, TERMS, CONDITIONS, AND PROVISIONS WITH RESPECT TO THE TERMS OF APPROPRIATION AND THEIR PAYMENTS, AND TO REPEAL ALL ORDINANCES WHOLLY IN CONFLICT WITH THIS ORDINANCE, AND ALL PARTS OF ALL ORDINANCES INCONSISTENT WITH THIS ORDINANCE TO THE EXTENT OF SUCH INCONSISTENCY.

BE IT ORDAINED BY THE COUNCIL OF THE TOWN OF FRONT ROYAL, VIRGINIA:

SECTION I

That the following sums of money are hereby appropriated for the general government purposes herein specified for the fiscal year ending June 30, 2021

GENERAL FUND EXPENDITURES

General Government	1,015,630
Financial Administration	925,265
Legal	568,805
Law Enforcement Services	5,301,250
General Property Maintenance	1,367,764
Planning & Zoning Administration	442,295
Risk Management/Insurance	911,665
Economic Development	9,365
Information Technology	733,301
Transfers	715,425
TOTAL GENERAL FUND EXPENDITURES	**11,990,765**

STREET FUND EXPENDITURES

Public Works	390,630
State Highway Maintenance System	2,315,675
TOTAL STREET FUND EXPENDITURES	**2,706,305**

ECONOMIC DEVELOPMENT FUNDS

Principal on Debt	-
TOTAL DEBT SERVICE FUND EXPENDITURES	**-**

SPECIAL REVENUE FUND

Community Development Projects	669,450
Asset Forfeiture	12,000
TOTAL SPECIAL REVENUE FUND EXPENDITURES	**681,450**

and the following sums of money are hereby appropriated for the enterprise operations specified for the year ending June 30, 2021.

ELECTRIC FUND EXPENDITURES

Operations	3,176,554
Purchase of Bulk Electricity	14,754,346
Transfer to General Fund	2,002,000
TOTAL ELECTRIC FUND EXPENDITURES	**19,932,900**

WATER FUND EXPENDITURES

Administrative Office	120,910
Water Plant Operations	1,755,210
Maintenance of Lines	1,529,760
Meter Reading	97,230
Debt Service	1,469,505
Transfers to Other Funds	510,000
TOTAL WATER FUND EXPENDITURES	**5,482,615**

SEWER FUND EXPENDITURES

Administrative Office	115,950
Wastewater Treatment Plant Operations	2,825,700
Maintenance of Lines	961,040
Debt Service	2,198,880
Transfers to Other Funds	610,000
TOTAL SEWER FUND EXPENDITURES	**6,711,570**

REFUSE FUND EXPENDITURES

Operations	998,735
Transfer to General Fund	100,000
TOTAL REFUSE FUND EXPENDITURES	**1,098,735**

TOTAL ALL FUNDS EXPENDITURES	**48,604,340**

REVENUES

TO BE PROVIDED AS FOLLOWS

GENERAL FUND

Real Estate Property Tax	1,025,275
Public Service Property Tax & Tax Penalties	62,000
Personal Property Tax	601,350
Other Local Taxes	5,931,200
Permits and Fees	34,000
Fines and Forfeitures	202,000
Revenue from Use of Money and Property	92,045
Public Rights-of-Way Use Fee	1,100
Intergovernmental	648,745
Interfund Transfers:	
Electric Fund	2,002,000
Water Fund	510,000
Sewer Fund	610,000
Refuse Fund	100,000
Miscellaneous Receipts	171,050
TOTAL GENERAL FUND REVENUE	**11,990,765**

STREET FUND

State Highway Maintenance Funds	1,971,380
Revenue from Use of Money and Property	42,500
Street , Curb, & Gutter Assessments	127,000
Transfers from General Fund	565,425
TOTAL STREET FUND REVENUE	**2,706,305**

ECONOMIC DEVELOPMENT FUND

Real Estate Property Tax	-
TOTAL DEBT SERVICE FUND REVENUE	**-**

SPECIAL REVENUE FUND

Asset Forfeiture Grant Funding	12,000
Community Development	669,450
TOTAL SPECIAL REVENUE FUND	**681,450**

ELECTRIC FUND

Revenue from Use of Money & Property	190,000
Connection Fees	60,000
Internal Loan	150,000
Sale of Service	19,347,900
Miscellaneous Receipts	185,000
TOTAL ELECTRIC FUND REVENUE	**19,932,900**

WATER FUND

Revenue from Use of Money and Property	120,000
Antenna Rentals	100,480
Sale of Service and Commodities	5,064,250
Connection Fees	160,000
Internal Loan	34,885
Miscellaneous Receipts	3,000
TOTAL WATER FUND REVENUE	**5,482,615**

SEWER FUND

Revenue from Use of Money and Property	145,000
Sale of Service and Commodities	6,105,430
Connection Fees	332,140
Miscellaneous Receipts	129,000
TOTAL SEWER FUND REVENUE	**6,711,570**

REFUSE FUND

Revenue from Use of Money and Property	42,000
Sale of Services/Bags/Other	1,054,735
Sale of Recyclable Materials	2,000
TOTAL REFUSE FUNDS REVENUES	**1,098,735**

TOTAL ALL FUNDS REVENUES	**48,604,340**

This ordinance is proposed to become effective on July 1, 2020. The water & sewer fund figures are based upon approval of rate adjustments to be done at a later date. A true copy of the complete text of the ordinance is available by request at the Town Manager's Office, 102 E Main Street, Front Royal, Virginia during normal business hours.

A Public Hearing on this ordinance will be held at the Town Council Meeting of May 26th, 2020, beginning at 7:00pm via an online meeting held by Town Council. All citizens of the Town of Front Royal who have a desire to be heard on this subject will be given a reasonable opportunity to be heard. The Presiding Officer, in his sole discretion, may impose a time limit on each speaker at the beginning of the Public Hearing.

BY AUTHORITY OF THE TOWN COUNCIL OF THE TOWN OF FRONT ROYAL, VIRGINIA

Tina Presley, Clerk of Council

Publish: Northern Virginia Daily (classified) -

5

Work Session Agenda Form

Item # 5

DATE: May 4, 2020

AGENDA ITEM: Visitor Center/Tourism Presentation

SUMMARY: Councilman Thompson has requested that a presentation be given by Meghan Campbell, Customer Service Specialist for the Front Royal Visitors Center with regards to the Visitor Center/Tourism.

STAFF RECOMMENDATION: Council takes desired action

Work Session

The Front Royal/Warren County Visitors Center

PROVIDING CORRECT INFORMATION

PRESENTED BY: MEGHAN CAMPBELL

Visitors Center Employees

- Tim Smith – Manager
- Nellie Adkins – Social Media
- Debra Nicholson – Merchandise
- Gail Criger – Google Analytics/Website/Newsletter/AT Liaison
- Meghan Campbell – Brochures/Social Media/Facebook Analytics
- We have two volunteers that assist us year-round, with an additional six that come in during the busy season.
- In addition to these jobs, we assist Front Royal/Warren County visitors (and potential visitors) in finding activities to do, restaurants to eat in, and places to stay. We also provide directions around the town and county, suggest personalized areas of interest, and help both travelers and locals with information on future destinations.

