



TOWN OF CHRISTIANSBURG

100 East Main Street
Christiansburg, VA 24073
Phone (540) 382-6128 Fax (540) 382-7338

Conditional Use Permit Application

Landowner: Community Housing Partners Agent: Gay and Neel, Inc.

Address: 1448 Depot Street NE Christiansburg, VA 24073 Address: 1260 Radford Street Christiansburg, VA 24073

Phone: (540) 382-2002 Phone: (540) 381-6011

I am requesting a Conditional Use Permit to allow office use.

on my property that is zoning classification MU-1 under Chapter 42: Zoning of the Christiansburg Town Code.

My property is located at 1448 Depot Street NE

Tax Parcel(s): 496-A-46; 496-A-20; 497-A-18 497-(A)-19, 17, 21

Fee: \$1,000

I certify that the information supplied on this application and any attachments is accurate and true to the best of my knowledge. I understand that Conditions may be placed on my property in regards to the above mentioned use/activity. I also understand that the Conditional Use Permit may be revoked and/or additional Conditional Use Permits required should questions regarding conformity arise.

Signature of Landowner(s):  Date: 1/9/2015

Date: _____

Date: _____

This request was approved / disapproved by a vote of the Christiansburg Town Council on _____. Any Conditions attached shall be considered requirements of the above request.

Town Manager _____ Date _____



ESTABLISHED
NOVEMBER 10, 1792

INCORPORATED
JANUARY 7, 1833

MAYOR
D. MICHAEL BARBER

COUNCIL MEMBERS
SAMUEL M. BISHOP
R. CORD HALL
STEVE HUPPERT
HENRY SHOWALTER
BRADFORD J. "BRAD" STIPES
JAMES W. "JIM" VANHOOZIER

TOWN MANAGER
BARRY D. HELMS

DIRECTOR OF
FINANCE/TOWN TREASURER
VALERIE L. TWEEDIE

CLERK OF COUNCIL
MICHELE M. STIPES

TOWN ATTORNEY
GUYNN &
DILLON, P.C.

Town of Christiansburg, Virginia 24073

100 East Main Street ~ Telephone 540-382-6128 ~ Fax 540-382-7338

Town of Christiansburg Planning Staff Report

Planning Commission Public Hearing Date: Monday, February 2, 2015 at 7:00 p.m.

Town Council Public Hearing Date: Tuesday, February 24, 2015 at 7:00 p.m.

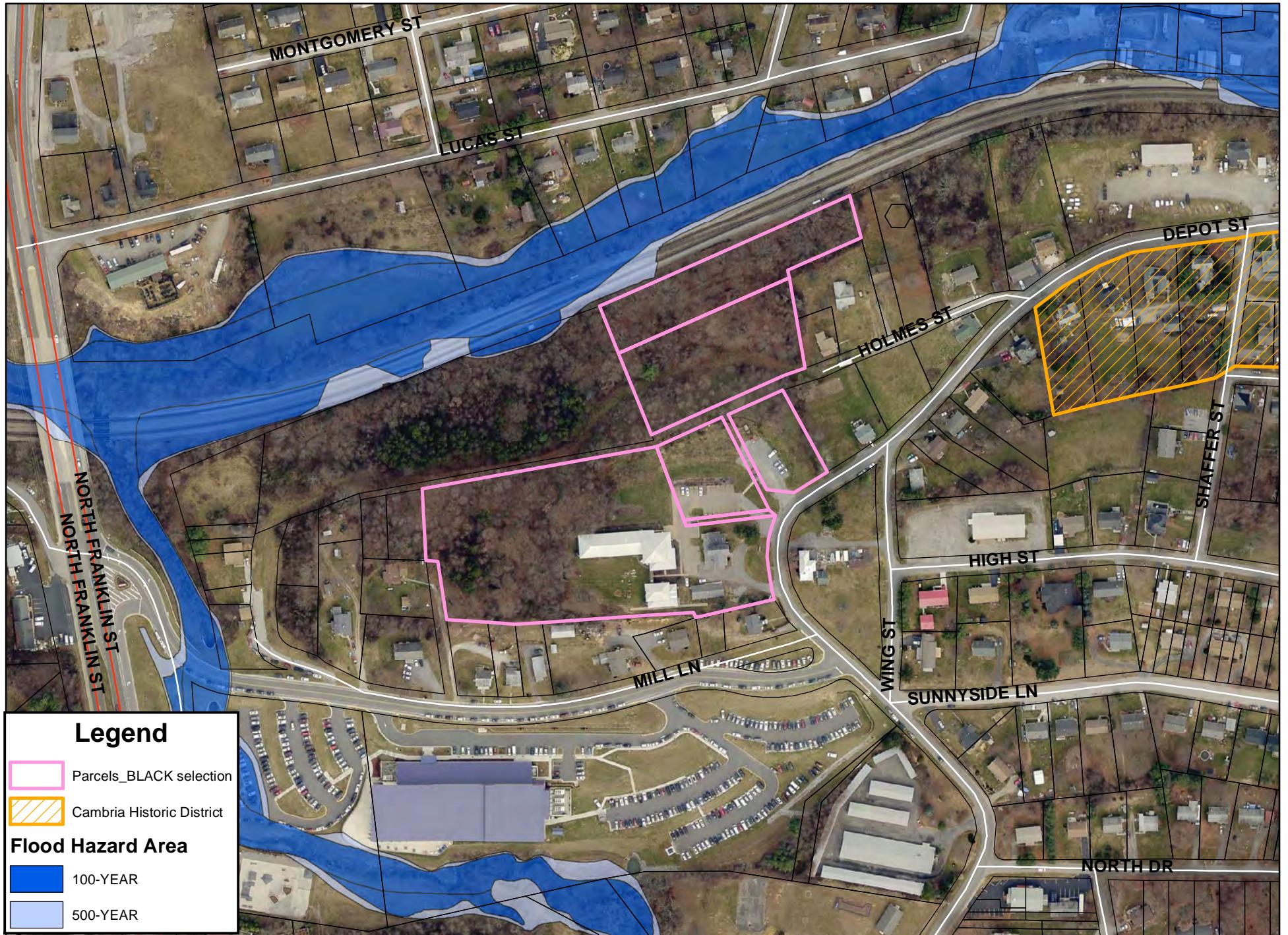
Application Type: Conditional Use Permit

Applicant: Community Housing Partners

Location: 446 Depot Street

The Town of Christiansburg has received a Conditional Use Permit request by Community Housing Partners for office use at 446 Depot Street, N.E. (tax parcels 496 – ((A)) – 46, 497 – ((A)) – 20, 497 – ((A)) – 17, 18, 19, and 21) in the MU-1: Residential-Limited Business District.

The property does not lie within the 100-Year or 500-Year Flood Hazard Area. The property is not located within a Historic District. The adjoining properties are zoned R-3 Multi-Family Residential and A Agriculture District. The adjoining properties contain residences and the Christiansburg Aquatic Center.

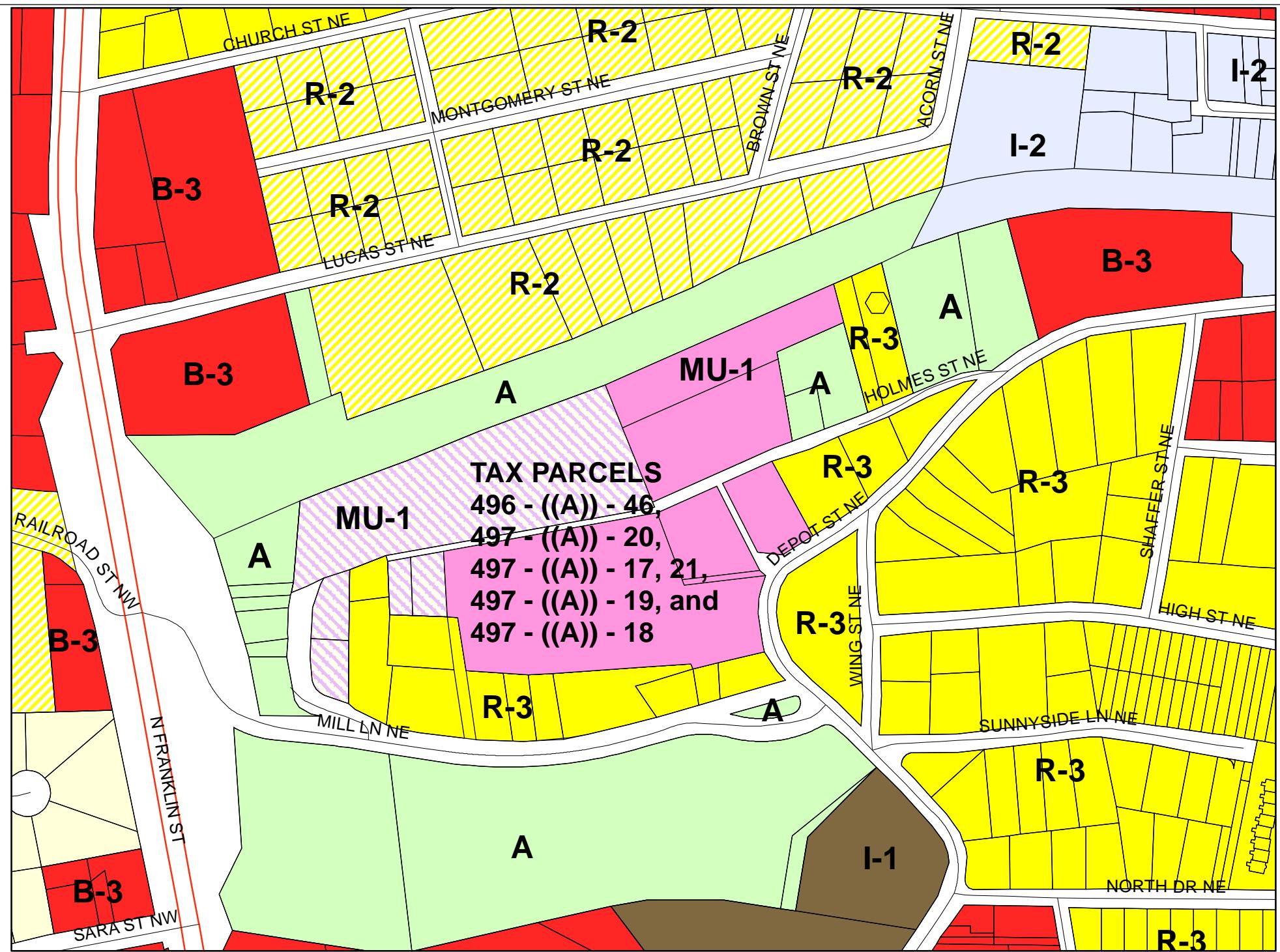


CUP REQUEST: 446 Depot Street

PC: FEBRUARY 2, 2015

TC: FEBRUARY 24, 2015

0 100 200 300
Feet



CUP REQUEST: 446 Depot Street

PC: FEBRUARY 2, 2015

TC: FEBRUARY 24, 2015

0 200 400 600
Feet

| Tax Map # | Owner(s) | Mailing Address | City, St, Zip |
|--------------|----------------------------------|----------------------|------------------------------|
| 497- 4 8 | BAKER LINDA W | 330 LUCAS ST | CHRISTIANSBURG VA 24073 |
| 497- 4 7 | ALTIZER ALICE MARIE | 320 LUCAS ST | CHRISTIANSBURG VA 24073 |
| 497- A 16 | POFF J C | 680 CHURCH ST | CHRISTIANSBURG VA 24073 |
| 497- 43 4 | COMMUNITY HOUSING | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- 16 3 | TAYLOR CAROL R | 290 LUCAS ST | CHRISTIANSBURG VA 24073 |
| 496- 16 2 | OLIVER LONNIE MARSHALL | 2657 BUNNY TRAIL DR | BLACKSBURG VA 24060 |
| 496- 16 1 | CROMER ANTHONY JAMES | 240 LUCAS ST | CHRISTIANSBURG VA 24073 |
| 496- A 18 | CAMPBELL ANNE L | 210 A LUCAS ST | CHRISTIANSBURG VA 24073 |
| 496- A 19 | CAMPBELL ANNE L | 210 A LUCAS ST | CHRISTIANSBURG VA 24073 |
| 497- A 33 | HOLMES GLEN A | 520 CHINQUAPIN TRL | CHRISTIANSBURG VA 24073 |
| 497- A 17,21 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- A 20 | OLINGER DANIEL D | P O BOX 6006 | CHRISTIANSBURG VA 24068 |
| 497- A 31 | HOLMES NATHAN M ETAL LE | 6307 BARNESDALE PATH | CENTREVILLE VA 20120 |
| 497- A 17,21 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- A 21 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 497- A 36 | TRILOGY PROPERTIES GROUP LLC | 520 CHINQUAPIN TRL | CHRISTIANSBURG VA 24073 |
| 497- A 29 | FORD CHARLIE RICHARD | 470 DEPOT ST | CHRISTIANSBURG VA 24073 |
| 497- A 18 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 497- A 20 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- A 34 | SHOUSE SANDRA E | 10 MILL LN | CHRISTIANSBURG VA 24073 |
| 496- A 46 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 497- A278 | SHAVER GEORGE D | 1112 DYSON DR | WINTER SPRINGS FL 32708 0000 |
| 496- A 47 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- A 23 | BEAN ELLA M | 70 MILL LN | CHRISTIANSBURG VA 24073 |
| 496- A 48 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- 22 2 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 497- A 19 | COMMUNITY HOUSING PARTNERS | 448 DEPOT ST NE | CHRISTIANSBURG VA 24073 2050 |
| 496- A 30 | SHOUSE SANDRA E | 10 MILL LN | CHRISTIANSBURG VA 24073 |
| 496- A 31 | SHOUSE SANDRA E | 10 MILL LN | CHRISTIANSBURG VA 24073 |
| 496- A 24 | VEST DIANA L | 70 MILL LN | CHRISTIANSBURG VA 24073 |
| 496- A 27 | SHOUSE SANDRA E | 10 MILL LN | CHRISTIANSBURG VA 24073 |
| 496- A 28 | GILMORE PAUL M & BAILEY RONNIE E | C/O RONNIE BAILEY | CHRISTIANSBURG VA 24073 |
| 496- A 29 | SHOUSE SANDRA E | CORPORATION | CHRISTIANSBURG VA 24073 |
| 496- 22 1 | COMMUNITY HOUSING PARTNERS | CHRISTIAN JAMES W | CHRISTIANSBURG VA 24073 2050 |
| 497- A 25,26 | WILLIAMS FRED LEETIN JR | 1117 14TH ST NW | CHRISTIANSBURG VA 24073 |
| 496- A 36A | ROSE PEGGY H | 230 MILL LN | ROANOKE VA 24017 |
| 497- A 25,26 | WILLIAMS FRED LEETIN JR | 230 MILL LN NE | CHRISTIANSBURG VA 24073 |
| 496- A 25 | WILLIAMS FRED L JR | P O BOX 413 | CHRISTIANSBURG VA 24073 |
| 496- A 22 | WRIGHT FAMILY LLC | 230 MILL LN NE | MC COY VA 24111 |
| 497- A 24 | WILLIAMS FRED L JR | 230 MILL LN NE | CHRISTIANSBURG VA 24073 |
| 496- A 26 | WILLIAMS FRED L JR | 230 MILL LN NE | CHRISTIANSBURG VA 24073 |
| 496- A 26A | WILLIAMS FRED LEETIN JR | 230 MILL LN NE | CHRISTIANSBURG VA 24073 |
| 496- A 33 | WILLIAMS FRED LEETIN JR | 230 MILL LN NE | CHRISTIANSBURG VA 24073 |
| 496- A 36 | CHRISTIANSBURG TOWN OF | | |

Tax Map #

Owner(s)

Mailing Address

City, St, Zip

Resolution of the Town of Christiansburg Planning Commission

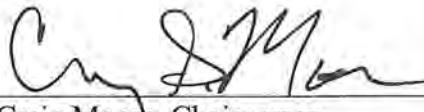
Conditional Use Permit Application

WHEREAS the Christiansburg Planning Commission, acting upon a request by the Christiansburg Town Council to study a request made by Community Housing Partners for a Conditional Use Permit (CUP) for property at 446 and 448 Depot Street, N.E. (tax parcel 496 – ((A)) – 96) for a professional office in the MU-1 Mixed Use: Residential – Limited Business District, has found following a duly advertised Joint Public Hearing with Council that the public necessity, convenience, general welfare and good zoning practices (**permit / do not permit**) the issuance of a Conditional Use Permit (CUP) to Community Housing Partners for property at 446 and 448 Depot Street, N.E. (tax parcel 496 – ((A)) – 96) for a professional office in the MU-1 Mixed Use: Residential – Limited Business District.

