



TOWN COUNCIL WORK SESSION
TUESDAY, September 8, 2015 @ 7:00pm
Front Royal Administration Building

Town/Staff Related Issues:

1. HEPTAD, LLC – Request for One-Year Extension to Submit Development Plan– *Dir of Planning*
2. Angel's Korner Daycare Special Use Permit– *Director of Planning*
3. Draft Code Amendment "Urban Agriculture" – *Director of Planning*
4. The Mill Restaurant Lease Agreement – *Town Attorney*
5. Purchase of Tablets for Police Department – *IT Director*
6. Funding Request for "Royal Cruze In" – *Town Manager*
7. Update on Leach Run Parkway – *Town Manager*

Council/Mayor Related Items

8. Liaison Committee Meeting Items for September 17
9. Community Development Job Description
10. Small Business Development Center (SBDC) Contract Renewal
11. Council Discussion/Goals (*time permitting*)

1

Town of Front Royal, Virginia Work Session Agenda Form

Date: August 5, 2015

Agenda Item: HEPTAD, LLC – Request for One-Year Extension to Submit Development Plan.
Director of Planning & Zoning

Summary: HEPTAD, LLC has formally requested a one-year extension from their deadline to submit a development plan, as required under the regulations of the PND District, and specifically Town Code Section 175-37.18. The deadline to file a development plan was previously extended due to stipulations found within the proffers of HEPTAD (Proffer 3.1.1.4). However, these stipulations were waived upon the expiration of the second MOU between HEPTAD and the Town. HEPTAD’s current deadline for submitting a development plan is December 3, 2015. Town Code 175-37.18 authorizes Town Council to grant an extension for up to one year upon demonstration of good cause.

Town Code Section 175-37.18 states the following in regards to development review within the PND District: *“Within one year of approval of a Master Land Use Plan for development of a Planned Neighborhood, prior to the approval of building permits, the applicant shall prepare and submit for review and approval an engineered Development Plan, along with the fee as established in the approved schedule of fees. The applicant may petition the Town Council for an extension of time for submission of a development plan, provided such extension is requested at least 20 days prior to the expiration of the one-year period. The Town Council may grant an extension upon demonstration of good cause for up to one year.”*

HEPTAD, LLC is the owner of the proposed development referred to as Swan Estates, or simply as HEPTAD. Leach Run Parkway (LRP) is necessary to serve as the primary access to the proposed development. LRP will traverse HEPTAD’s property. A concept plan of the proposed development was approved in 2012, along with detailed proffers. The proffers include a limit of 450 dwellings on the 98.25 acre property. Cash proffers are included to the Town for construction of LRP and to the County for impact to the public school system. LRP will traverse the property and the smaller portion on the east side of the roadway is designated for commercial development. A future road connection to Westminster Drive is also included in the proffers.

Council Discussion: This agenda item is scheduled for a work session review on 08/17/15.

Staff Evaluation: Staff has no objection to the request. “Good cause” may exist due to the incomplete status of Leach Run Parkway.

Budget/Funding: None.

Legal Evaluation: The Town Attorney will be available at the work session for questions.

Town Manager: The Town Attorney will be available at the work session for questions.

Council Recommendation:

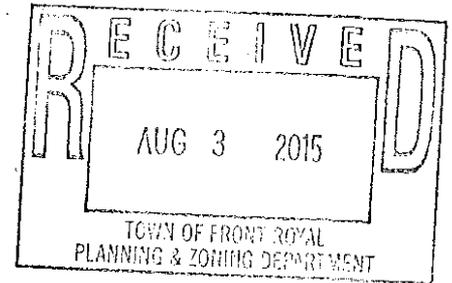
Additional Work Session Regular Meeting No Action
Consensus Poll on Action: ___(Aye) ___(Nay)

Work Session



LAWSON AND SILEK, P.L.C.

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August 3, 2015

Jeremy F. Camp, Director
Department of Planning & Zoning
Town of Front Royal
102 East Main Street
Front Royal, Virginia 22630

Re: Heptad, LLC – Request for One-Year Extension

DELIVERED BY HAND DELIVERY

Dear Jeremy:

I am writing to follow up on Joe Silek's letter to you dated June 29 and the subsequent conversations between our office and George Sonnett and you. Based on these subsequent conversations, it is our understanding that in response to the June 29 correspondence, you will be issuing an opinion that the one-year period for submitting a Development Plan for the Heptad project began running as of December 3, 2014 per Town Code §175-37.18. As Joe explained in his June 29 correspondence, in the event that you determined that the one-year period for a Development Plan had begun to run, Heptad desired to make a request to the Town Council for a one-year extension per §175-37.18. While we have not yet received a copy of your formal written opinion, Heptad, LLC desires to move forward with the request to the Town Council as expeditiously as possible. Therefore, please treat this letter as a formal request to the Town Council for a one-year extension of the filing requirement for a Development Plan until December 3, 2016. Kindly refer to Joe's June 29 letter for a statement of justification for this request.

We respectfully request that this matter be placed on the earliest Town work session agenda possible for discussion and eventual placement on the agenda of a regular meeting of the Town Council. We also ask that you copy us with any Town communications, notices, or meeting agendas referencing this request.

Jeremy F. Camp, Director
August 3, 2015
Page Two (2)

Thank you in advance for your assistance, and please contact Joe or me with any additional questions. I look forward to working with you to bring this matter to a successful conclusion.

Respectfully,

A handwritten signature in black ink, appearing to read "Robert J. Light". The signature is written in a cursive style with a large, stylized initial "R".

Robert J. Light

Cc: Heptad, LLC
George Sonnett, Assistant Town Attorney
Steve Burke, Town Manager

2

Town of Front Royal, Virginia Work Session Agenda Form

Date: September 8, 2015

Agenda Item: Angel's Korner Daycare Special Use Permit
Director of Planning & Zoning

Summary: Angel's Korner Daycare has submitted a Special Use Permit Application to expand their existing daycare business. Attached with this coverage is the Staff Report for the Application.

Council Discussion: This agenda item is scheduled for a work session review.

Staff Evaluation: Staff recommends that Town Council schedule a public hearing for the application. The Planning Commission recommended approval of the special use permit application with the following conditions:

DRAFT CONDITIONS FOR #SUP15-07-262

1. This special use permit is only valid for the purpose of authorizing the daycare use to expand into the other units of the building (Commerce Square), when such units may become available for use. Any construction or utility changes requires review by the Town.
2. All existing playground, landscaping, crosswalk and parking facilities shall be maintained in good condition.
3. Compliance with the Commonwealth of Va. licensing requirements is required.
4. Town Council, or other designated representative, may inspect the property at any reasonable time to ensure compliance with local regulations, including, but not limited to, the conditions placed on this special use permit. Upon inspection of the property, if it is found that the property is not in compliance with local regulations, including but not limited to, the conditions of this special use permit, the Town may revoke this special use permit after notice to the applicant and public hearing.

Budget/Funding: None.

Legal Evaluation: The Town Attorney will be available at the work session for questions.

Town Manager: The Town Manager and Staff will be available at the work session for questions.

Council Recommendation:

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



**TOWN OF FRONT ROYAL
DEPARTMENT OF PLANNING & ZONING**



**STAFF REPORT FOR THE AUGUST 19, 2015 PLANNING COMMISSION MEETING,
UPDATED FOR TOWN COUNCIL**

APPLICATION #:

SUP 15-07-262

APPLICANT:

Angel's Korner Inc.
(Rose Mary Comstock & Joanne Hensley)

APPLICATION SUMMARY:

Angel's Korner Daycare has submitted an application to expand their current daycare operation to encompass all of Commerce Square.

GENERAL INFORMATION:

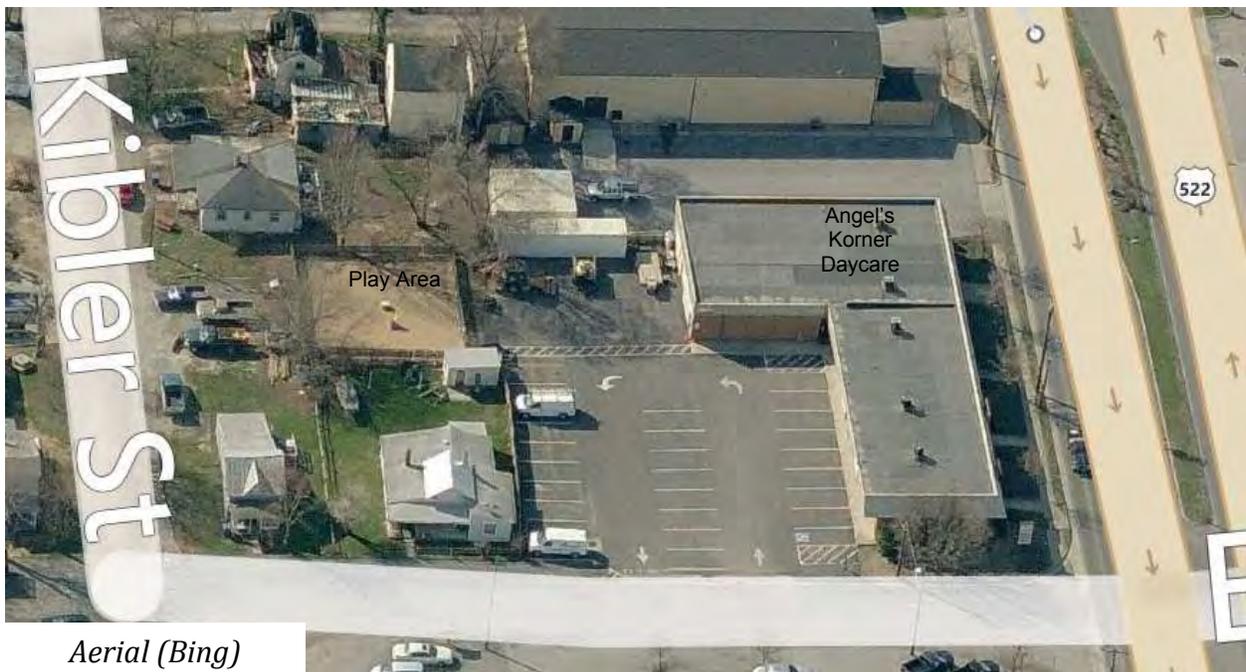
<i>Site Address</i>	629 N Commerce Avenue (also 637 and 631).		
<i>Zoning District</i>	C-1, Community Business District		
<i>Overlay Districts</i>	Historic Area - NO	Floodway - YES	Entrance Corridor - NO
<i>Tax IDs</i>	20A4 - 2 - 12, 13 & 14.		
<i>Location</i>	The subject property is located at the southeast corner of the intersection of N. Commerce Avenue and E. 7 th Street.		