Visitor Guides

- We had 70,000 Visitors Guides printed for 2020. This is the same number printed in 2019, and at the end of the fiscal year for 2019, we had less than 400 guides left. Those were also delivered to outside locations. Not a single guide was wasted.
- 30,000 Visitors Guides are going to a third-party distributor to be taken to various Welcome Centers down the I-81 and I-95 corridors. This service is not paid for by the town. We cannot allude to the success of this practice yet, because 2020 was to be the second year we took part.
- Hundreds of guides have been requested from various centers around the state. This includes Skipper's Welcome Center on I-95, near the VA/NC border, which had approximately 925,000 visitors in 2019 and recently requested 1500 guides (8 boxes) because they were getting low. So far in 2020, approximately 50 boxes have already been requested by local and surrounding area entities. That's 9,000 additional visitor guides that are slated to go out, if they haven't already. Gail handles all these requests.
- Tim regularly delivers guides, maps, and other printed materials to local businesses.
- This is all in addition to the nearly 30,000 guides we distribute to visitors at the Visitors Center each year.

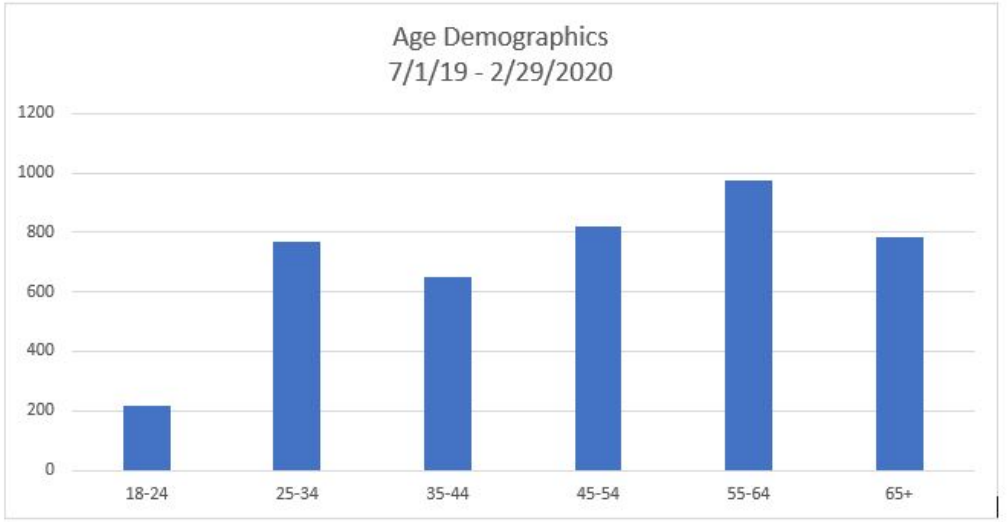
Printing Budget Items

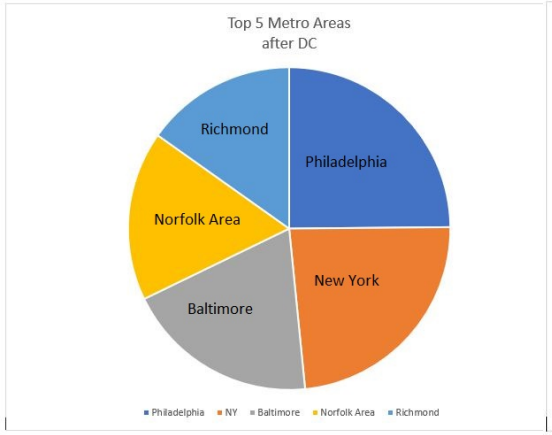
- $26,000 is for printing and binding (the Visitors Guide and other information - see provided examples)
- $22,000 is for advertising (printed and digital)
- $14,000 is for co-op advertising (example: SVTP- Advertising where we go in with a group to showcase the valley as a whole)
- $24,000 for professional service (pays for out-sourced designs and contracted work).
  - With that said, the ad in Southern Living (cost $3,570 in 2019) provided us with over 1,500 reader response cards asking for our Visitors Guide and other information. That translates to approximately $2.38 per person reached. Although I could not find specifics for Front Royal, the average vacationer in Virginia spends over $70 a day in food, transportation, and lodging.

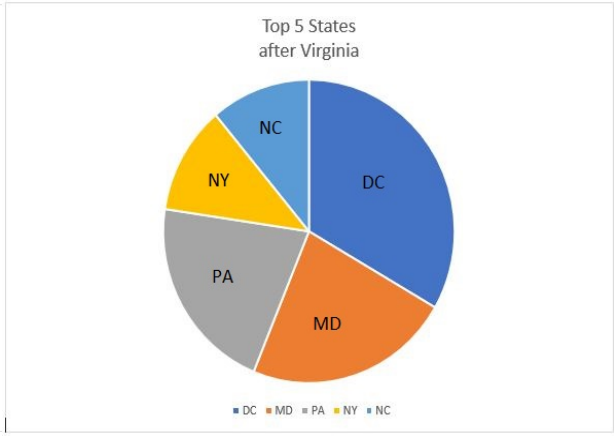
***For reference, the minimum advertising rate for The Washington Post is $75,000 per year. That breaks down to $369 for one inch in the daily paper. It's even more to run in the Sunday paper.

Marketing

- Most of our day-trip visitors are coming from Northern Virginia. However, they are not contributing to Tourism through the lodging tax and are usually only here for a matter of hours.
- The people most contributing to the lodging tax and tourism are coming from other surrounding areas such as DC, MD, PA, etc. (See July 2019 pie charts from your packet)
- We have been working to increase our marketing in those places. For example, at the Pittsburgh Travel Showcase, 1440 Visitor Guides were given to potential visitors. All of which would likely be overnight guests.
- The planned Facebook ads are also focused on these areas, reaching up to 3 million DC, MD, and PA residents. We are currently working on cost analysis for these ads.