THEREFORE be it resolved that the Christiansburg Planning Commission (**recommends / does not recommend**) that the Christiansburg Town Council approve the Conditional Use Permit with the following conditions:

1. This permit is valid for Community Housing Partners and its subsidiaries only and is not transferable.
2. This permit is valid for the use of the existing buildings only. Any new building construction or additions for office use shall require separate Conditional Use Permit application.

Dated this the 8th day of February 2010.



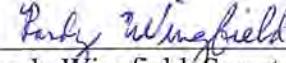
Craig Moore, Chairperson
Christiansburg Planning Commission

The above Resolution was adopted on motion by Byrd seconded by Huppert at a meeting of the Planning Commission following the posting of a public hearing notice upon the property and a duly advertised Joint Public Hearing on the above request on February 2, 2010. Upon a call for an aye and nay vote on the foregoing resolution, the Commission members present throughout all deliberations on the foregoing and voting or abstaining, stood as indicated opposite their names as follows:

| <u>MEMBERS</u> | <u>AYES</u> | <u>NAYS</u> | <u>ABSTAIN</u> | <u>ABSENT</u> |
|-----------------------------------|-------------|-------------|----------------|---------------|
| Wayne E. Booth | X | | | |
| Michael Byrd | X | | | |
| Ann H. Carter | | | | X |
| Kevin D. Conner, Vice-Chairperson | X | | | |
| Steve Huppert | X | | | |
| Craig Moore, Chairperson | X | | | |



Craig Moore, Chairperson



Randy Wingfield, Secretary Non-voting

Resolution of the Town of Christiansburg Planning Commission

Conditional Use Permit Application

WHEREAS the Christiansburg Planning Commission, acting upon a request by Community Housing Partners for property located at 446 Depot Street, N.E. (tax parcels 496 – ((A)) – 46, 497 – ((A)) – 17, 18, 19, 20 and 21) for office use in the MU-1: Residential-Limited Business District, has found following a duly advertised Public Hearing that the public necessity, convenience, general welfare and good zoning practices (**permit / ~~do not permit~~**) the issuance of a CUP to Community Housing Partners for property located at 446 Depot Street, N.E. (tax parcels 496 – ((A)) – 46, 497 – ((A)) – 17, 18, 19, 20 and 21) for office use in the MU-1: Residential-Limited Business District.

THEREFORE be it resolved that the Christiansburg Planning Commission (**recommends / ~~does not recommend~~**) that the Christiansburg Town Council approve the issuance of the Conditional Use Permit with the following condition(s):

1. This permit is valid for Community Housing Partners and its subsidiaries only and is not transferrable.

Dated this the 2nd day of February 2015.

Craig Moore, Chairperson
Christiansburg Planning Commission

The above Resolution was adopted on motion by Beasley seconded by Collins at a meeting of the Planning Commission following the posting of a public hearing notice upon the property and a duly advertised Public Hearing on the above request on February 2, 2015. Upon a call for an aye and nay vote on the foregoing resolution, the Commission members present throughout all deliberations on the foregoing and voting or abstaining, stood as indicated opposite their names as follows:

| <u>MEMBERS</u> | <u>AYES</u> | <u>NAYS</u> | <u>ABSTAIN</u> | <u>ABSENT</u> |
|--------------------------|-------------|-------------|----------------|---------------|
| Matthew J. Beasley | X | | | |
| Ann H. Carter | X | | | |
| Harry Collins | X | | | |
| David Franusich | X | | | |
| Steve Huppert | X | | | |
| Craig Moore, Chairperson | X | | | |

Joe Powers, Vice-Chairperson
Jennifer D. Sowers

X
X

Craig Moore, Chairperson

Nichole Hair, Secretary Non-voting



TOWN OF CHRISTIANSBURG

100 East Main Street
Christiansburg, VA 24073
Phone (540) 382-6120 Fax (540) 381-7238

Conditional Use Permit Application

Landowner: Town of Christiansburg Agent: _____

Address: 100 E. Main Street Address: _____
Christiansburg, VA 24073 _____

Phone: (540) 382-6128 Phone: _____

I am requesting a Conditional Use Permit to allow a farmers market

on my property that is zoning classification B-2 under Chapter 42: Zoning of the Christiansburg Town Code.

My property is located at Hickok Street between W. Main Street and College Street

Tax Parcel(s): Hickok Street right-of-way

Fee: Town assumes fees

I certify that the information supplied on this application and any attachments is accurate and true to the best of my knowledge. I understand that Conditions may be placed on my property in regards to the above mentioned use/activity. I also understand that the Conditional Use Permit may be revoked and/or additional Conditional Use Permits required should questions regarding conformity arise.

Signature of Landowner(s): 13, 0-5 Town manager Date: 12 Jan 15

Date: _____

Date: _____

This request was approved / disapproved by a vote of the Christiansburg Town Council on _____ . Any Conditions attached shall be considered requirements of the above request.

Town Manager

Date



ESTABLISHED
NOVEMBER 10, 1792

INCORPORATED
JANUARY 7, 1833

MAYOR
D. MICHAEL BARBER

COUNCIL MEMBERS
SAMUEL M. BISHOP
R. CORD HALL
STEVE HUPPERT
HENRY SHOWALTER
BRADFORD J. "BRAD" STIPES
JAMES W. "JIM" VANHOOZIER

TOWN MANAGER
BARRY D. HELMS

DIRECTOR OF
FINANCE/TOWN TREASURER
VALERIE L. TWEEDIE

CLERK OF COUNCIL
MICHELE M. STIPES

TOWN ATTORNEY
GUYNN &
DILLON, P.C.

Town of Christiansburg, Virginia 24073

100 East Main Street ~ Telephone 540-382-6128 ~ Fax 540-382-7338

Town of Christiansburg Planning Staff Report

Planning Commission Public Hearing Date: Monday, February 2, 2015 at 7:00 p.m.

Town Council Public Hearing Date: Tuesday, February 24, 2015 at 7:00 p.m.

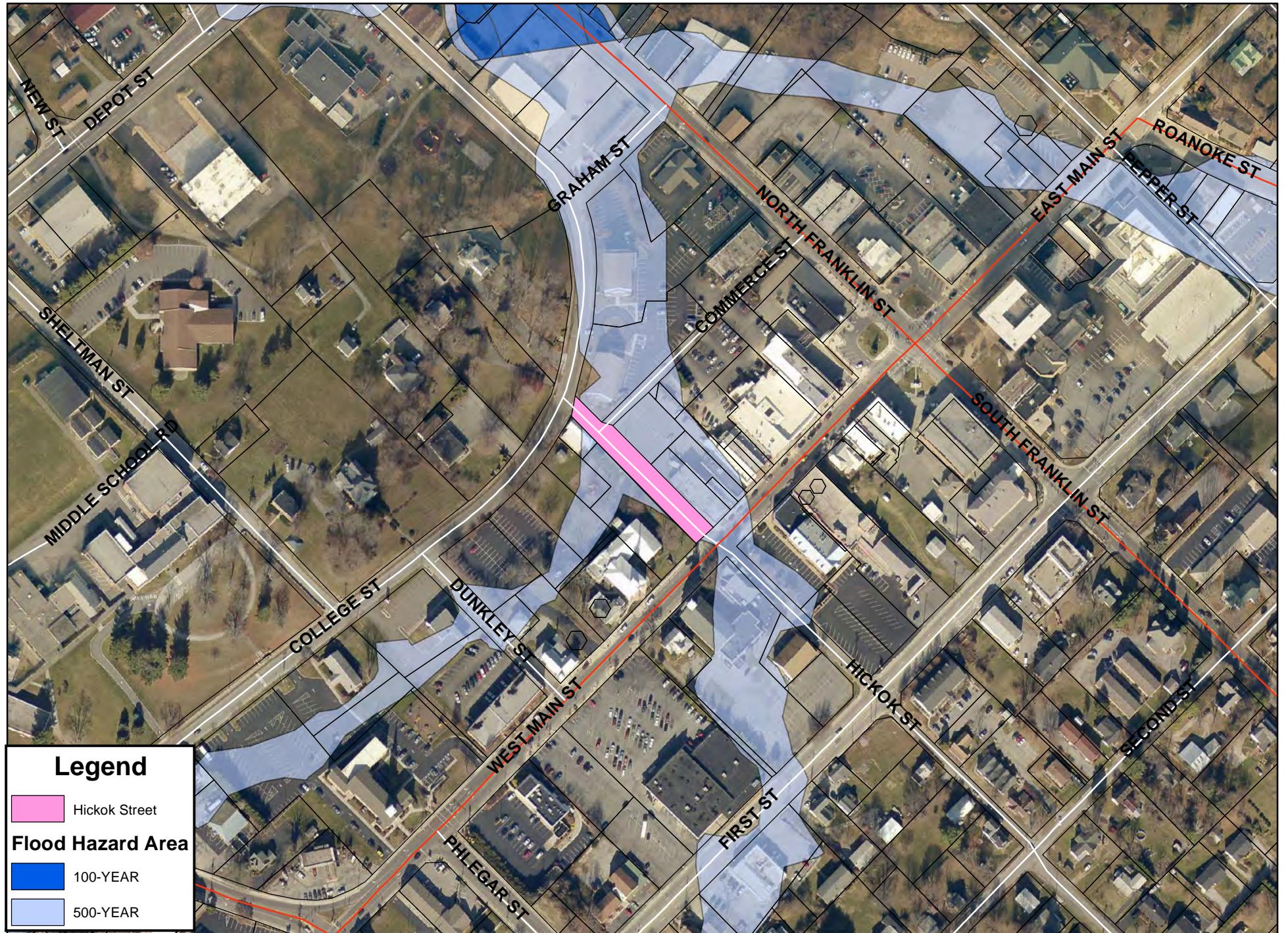
Application Type: Conditional Use Permit

Applicant: Town of Christiansburg

Location: Hickok Street right-of-way from East Main Street to College Street

The Town of Christiansburg has received a Conditional Use Permit request by the Town of Christiansburg for a farmers market located on the Hickok Street right-of-way from East Main Street to College Street in the B-2 Central Business District.

The property lies within the 500-Year Flood Hazard Area. However, it does not lie within the 100-Year Flood Hazard Area. The property is located within the Downtown Historic District. The adjoining properties are zoned B-2 Central Business District. The adjoining properties contain a church, businesses, and a parking lot.