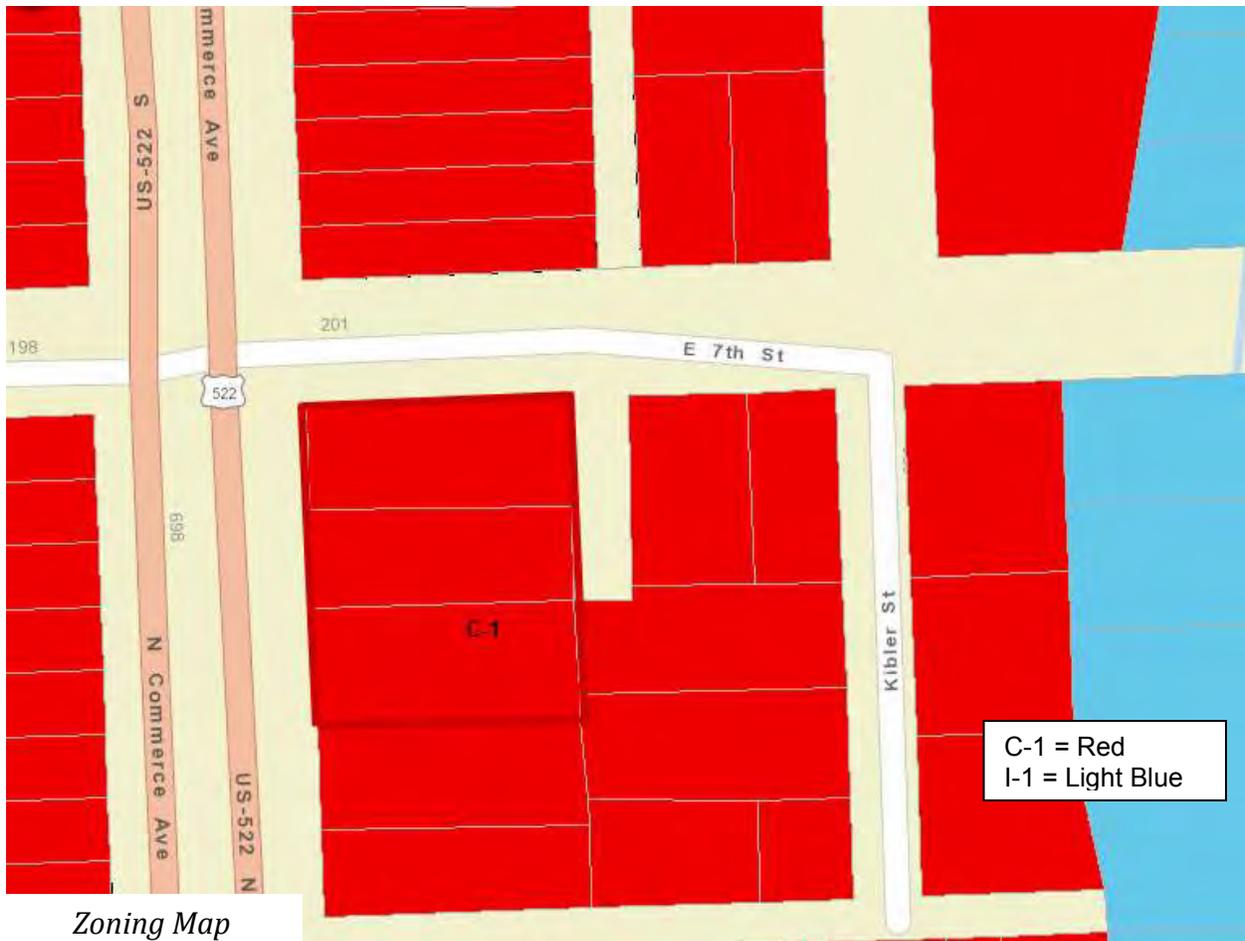
ILLUSTRATIONS



Aerial (Google)



Aerial (Bing)



Zoning Map

ADDITIONAL INFORMATION:

Background

A special use permit was issued for Angel's Korner Daycare on October 25, 1993. The approval was conditioned on the following:

1. Submission of documents of state license within 90 days of operation.
2. The play area having permanent fencing within 90 days of operation.
3. Striping of the crosswalk to the play area prior to opening.
4. Providing to the Town a copy of notification to parents that the center is located in a flood hazard area prior to opening.

The daycare was approved to be located within the south west portion of the building (Commerce Square). With the recent Computer business leaving the building, the daycare desires to expand their facility in the unit located on the north portion of the building. This is the daycare's current need. However, the applicant has stated that the long-term intent is to expand into all of the building, including the unit currently being used for storage and the unit currently being used as a salon.

Review

The request to expand into the northern unit (former computer store) was reviewed by the Town Attorney who advised that a new special use permit would be needed because the expansion is substantially different than the original special use permit that was only approved for a small portion of the building.

This special use permit application was submitted to various review agencies, including the Town Manager, Planning & Zoning Staff, EDA, Energy Services, Warren County Building Inspections Department, Finance, Environmental Services, Town Attorney, Warren County Fire Marshall, Police, Health Department, and Social Services. Below is a listing of comments reported:

- 1) "Coordination of utility service should be performed as part of the expansion of the Daycare into the entire storefront (Town Manager)."
- 2) Signage shall be coordinated as the expansion occurs (Town Manager)."
- 3) *"Thanks for sending me the SUP application from Angel's Korner, Inc. I have been working with Rose Mary Comstock and Joanne Hensley since they became interested in taking over the vacant space in the complex (637 N. Commerce). Their licensed program remains in substantial compliance with the licensing standards and I have toured the new space, measured it, and discussed possible renovations to make the space work for a classroom of children. I have no concerns in regards to them expanding the daycare. Because it is in the same building as their existing program, if the SUP is approved, they would not need to apply for a new license. As long as they have a direct way of communicating between the two spaces, we would just increase their capacity once we know how many children the building official would allow in the space. I am also aware of their desire to expand even more if/when the spaces currently being used by the hair salon and the contractor's office become available. I have no concerns with that either. I have been the licensing inspector for both of Angel's Korner's programs for nine years and they have always contacted me with any questions or concerns. They strive to follow all licensing standards and I assume that this expansion would be no different (Diane Reed, Social Services Division on Licensing)."*
- 4) A separate sign permit is required for any new signage that may be proposed (Planning & Zoning).
- 5) *"Existing parking, landscaping, crosswalk and playground facilities are to be maintained in good condition at all times (Planning & Zoning)."*

Legal Venue

The Town is authorized to require a special use permit for certain uses within any zoning district under Virginia Code §15.2-2286. Some specific uses are granted protection from regulation from localities by the Virginia Code, including agriculture uses, small scale conversion of biomass to alternative fuel, certain residential uses, private tents, farm wineries, assisted living facilities, and group homes.

Section 175-81.2 only allows encroachments into the floodway upon approval of a Special Use Permit. No new encroachments are proposed in the floodplain by this application.

The issuance of a special use permit is subject to such conditions as are deemed necessary by the Front Royal Town Council after recommendations of the Front Royal Planning Commission. Prior to an action by Town Council or a recommendation by the Planning Commission, a public hearing is required for special use permits.

RECOMMENDATIONS:



Possible Negative

One possible negative impact is the opportunity costs associated with using this valuable commercial space for a daycare. It is not ideal to locate personal services, such as a daycare, along the frontage of major roads, which typically might be better suited to uses such as retail stores and restaurants that require higher visibility. Retail stores and restaurants also generally generate more tax revenue to the Town.

Possible Positive

Angel's Korner Daycare is an important small business in the Town and a necessary service to the public. The site offers convenience to the general public. Daycares are permitted in the C-1 District with a special use permit. The daycare has a good record of being in compliance with local and state requirements.

Conclusion

Overall, the positive impacts to the community related to this request appear to outweigh the possible concerns about ideal use of commercial space. Staff recommends approval of the proposed expansion of the daycare with the following conditions:

DRAFT CONDITIONS FOR #SUP15-07-262

1. This special use permit is only valid for the purpose of authorizing the daycare use to expand into the other units of the building (Commerce Square), when such units may become available for use. Any construction or utility changes requires review by the Town.
2. All existing playground, landscaping, crosswalk and parking facilities shall be maintained in good condition.
3. Compliance with the Commonwealth of Va. licensing requirements is required.
4. Town Council, or other designated representative, may inspect the property at any reasonable time to ensure compliance with local regulations, including, but not limited to, the conditions placed on this special use permit. Upon inspection of the property, if it is found that the property is not in compliance with local regulations, including but not limited to, the conditions of this special use permit, the Town may revoke this special use permit after notice to the applicant and public hearing.

UPDATE: On August 19, 2015 the Planning Commission recommended approval of this application with the conditions noted above.

ATTACHMENTS: Attachment 1: Special Use Permit Application & submitted attachments to the application; Attachment 2: Original SUP.

3

Town of Front Royal, Virginia Work Session Agenda Form

Date: September 8, 2015

Agenda Item: Draft Code Amendment - "Urban Agriculture"
Director of Planning & Zoning

Summary: Attached is the draft amendment, titled "Urban Agriculture." It was recommended by the Planning Commission at their August 20, 2015 Regular Monthly Meeting. Public hearings were held by the Planning Commission on July 15, 2015 and August 20, 2015. The recommended draft amendment was prepared at the request of Town Council based on the referral passed on May 26, 2015.

The draft amendment proposes an exemption to the livestock restrictions of the Town Code for "Urban Agriculture." It also defines Urban Agriculture under Town Code Section 175-3, and creates new regulations for Urban Agriculture under Town Code Section 175-110.5.

The draft regulations require a zoning permit for the keeping of livestock. A management plan is also required, and must be endorsed by the Virginia Cooperative Extension Office, or other qualified expert, nonprofit organization or government entity. Residents of single-family, duplex and two-family homes could obtain a permit to keep up to six (6) hens, honeybees and rabbits. Other residential uses, such as townhouses and apartments would not be allowed to keep animals except if approved by Town Council with a special use permit or proffer. The draft amendment would only allow larger lots (1 acre +) to keep animals such as cows, goats, roosters, sheep, and other types of livestock, and only with a special use permit approved by Town Council.

The draft amendment only allows zoning permits for the keeping of livestock for 1 year at a time. This was added so that livestock would not become "grandfathered."

Council Discussion: This agenda item is scheduled for a work session review.