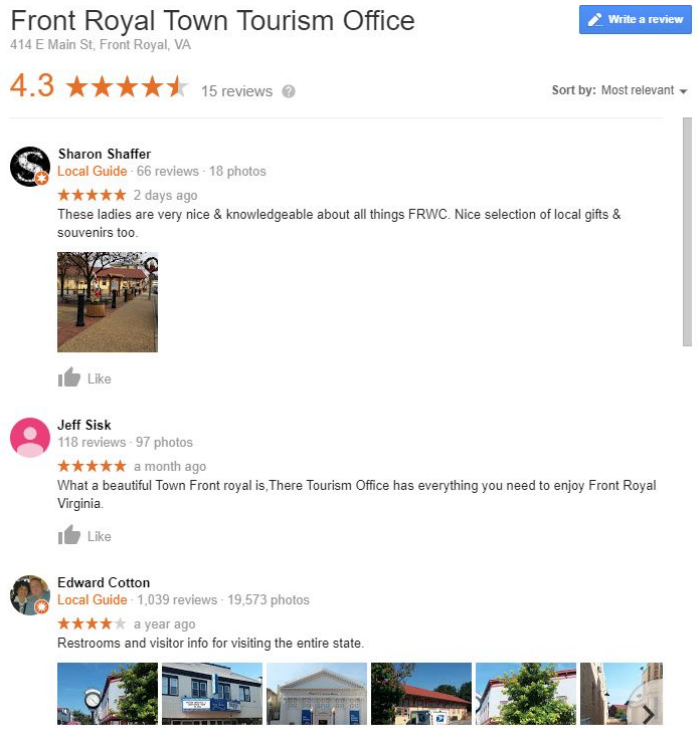


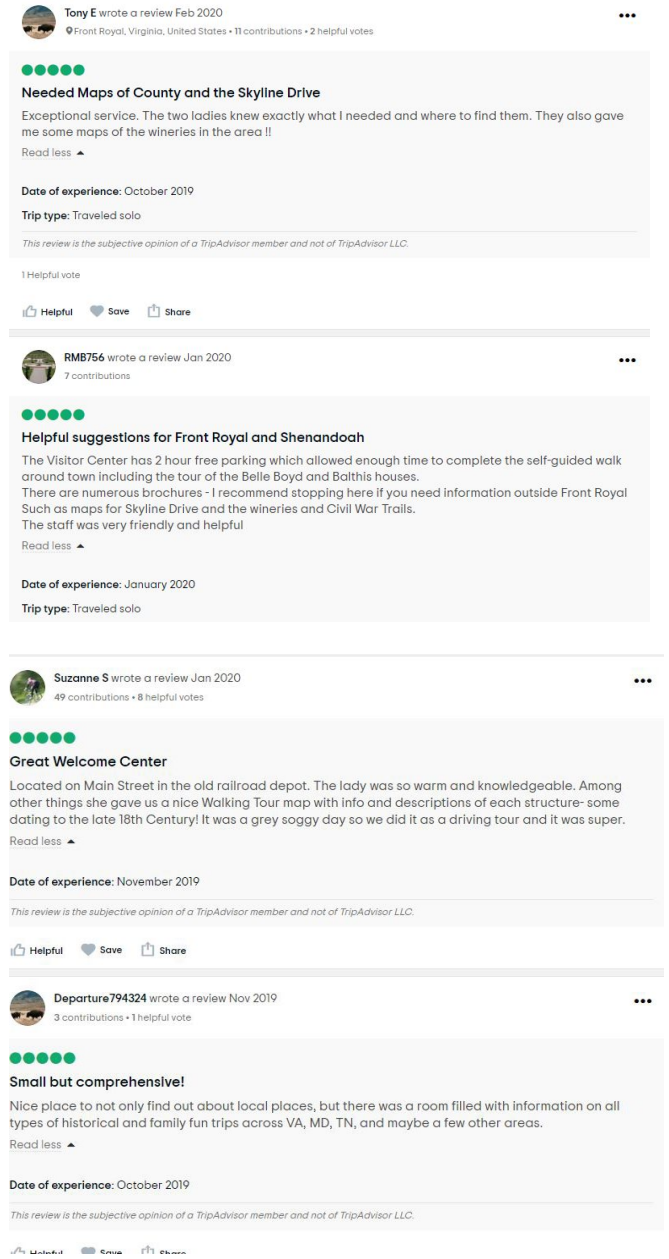




Reviews: Word of Mouth

- On Trip Advisor, The Front Royal Warren County Visitors Center has 211 reviews with a rating of 4.5. We are listed at #1 for 16 things to do in Front Royal and are the #2 attraction for the area. We have received the Certificate of Excellence every year for the last 5 years.
- We have 15 reviews on Google, with a rating of 4.3
- With that said, it is correct that we are not listed on Yelp (Consists primarily of restaurants and private businesses)





Merchandise

- We carry:
  - T-shirts (for adults and children), Sweatshirts, and Hoodies. There are approximately 16 style variations between them.
  - Drinkware: Mugs, Stemware, and Glassware
  - Postcards, Magnets, Keychains, and Ornaments
  - Books, Hiking maps, and Appalachian Trail maps
  - Necklaces, Bracelets, and Charms
  - Totes, Stuffed Toys, and Other Memorabilia.
- ALL of these products have been chosen by Deb personally, to appeal to the wide range of visitors we welcome into the Visitors Center every day.
- Merchandise items are ordered a season in advance, so we have product on hand when the season arrives. Therefore, at times, we have an abundance of items in stock.
- Keep in mind, we are the ONLY location where people can get these products.

Merchandise Continued

Merchandise Budget Vs. Sales
As of 3/4/2020

Year	Budget	Sales
2017/18	$17,000	$20,253
2018/19	$18,000	$27,015
2019/20	$22,000	$23,701**

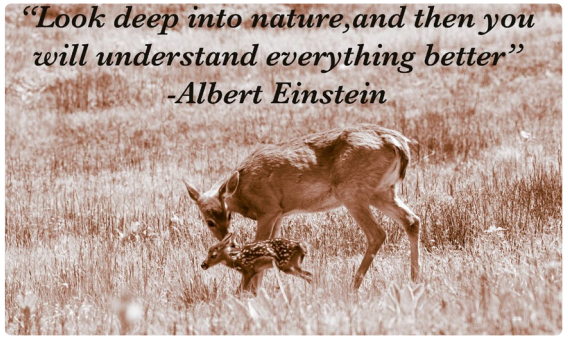
- ALL the money from product sales goes into the town's general fund. They will lose that income not just next year, but every year they do not oversee the Visitors Center. Since 2017, sales have grown at an average of about 16% per year. If we were to stay with the town and continue as we've been, the town is looking at minimum $31,000 to come from the VC for 2020, and a minimum $35,000 to come from the VC for 2021.

Website Management

- ALL Visitors Center employees were instrumental in developing the website.
- Gail, Deb, and I were tasked with maintaining and managing the town's tourism website, so the website is in fact done in-house.
- We monitor businesses listed, adding and deleting as needed.
- We add events to the website as needed.
- Gail handles ALL website emails, visitor statistics, and Google analytics.
- Gail and I have worked on a cross-application campaign to encourage visitors and residents to get involved with the website by adding their personal photos to the site. Again, Gail monitors all incoming information for this campaign.

Tourism Creativity

- BOTH the Town and Chamber of Commerce have used our ideas/posts from Facebook. Clearly, we are doing something right.
- I created "Foodie Friday," a Facebook campaign that highlights the restaurants in Front Royal and Warren County and shows us to be the foodie destination we are.
- Nellie and I have worked out a Social Media Calendar that includes special National Days and additional Facebook campaigns of "Throwback Thursday" and "Travel Tuesday."
- I also created inspirational material for social media using photos from the town's collection, and relevant quotes to match.
- The employees at the Visitors Center have had a hand in designing the website, our Visitor Guide, and numerous other projects.
- We came together to develop a "Did you know?" campaign to alert both visitors and residents alike to what we have to offer in Front Royal and Warren County. There are 15 different posters placed outside the Visitors Center, and ALL of them have brought people in inquiring on what they saw. (Dog Park, Zip Line, etc.)