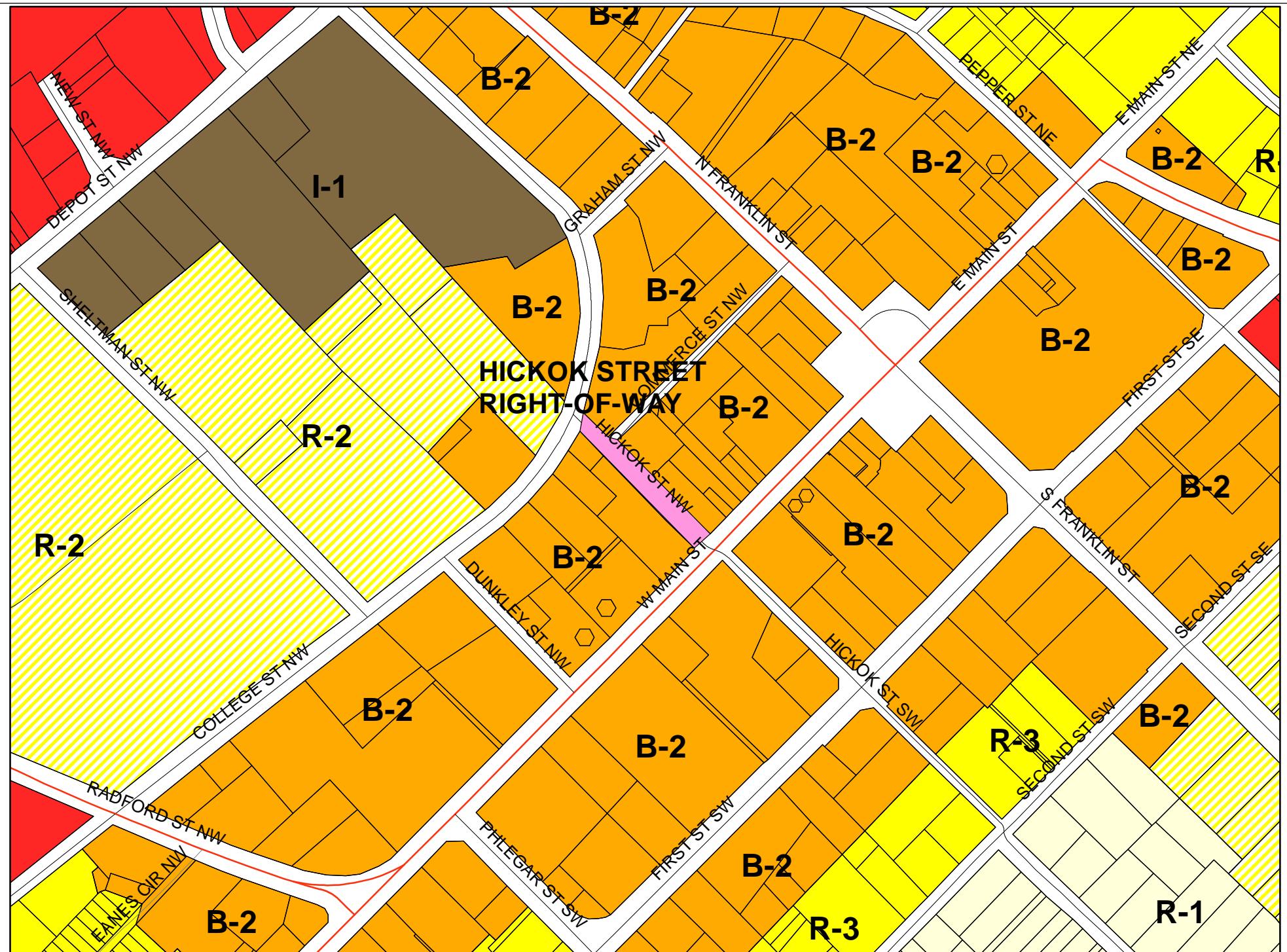


CUP REQUEST: Hickok Street right-of-way from East Main Street to College Street

PC: FEBRUARY 2, 2015

TC: FEBRUARY 24, 2014

0 100 200 300
Feet



CUP REQUEST: Hickok Street right-of-way from East Main Street to College Street

PC: FEBRUARY 2, 2015

TC: FEBRUARY 24, 2015

CUP: Hickok Street right-of-way from East Main Street to College Street

| <u>Tax Map #</u> | <u>Owner(s)</u> | | <u>Mailing Address</u> | <u>City, St, Zip</u> |
|------------------|----------------------------------|--------------------------------|------------------------|------------------------------|
| 526- A242 | SHARAKI ABDUL HAMID KAMAL HASSAN | C/O GIOVANNI RESTAURANT | 95 COLLEGE ST | CHRISTIANSBURG VA 24073 |
| 526- A241A | HIGHT A TIMOTHY | HIGHT DAWN G | 101 COLLEGE ST | CHRISTIANSBURG VA 24073 |
| 526- 34 2B | CHRISTIANSBURG PROF PARK LLC | | 311 MEADOW POINT DR | MONETA VA 24121 |
| 527- AA | CASCADE CAPITAL PARTNERS LLC | | P O BOX 5 | BLACKSBURG VA 24063 |
| 526- A204 | CHRISTIANSBURG PRESBYTERIAN | CHURCH TRUSTEES C/O J WILLIAMS | 107 W MAIN ST | CHRISTIANSBURG VA 24073 |
| 526- A203 | CHRISTIANSBURG PRESBYTERIAN CH | TRUSTEES | 107 W MAIN ST | CHRISTIANSBURG VA 24073 2943 |
| 527- A C | CASCADE CAPITAL PARTNERS LLC | | P O BOX 5 | BLACKSBURG VA 24063 |
| 527- A 65 | CASCADE CAPITAL | PARTNERS III LLC | P O BOX 5 | BLACKSBURG VA 24063 |
| 527- A 66 | MAIN STREET BAPTIST CHURCH | | 100 WEST MAIN ST | CHRISTIANSBURG VA 24073 |

Resolution of the Town of Christiansburg Planning Commission

Conditional Use Permit Application

WHEREAS the Christiansburg Planning Commission, acting upon a request by the Town of Christiansburg for a farmers market located on the Hickok Street right-of-way from East Main Street to College Street in the B-2 Central Business District, has found following a duly advertised Public Hearing that the public necessity, convenience, general welfare and good zoning practices (**permit / do not permit**) the issuance of a CUP to the Town of Christiansburg for a farmers market located on the Hickok Street right-of-way from East Main Street to College Street in the B-2 Central Business District.

THEREFORE be it resolved that the Christiansburg Planning Commission (**recommends / does not recommend**) that the Christiansburg Town Council approve the issuance of the Conditional Use Permit with the following condition(s):

1. This permit is valid for Town of Christiansburg and/or a Town of Christiansburg designated non-profit.
2. The Planning Commission shall review the permit in 12 months from the start of the farmers market.

Dated this the 2nd day of February 2015.

Craig Moore, Chairperson
Christiansburg Planning Commission

The above Resolution was adopted on motion by Collins seconded by Franusich at a meeting of the Planning Commission following the posting of a public hearing notice upon the property and a duly advertised Public Hearing on the above request on February 2, 2015. Upon a call for an aye and nay vote on the foregoing resolution, the Commission members present throughout all deliberations on the foregoing and voting or abstaining, stood as indicated opposite their names as follows:

| <u>MEMBERS</u> | <u>AYES</u> | <u>NAYS</u> | <u>ABSTAIN</u> | <u>ABSENT</u> |
|--------------------------|-------------|-------------|----------------|---------------|
| Matthew J. Beasley | X | | | |
| Ann H. Carter | X | | | |
| Harry Collins | X | | | |
| David Franusich | X | | | |
| Steve Huppert | X | | | |
| Craig Moore, Chairperson | X | | | |

Joe Powers, Vice-Chairperson
Jennifer D. Sowers

X
X

Craig Moore, Chairperson

Nichole Hair, Secretary ^{Non-voting}

Market Summary for January 14, 2015

The Christiansburg Farmers' Market Committee held a meeting on Thursday to discuss the following items: Market regulations, grants and funding, public information/survey, branding/marketing, vendor application and the market manager position.

The committee reviewed the **draft regulations**. The committee agreed to define local as a 100 mile radius from the market location.

The Christiansburg Farmers' Market has a start date set for May 7, 2015. The Market is expected to run through October 15, 2015. However, the committee agreed that this ending date may be flexible depending on vendors and crops.

Discussion of market hours was postponed so that committee members could speak with downtown merchant and tenants in the interest of continuing the good relationship currently enjoyed. Conversation moved towards the requirement that all vendors have liability insurance. The committee agreed to set the minimum at \$300,000 and further look into this matter.

Next up for discussion: vendor fees. It was noted that the majority of large farmers' markets charged a space fee as well as collected a percentage of sales from each vendor at market. However, many smaller markets simply charge a space fee.

The committee determined that the Christiansburg Farmers' Market would charge a flat space fee for this season. This fee would be \$40 per month. Vendors may pay a yearly fee of \$180 upfront and receive one month free.

Further discussion led to the requirement of vendors to maintain a minimum 80% attendance rate and requires that vendors give advance notice of absenteeism. The committee intends to maintain a waiting list for 'day-trippers' or smaller vendors who may not be able to commit to a full season. This list would be used to fill empty spaces in the event of a regular vendor being absent.

Bill Aldridge presented information on **funding and grants**. Christiansburg Town Council agreed in their January 13, 2015 meeting to award \$10,000 towards the implementation of the Christiansburg Farmers' Market. In addition to these funds, staff is currently working on completing grant applications to help purchase EBT machines. Further information will be gathered on how to implement and build a SNAP program. Additional research will also be done to determine what, if any, partnerships may be beneficial to the Market in regards to grant funding for SNAP programs.

A Conditional Use Permit will have to be granted for the Farmers' Market to operate on Hickok Street. Public Hearings will be scheduled in the coming month. The Planning Commission will make a recommendation to Christiansburg Town Council, who will then vote on the CUP's approval.

Public Information: The Christiansburg Farmers' Market webpage is live and may be accessed through the Town of Christiansburg website under Culture & Recreation. It may also be accessed via www.christiansburg.org/farmersmarket. This page will serve as a central location for any and all information related to the Christiansburg Farmers' Market.

The Farmers' Market Survey will go live on January 15 and receive responses through March 15. This survey will be available online via the Town of Christiansburg website, Facebook and Twitter pages. Additional online presence will be provided by the Tourism Office and Downtown Christiansburg, Inc. Paper copies, as well as postcards with a survey link, will be available at Christiansburg Town Hall, Aquatic Center, Recreation Center and the Christiansburg Library.

A second survey in which customers to the market may rate their experience was discussed. This survey will be created and implemented for the duration of the market.

The Town of Christiansburg will promote the Farmers' Market in their March/April edition of 'The Christiansburg Connection.'

Branding & Marketing: Christina O'Connor shared with the committee line items and associated prices for marketing materials.

Logo creation, from concept to completion, is expected to cost approximately \$1000. Marketing materials such as posters or postcards are expected to run \$400/450 per design.

The committee discussed and will further investigate partnerships and in-kind sponsorship for marketing materials.

It was also suggested that the committee contact the Virginia Department of Health, as they may have funding available for promotion of the market.

Christina O'Conner will have a budget amount to present to the committee by January 26.

Task items: The committee will finalize **Vendor Applications** and **Market Regulations** by January 26. Once finalized, those applications will be available online. Vendors who have expressed interest in the market will receive a direct mailing of this information.

The committee will begin discussing requirements for a **Market Manager**, as well as draft a job description and ad. This is expected to be complete by January 28. Once this is agreed upon, the committee will work with the Town of Christiansburg Human Resources to begin a search for Market Manager.

The next regularly scheduled meeting of the Christiansburg Farmers' Market Committee will be held on February 11, 2015. An earlier meeting may be set for the end of January, but a date and time have not been determined.

Market Summary for January 28, 2015

The Christiansburg Farmers' Market Committee held a meeting on Wednesday to continue discussions on the following items: Market regulations, branding/marketing and the vendor application.

The committee discussed expanding survey locations. Emilie and Christina volunteered to distribute surveys at different locations and keep the committee updated on these locations for tracking purposes.

Communication between the committee was also discussed. Previously, the committee had attempted to use Asana. This method of communication was deemed ineffective. The committee agreed that a central location to store draft documents related to the Farmers' Market would be useful so that committee members could work more effectively. Christina was tasked with setting up a central location for these documents.

The committee reviewed the **draft regulations**. Members of the committee expressed concern that too many regulations would limit the success of the market. Other members disagreed and felt that in-depth regulations would better prepare the market and committee for a number of unforeseen situations.

The committee agreed that in the first year, the regulations needed key components represented, but that further regulations could be added as the market developed.

A discussion was brought forth on the requirement of "producer-only." Some committee members expressed the need to keep the market simple and that the market should not forget about the small grower. Other members argued that by defining the market as "producer-only," the market was protecting the small grower to ensure that goods were local and of high-quality.

The discussion of "producer-only" led to the topic of resale. The committee determined that resale would be acceptable from within the 100-mile radius, but that the produce origin must be labeled and must come from an acceptable and inspected farm.

The committee suggested that three applications be available for 1) producer vendors 2) proxy resale of produced goods within the 100 mile radius and 3) resale exemptions.

The subject of liability insurance was also discussed. The Town of Christiansburg's attorney suggested that each vendor be required to carry a minimum of \$1 million in liability insurance. The committee agreed to make those changes in the regulations.

The committee also decided to research rider policies for smaller growers.

The Town attorney also advised the Farmers' Market to consider applying for 510c3 status. Further discussion determined that additional information was needed before moving forward.

Other items discussed related to regulations included fee structures. The committee reaffirmed vendor fees as set forth in the last meeting and also agreed to a weekly drop-in fee of \$15 for rotating vendors. In addition, the committee agreed that inspection fees during the first year of the Market would be shouldered by the Town and reevaluated once the Market was established.

On the subject of tokens for the EBT /SNAP program, the committee discussed the cost of tokens and alternative ideas. It was suggested that further discussion was needed. For the purpose of regulations, wording should be provided to state this type of program was coming, but may not be in place at this time.

The committee agreed to vote on the final draft of Regulations at the next meeting scheduled in February.

A logo, as well as **branding and marketing**, were discussed. Randy Wingfield reported that Impact Graphics had volunteered to design a logo for the market for free, as well as offer a discount on banners for the market.

Christina O'Conner suggested that the market contract an independent, local designer and also advised that Downtown Christiansburg, Inc would be willing contribute \$500 for the logo design. She further stated that the logo sets the tone and impression of the market and expressed concerns about the impression of favoritism. Emilie Tydings suggested that an independent designer would give a backstory to the logo, contributing to future marketing efforts of the market. The committee agreed to ask that both designers provide samples of logos for the market before the first February meeting.

It was further agreed that Christina would contact Old Town Printing to print more survey cards for distribution and the invoice should be sent to the Town of Christiansburg.

The **vendor letter and application** were also discussed.

The committee revisited market hours and agreed that 3 p.m. – 7 p.m. would be the beginning hours for the Market. These hours would be subject to change due to seasons.

It was agreed that a list of farmers contacted would be available on Googledocs. It was suggested that the committee contact Local Harvest and other area market managers to ask if they would be willing to distribute the application to their market and waiting lists.

The committee agreed that the application should provide checkboxes for those applying as a producer vendor and a proxy resale vendor. A separate application will be needed for resale exemptions. Updates to the application also include changing insurance information and contact information.

Emilie Tydings volunteered to make revisions to both the vendor letter and application.

The next regularly scheduled meeting of the Christiansburg Farmers' Market Committee will be held on February 11, 2015 at 5 p.m. in the administrative conference room at Town Hall.

Market Summary for February 11, 2015

The Christiansburg Farmers' Market Committee held a meeting on Wednesday, February 11, to continue discussions on the following items: Vendor applications, market regulations, market manager applications and a logo for the farmers' market.

The committee reviewed changes requested to the **vendor letter and application**. This included adding market hours of operation, changing contact information and adding checkboxes to reflect vendor options.

For the inaugural season, vendor materials will be distributed under the Town of Christiansburg logo until the Farmers' Market logo is established. The committee agreed that the applications should be distributed to a targeted audience and mailing list.

Committee members will look at VDAC resources, Virginia Grown, Local Harvest and reach out to local area markets to ask if the vendor applications would be shared with market members.

Additionally, Barry Robinson and Emilie Tydings will send Bill Aldridge any additional farmer contacts.

The committee approved both the **vendor letter and application**.

The committee also determined that an exemptions form for vendors should be created. Mayor Barber also volunteered to write a letter of invitation to potential vendors.

Market regulations were also reviewed.

Discussion related to insurance policies continued, specifically addressing rider policies for smaller vendors/day vendors. Barry Robinson reported that after research with other markets and insurance companies that a short-term rider insurance policy for vendors was not advisable and that all vendors should carry the minimum required liability insurance.

The committee then voted to adopt the **market regulations**.

The next item for discussion was the position and job description of the **market manager**.

Bill Aldridge reported that the position would be funded with \$5,000 for the season. The committee would need to determine what they are looking for in a market manager and then send those requirements to the Town of Christiansburg Human Resources department to advertise the position.

A committee representative would be present for all interviews of manager candidates.

Randy Wingfield reported that Christiansburg Town Council had given the Town attorney directive to begin setting up a 501c3. At such a time that the non-profit is established and a board appointed, the current Farmers' Market committee will dissolve.

A brief discussion of volunteers for the market was undertaken. It was determined that the need for volunteers would be determined by the market manager. Tacy Newell shared with the committee a scheduling tool from the United Way for future use.

Bill Aldridge shared information about a grant writing workshop to the committee and also distributed promotional materials for the survey.

The committee then considered designs for the Farmers' Market **logo**.

Logos designed by Impact Graphics were considered by the committee. Emilie Tydings presented images that looked similar to those pitched by Impact Graphics to point out the similarities in branding.

Brian Yohn of Brian Yohn Design presented five logo sketches for the committee's consideration, a number of which were modeled after local history references.

