## FINAL REPORT - DECEMBER, 2016

## Technical

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| **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, *In This Together* 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 |
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Marketing

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| **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 |
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| **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 |
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## Communication

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| **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 |
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## Regulatory & Financial

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| **Strategy** | **Eligibility** | **Timing** | **Lead Staff/ Partners** | **Budget/ Resource Impact** | **Status & Notes** |
| **Implement Expedited Review** withSingle 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 |