Facebook

- From Jan 2019 – Dec 2019 our Facebook followers grew from 8,375 to 9,144. We made a goal for 2020 to reach 10,000 followers. As of 3/7/2020 our number is 9,618. We are less than 400 away from our YEAR goal.
  - We area also leading Winchester, Harrisonburg, Waynesboro, and Warrenton in page likes and follows, and are nearly equal to Shenandoah County and Culpeper, VA. We are about halfway to matching Roanoke, VA and they have a population of over 96,000. Please see the document in your packet that contains comparisons for surrounding areas.
- When it comes to engagement (people liking, clicking, and engaging in our Facebook posts), we are…

Digital Media Marketing

- This past year, we have done a lot to increase our digital marketing. With that, much of what we have done has been at no additional cost to the town.
  - Gail sends out a monthly newsletter, via email (Please see example)
    - Reaches 2,395 people, with that number growing each month
  - Nellie and I schedule Facebook Posts (1-2 per day)
    - Reach between 200 and nearly 7,000 people DAILY (depending on the post and time of year)
  - Felicia and I were working on Facebook Ads
    - As stated, we have two possibilities in the works.
  - Many of our printed guides have also been added to the website to access digitally
    - The Visitors Guide, The Walking Tour, The Greenway, The AT Hiker Guide, The Battle of Front Royal, and numerous Quests.

We have made multiple attempts over the last year to increase our Social Media presence. However, we were limited by what the town would approve. We were told we could not have Instagram, Snapchat, etc. We were also told we had to limit our hashtags to a maximum of 4 per Facebook post. This significantly limited our reach with digital media.

Additional Notes about Social Media

- As a social media specialist for the town, I work 7 days a week staying up to date on new likes, follows, and shares.
- Many of the businesses in Front Royal and Warren County have been very excited to work with us, but we can only work with the businesses that are willing to work together.
  - Multiple Visitors Center employees reached out to businesses within and outside of town while we were developing the website, asking to verify information, only to receive nothing in return.
  - Of the locations I've met with so far, for my "Foodie Friday" campaign, five have not yet responded since our initial meeting. With that, only a few have liked and shared our post on their own page.

Town and County Marketing

Although it has been brought to my attention that the town and county do have individual tourism budgets, at the Visitors Center we market for BOTH.

- See posts from Facebook that showcase both town and county offerings.
  - https://www.facebook.com/DiscoverFrontRoyal/
- See events calendar on Facebook and Website.
  - https://www.facebook.com/pg/DiscoverFrontRoyal/events/?ref=page_internal
  - https://www.discoverfrontroyal.com/whats-happening.html
- See website
  - https://www.discoverfrontroyal.com/

Itineraries

- I have created multiple itineraries and day trips. Many have been shared with VTC and/or added to their website (Please see the example in your packet). Some were provided to groups visiting Front Royal in 2019, including a specialized itinerary for a motorcycle group staying for a long weekend. Even more are in the works for 2020.
- Additional Itineraries, blog writings, and photographs were provided to the VTC as requested. We completed over 20 of these "PR Leads" in 2019. That was FREE advertising we provided for the town/county.
- ANYTIME a business, social group, or lodging location would inquire about itineraries, we would provide them. Even if we had to specialize them. All they needed to do was ask.

How do we measure the benefits of what we do?

- For the most part, the services we provide are immeasurable. We are the billboard on the side of the highway that entices travelers to stop and see what we have to offer. People may still get off the road for gas, or a snack, but they won't know about the beautiful and unique caverns down the street, or the location of the one and only Virginia Beer Museum, without that billboard. We bring people in, tell them about the amazing things this area has to offer, and help them find their way.
- We are a service to the town and county. We are not a business, and although we do make profit for the town, we are not for profit. The profit from tourism is seen in economic growth, in cultural growth, in brand growth and image growth on a global scale. Our profit is measured in the businesses we promote and the positive light with which we promote Front Royal and Warren County.

Appalachian Trail Hikers Guide

Pharmacies

CVS	352 Remount Road	540-635-1601
Family Pharmacy Services	303 West 10th Street	540-636-2222
Lester & Mowery's	20 South Street	540-622-2307
Martins	409 South Street	540-635-3175
Walgreens	800 John Marshall Hwy	540-631-0332

Banks & ATMs

Atlantic Union Bank	473 South Street	540-636-2500
City National Bank	600 North Commerce Avenue	540-635-4137
First Bank	508 North Commerce Avenue	540-636-9620
First Citizens Bank	305 East Main Street	540-635-7112
Front Royal Credit Union	230 North Royal Avenue	540-252-0594
Front Royal Credit Union	113 South Street	540-635-7133
Sona Bank	1 South Royal Avenue	540-631-1185
Wells Fargo	232 North Royal Avenue	540-636-2941

Coffee Shops

Happy Creek Coffee & Tea	18 High Street	540-660-2133
Main Street Daily Grind	215 East Main Street	540-635-3556

Fast Food

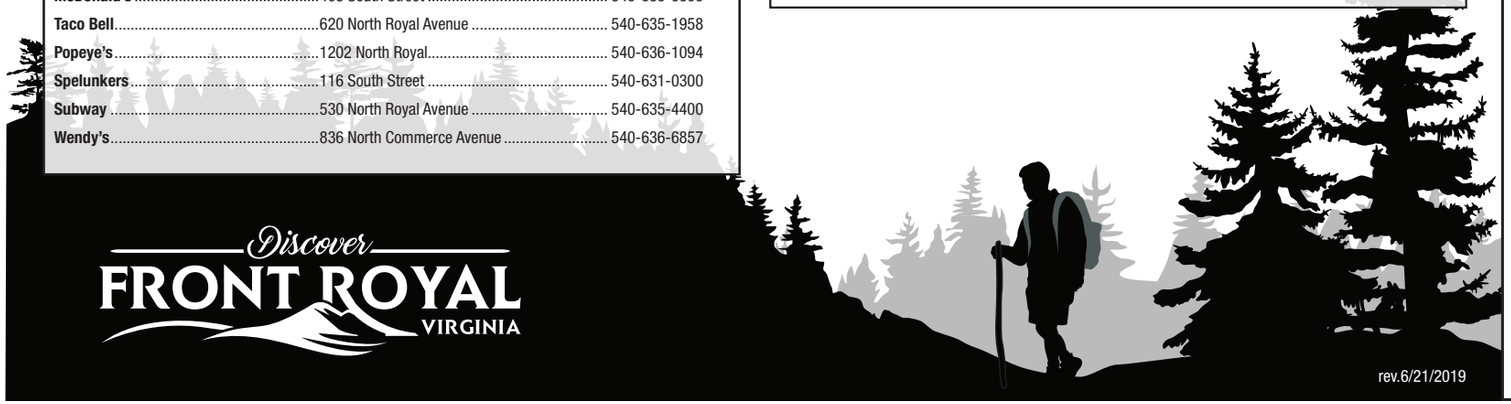
Arby's	1204 North Royal Avenue	540-635-6468
Burger King	412 South Street	540-635-3326
Dunkin' Donuts	202 South Commerce	540-636-8830
KFC	807 John Marshall Hwy	540-635-7119
McDonald's	408 South Street	540-635-5365
Taco Bell	620 North Royal Avenue	540-635-1958
Popeye's	1202 North Royal	540-636-1094
Spelunkers	116 South Street	540-631-0300
Subway	530 North Royal Avenue	540-635-4400
Wendy's	836 North Commerce Avenue	540-636-6857