Yohn suggested earth tones for the logos and also noted that the colors could change with the season if the committee wished.

Members of the committee made note that the logo should be established by the start of the market, but that it was not necessary to establish right away and rush anything.

The committee also discussed whether the public would know about the logo design history, while other members suggested that this could be both a learning and marketing tool.

Bill Aldridge asked if Yohn could provide the committee with color palettes for favored designs before considering a final decision. The committee determined that Option #3 and Option #4 were clear favorites and also asked if a variation of both designs could be created. Yohn will send these palettes to the committee in two weeks so that the committee may discuss via email.

Should the committee elect to use Yohn's designs, the total cost of such work would be priced at \$1,000. Downtown Christiansburg, Inc. has agreed to contribute \$500 of this sum. Once a design is chosen, a finished product may be provided in 2-3 weeks.

The committee again weighed the merits of cost for a logo, with members putting forth that free is not always best, but should nonetheless be taken into consideration.

Brief conversation about press coverage was undertaken. The Town of Christiansburg Public Relations department will draft and distribute a Call for Vendors press release to media outlets, as well as share press information with committee chair Bill Aldridge.

The next regularly scheduled meeting of the Christiansburg Farmers' Market Committee will be held on March 10, 2015 at 5 p.m. in the administrative conference room at Town Hall.

| TOWN OF CHRISTIANSBURG | | |
|--|-----------|--|
| JANUARY AND FEBRUARY TO BE PAID 2-27-2015 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| A CLEANER WORLD | 824.00 | |
| ACTIVE NETWORK, LLC | 583.00 | |
| AGEE'S NEW & USED AUTO PARTS | 55.00 | |
| AIR SPECIALISTS OF VIRGINIA, INC | 691.00 | |
| AIRGAS MID-AMERICA, INC. | 194.02 | |
| ALGONQUIN PRODUCTS COMPANY | 1,305.24 | lubricant town vehicles and equipment |
| ALL PEST CONTROL, INC | 800.00 | |
| ALL SEASONS PEST CONTROL, INC | 85.00 | |
| AMERICAN WATER WORKS ASSOC. | 695.00 | |
| ARAMARK UNIFORM SERVICES, INC. | 3,222.45 | towel inventory and maintenance |
| ARCET EQUIPMENT COMPANY, INC | 35.02 | |
| AUTO MASTER TIRE & SERVICE | 53.03 | |
| AUTO ZONE, INC | 27.37 | |
| AW DIRECT, INC. | 299.16 | |
| B & K TRUCK ACCESSORIES | 184.00 | |
| BACK COUNTRY SKI AND SPORT, INC | 4,631.00 | dry suits for rescue (4) pd for with four for life grant |
| BANE OIL COMPANY, INC | 1,649.49 | off road diesel |
| BASHAM OIL COMPANY | 226.74 | |
| BKT UNIFORMS | 85.98 | |
| BLACKBERRY MULCH | 885.00 | |
| BOB'S REFUSE SERVICE, INC. | 110.00 | |
| BOONE TRACTOR & IMPLEMENT INC. | 456.00 | |
| BOXLEY | 2,453.64 | asphalt mix |
| BOYS & GIRLS CLUBS OF NRV | 7,500.00 | support contribution 2015-2016 fiscal year |
| BRAME SPECIALTY COMPANY INC. | 2,530.04 | janitorial supplies |
| BRIAN'S LOCK & KEY | 25.75 | |
| BSN SPORTS | 214.80 | |
| CAPITAL EQUIPMENT SALES, INC. | 195.50 | |
| CARQUEST AUTO PARTS | 527.77 | |
| CARTER MACHINERY | 193.61 | |
| CDW LLC | 3,833.43 | anti virus software licenses and cisco 2960-c 2 port |
| CENTRAL ELECTRONICS | 54.00 | |
| CHA CONSULTING INC | 8,065.61 | storm water prevention, pretreatment, vpdes permit application, landfill monitoring,biosolid mgt |
| CINTAS DOCUMENT MANAGEMENT | 74.29 | |
| CMC SUPPLY, INC. | 26.12 | |
| COMMERCIAL ATHLETIC INSTALLATIONS, INC | 1,250.00 | service and repair 8 basketball backstops |
| CONTROL EQUIPMENT CO. INC. | 1,390.36 | supplies wwtp |
| COOK'S UPHOLSTERY | 150.00 | |
| CUMMINS ATLANTIC LLC | 64.87 | |
| D J R ENTERPRISES | 80.00 | |
| DEHART TILE CO., INC. | 271.69 | |
| DEPARTMENT OF MOTOR VEHICLES | 10.00 | |
| DISPLAY SALES COMPANY | 478.75 | |
| DOMINION DOOR & HARDWARE INC | 920.00 | |
| DRAINAGE SOLUTIONS, INC | 258.41 | |
| DUNCAN FORD MAZDA | 891.75 | |
| E & L MACHINE | 130.00 | |
| ELECTRICAL SUPPLY CO | 779.23 | |
| ELEVATING EQUIPMENT INSPECTION SERVICE | 100.00 | |
| ELITE FABRICATION & MACHINE | 145.00 | |
| EMS MANAGEMENT & CONSULTANTS, INC | 1,759.19 | third party fees for ems billing and collections |
| EMS, INC | 920.00 | |
| ENVIRONMENTAL LAND WASTE MANAGEMENT SERVICE, INC | 15,000.00 | Biosolid management |
| EVIDENT INC | 307.35 | |
| FASTENAL COMPANY | 62.12 | |
| FERGUSON ENTERPRISES, INC.#75 | 7,474.83 | pipe, fittings for water and waste water |
| FIRE SAFETY PRODUCTS, INC | 568.50 | |
| FIRST DUE GEAR | 564.00 | |
| FISHER SCIENTIFIC CO. | 2,097.42 | waterbath for wwtp |
| FITNESS CONCEPTS, INC. | 165.00 | |
| FLEET ONE, LLC | 17,968.43 | vehicle fuel town |
| FLEET PRIDE, INC | 1,349.60 | |

| TOWN OF CHRISTIANSBURG | | |
|--|------------|--|
| JANUARY AND FEBRUARY TO BE PAID 2-27-2015 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| GALLS, AN ARAMARK COMPANY | 2,337.45 | uniforms pd |
| GAY AND NEEL, INC. | 6,731.29 | huckleberry trail, bridge design, downtown phase iib |
| GEMPLER'S INC. | 220.10 | |
| GODWIN MANUFACTURING CO.,INC. | 1,125.73 | repair town equipment |
| GRAINGER | 1,400.30 | supplies and tools |
| GRANTURK EQUIPMENT CO., INC | 604.23 | |
| HAMRICK MECHANICAL INC. | 530.00 | |
| HARVEY CHEVROLET CORP. | 1,041.43 | parts for vehicle and equipment repair |
| HEYWARD INCORPORATED OF VA, INC | 175.32 | |
| HOSE HOUSE, INC. | 312.96 | |
| IDEXX DISTRIBUTION, INC. | 1,485.24 | supplies wwtp |
| INTERSTATE BATTERY SYSTEM OF ROANOKE VALLEY, INC | 326.41 | |
| IWORQ | 3,220.00 | permit tracking software |
| J & J ASPHALT COMPANY | 3,518.71 | surface asphalt mix |
| JAMES RIVER EQUIPMENT-SALEM | 32.01 | |
| JAMES RIVER LASERS & EQUIPMENT, LLC | 31.00 | |
| JORDAN OIL CO., INC. | 3,318.28 | fuel fire and rescue |
| K & N TOOLS, LLC | 113.68 | |
| KIMBALL MIDWEST | 418.61 | |
| KING-MOORE, INC | 3,040.00 | it consulting |
| KORMAN SIGNS, INC. | 498.94 | |
| L-3 COMMUNICATIONS-MOBILE VISION | 479.45 | |
| LANCASTER, INC. | 660.00 | |
| LAWRENCE PERRY & ASSOCIATES, INC | 5,880.00 | design and drafting christiansburg police department |
| LITTLE RIVER POOL AND SPA, INC | 134.85 | |
| LOWES HOME CENTERS, INC. | 5,683.94 | various departments, tools and supplies |
| MARKETING ON MAIN STREET LLC | 2,679.56 | pd and rescue uniforms |
| MCAFEE, INC | 225.00 | |
| MCGRADY-PERDUE HEATING & COOLING, INC | 2,468.00 | replace gas furnace at rec center |
| MEADE TRACTOR | 228.50 | |
| METRO HEAVY-DUTY,INC. | 166.62 | |
| MID-ATLANTIC FITNESS, LLC | 701.50 | |
| MONTE A THOMAS | 10,000.00 | 2 mobile classrooms for public works |
| MONTGOMERY COUNTY CHAMBER OF | 20.00 | |
| MONTGOMERY DISTRIBUTORS | 2,629.62 | safety supplies |
| MONTGOMERY SANITATION SERVICES | 1,720.90 | pump out wet wells waste treatment |
| MOORE'S BODY & MECHANICAL SHOP, INC | 1,538.45 | repair pd vehicle |
| MSC EQUIPMENT INC. | 215.03 | |
| MUELLER SYSTEMS | 598,577.10 | new meters for AMI project |
| MUNICIPAL EMERGENCY SERVICES, INC | 942.18 | |
| MYE ENTERTAINMENT INC | 572.00 | |
| NAFECO INC | 908.92 | |
| NATIONAL POOLS OF ROANOKE,INC. | 877.32 | |
| NEW RIVER ENGRAVING | 199.17 | |
| NEW RIVER GLASS | 266.69 | |
| NEW RIVER VALLEY RESTAURANT SERV. | 1,954.16 | ice machine town hall |
| NORTH AMERICAN RESCUE, LLC | 1,369.80 | 10 trauma kits for emergency response team |
| O'REILLY AUTO PARTS | 271.04 | |
| PACE ANALYTICAL SERVICES, INC. | 797.00 | |
| PC LAND, INC. | 131.00 | |
| PCM-G | 600.00 | |
| PETERS AQUATICS | 50.00 | |
| PHILIPS HEALTHCARE | 2,492.49 | maintenance agreements heart start monitors |
| PILOT FASTENERS LTD | 470.00 | |
| POSTMASTER | 440.00 | |
| POWER ZONE | 7,254.51 | equipment repairs and supplies |
| PRESSURE WASHING SUPPLIES & SERV | 2,105.50 | tar and asphalt remover |
| PRINTECH INC. | 630.17 | |
| PRISM CONTACTING | 27,500.55 | sewer rehab project |
| PRO CHEM INC | 457.47 | |
| PROFESSIONAL COMMUNICATIONS | 5,778.20 | e 911 dispatch console maintenance |
| QUALITY TIRE & BRAKE SERVICE | 2,595.89 | vehicle tire replacements |

| TOWN OF CHRISTIANSBURG | | |
|--|-----------------------|--|
| JANUARY AND FEBRUARY TO BE PAID 2-27-2015 | | |
| VENDOR NAME | AMOUNT | DESCRIPTION |
| QUILL CORP. | 99.90 | |
| R. E. MICHEL COMPANY, INC. | 67.26 | |
| RICHMOND MACHINERY & EQUIP CO | 6,448.00 | concrete mixer and sprayer for new vehicle |
| ROCAN INDUSTRIAL PRODUCTS, INC | 775.88 | |
| SAFETY & COMPLIANCE SERVICES, INC. | 88.00 | |
| SANICO, INC | 4,245.67 | janitorial supplies |
| SERVICE COMMUNICATION | 75.00 | |
| SHELOR MOTOR MILE | 38,928.00 | new vehicle water operations |
| SHERWIN-WILLIAMS | 246.29 | |
| SHI INTERNATIONAL CORP | 53,044.19 | microsoft enterprise agreement |
| SIGN-A-RAMA | 455.32 | |
| SIGNSPOT | 30.00 | |
| SOUTHERN ELEVATOR CO., INC. | 1,407.00 | elevator maintenance |
| SOUTHERN STATES | 1,011.12 | |
| STAPLES BUSINESS ADVANTAGE | 422.59 | |
| STATE ELECTRIC SUPPLY CO., INC. | 6,176.35 | lighting at rescue building |
| STEEL SERVICES, INC. | 122.84 | |
| STERICYCLE, INC | 274.35 | |
| SUBURBAN PROPANE, L.P. | 3,191.11 | propane for wwtp |
| TAYLOR OFFICE & ART SUPPLY, INC | 1,433.99 | various departments office supplies |
| TENCARVA MACHINERY CO. | 488.41 | |
| TESSCO | 1,255.57 | radio shop parts and supplies |
| THE ROANOKE TRIBUNE, LLC | 82.80 | |
| THOMPSON TIRE & MUFFLER | 7,200.00 | vehicle tire replacement |
| THOMSON REUTERS | 133.90 | |
| TIDEWATER FLEET SUPPLY | 2,912.70 | radios and parts for new vehicles in water and waste water |
| TRANE | 2,236.05 | heating system repairs |
| TREASURER OF MONTGOMERY CO. | 100,383.00 | 3rd qtr 911 regional communication center |
| TRI-DIM FILTER CORPORATION | 510.53 | |
| TRUCK ENTERPRISES ROANOKE, INC | 46.57 | |
| UNIFIRST CORPORATION | 219.81 | |
| USA BLUE BOOK | 60.48 | |
| VA ASSOC OF MUNICIPAL WASTEWATER AGENCIES, INC | 60.73 | |
| VA CHAPTER I.A.I. | 100.00 | |
| VA INFORMATION TECHNOLOGIES AGENCY | 52.87 | |
| VA PUBLIC WORKS EQUIPMENT CO | 216.16 | |
| VALEAC | 100.00 | |
| VALLEY EQUIPMENT CENTER | 77.15 | |
| VBCOA & VPMIA JOINT CONFERENCE | 160.00 | |
| VEST'S SALES & SERVICE, INC. | 1,121.00 | reapirs to medic 1 and 3 |
| VIRGINIA BUSINESS SYSTEMS | 449.03 | |
| VIRGINIA TRUCK CENTER | 571.85 | |
| VULCAN, INC | 2,440.36 | sign materials |
| WADES FOODS INC. | 16.09 | |
| WEST END ANIMAL CLINIC, INC | 46.80 | |
| WILSON BROTHERS INCORPORATED | 857.72 | |
| WORDSPRINT | 178.52 | |
| | | |
| | | |
| TOTAL FOR January 30 2014 | \$1,061,623.79 | |

