

# Business Assistance Program Plan



## Technical

Strategy	Eligibility	Timing	Lead Staff/ Partners	Budget/ Resource Impact	Status & Notes
<b>Business Assistance Program Liaison</b> 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	
<b>Pre-construction Packet</b> 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 (carry over from ED FY15 budget)	
<b>Customer Demographic Data</b> collected and shared to facilitate expanded customer identification	Tier 1, Tier 2	September 2015	CVPED	Within existing budget	
<b>Marketing &amp; Communications Workshops</b> 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	Round 1: September 2015  Round 2: January 2016	Econ Dev, EDA, SBDC, SCORE, Chamber	\$15,000 from EDA for this item and one on one consulting	
<b>One-on-One Consulting</b> 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	
<b>Business Referrals</b> – 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	

## Marketing

Strategy	Eligibility	Timing	Lead Staff/ Partners	Budget/ Resource Impact	Status & Notes
<b>Marketing Bootcamp Program</b> hosted onsite	Tier 2	October 2015  January 2016	County Exec and partners	Within existing budget	
<b>Collective Marketing Campaign</b> , 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  \$80,000 in FY16 (carryover from FY15 ED budget)  \$20,000 in FY17	
<b>Matching Grant</b> 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 EOF)	
<b>Buy Local Campaign</b> 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	
<b>After Hours Events, Coupon Book, and Passport Program</b> , in partnership with the Chamber, to maintain customer traffic	Tier 2	TBD	Chamber	TBD	

## Communication

Strategy	Eligibility	Timing	Lead Staff/ Partners	Budget/ Resource Impact	Status & Notes
<b>Conduct Regular Surveys</b> 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	
<b>Recruit “Quadrant Captains”</b> 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	
<b>Get-Around Guide</b> with graphics to ensure easy wayfinding during construction/detours.	Tier 1, Tier 2	October 2015	VDOT, Chamber	VDOT to fund	
<b>Regular Email Updates</b> 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	
<b>Communications Liaison</b> 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	
<b>Project Office</b> 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)	
<b>Inform Navigation/GPS Companies</b> to communicate pertinent traffic information	Tier 1, Tier 2	April 2016 – December 2016	VDOT	Within existing budget	

## Regulatory & Financial

Strategy	Eligibility	Timing	Lead Staff/ Partners	Budget/ Resource Impact	Status & Notes
<b>Implement Expedited Review</b> 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	
<b>Small Area Plan and zoning review</b> 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	
<b>Sign Permit Fee Modifications</b> for temporary and new permanent signs resulting from construction impacts to existing signs	Tier 2	Fall 2015	Comm Dev		
<b>Establish Baseline Economic Indicators</b> , including property values, sales tax revenues, and BPOL revenues	Tier 2	June 2015 – December 2017	Econ Dev, Finance	Within existing budget	



## Organization Key

ED – Albemarle County Economic Development Office

CE - Albemarle County County Executive Office

VDOT – Virginia Department of Transportation

SBDC – Small Business Development Corporation

CVPED – Central Virginia Partnership for Economic Development

Chamber - Charlottesville Regional Chamber of Commerce

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