Staff Evaluation: Public comments received during the two public hearings and phone inquiries were all positive of the proposed Town Code changes. The Virginia Cooperative Extension Office and Northern Shenandoah Valley Beekeeper's Association provided valuable input during the process and were supportive of the changes as well as the ability to play a role in reviewing management plans.

Budget/Funding: None.

Legal Evaluation: The Town Attorney will be available at the work session for questions.

Town Manager: The Town Manager and Staff will be available at the work session for questions.

Council Recommendation:

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



DRAFT AMENDMENT – VERSION 5
“URBAN AGRICULTURE”

The purpose of this ordinance is to enhance the general welfare and health of the public by allowing limited agricultural practices in the Town when conducted as an accessory use. Performance standards and permitting requirements are proposed.

START -----

175-3 DEFINITIONS

ACCESSORY USE - A use of a building, lot or portion thereof which is customarily incidental and subordinate to the principal permitted use of the main building or lot. Accessory uses shall include the use of accessory buildings as a separate accessory dwelling unit, provided that the lot is at least 12,000 square feet in size, the accessory building complies with the minimum setback and yard area requirements that are required for main buildings within the applicable zoning district, no more than one accessory dwelling is located on the property, and the accessory dwelling unit does not utilize more than 500 square feet. *Urban agriculture is considered an accessory use when the requirements of Section 175-110.5 are complied with.*

AGRICULTURE/AGRICULTURAL PURSUITS – The tilling of soil, the raising of crops, horticulture, aquaculture, hydroponics, forestry, gardening, apiculture, livestock and fowl keeping and breeding, farm wineries, roadside stands, tenant houses necessary for the operation of a farm, and the production of natural products with resources primarily derived from the land upon which it is produced. Yard maintenance, landscaping, noncommercial gardening and other customary incidental accessory uses shall not be deemed as "agriculture." Where agricultural uses are permitted under Chapter 175 of the Town Code, the provisions of Section 66-5 pertaining to slaughtering of stock shall not apply, provided that this exemption only applies to small scale slaughtering activities on a farm, and does not apply to slaughterhouses.

AGRICULTURE, URBAN (*Urban Agriculture*) – *An umbrella term that describes a range of food growing practices conducted as an accessory use that may include the raising of crops, horticulture, aquaculture, hydroponics, forestry, gardening, apiculture, and both livestock and fowl keeping, subject to compliance with the regulations of Section 175-110.5.*

175-110.5 PERFORMANCE STANDARDS FOR URBAN AGRICULTURE

Urban Agriculture, as defined under Section 175-3 of this Chapter, shall comply with the following performance standards.

- A. A zoning permit shall be required for the keeping of animals kept in association with urban agriculture. Such a zoning permit application shall include a management plan that adequately addresses waste disposal, site suitability, setbacks, animal density, biosecurity and health measures, odor control, noise control, appearance, and maintenance. The management plan shall be reviewed by the Virginia Cooperative Extension Office, or other qualified expert, nonprofit organization or government entity. Conditions of approval or recommendations may be required as part of the zoning permit based on the management plan or*

- 45 other recommendations of the Virginia Cooperative Extension Office, or other
46 qualified expert, nonprofit organization or government entity. The zoning permit
47 shall only be valid for one (1) year; except that, the Zoning Administrator may
48 successively renew the permit in additional one (1) year increments upon
49 expiration; provide that, the use remains in compliance with the management
50 plan and otherwise remains lawful.
- 51 B. Single family, duplex or two-family dwellings shall be permitted to keep up to six
52 (6) female chickens (non-crowing hens only), six (6) bee hives, and/or six (6)
53 rabbits.
- 54 C. Other types of residential uses, such as townhouses, condominiums, multi-family
55 (apartments), are prohibited from keeping livestock, fowl or bees, except when
56 authorized with a Special Use Permit or Proffer.
- 57 D. Commercial and industrial uses, excluding schools, are prohibited from keeping
58 livestock, fowl or bees, except when authorized with a Special Use Permit or
59 Proffer.
- 60 E. Roosters, livestock (excluding rabbits), and fowl (excluding hens) are prohibited
61 on lots less than one (1) acre in land area.
- 62 F. On lots consisting of at least one (1) acre, such animals listed under subsection E
63 shall be permitted by a Special Use Permit. The quantity of animals shall be
64 determined based on the management plan required under subsection A.
- 65 G. Pigs are restricted, regardless of lot size, unless a Special Use Permit or Proffer
66 is submitted and approved.
- 67 H. Chickens, bees, and rabbits are restricted from the front yard and corner side
68 yard on corner lots.
- 69 I. Chickens and rabbits shall be kept within an enclosed area that includes a
70 chicken coop or rabbit hutch. Such facilities shall be kept clean and maintained
71 in good condition.
- 72 J. Chickens coops shall be setback at least ten (10) feet from side and rear property
73 lines. Additional setbacks may be required by the Zoning Administrator if
74 recommended as part of the submitted management plan or review agency
75 recommendation.
- 76 K. Any permit issued for Urban Agriculture may be revoked by the Zoning
77 Administrator if such use significantly deviates from the approved zoning permit
78 and/or management plan; or if such use creates a violation of the Town Code,
79 including, but not limited to, an unpermitted expansion, noise violation,
80 unpermitted development activity, or nuisance.
- 81 L. The sale of goods or services related to Urban Agriculture is not authorized,
82 except where such sale or services is allowed as a principal use of the property.
83 This restriction shall not include the incidental selling or trading with neighbors,
84 family or friends; nor shall it exclude selling produce off-site at farm markets or
85 other venues.
- 86 M. The above requirements are considered in addition to all other requirements of
87 the Town Code that may apply.
- 88 N. Urban agriculture is not permitted as a principal use of a property; except that,
89 this restriction shall not apply to outdoor gardens.
- 90 O. Bee hives must be setback at least ten (10) feet from side and rear property lines,
91 and shall be enclosed on all sides by a fence at least 4 feet in height. A sign

92 *between two (2) and four (4) square feet shall be clearly located on the fence to*
 93 *communicate that bees are being kept within the enclosure.*
 94 *P. Harvesting of honey shall take place within an enclosed building.*
 95

97 KEEPING CERTAIN ANIMALS PROHIBITED WITHIN TOWN LIMITS

99 66-12 DEFINITIONS

100 As used in this Article, the following terms shall have the meaning indicated:

102 **DOMESTICATED HOUSEHOLD PETS** - Animals kept for companionship, rather than as
 103 consumable commodity or producer thereof, which are tame, non-venomous or non-predatory,
 104 and shall include but, not be limited to dogs, house cats, caged birds, rabbits, hamsters and
 105 gerbils.

107 **EXOTIC ANIMALS** - Those animals, other than dogs, house cats, caged birds and other
 108 domesticated household pets, which because of a predatory nature, venomous bite or sting, size
 109 or disposition present a potential danger to town residents, including but not limited to lions and
 110 tigers, mountain lions and other large cats, bears, poisonous snakes and lizards, elephants,
 111 monkeys and apes, foxes, wolves, coyotes, alligators and crocodiles.

113 **FOWL** - Those birds raised for the purpose of meat, egg or feather production, and shall include
 114 but not be limited to, chickens, ducks, geese, turkeys, peacocks, guinea hens and pigeons,
 115 including homing pigeons.

117 **LIVESTOCK** - Those animals raised for the purpose of meat and dairy production, hide or fur
 118 production or as draft animals, and shall include but not be limited to cows, horses, donkeys,
 119 mules, pigs, sheep,

121 66-13 PROHIBITION

122 Except for duly authorized parades, processions, zoos, circuses, rides, fairs and exhibitions,
 123 licensed pet shops, animal shelters and veterinary offices and hospitals, it shall be unlawful to
 124 raise, house, or otherwise keep ~~livestock, fowl or~~ exotic animals within the limits of the Town of
 125 Front Royal.

127 66-14 EXEMPTIONS

128 A. This Article shall not apply to domesticated household pets, as defined herein, nor to
 129 livestock, fowl and exotic animals in transit through the Town of Front Royal by a carrier.

130 B. ~~This Article shall not apply to livestock or fowl on any operating farm of one (1) acre in size~~
 131 ~~of more located within the town limits.~~ *Animals authorized as Urban Agriculture under Chapter*
 132 *175 shall be exempt of the restrictions of this Article.*

133 -----END

134 **Editorial Notes:** All language shown in **yellow highlight** and *italics* is proposed new text, sometimes visible as pink, blue or
 135 purple highlight where a comment is added over it. All language shown in ~~strikethrough~~ is existing language that is proposed to
 136 be removed. Regular text shown is existing language with no changes proposed. Editorial notes removed in this draft
 137 amendment only for the purpose of reducing the size of the document.

138 Drafted 6/10/15 (JFC); 6/11/15 (JFC); 6/12/15 (JFC); 6/15/15 (JFC); 06/26/15 (JFC); 07/28/15 (JFC) following July 15th public
 139 hearing and meeting with the Northern Shenandoah Valley Beekeepers' Association; 8/6/15 (JFC) PC WS 8/5/15; 8/20/15 (PC
 140 Recommendation after 2nd Public Hearing).

4



Town of Front Royal, Virginia Work Session Agenda Form

Date: September 8, 2015

Agenda Item: COUNCIL CONSIDERATION/APPROVAL/DISAPPROVAL: Adoption of Lease and License Agreement with Alstan Inc., dba Main Street Mill, beside Visitors Center

Summary: For reasons stated in the attached memo from Alice Barnhart, President of Alstan Inc., dba Main Street Mill Restaurant, located adjacent and to the east of the Town Visitors Center, Alstan proposes to rent from the Town for the sum of \$100.00 per year five (5) parking spaces at the rear (east side) of the Visitors Center. These spaces are not generally used or needed by visitors to the Visitors Center, but can very much be used by Main Street Mill Restaurant. During Main Street street events, the Restaurant would like a license to cordon off this parking area to events vendors so as to be able to continue to use the parking lot for Restaurant customers only. The lease would be for a five (5) year term, and would be terminable by either party upon 30 days' written notice.

Council Discussion: Town Council may wish to consider whether it wishes to lease this lot to Alstan for the benefit of Main Street Mill Restaurant, a thriving Main Street business.

Staff Evaluation: Alstan had originally wanted to purchase this parking lot so as to place fences between its property and the Town's, to prevent encroachment by Town visitors onto Restaurant parking especially during Main Street street events, but Town staff thought it prudent to retain ownership to this property while still trying to accommodate a Main Street business with a legitimate business-related request.

Budget/Funding: The rental the Town would receive would be One Hundred Dollars (\$100.00) per year.