TOWN OF CHRISTIANSBURG**BILLS PAID DURING THE MONTH OF JANUARY & FEBRUARY 2015****SPECIAL REVENUE FUNDS**

| VENDOR | AMOUNT PAID | DESCRIPTION |
|-------------------------|--------------------|--------------------|
| DIRECTV | 196.89 | |
| LANCASTER, INC | 99.00 | |
| TOWN OF CHRISTIANSBURG | 595.24 | FD Fuel |
| VERIZON | 349.37 | |
| | | |
| TOTAL PAID BILLS | 1,240.50 | |

| TOWN OF CHRISTIANSBURG | | |
|--|-------------|--|
| BILLS PAID DURING THE MONTH OF JANUARY AND FEBRUARY 2015 | | |
| VENDOR | AMOUNT PAID | DESCRIPTION |
| ADVANCE AUTO PARTS | 38.29 | |
| AIRGAS NATIONAL CARBONATION | 1,129.52 | |
| AFA PROTECTIVE SERVICES | 9,488.00 | INSTALLATION AND CAMERAS AQUATIC CENTER |
| ANTHEM BLUE CROSS BLUE SHIELD | 97,951.24 | EMPLOYEE HEALTH INSURANCE |
| ANTHEM LIFE INSURANCE COMPANY | 2,850.49 | EMPLOYEE LIFE INSURANCE |
| APPALACHIAN POWER | 74,760.66 | ELECTRIC BILLS TOWN |
| AT & T | 81.58 | |
| ATMOS ENERGY | 10,121.41 | NATURAL GAS BILL TOWN |
| BLUE RIDGE COPIER | 6.66 | |
| BOSTON MUTUAL LIFE INS | 2,743.50 | EMPLOYEE PD INSURANCE |
| CANNON SOLUTIONS | 430.15 | |
| CDW GOVERNMENT LLC | 148.61 | |
| CHANDLER CONCRETE | 133.75 | |
| CITIZENS | 1,820.00 | INTERNET SERVICES |
| COCA-COLA BOTTLING | 36.00 | |
| COLONIAL LIFE & ACCIDENT INSURANCE | 1,035.76 | EMPLOYEE PAID LIFE INSURANCE |
| DE LAGE LANDEN | 1,634.00 | COPIERS PD |
| DELTA DENTAL | 7,302.00 | |
| DELL MARKETING LP | 1,028.44 | 2 UPS UNITS |
| DIESEL SOLUTIONS OF DUNN | 291.65 | |
| DONS AUTO | 427.79 | |
| DUES AND MEMBERSHIP | 840.00 | RESCUE 840 |
| ECK SUPPLY COMPANY | 298.95 | |
| EDIBLE ARRANGEMENTS | 41.65 | |
| GENWORTH | 476.08 | EMPLOYEE PAID LIFE INSURANCE |
| GAY AND NEELS INC | 7,588.75 | SERVICES FOR HUCKLEBERRY TRAIL EXTENSION |
| HACH COMPANY | 303.59 | |
| HUMANE SOCIETY ANIMAL SHELTER | 168.40 | ANIMAL FRIENDLY PLATES DISTRIBUTION |
| KEY RISK | 48,732.93 | WORKERS COMP INSURANCE |
| LANAHAN, TERESA | 325.00 | |
| LUMOS NETWORKS INC | 897.85 | |
| MB ROBERTS | 120.00 | |
| MERLO MASSAGE THERAPY | 330.00 | |
| MITCHELL ONE | 2,220.00 | SHOP DIAGNOSTIC SOFTWARE |
| MONTGOMERY PUBLISHING | 196.76 | |
| MONTGOMERY REGIONAL SOLID WASTE AUTHORITY | 29,233.45 | TIPPING CHARGES |
| MOUNTAIN VIE HUMANE SOCIETY | 168.37 | ANIMAL FRIENDLY PLATES DISTRIBUTION |
| MOTOROLA | 905.96 | |
| PAPA JOHNS | 718.49 | PIZZA FOR AQUATIC PARTIES |
| PETTY CASH | 197.94 | |
| PSYCHOLOGICAL HEALTH ROANOKE | 710.00 | |
| PYROTECHNIC INDUSTRIES INC | 5,000.00 | DEPOSIT JULY 4 CELEBRATION |
| REFUND AQUATICS | 180.00 | |
| REFUND FEES REC DEPT | 140.00 | |
| REFUND TAXES | 9,227.52 | REFUND OVERPAID TAXES |
| REFUNDwater deposits | 386.50 | |
| REFUND THIRD PARTY | 763.07 | |
| REIMBURSEMENTS EMPLOYEES | 133.64 | |
| SAMS CLUB | 410.28 | |
| SCHOOLS | 2,907.00 | PD 1125 PW 480 IT 1302 |
| SHENTEL | 277.07 | |
| SISSON & RYAN LLC | 2,290.09 | STONE, GRAVEL, SAND |
| SOUTHEASTERN SECURITY CONSULTANTS | 165.00 | |
| SOUTHERN REFRIDGERATION | 170.85 | |
| SPRINT | 68.94 | |

| TOWN OF CHRISTIANSBURG | | |
|---|---------------------|--|
| BILLS PAID DURING THE MONTH OF JANUARY AND FEBRUARY 2015 | | |
| VENDOR | AMOUNT PAID | DESCRIPTION |
| SUPER SHOES | 1,084.48 | |
| THE ROANOKE TIMES | 1,493.64 | |
| TRACTOR SUPPLY | 649.29 | |
| TRAVEL | 4,685.61 | PW 233.15 FIRE 1292.66 RESCUE 184 POLICE 2754 FINANCE 221.80 |
| TREASURER OF VIRGINIA | 100.00 | |
| US CELLULAR | 61.40 | |
| US FOODS | 229.08 | SENIORS LUNCHEON |
| VERIZON | 114.52 | |
| VERIZON WIRELESS | 4,659.26 | PHONES |
| VOLSAP | 1,710.00 | FIRE FIGHTERS |
| VIRGINA RESOURCE AUTHORITY (US BANK) | 363,608.27 | WWTP LOAN BAL ON LOAN AFTER PAYMENT 3,904,988.80 |
| VACORP STANDARD | 215.78 | |
| VRS | 162,880.16 | EMPLOYEE RETIREMENT |
| WALMART | 64.85 | |
| TOTAL SPECIAL REVENUE BILLS PAID | 1,240.50 | |
| TOTAL PAID BILLS | 871,609.97 | |
| 30TH OF THE MONTH BILLS | 1,061,623.79 | |
| GRAND TOTAL | 1,934,474.26 | |

**PROFFER STATEMENT
AND
ZONING REGULATIONS
FOR
NEW RIVER VILLAGE**

**SUPPLEMENTING A
REZONING APPLICATION
FOR
A PORTION OF
TAX PARCEL NO. 434-A-8**

**LOCATED ON STATE ROUTE 114
CHRISTIANSBURG, VIRGINIA**

PREPARED BY:



GAY AND KEESEE, INCORPORATED

ENGINEERING ♦ LANDSCAPE ARCHITECTURE ♦ SURVEYING

**1260 RADFORD STREET
CHRISTIANSBURG, VA 24073
(540) 381-6011 (540) 381-2773 (FAX)
info@gayandkeesee.com**

January 30, 2001

NEW RIVER VILLAGE PROFFER STATEMENT

JANUARY 30, 2001

Proffer Statement for the *Application to Rezone a Portion of Tax Parcel Number 434-A-8 from A-1 to Conditional Zoning for R-3, Residential, Planned Housing Development.*

Pursuant to Section 30-11(b) of the Town of Christiansburg Zoning Ordinance, the Owner hereby voluntarily proffers that the property which is the subject of this Rezoning Application will be developed in accordance with the following conditions, if and only if, approval of Ordinance # _____ is granted, and the property is zoned as requested. The Applicant, the Owners, their Successors and Assigns, voluntarily proffer for the property as follows:

1. The Applicant will develop the property substantially in accordance with the Preliminary Development Plan (hereinafter "Plan") drawn by Gay and Keesee, Incorporated, dated January 5, 2001, latest revision. The Plan sets forth the uses, dwelling types, and general use locations.
2. The "Zoning Regulations For New River Village".
3. Additional proffers for the whole of Tax Parcel Number 434-A-8.

I (we) hereby proffer that the development of the subject property of this application shall be in strict accordance with the conditions set forth in this submission.

Owners

Esther W. Grubb, Owner _____ DATE
by her Attorney in Act, Grace G. Nunley

Grace G. Nunley, Owner _____ DATE

Loretta S. Grubb, Owner _____ DATE

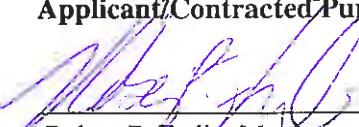
**Commonwealth of Virginia
County of Montgomery**

The foregoing instrument was acknowledged before me this _____ day of _____, 2001 by _____ of Montgomery County.

NOTARY PUBLIC

My commission expires _____.

Applicant/Contracted Purchaser

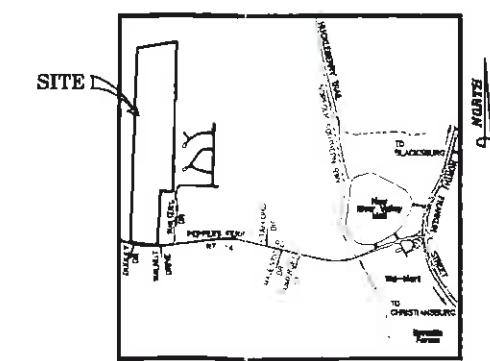
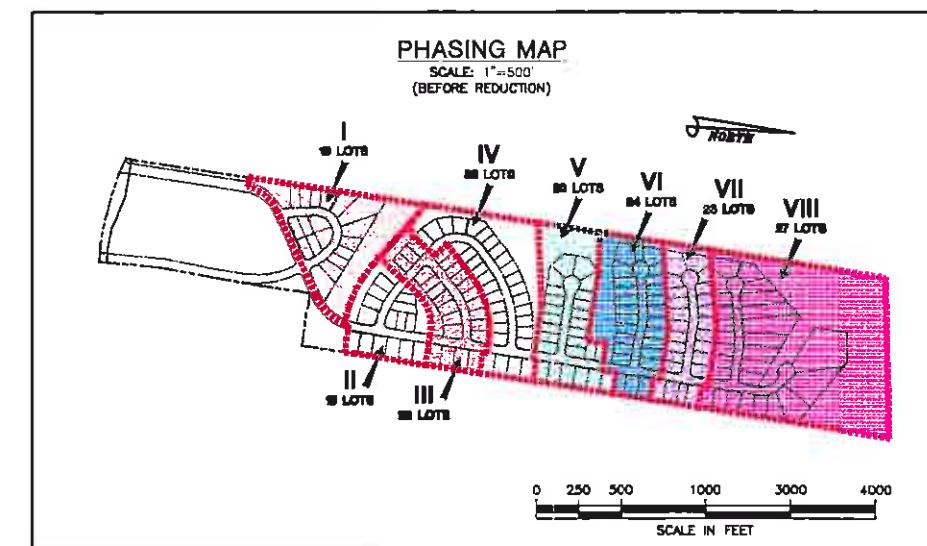

Robert P. Fralin, Manager _____ DATE
Eastern Development Company, LLC

**Commonwealth of Virginia
County of Montgomery**

The foregoing instrument was acknowledged before me this _____ day of _____, 2001 by _____ of Montgomery County.

NOTARY PUBLIC

My commission expires _____.



GAY AND KEESEY, INCORPORATED
ENGINEERING ♦ LANDSCAPE ARCHITECTURE ♦ SURVEYING
1280 Radford Street
Christiansburg, Virginia 24073
Phone: (540) 381-5811
Fax: (540) 381-2773
Email: info@gayandkeesy.com

Preliminary Development Plan

New River Village
Town of Christiansburg, Virginia

REVISED:
01/18/01
01/23/01

DESIGNED/CALC.: GKI
CHECKED:
DRAWN: LHJ
SCALE: AS SHOWN
DATE: 01/05/01

JOB NO. 092.0

EXHIBIT 1

ZONING REGULATIONS FOR NEW RIVER VILLAGE

I. AREAS

For the purposes of this Development, Tax Parcel Number 434-A-8 is divided into the following areas:

- **Area 1:** Agricultural District, A
- **Area 2:** Single-Family, Two-Family, and Townhouse Dwellings (R-3 Planned)
- **Area 3:** Planned Single-Family (R-3 Planned)

Reference is hereby made to the Preliminary Development Plan for New River Village, dated January 5, 2001, latest revision, for the location of each area.

II. AREA 1: AGRICULTURAL DISTRICT, A

- (A) Area 1 shall be developed in accordance with Article II, *Agricultural District, A*, of the Town of Christiansburg Zoning Ordinance.
- (B) Within this area, roadways shall be provided to access Areas 2 and 3.

III. AREA 2: SINGLE-FAMILY, TWO-FAMILY, AND TOWNHOUSES (R-3 PLANNED)

- (A) Area 2 shall be developed in accordance with Article VI, *Multi-Family Residential District R-3*, of the Town of Christiansburg Zoning Ordinance, and/or Section III (B) of this document, except that:
 - a. Stacked dwelling unit, Multi-Family dwellings are not allowed.
- (B) Area 2 shall be developed in accordance with Article XVIII, *Townhouses*, of the Town of Christiansburg Zoning Ordinance, and/or Section III (A) above, except that:
 - a. The maximum density of townhouses shall be seven units per gross acre.

IV. AREA 3: PLANNED SINGLE-FAMILY (R-3 PLANNED)

1. Permitted Uses

In Area 3, structures to be erected or land to be used shall be one or more of the following:

- (A) Single-Family Dwellings
- (B) Open Space, including park, playgrounds, trails, and similar recreational uses.
- (C) Home Occupational as defined by the Town of Christiansburg Zoning Ordinance.
- (D) Off-street Parking and Loading as required by The Town of Christiansburg Zoning Ordinance.
- (E) Public Utilities such as poles, lines, transformers, pipes, meters, and other facilities necessary for the provision and maintenance of Public utilities including water and sewage facilities.
- (F) Accessory buildings such as separate garages or carports, workshops, toolsheds and greenhouses; provided, that garages or other accessory buildings such as carports, attached to the main building shall be considered part of the main building; provided further, that no accessory building shall be closer than three feet to any property line or located within any easement or right-of-way.
- (G) Construction trailers on active construction sites.
- (H) Signs in accordance with the Sign Ordinance (Chapter 3, Advertising, of the Town of Christiansburg Code).
- (I) Planned housing development subject to special regulations of Section 30-57 of the Town Zoning Ordinance.

2. Area And Density

- (A) The minimum lot area for a Single-Family Dwelling shall be 5,500 square feet, except that:
 - a. lots designated as "R-1 Type" on the Preliminary Development Plan shall be a minimum of 10,000 square feet.
- (B) For Single-Family Dwellings utilizing individual sewage disposal, the required area shall be approved by the Health Official. The Administrator may require a greater area if considered necessary by the Health Official.

3. Setbacks And Yards

(A) Front Setback

- a. Minimum front setback shall be 20 feet, maximum front setback shall be 25 feet.
- b. Those lots designated as "Estate Lots" on the Preliminary Development Plan shall have no maximum front setback.
- c. Setbacks for Lots designated as "SC" on the Preliminary Development Plan shall receive "special consideration" and be approved by the Zoning Administrator on a case-by-case basis at the time of Subdivision Platting.

(B) Side Yards

The minimum side yard shall be five-feet with a minimum total of the side yards being 15 feet. There shall be a minimum of 15 feet separating all dwelling units, except:

- a. No building, or part of a building, shall be constructed within an easement.
- b. The minimum side yard for each main structure on lots designated as "R-1 Type" shall be ten percent of the width of the lot frontage, or a minimum of ten feet, or side lot line easement width, whichever is greatest.