Dining Downtown-Historic District

Down Home Comfort Bakery	120 East Main Street	540-635-6013
Element	317 East Main Street	540-636-1695
Front Royal Brewing Company	122 East Main Street	540-631-0773
L Dee's Pancake House	522 East Main Street	540-635-3791
Main Street Daily Grind	215 East Main Street	540-635-3556
Main Street Mill	500 East Main Street	540-636-3123
Royal Spice	219 East Main Street	540-252-2288
Soul Mountain	300 East Main Street	540-636-1185
Truss'D	117 East Main Street	540-660-0988
Try Thai	205 East Main Street	540-551-8171

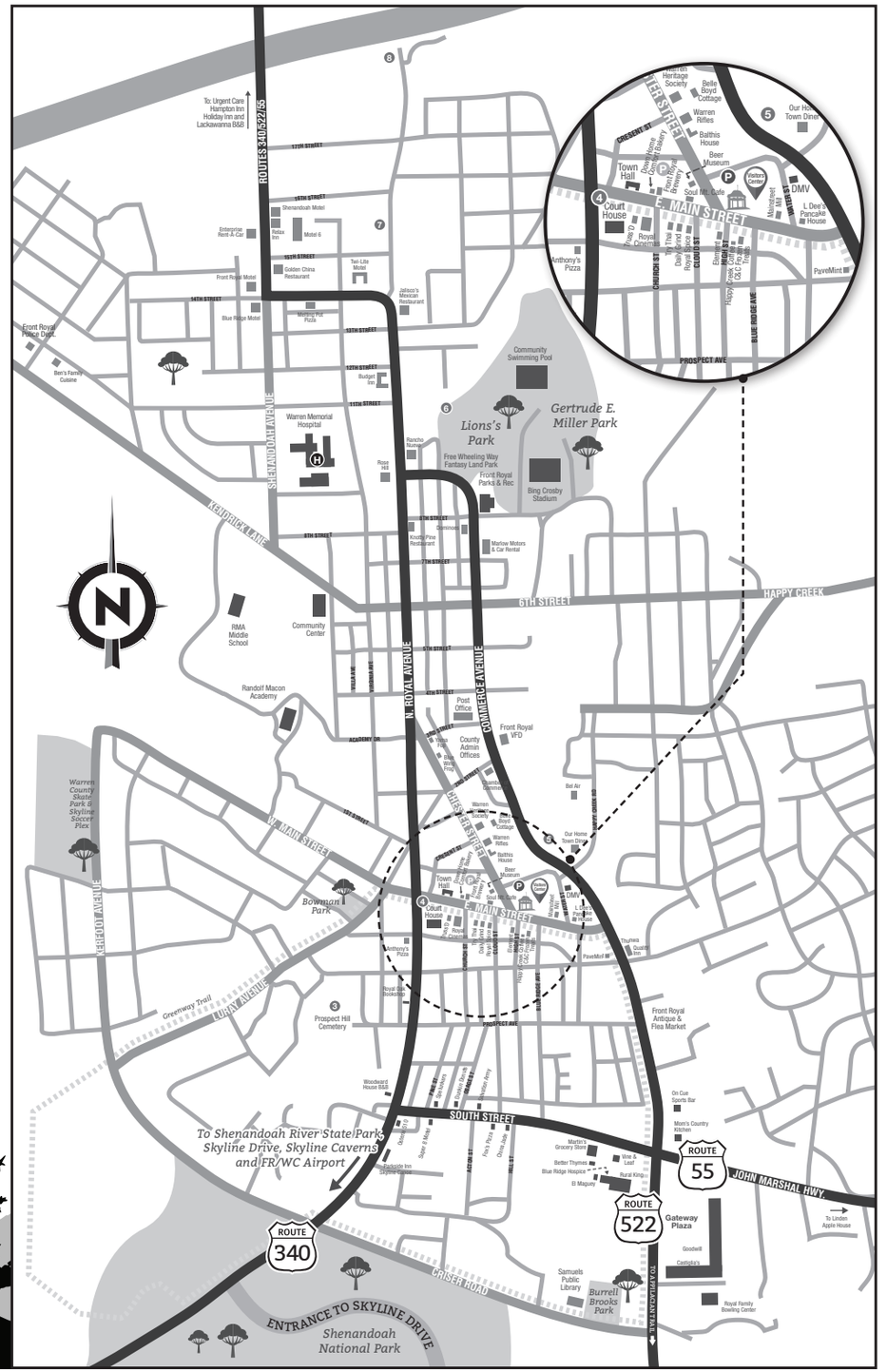
Other Dining

Anthony's Pizza	103 South Royal Avenue	540-636-2000
Apple House	4675 John Marshall Hwy	540-636-6329
Ben's Family Asian Cuisine	654 West 11th Street	540-551-3147
Blue Wing Frog	219 Chester Street	540-622-6175
Castiglia's	328 Remount Road	540-635-8815
China Jade	239 South Street E	540-635-9161
El Maguey	433 South Street	540-551-3608
Fox's Pizza Den	239 South Street	540-635-2800
Front Royal Diner	865 John Marshall Hwy	540-636-2270
Golden China	1423 North Shenandoah Avenue	540-635-3688
Jalisco Mexican Restaurant	1303 North Royal Avenue	540-692-8125
Knotty Pine Restaurant	801 North Royal Avenue	540-635-3064
Melting Pot Pizza	138 West 14th Street	540-636-6146
Mom's Country Kitchen	470 South Commerce Avenue #B	540-636-7441
Osteria 510	510 South Royal Avenue	540-631-1101
Our Hometown Diner	107 Water Street	540-551-9948
PaveMint	9 South Commerce Avenue	540-252-4707
Po Green's	240 South Commerce	540-999-1003
Rancho Nuevo	915 North Royal Avenue	540-551-3576
Thunwa Thai Restaurant	10 South Commerce Avenue	540-631-0616
The Vine & Leaf	477 South Street Ste F	540-635-1043
YamaFuji	241 Chester Street	540-631-3454