Legal Evaluation: Article 7, Section 9 of the Constitution of Virginia, requires that all leases or other rights to use public property be limited to five (5) years or less unless the locality receives bids following public advertisement therefor.

Staff Recommendations: Staff has no objection to a lease of this property on the terms suggested.

Town Manager Recommendation: The Town Manager has no objection to a lease of this property on the terms suggested.

Council Recommendation:

Additional Work Session Regular Meeting No Action

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

Work Session

LEASE AND LICENSE AGREEMENT

THIS LEASE AND LICENSE AGREEMENT, is made and entered into this _____ day of _____, 2015, by and between the **TOWN OF FRONT ROYAL, VIRGINIA**, a municipal corporation, hereinafter referred to as the "Town", and **Alstan Inc.** a Virginia corporation, hereinafter referred to as the "Lessee".

That for and in consideration of the sum of **ONE HUNDRED AND NO/100 DOLLARS (\$100.00) per annum**, paid by the Lessee to the Town of Front Royal, the parties do hereby agree as follows:

1. **PREMISES** - The Town agrees to lease to the Lessee a certain parking space (the "Premises"), being a parcel of land situated on the east side of the Town's Visitor's Center adjacent to East Main Street and immediately adjacent to Lessee's Main Street Mill Restaurant, which Premises contains approximately five (5) parking spaces, and being the high-lighted area on the attached plat titled "Survey of a Portion of the Norfolk Southern Railway Company Property", approved by the Town of Front Royal on 3/16/00 and 3/17/00. This Lease will include during the term of this Lease the grant to Lessee of the additional license to place two (2) bollards, with bollard covers similar to the Town's bollards on Main Street but with ornamental horse heads, near the entrance of the Premises so that a chain may block event vendors from parking in the Premises.

2. **TERM OF LEASE** - The term of the Lease is for a period of **FIVE (5) years**, commencing on the **1st day of _____, 2015**, and ending on the _____ **day of _____, 2020**.

3. **PAYMENT OF RENT** - Lessee shall pay to the Town an annual rental payment of **One Hundred Dollars (\$100.00)**. The rental payment shall be paid in advance beginning on the 1st day of _____, 2015 and on an annual basis thereafter for the term of this Lease and any extensions hereunder.

4. **TRAFFIC CONTROL** - The Lessee shall be responsible for effectively controlling the Premises for parking and traffic use of Lessee so as to effectively prevent other vehicles from utilizing Premises, if Lessee be so inclined. Access for Town and emergency vehicles to or through the Premises shall not be impeded by this Lease, and shall be permitted at all times.

5. **HOLD HARMLESS** - The Lessee hereby agrees to hold the Town, its officers, employees, agents, and invitees harmless from any liability pertaining to Lessee's, Lessee's customers, employees, agents, officers, and invitees use and/or occupancy of the Premises.

6. **USE OF PREMISES** - The Lessee shall not assign this Lease or sublet the Premises. The Lessee shall not permit or allow any dangerous practice or hazardous condition to occur on the Premises, shall not violate any State, Federal, or local law concerning the use of the Premises, or permit any illegal activity to occur thereon. The Lessee shall not create or allow any nuisance to be or remain upon the Premises.

7. **ALTERATIONS OR IMPROVEMENTS** - Any alterations, additions, or improvements to the Premises shall not be permitted without the written consent of the Town. Any permitted alterations, additions, or improvements to the Premises shall be performed at the sole expense of the Lessee by reputable workmen and contractors

approved by the Town. All alterations, additions, or improvements to the Premises shall be and remain the sole property of the Town.

8. **MAINTENANCE** - The Lessee shall maintain the Premises in a proper and safe condition of good repair. The Lessee shall surrender the Premises to the Town at the conclusion of the Lease in the same condition and repair as existed at the commencement of the Lease. The Lessee accepts the Premises "**as is**". It is specifically understood that the Town has no obligation to the Lessee to make any repairs, improvements, or replacements whatsoever to the Premises during the period of the Lease. The Town does not warrant or guarantee as to the suitability of the Premises for any particular purposes.

9. **TERMINATION** - This Lease may be terminated by either party for any reason thirty (30) days from the date of mailing a written notice of termination to the other party. For the purposes of this Lease, all notices shall be made in writing and shall be delivered by first class mail to the parties at the addresses stated herein, to-wit:

**TOWN OF FRONT ROYAL
c/o Front Royal Town Manager
102 East Main Street
Front Royal, Virginia 22630
540-635-8007**

**ALICE BARNHART
c/o Alstan Inc.
Main Street Mill Restaurant
500 East Main Street
Front Royal, Virginia 22630
540-636-1311**

In the event of termination by the Town of Front Royal prior to the scheduled expiration of the Lease, Lessee shall be given a reasonable time to remove any of its personal property left upon the Premises. In the event that public necessity requires an immediate recovery of the Premises by the Town, and Lessee is unable to remove its

personal property from the Premises, the parties shall agree as to reasonable compensation to be paid to the Lessee for any loss occasioned by Lessee.

Except as provided herein, any personal property which remains upon the Premises upon termination or expiration of the Lease shall become the sole property of the Town.

10. INTERPRETATION - The interpretation of the provisions of this Lease Agreement shall be in accordance with the laws of the State of Virginia.

13. MODIFICATION AND EXTENSIONS - Modification of the terms and conditions of this Lease Agreement and extensions or renewals of this Lease Agreement shall not be permitted, unless agreed to in writing and executed with the same formality as this Agreement.

GIVEN under our hands this ____ day of _____, 2015.

TOWN OF FRONT ROYAL, VIRGINIA

BY: _____
Steven M. Burke, Town Manager

ALSTAN INC.

BY: _____
Alice Barnhart, President

APPROVED AS TO FORM:

Douglas W. Napier, Town Attorney

Town of Front Royal

Alstan Inc submitted a permit to place 2 fences between the property owned by William Biggs and the parcel of land owned by the Town of Front Royal. The zoning officer and I met on Tuesday , August 11, 2015 to discuss possible alternatives. I still intend to place the fence near the rear side of property between the vistor's center deck and our back fence.

Alstan, Inc T/A Main Street Mill Restaurant is requesting to lease the parcel of land situated on the east side of the visitors center for \$100.00 dollars a year. It contains approximately 5 parking spots, the area is highlighted on an attached plat. The only current entrance on to said property is owned by William Biggs, which is leased by Alstan Inc.

Alstan Inc is also proposing to place 2 bollards near the entrance of the leased property so a chain may block event venders from parking in the lot. The cover for the bollards are similar to the ones that the town has on Main Street, ours may have an ornamental horse head.

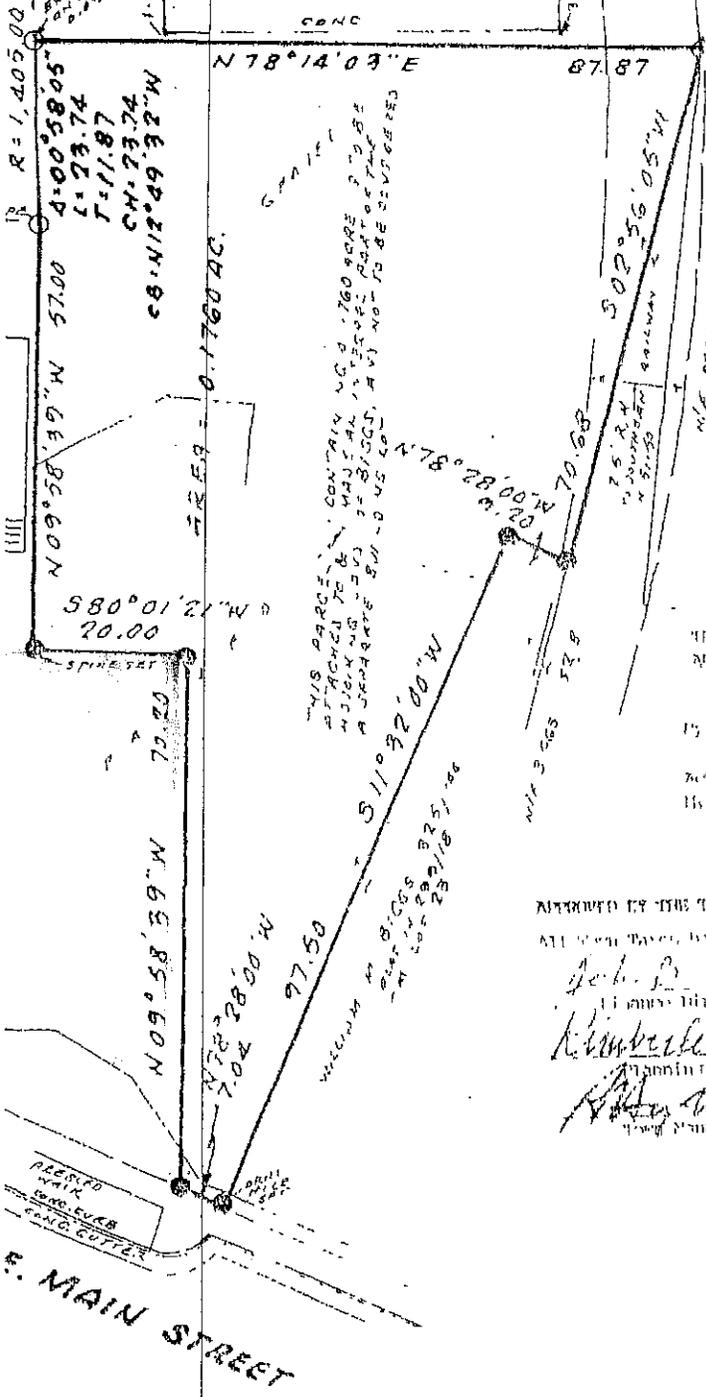
We discussed past problems which has brought me to this decision Main Street Mill has been operating since February 1997 we are glad to be located in the historic district of Front Royal. I thank you for your time.

Cordially, Alice Barnhart



email anubarnhart@earthlink.net

OTHER LAND OF NORFOLK SOUTHERN COMPANY
 (SEE V.L. SEC 14 MAP 2-18)
 10/245, 6/290,



W. 1/2 SEC 14
 T. 23 S. R. 12 E.
 1/4 SECTION 14
 1/4 SECTION 14
 1/4 SECTION 14

SCALE 1" = 20'
 BEARINGS PER PLAIN BEARING

⊙ denotes existing pipe.
 ⊗ denotes pin or unless otherwise noted.
 NO OTHER PERSONS EMPLOYED TO THIS OFFICE. SUBJECT TO ANY AND ALL CLAIMS OF RECORD.
 REVISED BY THE N.M.P. IN 6/290,
 8 46/245.