(C) Rear Yard

Each dwelling unit shall have a minimum rear yard of 35 feet.

(D) Front Porches and Stoops

Front porches and stoops (excluding steps) may extend a maximum of 10 feet from the primary front building façade, and a maximum of eight feet into the minimum front setback. The primary front building façade is that portion of the exterior walls, located on the front street side, which encloses spaces interior to a dwelling.

- a. "Front Porch" shall be defined as a constructed exterior surface, covered or uncovered, attached to a front street side of a dwelling, at the front door, that is not enclosed by walls on at least two sides.

4. Frontage and Lot Depth

(A) The minimum lot width measured at the right-of-way shall be 55 feet and be maintained, at a minimum, for the entire depth of the lot. Lots

that front a cul-de-sac shall be a minimum of 55 feet wide at the 20 foot minimum setback line, and may be less than 55 feet wide at the street line. Lots designated as "R-1 Type" shall have a minimum width of 80 feet at the front setback line and street line.

- (B) Minimum lot depth shall be 100 feet.
- (C) Lots designated as "SC" on the Preliminary Development Plan shall receive "special configuration" considerations and be approved by the Zoning Administrator on a case-by-case basis at the time of Subdivision Platting.

5. Height

Buildings may be erected up to 35 feet in height from street grade or lot grade at the front façade whichever is greater, except that:

- (A) Accessory buildings shall not exceed the main structure in height except that when the accessory building is located at a lower ground elevation. Then the elevation of the roofline of the accessory building shall not be higher than the elevation of the roofline of the main structure, but not to exceed two stories in height.
- (B) Lots designated as "SC" on the Preliminary Development Plan shall receive "special configuration" considerations and be approved by the Zoning Administrator on a case-by-case basis at the time of Subdivision Platting.

6. Corner Lots

The following provisions shall apply to corner lots:

- (A) Of the two sides of a corner lot the front shall be deemed the shorter of the two sides fronting on the streets.
- (B) The side yard on the side facing the side street shall be 15 feet or more for both main and accessory buildings, with a total side yard of 25 feet for the main building.
- (C) Each corner lot shall have a minimum width at the setback line and the street line measured to the PI of a radius, where a radius exists of 65 feet, except that:
 - a. "R-1 Type" corner lots shall have a minimum width of 90 feet at the setback line, and the building line measured to the PI of a radius, where a radius exists.

(D) Lots designated as "SC" on the Preliminary Development Plan shall receive "special configuration" considerations and be approved by the Zoning Administrator on a case-by-case basis at the time of Subdivision Platting

7. Accessory Buildings

(A) The minimum setback for accessory buildings, regardless of height, is three feet from any interior or back lot line and a minimum of 15 feet from any side street right-of-way line, except:

a. Accessory buildings shall not be constructed inside of, or on any portion of, any easement.

(B) The front façade of any accessory structure shall be set back a minimum of eight feet from the primary front façade of the principle structure.

8. Miscellaneous Provisions

(A) Driveways

- a. Driveways terminating at a two-car garage shall have a maximum width of 24 feet.
- b. Driveways terminating at a one-car garage shall have a maximum width of 12 feet.
- c. Lots with no garage shall provide a driveway a maximum of 12 feet wide located in the side yard, or in the case of a corner lot, a maximum of 12 feet wide located in the side yard or rear yard.

(B) Walkways

All principle structures shall be provided with a minimum three feet wide hard surface walkway connected to the street right-of-way, or alternatively, to the driveway.

(C) Lamps

Prior to the issuance of an occupancy permit, each lot shall have installed a six foot tall post type lamp adjacent to (and inside of) the front lot line. This lamp shall be photocell controlled and, wired and metered through the dwelling's electrical system in accordance with applicable codes. Photocells shall be set to remain on during nighttime hours.

(D) Landscaping

a. Street Trees

Each lot shall be provided with a minimum of one shade tree from the "Approved List of Street Trees for New River Village" (Chart A). Minimum size at installation shall be 2 $\frac{1}{2}$ " – 3" caliper and shall be installed in the front yard, five to eight feet from the front lot line. In addition, corner lots shall provide a second street tree from said list and of said size, located in the side yard, five to eight feet from the side street lot line.

V. GENERAL PROVISIONS

Unless otherwise indicated or modified by this document and/or related materials associated with this ordinance, reference shall be made to Chapter 26, *Subdivisions* and Chapter 30, *Zoning*: Article I; Article II; Article VI; Article XV; Article XVII; Article XVIII; Article XIX; and Article XXII of the Town of Christiansburg Code where applicable.

**APPROVED LIST OF STREET TREES
FOR
NEW RIVER VILLAGE**

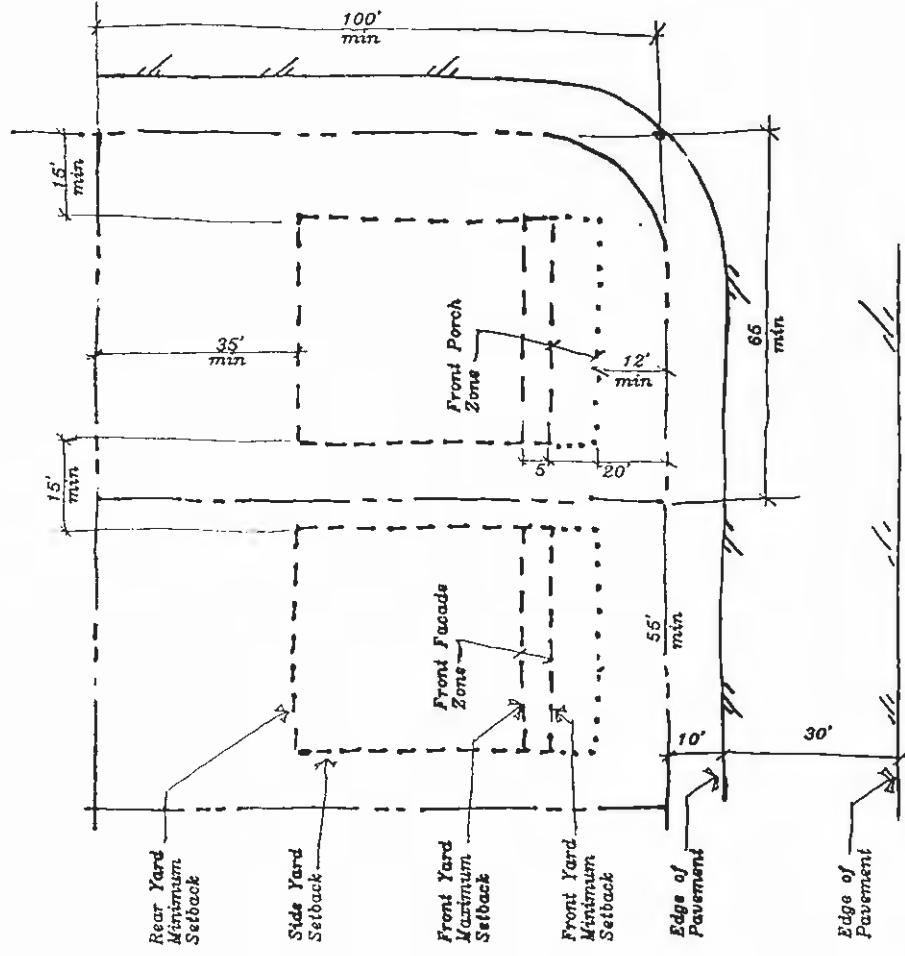
CHART A

Approved Deciduous Trees (Street Trees)

| COMMON NAME | BOTANICAL NAME | MINIMUM SIZE |
|-----------------------|--|-----------------|
| Chinese Elm | <i>Ulmus parvifolia</i> | 2.5"-3" caliper |
| Japanese Zelkova | <i>Zelkova serrata</i> | 2.5"-3" caliper |
| Littleleaf Linden | <i>Tilia cordata</i> | 2.5"-3" caliper |
| Ginko (male) | <i>Ginkgo biloba</i> (male) | 2.5"-3" caliper |
| Seedless Green Ash | <i>Fraxinus pennsylvanica</i> | 2.5"-3" caliper |
| Thornless Honeylocust | <i>Gleditsia triacanthos</i> var. <i>inermis</i> | 2.5"-3" caliper |
| Willow Oak | <i>Quercus phellos</i> | 2.5"-3" caliper |
| Norway Maple | <i>Acer platanoides</i> | 2.5"-3" caliper |
| Red Maple | <i>Acer rubrum</i> | 2.5"-3" caliper |

NEW RIVER VILLAGE

Minimum Corner Lot Dimensions



Minimum Lot Width shall be 65 feet.

Minimum Lot Depth shall be 100 feet.

Front Yard Minimum Setback shall be 20 feet from property line to the principle front facade.

Front Yard Maximum Setback shall be 25 feet from property line to the principle front facade.

Side Yard Setbacks shall be a minimum of 15 feet from the property line adjacent to the side street. The other side yard shall be a minimum of 10 feet from the property line.

Rear Yard Setback shall be 35 feet from the rear property line.

Minimum Building Separation shall be 15 feet.

Front Porches and Stoops may extend a maximum of 10 feet from the front facade but no more than 8' into the minimum front yard setback.

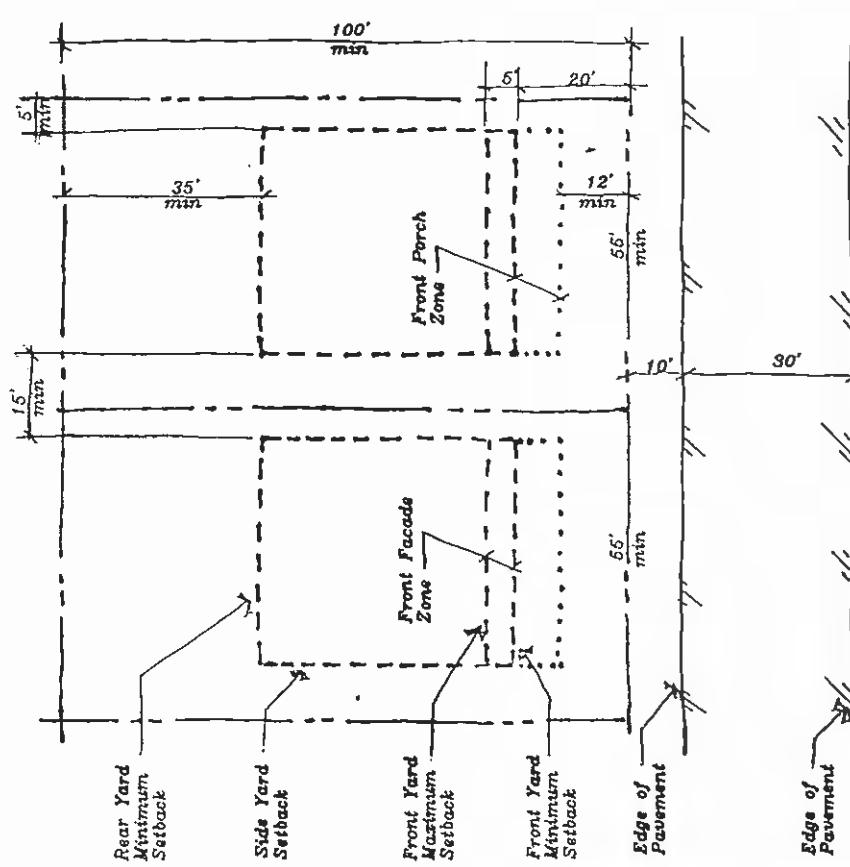
Accessory Structures must be placed 8 feet behind the facade of the principle structure.

Driveways not terminating at a garage shall be placed in the side yard and shall be a maximum of 12 feet wide. Driveways terminating at a two car garage shall be a maximum of 24 feet wide. Driveways terminating at a one car garage shall be a maximum of 12 feet wide.

NOTE: "R-1 TYPE" Lots, as shown on the Preliminary Development Plan, shall have a minimum width of 90 feet and a minimum lot area of 10,000 square feet.

NEW RIVER VILLAGE

Minimum Mid-Block Lot Dimensions



ADDITIONAL PROFFERS

Additional Proffers for the whole of Tax Parcel Number 434-A-8.

1. In the event that townhouses are constructed in Area 2, gross density shall be limited to seven units per acre. The 10 foot wide open space buffer and the 10 feet wide greenspace buffer shown on the Preliminary Development Plan, dated January 5, 2001, shall be included in area calculations for Area 2 for density purposes, but shall be in addition to the 10 percent open space requirement.
2. Area 2 shall provide a minimum 10 percent open space in accordance with Article III, *Required Improvements*, Sec. 26-7 (d) of the Town of Christiansburg Subdivision Ordinance. Reference is made to the Preliminary Development Plan for New River Village for the location of an additional 10 feet wide open space buffer, and a 10 feet wide greenspace buffer.
3. Area 3 shall be limited to 189 Single-Family lots.
4. Area 3 shall provide an overall minimum of 25 percent open space, to be dedicated on a phase-by-phase basis to an established Homeowners' Association.
5. A 20 feet wide public trail easement shall be dedicated to the Town of Christiansburg for the possible future construction by the Town of a pedestrian/bike trail as indicated on the Preliminary Development Plan. The easement shall be dedicated in two segments which shall coincide with Phase IV and V of the Project.
6. Five feet wide compacted gravel pedestrian trails, to be maintained by the Homeowners' Association, shall be constructed in the locations shown on the Preliminary Development Plan in association with indicated plan phases. The Town of Christiansburg shall be responsible for the maintenance of any hard surfaced trail that the Town of Christiansburg constructs within a dedicated trail easement.
7. A Homeowners' Association will be established (See the attached "Generalized Statement of Establishment of a Homeowners' Association").
8. Ingress/Egress to and from the *Agricultural District, A* (Area 1), shall be from the public rights-of-way for "Hawley Drive" and/or "Grubb Street" and/or Area 2 only. When Area 1 is developed, in part or in whole, the developer(s) of Area 1 shall be responsible for the construction of that portion of "Grubb Street" within the public right-of-way shown on the Preliminary Development Plan for New River Village in accordance with the Town of Christiansburg Standards to the northern-most boundary of Area 1.

GENERALIZED STATEMENT OF ESTABLISHMENT OF A HOMEOWNERS' ASSOCIATION

The following is a generalized statement of the methods and agreements necessary to govern the maintenance of common open space prepared in accordance with applicable provisions of the Code of the Town of Christiansburg, Virginia.

A property owner's association ("Association") will be established pursuant to the Virginia Property Owners' Association Act, § 55-508 et seq. of the Code of Virginia of 1950 as amended. The Association shall have responsibility and authority to operate and maintain the common areas of the Project, including all open spaces, trail systems, and any other amenities contained within the common areas and open spaces, which are not publicly dedicated (collectively the "Common Area").

The Association will have the power to adopt a budget and to establish and collect dues from the property owners. The dues will be the individual obligation of the owners and will constitute a lien upon the property of the individual owners to assure payment. The Association will also have the authority to adopt rules and regulations with regard to the use of the Common Area.