Discover FRONT ROYAL VIRGINIA

rev.6/21/2019



Appalachian Trail Hikers Guide

Area Medical Services

Valley Health Quick Care	415A South Street	540-636-0495
Valley Health Urgent Care	65 Riverton Commons	540-635-0700
Warren Memorial Hospital	1000 North Shenandoah Ave.	540-636-0300

United States Post Office

Monday-Friday 8:30-5/Saturday 8:30-1	120 East Third Street	540-635-7983

Internet Access *- Free limited public access along Main Street*

Front Royal Visitors Center	414 East Main Street	540-635-5788
Monday-Friday 9-5		
Main Street Daily Grind	215 East Main Street	540-635-3556
Samuels Public Library	330 East Criser Road	540-635-3153
Monday-Thursday 10-8/Friday-Saturday 10-5 • Includes computer use		
Warren County Community Center	538 Villa Avenue	540-635-1021
Monday - Thursday & Saturday 8:00 am to 9:00 pm/Friday 8:00 am to 7:00 pm		
Sunday 1:00 pm to 7:00 pm • includes computer use		

Transportation

Elwood's Cab		540-631-1306
Front Royal Taxi		540-313-5009
Front Royal Trolley	VATransit.org	540-825-2456
Quakes Cabs		540-683-5599
Virginia Breeze	VirginiaBreeze.org	877-462-6342
support@CatchTheVABreeze.com		
Yellow Cab of the Shenandoah		540-622-6060

SHUTTLE DRIVERS

Lyric & Scott Underwood		571-722-4842
Nina's Shuttle		703-946-9404
Sharon's Shuttles		703-615-5612
Trail Angel	located in Waynesboro	540-836-8164

Thrift Stores & Laundromats

Base Camp	122 East Main Street	540-631-0773
free laundry services and showers – enter through FR Brewing Co., Down Home Comfort Bakery or Mountain Trails		
Blue Ridge Hospice Thrift Center	449 South Street	540-635-2268
Front Royal Laundry Center	505 East Main Street	540-635-7920
Good Will Store	280 Remount Road	540-636-4886
Salvation Army Store	357 Cloud	540-635-4020

Outfitters

Mountain Trails	120 East Main Street	540-749-2470
River and Peak Outfitter	7 South Street	540-692-8941

Lodging

The Cabbin at Mountain Home	3471 Remount Road	540-692-6198
Blue Ridge Motel	1370 North Shenandoah Avenue	540-636-7200
Budget Inn	1122 North Royal Avenue	800-766-6748
Front Royal Motel	1400 North Shenandoah Avenue	540-635-4114
Hampton Inn	9800 Winchester Road	540-635-1882
Holiday Inn & Suites	111 Hospitality Drive	540-631-3050
Lackawanna B&B	236 Riverside Drive	540-636-7945
Motel 6	141 West 15th Street	540-635-2191
Mountain Home B&B	3471 Remount Road	540-692-6198
Parkside Inn	541 South Royal Avenue	540-631-1153
Quality Inn	10 Commerce Avenu	540-635-3161
Relax Inn	1525 North Shenandoah Avenue	540-635-4101
Skyline Motel	622 South Royal Avenue	540-635-5354
Super 8	111 South Street	540-636-4888
Twi-Lite Motel	53 West 14th Street	540-635-4148
Wonderland AT Hostel	39 Parkside Road, Linden	571-722-4872
Woodward House B&B	413 South Royal Avenue	540-635-7011

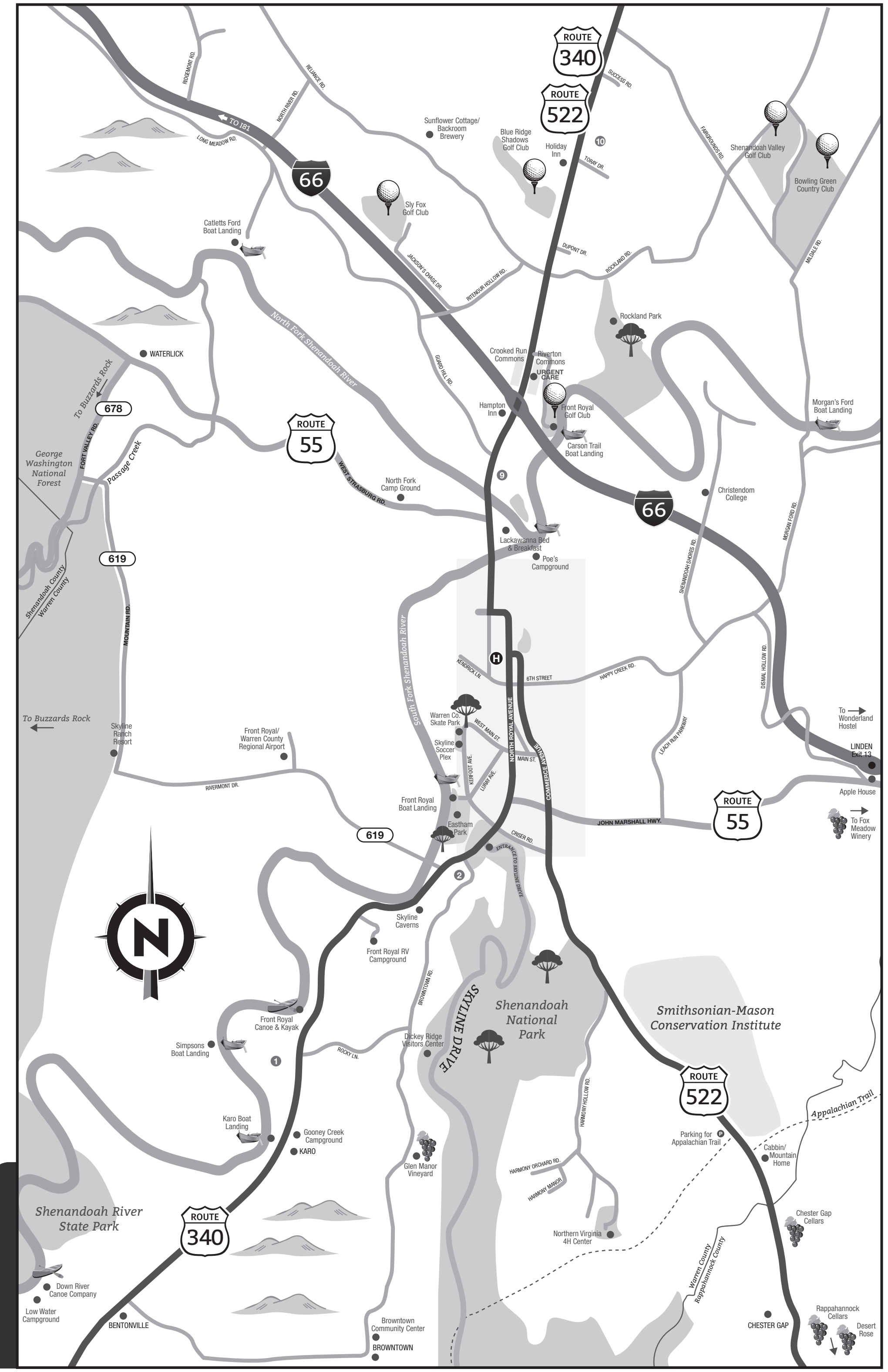
Hiker Highlights

Better Thymes Health Food	417 South Street	540-636-9209
(Health Food Store)		
C & C Frozen Treats	409 East Main Street	540-450-7939
(Unique Ice Cream flavors)		
Down Home Comfort Bakery	120 East Main Street	540-635-6013
(Yum)		
Front Royal Brewing Company	122 East Main Street	540-631-0773
(Brewery & Restaurant)		
Front Royal Canoe Company	8567 Stonewall Jackson Hwy	540-635-5440
(Aqua-Blaze)		
InfoTech	217 E Main Street	540-636-4111
(Cell phone repairs)		
Royal Comfort Shoe Center	141 East Main Street	540-749-2741
(Light repairs)		
Rural King	465 South Street	540-631-1740
(Farm & Home store & more)		
Southern States	50 Water Street	540-635-3118
(Farm & supply store)		