THIS DEED WAS MADE BY THE N.S. COMPANY
 AND BEGINS ON THE 17th SECTION CENTER,
 FOR NORFOLK SOUTHERN RAILWAY COMPANY
 BY Sharon W. Mull
 Notary Public
 Notary

APPROVED BY THE BOARD OF DIRECTORS

All monies have been paid and is in full.

<u>John B. Mull</u>	3/17/00
President	Date
<u>Kimberly J. Boyle</u>	3/16/00
Planning Director	Date
<u>Sharon W. Mull</u>	3/14/00
Notary	Date

000006 JUL 17 8

SURVEY OF A PORTION OF THE NORFOLK SOUTHERN RAILWAY COMPANY PROPERTY

5



Town of Front Royal, Virginia Work Session Agenda Form

Date: September 8, 2015

Agenda Item: Purchase of Tablets for Police Department

Summary: Approval for funding of \$35,000 for new Police Department Mobile Data Terminals (MDT's). Funding is included in the budget and all purchases are being made under Virginia State contract.

Council Discussion:

Staff Evaluation: New MDT's are necessary for the 2 new vehicles the PD is purchasing as well as retro-fitting the 4 vehicles with old equipment. The new systems are more secure, less expensive and offer better Officer safety than the old systems.

Budget/Funding:

\$35,000 from IT budget.

Legal Evaluation: Town Attorney will be in attendance

Staff Recommendations: Staff recommends approval.

Town Manager Recommendation: Town Manager will be in attendance

Council Recommendation:

Additional Work Session Regular Meeting No Action

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

Work Session



MEMORANDUM

Date: September 1, 2015
To: Tina Presley, Administrative Assistant
Jennifer Berry, Clerk of Council
From: Cindy Hartman, Purchasing Agent
RE: Work Session Agenda Item

On August 19, I received a requisition from the IT department for the purchase of several GeTac F110 rugged tablets from PCN Strategies, Washington, DC. The tablets would be for use by the Wastewater Treatment plant, for installation in the new Police Department cruisers, and to retro-fit 4 Police vehicles. The total cost on the requisition is \$33,446.36. Todd Jones, Director of the Information Technology Department, has now asked me to increase the dollar amount request to \$35,000.00. As this purchase would be through a Virginia state contract, I am not required to send it out for quotations. Any amounts over \$25,000.00 require Town Council approval before an order can be processed. Please add this to the September 8, 2015 work session for Town Council discussion.

6

Town of Front Royal, Virginia
Work Session Agenda Form

Date: September 8 2015

Agenda Item: Funding Request for “Royal Cruze In”

Summary: The Front Royal Independent Business Alliance (FRIBA) has cancelled the Taste of the Town event scheduled for Friday, September 25th. The organizers of the Royal Cruze In car show have requested that the car show continue to occur that night as a Town sponsored event. The Gazebo parking lot and Chester Street will be closed at 5:00 pm until 11:00 pm to facilitate this event. The Town has received an estimate of \$520 to provide awards for the show, \$550 to provide musical entertainment and \$275 to license the airing of “American Graffiti”. Staff are soliciting donations to cover these costs.

Council Discussion: Council is requested to consider funding some or all of these expenses if additional sponsors are not located.

Staff Evaluation: The current budget includes \$6,500 in Community Relations.

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 Council consider funding the Royal Cruze In event for September 25th.

Town Manager Recommendation: The Town Manager recommends that Council consider funding the Royal Cruze In event for September 25th.

Council Recommendation:

- Additional Work Session Regular Meeting No Action
Consensus Poll on Action: ___(Aye) ___(Nay)

Work Session



7

Town of Front Royal, Virginia
Work Session Agenda Form

Date: September 8 2015

Agenda Item: Leach Run Parkway

Summary: The consultant has updated the plans to arrive at a proposed project scope that should conform with the existing project budget. At the Work Session, staff will provide details about the project status. As currently planned, the EDA would require authorization from the Town and County to accept the high bid from Branch with direction to immediately pursue a change order based upon the revised project scope. The work removed from the scope of the project, as well as acquiring Right-of-Way for the project from the EDA, would be pursued through a second Revenue Sharing application for the project.

Council Discussion: Council is requested to receive an update on the project and provide direction as to the award of the project.

Staff Evaluation: The project scope will need to be adjusted to conform with the available project funding.

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 Council discuss the project status at the Work Session.

Town Manager Recommendation: The Town Manager recommends that Council discuss the project status at the Work Session.

Council Recommendation:

- Additional Work Session Regular Meeting No Action
Consensus Poll on Action: ___(Aye) ___(Nay)



8



Town of Front Royal, Virginia Work Session Agenda Form

Date: September 8, 2015

Agenda Item: Liaison Committee Items for September 17, 2015 Meeting

Summary: Council is requested to add items to the Liaison Committee Meeting Agenda scheduled for September 17, 2015. Items will be voted on at the regularly scheduled meeting on September 14, 2015. The agenda from the July Liaison Committee meeting is attached for your convenience.

Council Discussion: Council takes desired action

Staff Evaluation: None

Budget/Funding: None

Legal Evaluation: Town Attorney will be available for questions or concerns

Staff Recommendations: None

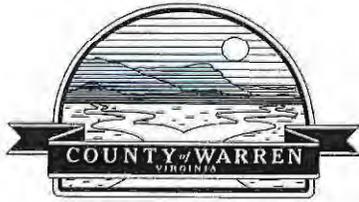
Town Manager Recommendation: Town Manager will be available.

Council Recommendation:

Additional Work Session Regular Meeting No Action

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

Work Session



AGENDA TOWN/COUNTY LIAISON COMMITTEE MEETING

Warren County Government Center

July 16, 2015
6:00 P. M.



- A. Call to Order – Richard Traczyk, Board of Supervisors Chairman
- B. Standardization of Public Parking Signs
- C. Leach Run Parkway
- D. Waste Water Treatment Plant/Septage Receiving Facility
- E. Building Inspections Software
- F. Residential Parking & Mail Boxes on 13th Street
- G. Development Review Committee
- H. McKay Property
- I. Catlett Mountain Landfill
- J. Warren County's in-Town Projects
- K. Avtex Property – Main Street Extension
- L. Adjournment

9



Town of Front Royal, Virginia Work Session Agenda Form

Date: September 8 2015

Agenda Item: Community Development Job Description

Summary: The Town has received the job description for the Community Development Director from the EDA, Chamber of Commerce, and FRIBA. Staff have updated the joint job description to include reference to business recruitment and to specify that the position would report to Town Council. These modifications have been reviewed by the EDA, Chamber, and FRIBA. In addition, the previous job description from 2013 has been provided for Council review.

Council Discussion: Council is requested to review the presented job descriptions and provide direction on a description to be advertised by the Town.

Staff Evaluation: The job description presented appears to cover the requirements to establish the position.

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 Council finalize the job description for the Community Development Director position.

Town Manager Recommendation: The Town Manager recommends that Council finalize the job description for the Community Development Director position.

Council Recommendation:

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



Community Development Director

TOWN OF FRONT ROYAL, VIRGINIA

The Town of Front Royal is seeking a dynamic individual to serve in a full-time capacity to implement programs and activities to develop and support the Town's community development goals. Job duties in this newly established position that reports directly to Town Council will include managing outreach to existing local business to enhance our business community, facilitate community development enhancing projects, assist with advertising and promotion efforts, develop and act as a liaison for community related events, identify business recruitment opportunities, foster enhanced communication between local groups (Economic Development Authority, Chamber of Commerce, FRIBA, Small Business Development Center, etc.) to further community development goals, and other community development related tasks relevant to the Town's goals and objectives.

A goal of this position is to foster a progressive, business friendly environment so that current and new businesses can thrive. As part of this goal, the position will act in a similar capacity to that managing a Virginia Main Street Program: champion the four pillars of that program through the business community; identify the budget and funding opportunities for a Main Street Program; identify volunteers to assist with community events; promote and facilitate community development programs such as Tourism Zones, Facade Grant Programs, and Technology zones; and assist with achieving a Virginia Main Street designation for the Town. This position will coordinate efforts Town-wide.

Qualities sought in our Community Development Director include experience and demonstrated achievement in sales, marketing, business development, and project management; outstanding interpersonal skills including verbal and written communication in a professional, tactful manner; strong organizational skills with an entrepreneurial approach; knowledge of the principles of community development, community marketing, and planning; familiarity with state and local statutes and administrative policies; and strong office and computer skills. A Bachelors Degree and/or the equivalent experience in Marketing/Public Relations, Economic Development, Community Planning, Public Administration, Business Management, or Historic Preservation is required by the candidate.

When the Town achieves the designation of a Virginia Main Street Community, this position could transition to the Main Street Manager position serving the Main Street Board of Directors.

The Town anticipates the salary range for this position to be \$39,603 to \$63,315. The position will have a flexible work schedule to accommodate the outreach component of the job. Evenings and weekend

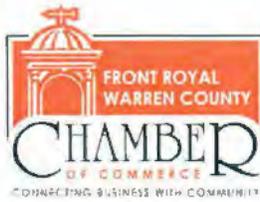
hours will include community meetings, workshops, and festivals/events. The successful candidate must submit to and pass a pre-employment, post-offer physical examination and drug screen, paid for by the Town and a comprehensive background check.

Front Royal is an equal opportunity employer and encourages all qualified applicants to apply.

Department: Town Council
Location: Town's Administration Building
Employment type: Full time
Required degree level: Bachelors Degree or Equivalent Experience

Required info:

1. What is your background with community development?
2. What is your background with business development?
3. What is your experience with the Virginia Main Street Program?



Front Royal Community Development Project

Stakeholders

Niki Foster Cales
Chamber of Commerce

Craig Laird
Royal Oak Computer
FRIBA

Taryn Logan
Warren County Planning
Offices

Jennifer McDonald
Economic Development
Authority

George McIntyre
The Apple House Deli
FRIBA

Allen Taylor
Southern States
Chamber of Commerce

August 17, 2015

The Honorable Tim Darr, Mayor
Council Members
Town of Front Royal
PO Box 1560
Front Royal, Virginia 22630

RE: Community Development & VA Main Street Designation

Dear Mayor Darr and Council:

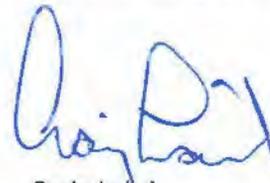
The Stakeholders of the Community Development Project are writing to support the Town Council in its initiative to hire a Community Development professional under the auspices of a local nonprofit organization, Front Royal Independent Business Alliance (FRIBA). We have agreed that filing for the Main Street designation is best served by a nonprofit, business organization as endorsed by the Virginia Department of Housing and Community Development, the host agency of the state-run program.