The obligations and powers of the Association will be provided for in the Declaration of Covenants, Conditions and Restrictions (the "Declaration") to be recorded in the Clerk's Office of the Circuit Court of Montgomery County, Virginia. The Declaration shall be binding upon the Association and the owners within the Project. The Declaration will contain provisions to assure that the community is developed, maintained, and managed in a coordinated manner with compatible architecture and landscaping.

Among other things, the Declaration will also provide:

- For the conveyance of the Common Area to the Association to be maintained, preserved, and operated by the Association for the use and enjoyment of its members.
- That those portions of the Common Area designated as open space shall remain and be preserved as open space.

- That the Association will be empowered and obligated to meet applicable proffered conditions.
- That all residential lots must be occupied in accordance with rules and regulations established by the Association. In addition, occupants of Single-Family lots must be a Single-Family comprised of any of the following persons or groups of persons:
 - a) One or more person related by blood, marriage and/or adoption, and/or under approved foster care, or
 - b) One or more persons related by blood, marriage and/or adoption and/or under approved foster care plus one adult not related in any of the foregoing respects, or
 - c) Two adult person living together as a single housekeeping unit, and at the option of such adult person, any children, natural or by adoption or approved foster care, of such adult persons.
- For the inclusion of provisions for the maintenance of open space by the Homeowners' Association.

The complete Declaration, as well as the Articles of Incorporation and Bylaws of the Homeowners' Association, will be provided for review in accordance with the applicable provisions of the Christiansburg Code prior to approval of the Phase One Subdivision Plat of New River Village.

GENERAL NOTES

SUBJECT PROPERTY IS TAX PARCEL NUMBER 434-A-8
USE AREAS

"AREA 1": A. AGRICULTURE

NO ZONING CHANGES REQUESTED

"AREA 2": R-3 PLANNED HOUSING DEVELOPMENT
USES: SINGLE-FAMILY, TWO-FAMILY, AND TOWNHOUSE DWELLINGS
(TOWNHOUSES LIMITED TO 7 UNITS PER ACRE)

"AREA 3": R-1 PLANNED HOUSING DEVELOPMENT

SC DENOTES LOTS GIVEN "SPECIAL CONSIDERATION"

PER ZONING REGULATIONS FOR NEW RIVER VILLAGE

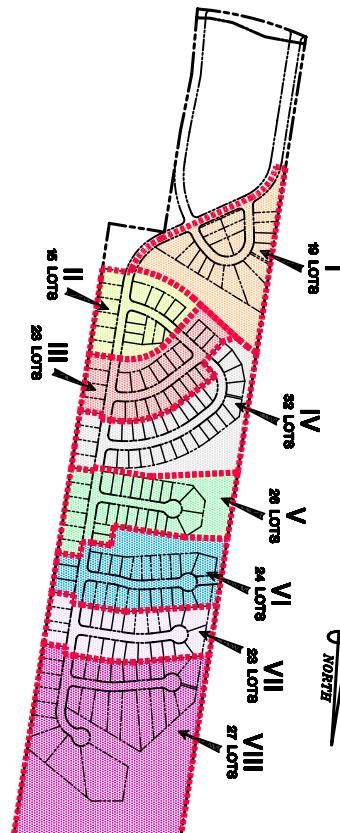
ESTATE LOTS ARE LOTS FOR WHICH THE MAXIMUM
SETBACK PROVISION IS NOT APPLICABLE

R-1 DENOTES "R-1 TYPE" LOTS AS PROVIDED FOR
IN ZONING REGULATIONS FOR NEW RIVER VILLAGE AND DOES
NOT REFER TO ZONING CLASSIFICATION.

NOTE: THIS PRELIMINARY DEVELOPMENT PLAN WAS PREPARED IN CONJUNCTION
WITH A PROFFER STATEMENT FOR TAX PARCEL NUMBER 434-A-8, DATED
JAN. 30, 2001. REFERENCE SHOULD BE MADE TO THAT STATEMENT FOR
ADDITIONAL PROVISIONS AND CONDITIONS.

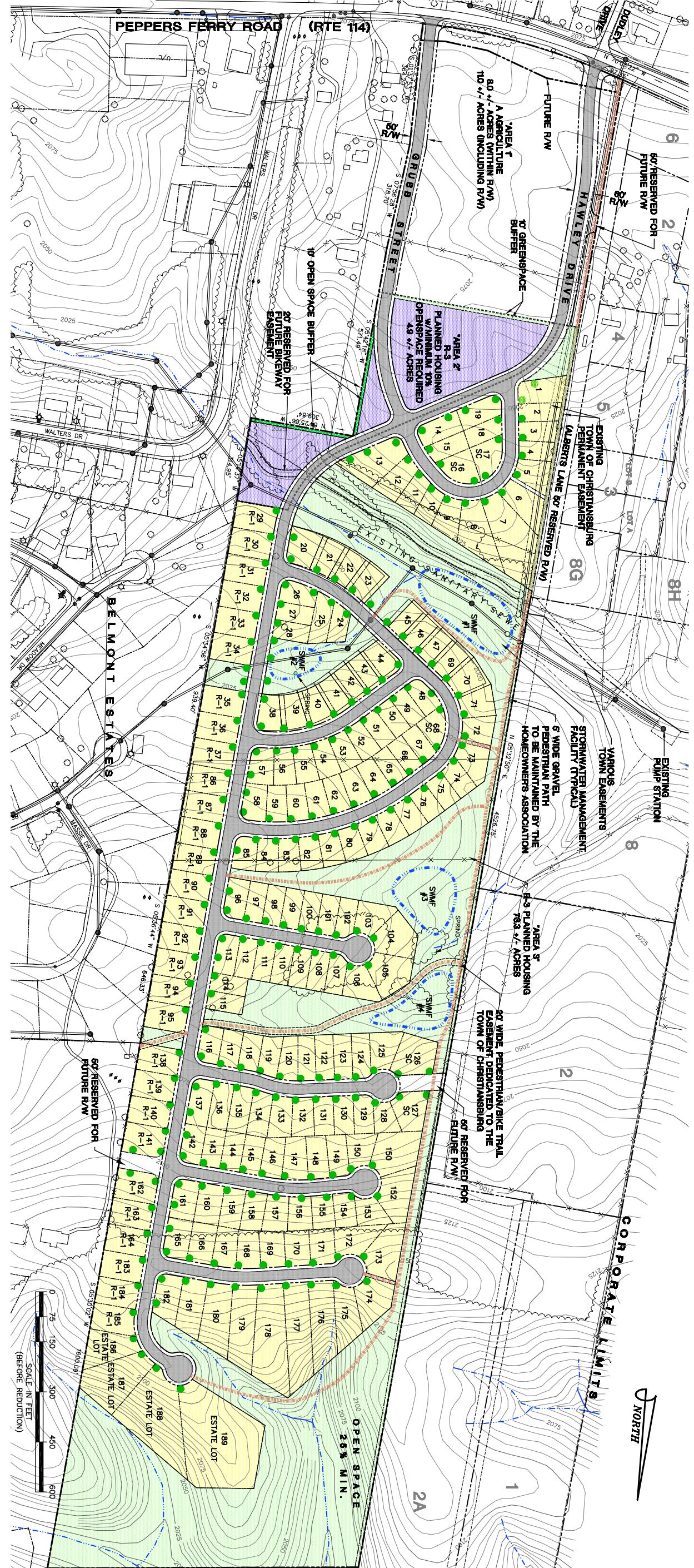
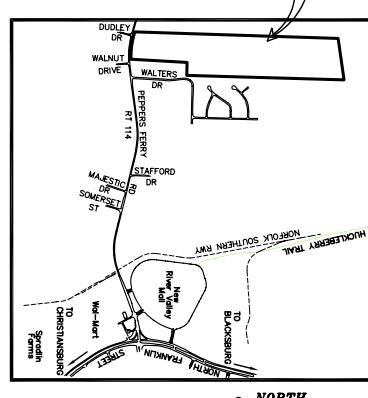
PHASING MAP

SCALE: 1"=500'
(BEFORE REDUCTION)



VICINITY MAP

SCALE: 1"=2000'
(BEFORE REDUCTION)



New River
Village

Town of Christiansburg, Virginia

Preliminary
Development Plan

GAY AND KEESEE, INCORPORATED
ENGINEERING LANDSCAPE ARCHITECTURE SURVEYING
1260 Radford Street
Christiansburg, Virginia 24073
Phone: (540) 381-6011
Fax: (540) 381-2773
Email: info@gayandkeesee.com

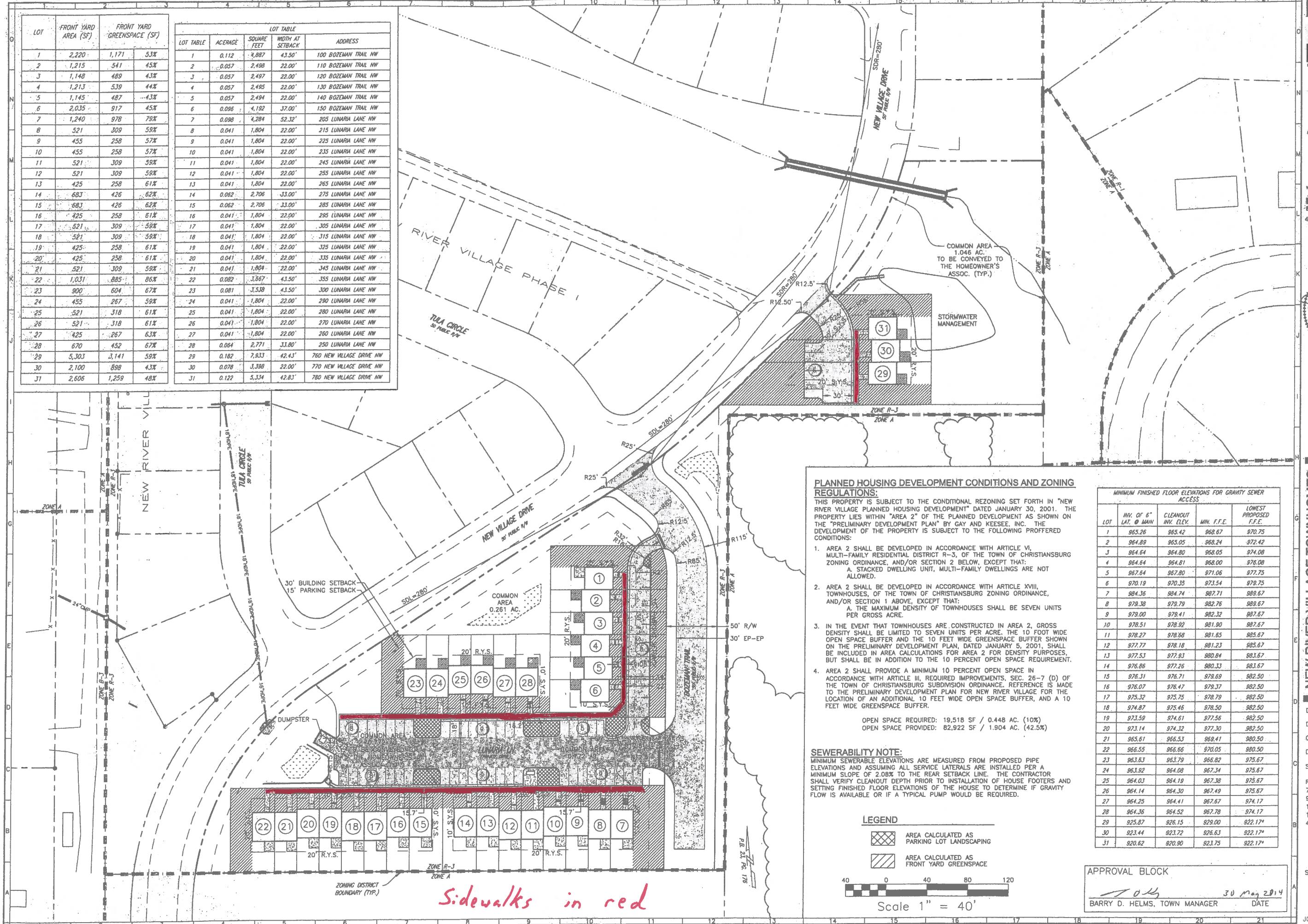
DESIGNED / CALC.: GKI
CHECKED: GKI
DRAWN: LHU
SCALE: AS SHOWN
DATE: 01/05/01

REVISED:
01/15/01
01/23/01

JOB NO. 9920
EXHIBIT 1



NEW RIVER VILLAGE TOWNHOMES
NEW VILLAGE DRIVE NW
DIMENSIONAL PLAN
TOWN OF CHRISTIANSBURG
MONTGOMERY COUNTY, VIRGINIA



DRAWN BY JRT
DESIGNED BY JRT
CHECKED BY SMS
DATE 4/9/13
SCALE 1" = 40'
REVISIONS:
7/22/13
9/17/13
11/8/13
1/21/14
4/18/14

[prev](#) | [next](#)

§ 15.2-2209.1. Extension of approvals to address housing crisis.

A. Notwithstanding the time limits for validity set out in § [15.2-2260](#) or [15.2-2261](#), or the provisions of subsection F of § [15.2-2260](#), any subdivision plat valid under § [15.2-2260](#) and outstanding as of January 1, 2011, and any recorded plat or final site plan valid under § [15.2-2261](#) and outstanding as of January 1, 2011, shall remain valid until July 1, 2017, or such later date provided for by the terms of the locality's approval, local ordinance, resolution or regulation, or for a longer period as agreed to by the locality. Any other plan or permit associated with such plat or site plan extended by this subsection shall likewise be extended for the same time period.

B. Notwithstanding any other provision of this chapter, for any valid special exception, special use permit, or conditional use permit outstanding as of January 1, 2011, and related to new residential or commercial development, any deadline in the exception permit, or in the local zoning ordinance that requires the landowner or developer to commence the project or to incur significant expenses related to improvements for the project within a certain time, shall be extended until July 1, 2017, or longer as agreed to by the locality. The provisions of this subsection shall not apply to any requirement that a use authorized pursuant to a special exception, special use permit, conditional use permit, or other agreement or zoning action be terminated or ended by a certain date or within a set number of years.

C. Notwithstanding any other provision of this chapter, for any rezoning action approved pursuant to § [15.2-2297](#), [15.2-2298](#), or [15.2-2303](#), valid and outstanding as of January 1, 2011, and related to new residential or commercial development, any proffered condition that requires the landowner or developer to incur significant expenses upon an event related to a stage or level of development shall be extended until July 1, 2017, or longer as agreed to by the locality. However, the extensions in this subsection shall not apply (i) to land or right-of-way dedications pursuant to § [15.2-2297](#), [15.2-2298](#), or [15.2-2303](#), (ii) when completion of the event related to the stage or level of development has occurred, or (iii) to events required to occur on a specified date certain or within a specified time period. Any proffered condition included in a special exception, special use permit, or conditional use permit shall only be extended if it satisfies the provisions of this subsection.

