

Business Assistance Program Plan



FINAL REPORT - DECEMBER, 2016

Technical

| Strategy | Eligibility | Timing | Lead Staff/ Partners | Budget/ Resource Impact | Status & Notes |
|---|--|--|--|--|---|
| Business Assistance Program Liaison to be the “go to” person for a business seeking assistance | Tier 1, Tier 2 | June 2015 – December 2017 | Econ Dev, Transportation Planner | Within existing budget | Completed ahead of schedule |
| Pre-construction Packet containing construction details, single point of contact, <i>In This Together</i> worksheet, Survival Toolkit, etc. | Tier 1, Tier 2 | September 2015 – December 2017 | Econ Dev, County Exec, Chamber | \$2,000 | Completed |
| Customer Demographic Data collected and shared to facilitate expanded customer identification | Tier 1, Tier 2 | September 2015 | CVPED | Within existing budget | Completed |
| Marketing & Communications Workshops onsite on topics to include: customer loyalty, social media, marketing planning, brand building. In advance of the workshops, a survey will be circulated to businesses on possible topics. | Tier 1, Tier 2 | January 2016 | Econ Dev, EDA, SBDC, SCORE, Chamber | \$15,000 from EDA for this item and consulting | Completed, 14 workshops with 72 attendees |
| One-on-One Consulting on positioning strategies for a slowdown – expand sales channels, share costs, cut unnecessary inventory, revisit business plan, reassess financing, includes peer mentor matching | Tier 2 | October 2015 | Econ Dev, SBDC, SCORE | See above | Completed, 34 consultations |
| Business Referrals – as part of the Chamber’s regular practice of directing interested businesses to various financial resources, they will pay particular attention to construction impact area firms in advance, during and after construction | To be determined by the Chamber | To be determined by the Chamber | Chamber | Within existing budget | Completed |

Marketing

| Strategy | Eligibility | Timing | Lead Staff/ Partners | Budget/ Resource Impact | Status & Notes |
|--|-------------------|---|------------------------------------|--|---|
| Marketing Bootcamp Program hosted onsite | Tier 2 | October 2015 January 2016 | County Exec and partners | Within existing budget | Completed |
| Collective Marketing Campaign , including creation of a group website and regular advertising of construction updates and business access using a quadrant approach, also includes advertising templates distributed to eligible businesses | Tier 2 | January 2016 – December 2017 | County Exec & Outside Agency | \$100,000 total \$95,000 in FY16 (carryover from FY15 ED budget) \$5,000 in FY17 | Completed ahead of schedule and under budget by approximately \$22,000 |
| Matching Grant for business-specific construction-based advertising. Applicants will be required to have attended at least one training event and to partner on marketing with at least one other business. | Tier 2 | Applications: October 2015 Award: January 2016 | Econ Dev and EDA | \$50,000 (budgeted in FY 16 Economic Opportunity Fund) | Completed ahead of schedule and under budget by approximately \$15,000 |
| Buy Local Campaign for the design-builder and other construction firms; identify businesses along the corridor that offer pertinent goods and services – eg. printing, signs, lunch. Encourage lunch promotions for construction workers to encourage repeat patronage. | Tier 1, Tier 2 | September 2015 – December 2017 | Econ Dev | Within existing budget | Completed |
| After Hours Events, Coupon Book, and Passport Program , in partnership with the Chamber, to maintain customer traffic | Tier 2 | TBD | Chamber | TBD | Completed with three After Hours events held in the project footprint |

Communication

| Strategy | Eligibility | Timing | Lead Staff/ Partners | Budget/ Resource Impact | Status & Notes |
|--|-------------------|---|--------------------------|--|---|
| Conduct Regular Surveys of businesses and citizens to assess communication needs and concerns and measure effectiveness of communications | Tier 1, Tier 2 | August 2015 - December 2017 | Econ Dev, County Exec | Within existing budget | Completed with two online surveys and five on site canvasses of the area |
| Recruit “Quadrant Captains” to meet regularly with project staff onsite and serve as a sounding board for issues | Tier 2 | June 2015 – December 2017 | Econ Dev | Within existing budget | Completed |
| Get-Around Guide with graphics to ensure easy wayfinding during construction/detours. | Tier 1, Tier 2 | October 2015 | VDOT, Chamber | VDOT to fund | Completed with 25,000 maps distributed |
| Regular Email Updates with graphics and photos to keep both businesses and customers abreast of construction status, both before and during construction. | Tier 1, Tier 2 | January 2016 – December 2016 | County Exec, VDOT | Within existing budget | Completed |
| Communications Liaison to serve as coordinator between VDOT and Design-Builder and businesses | Tier 1, Tier 2 | September 2015 – December 2016 | County Exec, VDOT | Within existing budget | Completed |
| Project Office at the Northside Library to serve as a resource center and face-to-face meeting place throughout construction | Tier 1, Tier 2 | February 2016 – September 2016 | County Exec, VDOT | \$2,000 (carryover from FY15 ED budget) | Completed |
| Inform Navigation/GPS Companies to communicate pertinent traffic information | Tier 1, Tier 2 | April 2016 – December 2016 | VDOT | Within existing budget | Completed |

Regulatory & Financial

| Strategy | Eligibility | Timing | Lead Staff/ Partners | Budget/ Resource Impact | Status & Notes |
|--|--------------------------------------|--------------------------------|---|-----------------------------------|---|
| Implement Expedited Review with Single Point-of-Contact for non-legislative processes, including zoning clearances, site plans, signage, ARB review | Tier 2 (existing businesses only) | January, 2016 – September 2017 | Comm Dev | Within existing budget | Completed as needed |
| Small Area Plan and zoning review to establish standards that reduce or avoid the need for rezoning applications, special use permits, waivers, variations. | Tier 2 | FY 16 | Comm Dev, community and business stakeholders | Approved CIP item in FY 16 budget | Small area plan work underway |
| Sign Permit Fee Modifications for temporary and new permanent signs resulting from construction impacts to existing signs | Tier 2 | Fall 2015 | Comm Dev | | Completed as needed |
| Establish Baseline Economic Indicators , including property values, sales tax revenues, and BPOL revenues | Tier 2 | June 2015 – December 2017 | Econ Dev, Finance | Within existing budget | Underway with annual data being provided to the Board |