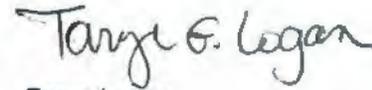
The Stakeholders have worked together on developing what we believe to be a cohesive and relevant job description for that position, and are prepared to begin the Virginia Main Street Designation application process with a team experienced in the VA Main Street processes.

The Stakeholders understand that this position will be responsible to the VA Main Street's Affiliate Program Board of Directors and Town Council and will administer the current Affiliate Designation or future Main Street Designation if awarded, as well as support the efforts at revitalizing downtown, serve as liaison to Town businesses and local leadership, and administer the various local Town incentive programs.

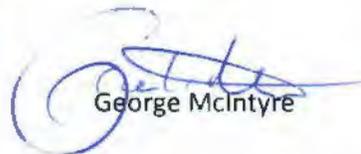
Respectfully,


Niki Foster Cales


Craig Laird


Taryn Logan


Jennifer McDonald


George McIntyre


Allen Taylor

Community Development Director Job Description

General Purpose

This full-time position is responsible for planning, promoting and implementing activities and programs to develop and support the Town of Front Royal's community development goals. Work involves managing and executing projects, assisting with advertising and promotion, managing outreach to the local and surrounding communities, and other community development related tasks relevant to the Town's goals and objectives.

Hours

This full-time position has flexible hours to accommodate the outreach component of the job. Evenings and weekend hours will accommodate community meetings, workshops and festivals.

Supervision

This position works under the general guidance of Town Council and Board of the Main Street Program.

Duties and Responsibilities

- Manages the Main Street Program (or equivalent Affiliate program) and champions the four pillars of that program throughout the business community.
- Develop and implements a strong, goal-led work plan inclusive of budgeting and fundraising.
- Maintains and promotes a strong volunteer program.
- Works as a liaison between Town Departments, the Economic Development Authority and various board and community members to facilitate positive communication and cooperation.
- Assists with grant application preparation, solicits consultant proposals, and administers such programs for the development of the community including the Tourism Zone, Façade Grant Program (under development),

Qualifications

- Excellent grammar, spelling and punctuation skills, ability to communicate effectively and efficiently with tact and discretion; possess strong people and organizational skills with an entrepreneurial approach.
- Knowledge of office methods and procedures, strong computer skills with emphasis on Microsoft Office 2007 or higher (Word, Excel, Powerpoint, Outlook and Publisher).
- Experience and demonstrated achievement in sales, marketing, development and project management.
- Personable and outgoing, providing accurate written and verbal communication.
- Knowledge of the principles of community development, community marketing, planning, state and local statutes and administrative policies.
- Bachelor's degree and/or equivalent experience in one or more of these career fields: marketing/public relations, economic development, community planning, public administration, business management, or historic preservation.

Community Development Director

TOWN OF FRONT ROYAL, VIRGINIA

The Town of Front Royal is seeking a dynamic individual to serve in a full-time capacity to **plan, promote and** implement programs and activities to develop and support the Town's community development goals. Job duties in this newly established position that reports directly to Town Council will include managing outreach to existing local business to enhance our business community, facilitate community development enhancing projects, assist with advertising and promotion efforts, develop and act as a liaison for community related events, identify **and assist with** business recruitment opportunities, foster enhanced communication between local groups (Economic Development Authority, Chamber of Commerce, FRIBA, Small Business Development Center, etc.) to further community development goals, and other community development related tasks relevant to the Town's goals and objectives.

A goal of this position is to foster a progressive, business friendly environment so that current and new businesses can thrive. As part of this goal, the position will act in a similar capacity to that managing a Virginia Main Street Program: champion the four pillars of that program through the business community; identify **and pursue** the budget and funding opportunities for a Main Street Program; identify **and coordinate** volunteers to assist with community events; promote and facilitate community development programs such as Tourism Zones, Facade Grant Programs, and Technology zones; and assist with achieving a Virginia Main Street designation for the Town. This position will coordinate efforts Town-wide.

Qualities sought in our Community Development Director include experience and demonstrated achievement in sales, marketing, business development, and project management; outstanding interpersonal skills including verbal and written communication in a professional, tactful manner; strong organizational skills with an entrepreneurial approach; knowledge of the principles of community development, community marketing, and planning; familiarity with state and local statutes and administrative policies; and strong office and computer skills. A Bachelors Degree and/or the equivalent experience in Marketing/Public Relations, Economic Development, Community Planning, Public Administration, Business Management, or Historic Preservation is required by the candidate.

When the Town achieves the designation of a Virginia Main Street Community, this position could transition to the Main Street Manager position serving the Main Street Board of Directors.

The Town anticipates the salary range for this position to be \$39,603 to \$63,315. The position will have a flexible work schedule to accommodate the outreach component of the job. Evenings and weekend hours will include community meetings, workshops, and festivals/events. The successful candidate must submit to and pass a pre-employment, post-offer physical examination and drug screen, paid for by the Town and a comprehensive background check.

Front Royal is an equal opportunity employer and encourages all qualified applicants to apply.

Department: Town Council

Location: Town's Administration Building

Employment type: Full time

Required degree level: Bachelors Degree or Equivalent Experience

Required info: 1. What is your background with community development?

2. What is your background with business development?

3. What is your experience with the Virginia Main Street Program?

*THE TOWN OF FRONT ROYAL IS COMMITTED TO SUPERIOR PUBLIC SERVICE,
COURTEOUS PUBLIC CONTACT, JUDICIOUS EXERCISE OF AUTHORITY,
AND SOUND MANAGEMENT OF PUBLIC RESOURCES, TO MEET THE
NEEDS AND CONCERNS OF OUR CITIZENS TODAY AND TOMORROW*



SCOPE OF SERVICES
OF
**REQUEST FOR QUALIFICATIONS
FOR
COMMUNITY & BUSINESS
DEVELOPMENT CONSULTANT
(Contract Consultant Staffing)**

PREPARED BY
OFFICE OF THE TOWN MANAGER

April 29, 2013

INSTRUCTIONS TO PROPOSERS

1.0 INTRODUCTION

The Town of Front Royal invites qualified individuals or firms to submit their qualifications to provide professional services to staff a Community & Business Development Consultant (CBDC) consultant for the Town. The CBDC's responsibilities will include development of a business plan defining a vision and mission statement for business development and retention in the Town, generating business leads by matching existing vacant storefronts and properties with new business endeavors, develop strong relationships with existing business associations, business owners, and property owners to further communication, enhance a positive business development attitude and reputation, and facilitate public awareness of business economic development opportunities and initiatives. The CBDC shall also participate community meetings to discuss a marketing plan to establish an identity for the Town.

The selected individual or firm shall provide on-call, contract services to improve the economic environment within the Town. Success of this position shall be determined upon increased business activity and employment, and facilitation of discussions to establish an identity for the Town.

2.0 SUBMITTAL INSTRUCTIONS

Proposals shall be submitted by 3:00 pm on Friday, May 31, 2013 to:

Steven Burke, PE
Town Manager
P.O. Box 1560
102 East Main Street
Front Royal VA 22630
(540) 635-8007
sburke@frontroyalva.com

Deadline changes and any addenda shall be transmitted by e-mail to all registered holders of the Scope of Services. Request of a Scope of Services does not commit the holder to submit qualifications.

Late proposals will not be accepted.

Submittal of qualifications indicates acceptance by the proposer of the conditions contained in this request. The proposer shall seek clarification of any ambiguity, conflict, omission, or other error in this Request for Qualifications by telephone or e-mail.

The Town reserves the right to amend the specifications of this Request for Qualifications and request new and/or updated proposals at any time prior to award of contract.

The Town of Front Royal reserves the right to reject without prejudice any or all bids or parts of bids, to waive formalities, and to request resubmittals. The Town of Front Royal also reserves the right to award the contract in the best interest of the Town of Front Royal.

Submitted qualifications shall be available to the public for review for a period of sixty (60) days after award of contract.

3.0 PROPOSAL FORMAT

One signed proposal shall be either submitted in a sealed envelope to the advertised location and one electronic copy of the proposal shall be provided in either an Adobe PDF or Microsoft Word format emailed to the Town Manager by the specified time and date. The sealed envelope shall be identified on the face with the following:

- Name and address of the Individual or Firm
- Project Name
- Date and time proposal is due
- Mailing address for delivery to Town

Proposals shall include:

- Cover letter from the individual or authorized representative who can commit to the terms and conditions of the proposal
- A description of the proposer's experience, client base, areas of specialization and expertise, and any other pertinent information in such a manner that the proposal evaluators may reasonably formulate an opinion about the experience and stability of the proposer.
- A narrative statement that illustrates the proposer's ability to achieve the project requirements. The narrative statement shall also include a demonstrated history of at least five years' experience in business development, economic development or other related field, and at least three positions or projects successfully completed.
- A list of at least three references for which the proposer has performed work within the past five years substantially similar to this project. Include the client name, address, contact person, phone number, and project name or identification number.
- A complete disclosure of any prior or ongoing incidents as to which it is alleged that the proposer has defaulted or failed to perform which has led the other party to terminate the contract. Identify the parties involved and the circumstances of the default termination. Also describe any civil or criminal litigation or investigation pending which involves proposer or in which proposer has been judged guilty or liable.
- Any proposed additional work efforts or deficiencies in this proposal must be separately and clearly identified in the proposal.
- The proposer's single point of contact through proposal acceptance. The Town of Front Royal shall communicate solely through this contact regarding all issues of acceptance. A correct e-mail address, postal address, phone number, and fax number shall be provided for the point of contact.

4.0 PROJECT REQUIREMENTS

The selected Consultant shall provide the following services as part of this project:

- A. Assist in development of Community Business Plan that shall define a vision and mission statement for economic/business development within the Town.
- B. Develop strong relationships with local economic and business organizations to ensure symbiotic yet separate missions.
- C. Develop strong relationships with local business owners to communicate opportunities to enhance their market presence.
- D. Develop strong relationships with commercial property owners to communicate opportunities to enhance their properties expand the marketability of their property(ies).
- E. Develop strong relationships with Town staff to identify opportunities change/reduce regulations to result in enhanced business-friendly environment.
- F. Evaluate commercial properties to identify opportunities to reduce vacancies or to enhance the aesthetic appearance of areas.
- G. Develop marketing plan and implement recruitment of new business, cultural, and attraction opportunities.