Discover FRONT ROYAL VIRGINIA

540/635-5788

Front Royal is a Designated Appalachian Trail Community



Itinerary Ideas:

History:

Front Royal is a great place to explore some of Virginia's history, specifically when it comes to the Civil War! Start out on your journey at the **Visitors Center (414 East Main Street)** to take in the old train station and get all the information you'll need for your trip. Ironically, this also gets you started on the one mile, self-guided, historic walking tour that takes you past some the town's oldest and most memorable buildings. Three of these buildings **(The Ivy Lodge, Belle Boyd Cottage, and Balthis House)** are available to enter and tour (Check schedule, $10 for access to all), as well as the **Warren Rifles' Confederate Museum** next door ($5 donation requested). You can also visit the beautiful **Three Sisters Garden** (No Charge), a living history exhibit.

Once you have completed your walk head back to stop #36, the **Main Street Mill**, for a great salad or sandwich for lunch! Here you can take in the talents of artist Patricia Windrow, and marvel at the original beams seen throughout the dining area. While you eat, you can pull out more information from the Visitors Center and plan out your next journey; The **"Brother Against Brother" Civil War Driving Tour**.

This tour takes you from just south of the town limits to Fairview, with stops at Civil War markers and important locations along the way. If you're really interested in enhancing the experience, you can always purchase a Civil War CD and guidebook ($9.95) from the Visitors Center! Along your route, swing into the **Woodward House on Manor Grade** (B&B, 540-635-7010, $115-225 a night) to check into your room and drop off your bags. It's hard, but don't let the soft comfort of the bed entice you in for a nap; there's much more to do!

When you come back into town after completing your driving tour, you're in perfect time to grab a quick drink before dinner! Front Royal is home to Virginia's First **Beer Museum**, where you can experience 400 years of the state's brewing history, and sample a few of the brews they have on tap. From there, you have a nearly unlimited choice of eateries to choose from.

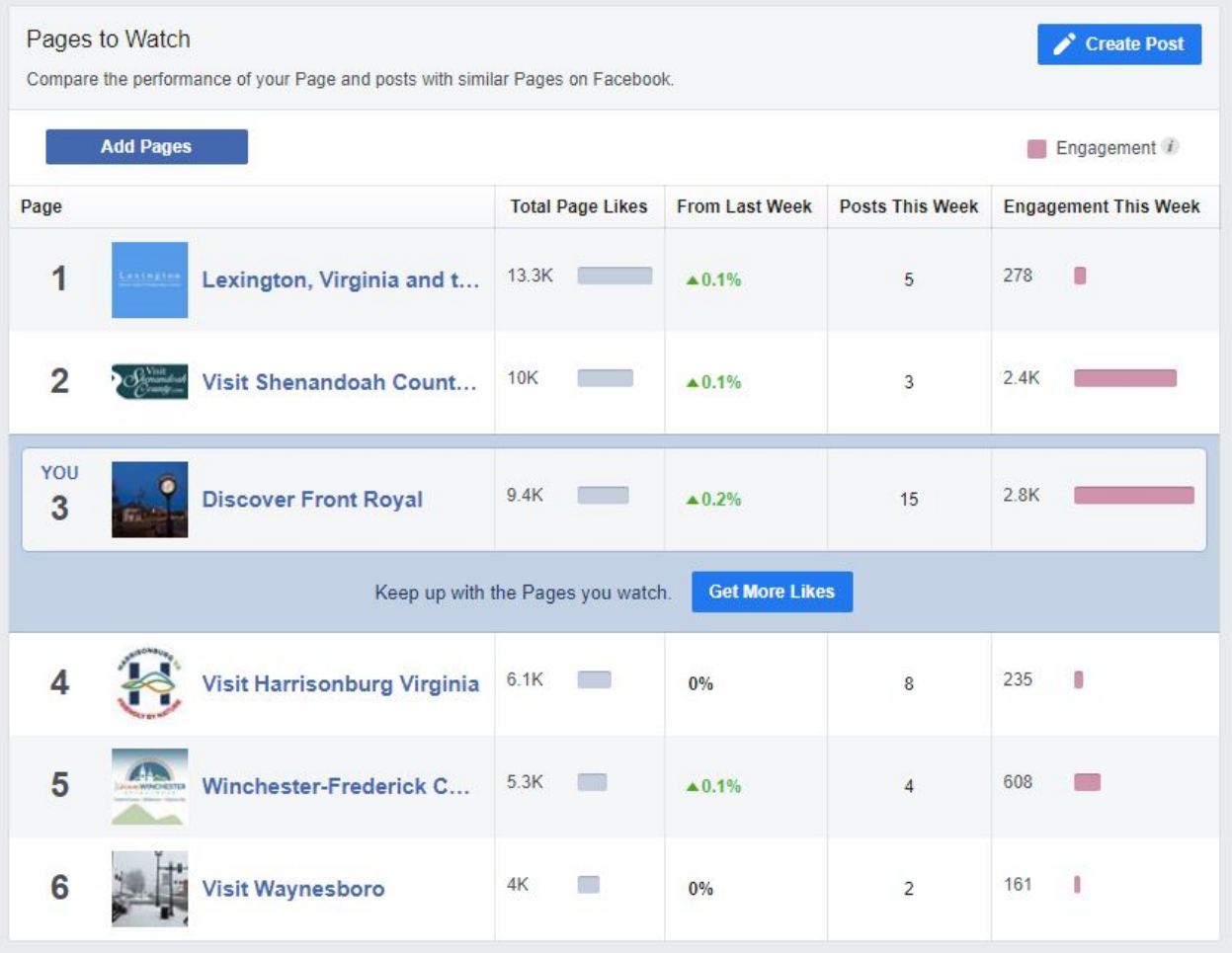
The next morning, after waking well rested and enjoying a hearty breakfast you can head west to explore **Cedar Creek battlefield and Belle Grove plantation** (Tours: $12). Stop first at their Visitors Center if you want to see an amazing interactive view of the Shenandoah Valley's Civil War battles! This is also where you can talk to rangers about their summer programs, attractions, and events. There's almost always something going on at Cedar Creek!