5.0 DELIVERABLES

The selected Consultant shall provide a written plan based on items A through G listed in Section 4.0 – Project Requirements to the Town within twenty-one (21) days of award of contract. During this time and subsequently, the Consultant shall review available business space and properties. The Consultant shall then proceed to “cold call” or otherwise contact business leads to match available space with businesses. The Consultant shall provide weekly and monthly updates on business lead progress.

Facilitation of meetings such as the Business Forum, or other meetings the Consultant deems necessary to support this effort shall be conducted within sixty (60) days of award of contract.

The Consultant shall also provide an “outsider’s perspective” on the “bureaucracy” for business development. A summary report of opportunities for improvement by the Town shall be provided within ninety (90) days of award of contract.

6.0 FOREIGN CORPORATIONS

Proposals of corporations not incorporated in the Commonwealth of Virginia must be accompanied by proper certifications that such corporation is authorized to do business in the Town of Front Royal, Virginia. Failure to include such documentation shall result in the proposal being deemed non-responsive and rejected.

7.0 COMPETENCY OF INDIVIDUAL/FIRM

The Town shall make such investigations, as it deems necessary, to determine the ability of the proposer to perform the services required by the Scope of Services. Upon request, the proposer shall furnish evidence satisfactory to the Town that it has the necessary facilities, ability, and financial resources to fulfill the project's Scope of Services.

8.0 AWARDING OF CONTRACT

The award of a contract shall be determined in the sole discretion of the Town based upon evaluation of all information as the Town may request. The Town reserves the right to waive any informality in proposals submitted in response to this RFP when such waiver is in the best interest of the Town. The Town reserves the right to reject any and all proposals submitted. The Town reserves the right to award multiple contracts for various services if deemed necessary. The successful firm must be willing to enter into a general services contract with the Town.

The Town of Front Royal reserves the right to reject without prejudice any or all bids or parts of bids, to waive formalities, and to request rebids. The Town of Front Royal also reserves the right to award the contract in the best interest of the Town of Front Royal. It further reserves the right to award the contract on a split order, lump sum, or individual item basis, or any such combination as shall serve the best interest of the Town unless otherwise specified

Proprietary information from competing proposers shall not be disclosed to the public or to the other competitors; provided that the proposer identifies such proprietary information and requests confidentiality as provided in Section 2.2-4342 of the Code of Virginia.

It is understood and agreed that this contract shall be subject to annual appropriations by the Town of Front Royal Town Council. Should the Council fail to appropriate funds for this contract, the contract shall be terminated when funds are exhausted. There shall be no penalty should the Council fail to make annual appropriations for this contract.

9.0 PUBLIC INSPECTION OF PROCUREMENT RECORDS

Proposals submitted shall be subject to public inspection in accordance with Section 2.2-4342 and Section 2.2-3704 & 3705.1 to 3705.7 of the Code of Virginia.

10.0 ETHICS IN PUBLIC CONTRACTING

By submitting their proposal, all proposers certify that their proposal is made without collusion or fraud and that they have not offered or received any kickbacks or inducements from any other proposer, supplier, manufacturer or sub-consultant in connection with their proposal, and that they have not conferred with any public employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services or anything more than nominal value, present or promised unless consideration of substantially equal or greater value was exchanged.

11.0 ANTI-DISCRIMINATION

By submitting their proposal, proposers certify to the Town of Front Royal that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, the Virginia Fair Employment Act of 1975, as amended, where applicable and Section 2.2-4311 of the Virginia Public Procurement Act.

During the performance of this contract, the Consultant agrees and will not discriminate against any employee or applicant for employment because of race, religion, color, sex or national origin, except

where religion, sex or national origin is a bona fide occupational qualification reasonably necessary to the normal operation of the Consultant. The Consultant agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause. The Consultant agrees to include in all contracts, sub-contracts and advertisements for contracts that “The Town of Front Royal does not discriminate against faith based organizations.”

The Consultant, in all solicitations or advertisements for employees placed by or on behalf of the Consultant, will state that such Consultant is an equal opportunity employer.

Notices, advertisement and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

The Consultant will include the above stated provisions in every subcontract or purchase order over \$10,000 so that the provisions will be binding upon each sub-consultant or vendor.

12.0 Immigration Reform and Control Act of 1986

By entering this Contract, the Consultant certifies that it does not and will not during the performance of this Contract violate the provisions of the Federal Immigration Reform and Control Act of 1986, which prohibits employment of illegal aliens.

13.0 Authorization to Conduct Business in the Commonwealth of Virginia

The Consultant represents that it is completely familiar with the provisions of Section 2.2-4311.2 of the Code of Virginia, and that it will comply with such provisions.

10

Town of Front Royal, Virginia
Work Session Agenda Form

Date: September 8 2015

Agenda Item: Small Business Development Center (SBDC) Contract Renewal

Summary: The Town has received the summary of services provided by SBDC during their first year of service with the Town. In addition, they have developed a Scope of Services for 2016.

Council Discussion: Council is requested to evaluate continuing the contract for services with the SBDC.

Staff Evaluation: The proposed Scope of Service would provide resource assistance to the Community Development Director position.

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 Council consider renewal of the contract with the SBDC for an additional year.

Town Manager Recommendation: The Town Manager recommends that Council consider renewal of the contract with the SBDC for an additional year.

Council Recommendation:

- Additional Work Session
 - Regular Meeting
 - No Action
- Consensus Poll on Action: ___(Aye) ___(Nay)



Steve Burke
Town of Front Royal
102 E. Main Street
Front Royal, VA 22630

Dear Steve,

In response to your inquiry as to the results of the Scope of Work between the Lord Fairfax Small Business Development Center (LFSBDC) and the Town of Front Royal.

1. Provide a base for the Town to judge the merits of funding a formal economic development effort on either a part-time or full-time basis.
 - a. In addition to a written report that talked about the need for such a position, The LFSBDC presented background papers that validated the need for such a position.
 - b. We hired an independent company to survey the current business climate and perception of Front Royal as a place to do business and as a place to live. That report was included in the final report to the town.
 - c. The LFSBDC networked with local business owners and local service providers to build a sense of the business climate in Front Royal.
2. Provide an experience base upon which a search committee can build interview questions to pose to applicants for any position the Town may create.
 - a. The LFSBDC provided examples of job descriptions from similar sized communities from around the country. We also included examples of interview questions and how to hire and manage such a person.
 - b. The LFSBDC brought in several Main Street Directors to Front Royal to promote the need for such a person there.
3. Represent the entire business base of Front Royal.
 - a. The LFSBDC contractor did windshield surveys of the entire town and also surveyed not only downtown business people, but local service providers as well.
 - b. The LFSBDC provided demographic information that included the whole business district and surrounding area.

Additional expectations are to:

1. Develop and conduct specific seminars every other month (total of 6)
 - a. See attached spreadsheet that details sessions that attendees from Front Royal attended.
2. Provide counseling to local businesses
 - a. See attached spreadsheet that detail the number of clients from Front Royal. It also breaks the sessions down by subject matter.

The LFSBDC contracted with Distinctions, LLC to perform a windshield survey to assess the perception that a visitor might have when coming into Front Royal for the first time. These were done at various times of the week and times of the day and tried to present an objective honest view of the reviewers. The other task Distinctions was assigned to was to interview business and community leaders about their perceptions as to what the business climate in Front Royal consisted of. These findings are included in the report.

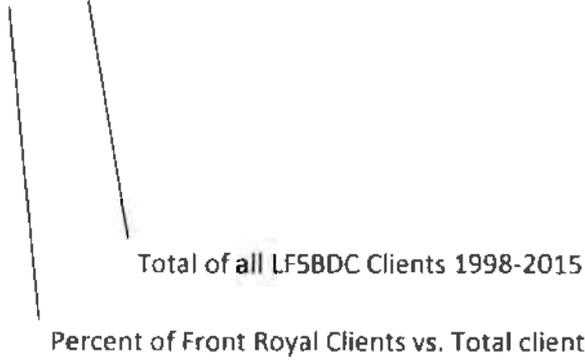
The LFSBDC provided a CD that contained articles, studies and design guides that other communities have used to promote their business communities. This resource will be very useful to the new Community Development Director.

Clients Sessions Contact Ho Prep Hours C&P Hours

	Total						
Grand Total 1998	27%	51	14	42	45	78	124
Grand Total 1999	14%	83	12	52	42	32	74
Grand Total 2000	13%	144	19	23	37	7	44
Grand Total 2001	9%	219	19	32	46	14	60
Grand Total 2002	9%	270	25	39	47	24	71
Grand Total 2003	5%	285	14	22	28	14	42
Grand Total 2004	11%	273	30	39	56	21	76
Grand Total 2005	12%	248	29	34	46	16	62
Grand Total 2006	9%	305	28	50	51	22	73
Grand Total 2007	11%	302	32	45	63	24	87
Grand Total 2008	7%	283	19	31	34	12	45
Grand Total 2009	10%	382	39	48	58	20	78
Grand Total 2010	6%	272	16	25	29	11	39
Grand Total 2011	8%	298	23	40	44	18	62
Grand Total 2012	7%	359	26	39	47	16	63
Grand Total 2013	7%	362	26	39	47	16	63
Grand Total 2014	5%	389	20	33	38	11	49
Grand Total 2015	9%	160	14	22	26	18	44

In Business 9% 4,685 405 655 784 372 1,155
 All Clients

Front Royal Clients 1998 - 2015



	A	B	C	D	E	F	G	H	I	J	K	L
1	Client Sessions & Hours Summary (Front Royal) 2014-2015											
2	by Area of Counseling											
3												
4	Owner: jkraft											
5	Run at 8/18/2015 11:21:32 AM by jkraft											
6												
7	Filters											
8	Customers	Center	Is (=)	71 Fauquier	25 Culpeper	70 Middletown						
9	Customers	City	Is (=)	Front Royal								
10	Sessions	Date	Between	1/1/2014	12/31/2015	5:00:00 AM						
11	Sessions	Session Type	Is (=)	Initial	Follow On							
12												
13												
14												
15			Clients	Sessions	Contact Hours	Prep Hours	C&P Hours	Start-ups	J/C	J/R	Capital Formed	Sales Growth
16	Grand Total		33	55	64	29	93	1	53	27	10,000	608,908
17												
18	AOC Main	AOC Detail	Clients	Sessions	Contact Hours	Prep Hours	C&P Hours	Start-ups	J/C	J/R	Capital Formed	Sales Growth
19	Business Liquidation		3	5	4	8	12		3	1		147,000
20		Business Valuation	1	2	1	3	4		3	1		147,000
21		Selling a Business	2	3	3	6	9					
22	Business Startup & Acquisition		7	9	10	8	18					
23		General Business Start-Up	4	5	6	3	8					
24		Business Planning	2	2	3	3	6					
25		Site Location	1	1		2	2					
26		Other Business Start-up	1	1	2	1	2					
27	Government Procurement		3	3	3	1	4					
28		Govt Procurement Assistance	3	3	3	1	4					
29	Marketing & Sales		21	30	43	11	54			1		11,908
30		Overview of Marketing Strategy	21	29	41	11	52			1		11,908
31		Market Penetration	1	1	2		2					
32	Other		5	5	1	1	2	1	50	25	10,000	450,000
33		Other	5	5	1	1	2	1	50	25	10,000	450,000
34	Sources of Capital		2	3	3	1	4					
35		Alternative Sources of Capital	2	2	1	1	2					
36		Loan Pkg Development	1	1	1	1	2					

	A	B	C	D	E	F	G
1	Center	Is (=)	71 Fauquier	25 Culpeper	70 Middletown		
2	City	Is (=)	Front Royal				
3	Start Date	Between	1/1/2014 5:00:00 AM	12/31/2015 5:00:00 AM			
4				Events	Attendees (Tally)	Registrations	Event Hours Sum
5				42	753	109	1,374
6	Program	Center	Event	Events	Attendees (Tally)	Registrations	Event Hours Sum
7				1		1	8
8	SBDC			1		1	8
9		70 Middletown		1		1	8
10			QuickBooks (2015-09-15) 70350010	1		1	8
11	SBDC			41	753	108	1,366
12		70 Middletown		41	753	108	1,366
13			What to Do if You Are Audited? (2014-10-16) 70340100	1	3	1	1
14			Real World Project Management (2014-09-23) 70340092	1	5	1	4
15			SBA Community Advantage Loan Program Event (2014-04-09) 70340003	1	6	1	2
16			Small Business Depends on Marketing (2014-10-16) 70340106	1	31	1	1
17			Top 10 Payroll Mistakes and How to Avoid Them (2014-10-16) 70340097	1	5	1	1
18			Toughest Supervisor Challenges (2014-11-07) 70340113	1	23	1	3
19			Basic Contractor Licensing Class (2014-07-19) 70340028	1	3	1	9
20			Basic Contractor Licensing Class (2014-11-15) 70340114	1	5	1	8
21			Continuing Education for Electricians (2014-09-13) 70340082	1	7	1	3
22			Continuing Education for Plumbing (2014-09-20) 70340085	1	5	1	3
23			Controlling the Project (2014-11-18) 70340115	1	7	1	4
24			Doing Business in a GAFA World: Google, Amazon, Facebook, Apple (2014-05-1	1	11	1	2
25			Excel 2013 Level 2 (2014-04-04) 70340008	1	4	1	6
26			Hot Business Trends for 2015 (2014-10-16) 70340109	1	25	1	1
27			Introduction to Lawn and Garden Tractors and Generator Repair (2014-06-12)	1	7	1	21
28			Microsoft Excel 2010 Certification Training (2014-01-01) 70340051	1	2	1	1,200
29			Networking Your Small Business (2014-10-16) 70340110	1	29	1	1
30			OSHA 10 General Industry (2014-10-03) 70340091	1	10	1	16
31			Positioning Yourself as an Expert with LinkedIn (2014-10-16) 70340098	1	19	1	1
32			Powerpoint 2013 & Prezi for Presenters (2014-03-20) 70340016	1	4	1	4
33			Powerpoint 2013 & Prezi for Presenters (2014-03-20) 70340037	1	4	1	4
34			Productive Work Habits (2014-10-03) 70340089	1	6	1	2
35			Quickbooks I (2015-05-12) 70350001	1	6	2	6
36			Quickbooks II (2015-05-14) 70350002	1	6	2	6
37			Navigating Difficult Conversations (2014-12-05) 70340116	1	11	2	3

	A	B	C	D	E	F	G
38			Make The Most of Your Website (2014-10-16) 70340104	1	11	2	1
39			Marketing Your Business with Web-Based Video (2014-10-16) 70340111	1	34	2	1
40			Facebook Marketing for Small Business (2014-10-16) 70340108	1	22	2	1
41			Crowdfunding: More than just a Kickstarter (2014-10-16) 70340103	1	14	2	1
42			Excel 2010 A Hands-On Intro (2014-05-08) 70340022	1	3	2	7
43			Basic Contractor Licensing Class (2014-05-17) 70340023	1	5	2	8
44			Take Your iPad to Your Small Business (2014-10-16) 70340101	1	7	2	1
45			What the Hashtag? Using Twitter for Your Small Business (2014-10-16) 70340096	1	19	3	1
46			Connect Locally, Share Socially (2014-10-16) 70340096	1	23	3	1
47			Chick-Fil-A Customer Service Breakfast (2014-10-09) 70340095	1	50	5	2
48			The Power of Print in Integrated Marketing (2014-10-16) 70340099	1	23	5	1
49			Leadercast (2014-06-19) 70340027	1	136	6	8
50			The SoLoMo Connection: The Future of Business Marketing (2015-06-02) 70350005	1	10	7	2
51			The 4th Annual Small Business Retreat (2014-10-16) 70340034	1	115	10	9
52			Entrepreneur Express (2015-05-20) 70350006	1	18	11	4
53			Co-Opition With Front Royal, VA (2015-02-25) 70350003	1	19	16	2



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The SBDC is a cooperative program sponsored by the U.S. Small Business Administration, the Virginia Small Business Development Center Network the counties of Clarke, Culpeper, Frederick, Shenandoah, the City of Winchester and through a special project from the Town of Front Royal.

The LFSBDC is hosted by Lord Fairfax Community College.

Lord Fairfax Small Business Development Center Proposal for Front Royal

Aug 18th 2015

This proposal is in response to a request from the Town of Front Royal to assist in the development of a more vibrant business climate.

1. The Lord Fairfax Small Business Development Center (LFSBDC) will support the Town of Front Royal through the Front Royal Community Development Director (FRCCDD) in their effort to become a Virginia Main Street Community. In cooperation with the FRCCDD the LFSBDC will assist in the facilitation of the formation and execution of the Main Street Four Point approach. If for some reason, the Main street designation is denied, we will work with the FRCCDD to implement some of the principles of the program.
 - a. **Organization:** Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district. Through volunteer recruitment and collaboration with partners representing a broad cross section of the community, your program can incorporate a wide range of perspectives into its efforts. Volunteers are coordinated and supported by a paid program director and the LFSBDC will work with that director to fully utilize this committee
 - b. **Promotion:** This committee's goal is to create a positive image that will renew community pride and tell your Main Street story to the surrounding region. The promotions committee communicate your commercial district's unique characteristics, its cultural traditions, architecture, and history and activities to shoppers, investors, potential business and property owners, and visitors.



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- c. **Design:** The design committee helps to get Main Street into top physical shape and creating a safe, preserving a place's historic character, inviting environment for shoppers, workers, and visitors. Popular design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.
- d. **Economic Restructuring:** Economic restructuring can show you how to strengthen your community's existing economic assets while diversifying its economic base. Successful communities accomplish this by evaluating how to retain and expand successful businesses to provide a balanced commercial mix, sharpening the competitiveness and merchandising skills of business owners, and attracting new businesses that the market can support. The goal is to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character.

[See the Eight Principles at the back of this paper](#)

2. The LFSBDC will meet with the FRCDD at least once a month to discuss small business issues that have been identified either by the LFSBDC or the FRCDD. These discussions may consist of the following topics:
 - a. Working with the FRCDD and the business community to formalize a brand for not only the downtown core but for the greater Front Royal business community.
 - b. Issues that have been brought to the FRCDD during the course of his/her normal business activities.
 - c. Issues as related to the Main Street Program.
 - d. Planning for bringing the counselor to Front Royal.
 - e. Any other issues as related to the small business community.



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3. The LFSBDC will participate in secondary research for the FRCDD. We will utilize our resources to do research on a wide variety of business enhancement topics on an as needed basis. These resources will consist of but not limited to:
 - a. ReferenceUSA – A database of all businesses (name, address, phone and principles) in the United States that are downloadable to an Excel file.
 - b. Demographics Now – A searchable database that includes all census data, consumer spending habits and Tapestry segmentation. This can be searched down to an area as small as Census Blocks. We can print thematic Maps and pull Excel spreadsheets of the data.
 - c. EBSCO Periodicals – A searchable database that allows the used to find articles on a wide variety of business subjects.
 - d. IBIS World – The country's largest database of information on market research broken down by industry NAICS code.
 - e. Online searches for information dealing with any business subject.
4. The LFSBDC will provide an onsite counselor to Front Royal at least once a month at a location provided by the town. The LFSBDC will coordinate these sessions with the FRCDD and keep the FRCDD apprised of our results (these will be generic results as we cannot discuss individual clients due to confidentiality agreements). In addition to the onsite counselor, the LFSBDC will continue to reach out to businesses as we do in the normal course of marketing the center. We will continue to do this and report the results as part of the overall report to the town. The counselors will be able to counsel on a wide variety of business subjects, such as business and market planning, financial analysis, employee relationships and any other relevant business subject. We will utilize our financial analysis software in these sessions.
5. The LFSBDC will provide no less than six training sessions during the course of this agreement. These sessions will be designed and presented by the LFSBDC in cooperation with the FRCDD at a place designated by the FRCDD. These sessions will be vetted by the FRCDD and marketed through their offices and other business entities in Front Royal. These sessions will be free of charge to the



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businesses of Front Royal and if there is room will be open to other localities at a slight fee.

6. The LFSBDC will assist the FRCDD in the planning and execution of any façade design programs. These efforts will consist of training sessions and individual counseling as well as research into the best façade programs around the country. The LFSBDC will try to identify resources that can assist the FRCDD in these efforts.
7. The LFSBDC will participate (as needed) in other programs as we feel that we can provide meaningful assistance to the FRCDD. We will make sure that we interface with the Chamber, FRIBA, the EDA and other small business related entities in Front Royal.

This proposal will be in effect for the second year of this two year project. The Town of Front Royal agrees to pay the LFSBDC Twenty Thousand (\$20,000.00) dollars paid on a semi-annual basis. Ten Thousand (\$10,000) dollars at inception and Ten Thousand (\$10,000) at the end of six months. LFSBDC will report to the Town Council via the FRCDD on a monthly basis. These reports will consist of counseling hours, training hours and number of attendees and other initiatives that were conducted with the FRCDD.

The SBDC mailing address is:
Lord Fairfax Small Business Development Center
Corron Community Development Center
173 Skirmisher Lane
Middletown, VA 22645