And if all this isn't enough to wear you out, there's plenty more history to explore in Warren County and the surrounding areas. You could head south to Strasburg and Hupp's Hill, or north into Winchester and the Museum of the Shenandoah Valley. They sky is the limit!

Items included:

Civil War Driving Tour, Walking Tour, Balthis House, Belle Boyd Cottage, Ivy Lodge, Three Sisters Garden, Confederate Museum, Main Street Mill, Beer Museum, Cedar Creek and Belle Grove

*Stay at Woodward House on Manor Grade (B&B, 540-635-7010, $115-225 a night)



Lexington likes: 13,304

Lexington followers: 13,291

Shenandoah likes: 9,956

Shenandoah followers: 10,178

Front Royal likes: 9,355

Front Royal followers: 9,618

Additional locations mentioned in comparison/discussion:

Chamber of Commerce likes: 2,722

Chamber of Commerce followers: 2,970

Roanoke likes: 21,776

Roanoke followers: 22,503

Other area locations:

Culpeper likes: 10,870

Culpeper follows: 11,928

Warrenton likes: 5,344

Warrenton follows: 5,739

FOOD & DRINK

Knotty Pine Restaurant
801 North Royal Avenue
540-635-3064

KhuKuri Nepal Cuisine
40 Riverton Commons Drive
540-749-2440

L Dee's Pancake House
522 East Main Street
540-635-3791

Mikado Hibachi and Sushi
50 G Riverton Commons Dr.
540-631-0050

Main Street Mill
500 East Main Street
540-636-3123

Melting Pot Pizza
138 West 14th Street
540-636-6146

Mom's Country Kitchen
470 South Commerce Avenue
540-636-7441

Osteria 510
510 South Royal Avenue
540-631-1101

Our Hometown Diner
107 Water Street
540-551-9948

PaveMint
9 South Commerce Avenue
540-252-4707

Po Green's
1202 North Avenue
540-999-1003

Rancho Nuevo
915 North Royal Avenue
540-551-3576

Royal Spice
219 Main Street
540-252-2288

Soul Mountain Restaurant
300 East Main Street
540-636-1185

Spelunkers
116 South Street
540-631-0300

Talk of the Mountain Seafood
507 North Royal Ave
540-394-8690

Thunwa Thai Cuisine
10 South Commerce Street
540-631-0616

Truss'D
117 East Main Street
540-660-0098

Try Thai Restaurant & Sushi Bar
205 East Main Street
540-551-8171

The Vine & Leaf
477 South Street
540-635-1043

Vinova
124 East Main Street
540-0252-4672

Yamafuji
241 Chester Street
540-631-3454

— SEE OTHER SIDE —

WWW.DISCOVERFRONTROYAL.COM

FOOD & DRINK

Anthony's Pizza
103 South Royal Avenue
540-636-2000

The Apple House
4675 John Marshall Highway
540-636-6329

Backroom Brewery
150 Ridgmont Road
540-869-8482

Ben's Family Asian Cuisine
654 West 11th Street
540-551-3147

Blue Wing Frog
219 Chester Street
540-622-6175

Castiglia's Italian Eatery
328 Remount Road
540-635-8815

China Jade Restaurant
239 South Street
540-635-9161

The Daily Grind
215 East Main Street
540-635-3556

DL Campus Café
131 East Main Street

Down Home Comfort Bakery
120 East Main Street
540-635-6013

El Maguey
433 South Street
540-551-3608

Element
317 East Main Street
540-636-1695

Fox's Pizza Den
239 South Street
540-635-2800

Front Royal Brewing Company
122 East Main Street
540-631-0773

Front Royal Diner
865 John Marshall Highway
540-636-2270

Golden China
1423 North Shenandoah Avenue
540-635-3688

Happy Creek Coffee & Tea
18 High Street
540-660-2133

Houlihan's
101 Hospitality Drive
540-631-3045

Jalisco Mexican Restaurant
1303 North Royal Avenue
540-692-8125

— SEE OTHER SIDE —

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FRONT ROYAL
VIRGINIA

09/19

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ROUTE 340
ROUTE 522
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TO I81
RIDGEMONT RD.
RELIANCE RD.
SUCCESS RD.
FAIRGROUNDS RD.
TOPAY DR.
DUPONT DR.
ROCKLAND RD.
RIFFENOUR HOLLOW RD.
MILDALE RD.
GUARD HILL RD.
FORT VALLEY RD.
WEST STRASBURG RD.
MORGAN FORD RD.
SHENANDOAH SHORES RD.
DISMAL HOLLOW RD.
KENDRICK LN.
6TH STREET
HAPPY CREEK RD.
WEST MAIN ST.
MAIN ST.
KERFOOT AVE.
LURAY AVE.
ROYAL AVENUE
COMMERCE AVENUE
JOHN MARSHALL HWY.
CRISER RD.
RIVERMONT DR.
BROWNTOWN RD.
ROCKY LN.
HARMONY HOLLOW RD.
HARMONY ORCHARD RD.
HARMONY MANOR
Backroom Brewery
Blue Ridge Shadows Golf Club
Holiday Inn
Shenandoah Valley Golf Club
Bowling Green Country Club
Sly Fox Golf Club
Catletts Ford Boat Landing
Rockland Park
WATERLICK
Crooked Run Commons
Riverton Commons
URGENT CARE
Front Royal Golf Club
Carson Trail Boat Landing
Morgan's Ford Boat Landing
North Fork Camp Ground
Christendom College
Lackawanna Bed & Breakfast
Poe's Campground
Warren Co. Skate Park
Skyline Soccer Plex
Front Royal Boat Landing
Eastam Park
Entrance to Skyline Drive
LINDEN Exit 13
To Fox Meadow Winery
Skyline Ranch Resort
Front Royal/ Warren County Regional Airport
Skyline Caverns
Front Royal RV Campground
Front Royal Canoe & Kayak
Simpsons Boat Landing
Dickey Ridge Visitors Center
Karo Boat Landing
Gooney Creek Campground
KARO
Glen Manor Vineyard
Parking for Appalachian Trail
Northern Virginia 4H Center
Chester Gap Cellars
Down River Canoe Company
Low Water Campground
BENTONVILLE
Browntown Community Center
BROWNTOWN
CHESTER GAP
Rappahannock Cellars
North Fork Shenandoah River
South Fork Shenandoah River
To Buzzards Rock
To Buzzards Rock
George Washington National Forest
Passage Creek
Shenandoah County
Warren County
Warren County
Rappahannock County
Shenandoah National Park
Skyline Drive
Smithsonian-Mason Conservation Institute
Raymond R. "Andy" Guest Jr. Shenandoah River State Park
Appalachian Trail
Discover FRONT ROYAL VIRGINIA
540/635-5788
= Civil War Driving Tour
Pick up a free copy of the driving tour at the Front Royal Visitors Center.