D. The extension of validity provided in subsection A and the extension of certain deadlines as provided in subsection B shall not be effective unless any unreleased performance bonds and agreements or other financial guarantees of completion of public improvements in or associated with the proposed development are continued in force; however, if the locality has enacted a bonding moratorium or deferral option, the performance bonds and agreements or other financial guarantees of completion may be waived or modified by the locality, in which case the extension of validity provided in subsection A and the extension of certain deadlines provided in subsection B shall apply. The landowner or developer must comply with the terms of any bonding moratorium or deferral agreement with the locality in order for the extensions referred to in this subsection to be effective.

(2009, c. [196](#); 2011, c. [272](#); 2012, c. [508](#).)

[prev](#) | [next](#) | [new search](#) | [table of contents](#) | [home](#)

Grandfathered Developments/Plans

(in regards to December 21, 2010 Zoning Residential District sidewalk/trail ordinance)

New River Village

Kensington – Town approved portion

Kensington – County approved portion

Cambria Crossing

Seneca Springs

Windsong Heights Phase II

Sturgill Estates

Oak Tree Phases XI, XII, and XIII

Town of Christiansburg Aquatic Center

Business Plan

Prepared: February 2009

Red update 2/2015

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Executive Summary

The Christiansburg Aquatic Center business plan has been designed as a live document which will form the basis for budgeting and serve as a model for comparison to recreation trends in order to anticipate and meet the growing needs of citizens and competition leagues alike. With frequent evaluation, this plan will set the ground work for financial sustainability while moving the Town of Christiansburg into the future through facility development, program design, and allocation of monies and other resources as we take the exciting step of forming the Christiansburg Aquatic Department.

This state-of-the-art aquatic facility was designed by focusing on the needs of citizens within the Town while simultaneously creating a mutually beneficial partnership with Virginia Tech. This symbiotic relationship will provide a substantial portion of funding for construction costs and initiate a long term arrangement that will benefit all parties by helping keep membership costs lower for citizens.

Programming focuses on the needs of various groups in the community from infants to seniors. Competition events will bring recreational and championship swimming opportunities for participants not currently available in Southwest Virginia, attracting tourism resulting in direct monetary injections into the Town's revenue base through meals and lodging fees, sales tax through visitor shopping, etc. This also helps to keep a viable fee structure for residents and non-residents, charging what the market will bear; no more and no less. The pricing plan provides a multi-tiered membership suitable for the socioeconomic needs of residents of the Town of Christiansburg and surrounding New River Valley.

The Director of Aquatics, who reports directly to the Town Manager, will oversee all operations of the facility. An Aquatic Advisory Board has been established to assist with policy recommendations.

The Christiansburg Aquatic Center facility programming will provide an asset to the immediate community, all of Montgomery County and greater New River Valley. It adds a new dimension to recreation opportunities, thereby increasing the opportunities for social and physical activity and gives citizens year-round aquatic activities as well as a yearlong attraction for visitors to the area. Competitive swim venues will grow and stimulate the local economy, producing cutting edge recreation endeavors for the Town while stimulating fiscal growth.

Description of Business

Bordered by a stream and surrounded by the Skate Park, Depot Street Park, and beautiful rolling hills, the Aquatic Center is located at 595 North Franklin Street, in the Town of Christiansburg. Access to the Christiansburg Aquatic Center may be obtained from exit 118 off I-81, approximately 2 miles into the Town, and conveniently accessible via US Route 460. The Town of Christiansburg is home to 16 hotels and 109 food establishments, which include businesses that sell both food and drink. The Town has a lodging tax of 7% and meals tax of 6%. Advantages to the site include maximizing upon land donations from private owners, which is also conveniently located adjacent to the Depot Street Park and Skate Park, making our location a logical node during future expansion of the Huckleberry Trail. There was also careful planning and consideration to spread recreational opportunities throughout the Town rather than concentrating them all in one area. With the Christiansburg Recreation Center, Harkrader Sports Park, Christiansburg Aquatic Center, Kiwanis Park, and numerous other fields/parks and play areas, residents virtually have "next-door" access to a multitude of recreational opportunities.

The Christiansburg Aquatic Center will be home to a 50-meter competition pool; diving platforms for 1 and 3-meter springboard and a 5, 7 ½, and 10-meter platform; leisure pool with a 2-story water slide and water features; heated therapy pool; 1,100 seats for spectators; sun deck; locker rooms; family changing areas; wet classroom; observation deck; administrative offices; fitness area; warming kitchen; lounge; multi-purpose rooms and WI-FI.

~~52,000~~
64,000
Situated like a brightly-polished jewel amongst the surrounding landscape, the heart of the ~~52,000~~
square foot facility will be the 50-meter competition pool holding 1.01 million gallons of water and occupying a total area of 13,237 square feet. This will serve to meet the needs of competition leagues and swimmers seeking rigorous exercise in a body of fast water. The family leisure pool has 3,668 square feet and holds 88,750 gallons of water, which will be a place filled with the young and not-so-young, where families can splash, giggle, and play under the spray features and glide down the splash-n-slide, or simply take a leisurely swim. The spa-like atmosphere of the heated therapy pool is an ideal amenity for those with arthritic joints, over-exerted muscles, rehabilitation, or physical therapy programs and is a sizeable 1,129 square feet with 25,400 gallons of water.

Competitive and recreational swimming will be provided for the entire community through various levels of programming. Activities are developed with multiple markets in mind including infants, children, youth, teens, adults and seniors as well as niche water sport markets. The needs of each of these groups will be carefully considered and addressed through program design. Activities are designed to promote community health both physically and socially. Visitors in the area are encouraged to participate, either by involvement with aquatic programs and through proud community support of local swim teams which will also boost the regional economy. The aquatic center provides excellent community services that will enhance the visual splendor of the area to visitors and residents, as well as serving to spur further investment in the area. Providing ongoing events will increase the demand of other private sector services such as hospitality, travel and shopping providers. While our goal is to be a community-recreation facility; business organizations, civic groups, citizens, college athletes, students and tourists will be additional target markets in a multi-faceted marketing plan.

The aquatic center will meet the needs of all age groups and socioeconomic backgrounds by addressing various requests through tiered pricing levels. Customer feedback, requests, and input will be a priority for review by the Director. Community programs will provide as baseline stream of revenue. Program budget sheets will be developed and measured against market trends for program development during the annual budget process. Our goal is to design activities tailored to the community, sparking continuous interest for citizens of all ages and walks-of-life. Participant program evaluations will be reviewed and tracked to indicate the need for either new program development and to gauge effectiveness of programs so unpopular programs can be phased-out to ensure our programs meet the needs and enjoy the support of our community.

Products and Services

The needs of citizens are the foundation of program design. The services that will be offered are designed to specifically address the needs of various market and community groups. The aquatic center will provide a distinct competitive advantage for our area, with the highest standards in safety, comfort, and service. With drowning as the 2nd leading cause of death among children, a strong water safety and awareness program on a community level can help prevent needless tragedies. The aquatic center will attract and encourage the entire family to promote healthy lifestyle habits, while also serving as a learning resource for aquatic safety principles that can be applied to surrounding open bodies of water and confined swimming spaces alike, reducing the likelihood of drowning fatalities. Our future vision includes providing swim lessons to young children in cooperation with the school system through physical education programs. Programming will provide additional attractions by allowing participation in organized activities as well as year round availability.

Aquatic programming primarily centers on the needs of various age groups and family dynamics as they change with time. Classes will be available to all of those interested; they are designed with specific audiences in mind. The table summarizes primary services and the target audience.

PRIMARY SERVICES & TARGET AUDIENCE

| SERVICES | INFANTS | CHILDREN | TEENS | ADULTS | SENIORS |
|---|---------|----------|-------|--------|---------|
| Open Swim | | X | X | X | X |
| Family Swim | X | X | X | X | X |
| Parent/Tot Swim Lessons | X | | | X | |
| Swim Lessons | X | X | X | X | X |
| Therapeutic Recreation/Rehab | | X | X | X | X |
| Lifeguard Training | | | X | X | X |
| Guard Start Program | | | X | | |
| Swim Teams | | X | X | X | X |
| Summer Camp Programs | X | X | | | |
| Fitness Training | | | X | X | X |
| Aqua Aerobic Programs | | | X | X | X |
| Public Diving Instruction | | X | X | X | X |
| Water Sports (Volleyball, Basketball, Water polo) | N/A | | X | X | X |
| Synchronized Swimming | N/A | | X | X | X |
| Lap Swim | | | X | X | X |
| Boater Safety Programs | | | X | X | X |
| Kayak Instruction | | X | X | X | X |
| Water Walking | | | X | X | X |
| Scuba/Snorkeling | | | X | X | X |
| Special Events | | X | X | X | X |
| Pool Rentals: Birthday, Business | | X | X | X | X |
| Classroom Meeting Space | X | X | X | X | X |
| Search & Rescue Training | | X | X | X | X |
| Pregnancy Exercise Program | | | | X | X |
| Private Elite Coaching | X | | | X | |
| Cpr/1st Aid Classes | | X | X | X | X |
| Competitive Swimming | X | X | X | X | X |
| Competitive Diving | X | X | X | X | X |

An aquatic program brochure will be distributed listing program and other pertinent information, and the Town of Christiansburg website will be updated weekly and used as an advertising tool for the facility. Free public service announcements (PSA's) through radio stations and other media outlets are another extremely effective tool to explore which will help reach a large number of residents with information to promote our facility. The list of tentative programs below will be incorporated into the facility on a periodic basis.

- ❖ Family swim
- ❖ Open swim
- ❖ Instructional swim lessons at all levels
- ❖ Therapeutic recreation
- ❖ Lifeguard courses/Guard Start program
- ❖ Swim teams
- ❖ Summer camp programs
- ❖ Fitness training
- ❖ Aqua Arms, Abs, Joint Efforts, Aqua jog, Aqua fit
- ❖ Diving instruction
- ❖ Water Polo
- ❖ Synchronized swimming
- ❖ Lap swim
- ❖ Boater safety programs
- ❖ Kayak instruction
- ❖ Water aerobics/Water walking
- ❖ Pool Rentals: birthday, corporate business
- ❖ Scuba and snorkeling
- ❖ Physical therapy rentals
- ❖ Special events: triathlons, ~~masquerade balls~~, community fund raising, after-prom parties, ~~big~~ ~~band dances~~, beach music, water game day
- ❖ Swimming and diving meets for local high school and college competition
- ❖ Rental of lap lanes
- ❖ Home youth swim and dive teams to represent Christiansburg Aquatic Center
- ❖ Swim teams to compete in Senior Olympics/Special Olympics/Para Olympics N/A
- ❖ Private swimming and diving lessons
- ❖ Instructional coaching

Additional programming includes rental of the facility by outside groups. The warm water therapy pool may be used by special groups for physical therapy, sports injuries, rehabilitation, disabilities, and arthritic needs, and promises to be a strong niche market for our facility. Citizens have indicated their needs and desire for such programs, and we have received a great deal of interest from hospitals, physical therapy, massage therapy and arthritic organizations that have eagerly expressed interest in offering programs in our therapy pool. Over 50 groups contacted - have not received a rental contract to close therapy pool.

The competition pool will have scheduled times for dedicated use by the Virginia Tech swimming and diving teams, which will still preserve ample time for citizen use. The Aquatic Center will host the scheduled ACC Swim and Diving meets following the yearly announced schedule. Based on a lack of comparable facilities and the size and amenities of our new facility, we reasonably anticipate intense bidding which will allow hosting of the top acclaimed competitive organizations in the aquatic world. With continuous marketing promotion and facility tours, the Christiansburg Aquatic Center will be home to a swimming facility unsurpassed throughout the east coast. The aquatic center will host USA Swimming and Diving events, High School Championships, Special Olympics, Senior Olympics, and Regional, Zone, State and other major invitationals. Virginia Tech's "H₂Okies", private swim groups, diving organizations, high school swim teams and triathlon organizations will be given the opportunity to host meets at this premier facility. The competition pool, diving well and/or individual lap lanes will be rented to competitive organizations and configured using the two bulkheads. Meeting space will be

available for programming needs, education and safety training, public birthday parties, local athletic banquets, church groups, civic organizations and community luncheons.

Wellness program packages will tie in with corporate business wellness initiatives whose ultimate goal is to increase employee work performance and overall job satisfaction through increased muscle strength, lower stress levels, and a higher overall level of physical fitness. Lodging business owners will be given an opportunity to purchase Aquatic Center daily passes to include with guest stays. We are also currently exploring the opportunity of providing Medicaid citizens warm-water therapy and swim lessons, funded by Virginia Premier. Church groups, local clubs and organizations will be provided with incentives to use the facility not only for swimming, but also group meetings. Local partnerships and community networking will be a top priority at this facility.

The Aquatic Center will be staffed with certified lifeguards and water safety instructors. These employees will have the expertise to ensure a high level of safety to all participants and provide professional instruction and guidance. The lifeguards will be scaled and classified as Lifeguard I, II and Senior Guards. Employee lifeguard re-certification and advance training will be provided in-house as appropriate.

An open swim schedule indicates leisure pool availability to the general public for unstructured use. The aquatic facility will provide general public hours separate from hours for programming. Swim lessons are provided to a wide range of audiences, each with particular needs. Infants will participate with their parent or significant adult. Children and teen swim lessons will be grouped by ability. Adult and senior swim lessons are targeted to the needs of adult learners. Lap swimming will be held in a section of the competition and/or leisure pool strictly for those wishing to practice exercise by rigorous swimming in a controlled environment, normally scheduled in early morning and/or evening. Programming packages will be available for groups with specific needs who are not interested in other facility programming.

Special events will be held to target teens and provide our youth with fun and interesting alternatives in a supervised and drug free atmosphere. Our aquatic facility also has the opportunity to cater to large special events.

The projected hours of operation may fluctuate by season or change with public needs. It is to be noted that the hours listed may not include after hours programming schedule and/or special events.

Monday-Thursday 5:30am-9:00pm

Fridays ~~6:30am-9:00pm~~ ~~5:30am-7pm~~

Saturdays ~~9:00am-7:00pm~~ ~~11:00am-6:30pm~~

Sundays ~~12:00-6:00pm~~ ~~1:00 pm-6:30pm~~

Holiday hours will be addressed on an as-needed basis by the Aquatic Advisory Board. The Aquatic Center will be closed for a minimum of one week/annually for facility cleaning, upgrades and mandatory staff training.

12 weeks

Christiansburg Aquatic Center Pricing

Information on current pricing policies has been determined by considering the offerings and prices of comparable facilities throughout the eastern part of the country. Greater emphasis was placed on pricing of facilities most closely located to Christiansburg, with consideration of maximizing revenue streams by providing the optimum combination of services with price. The community will be provided with a valuable resource while keeping much of the cost with those who use the facility. Membership fees and daily admissions will provide approximately 49% of the operations budget of the facility. Please note the current pricing information may be subject to change.

The option of automatic monthly check withdrawal, on-line program registration and payment is currently in the proposal process. A discounted rate for college students has been requested and reviewed. Students of both universities and community college produce revenue for the Town of Christiansburg by patronizing businesses located within the Town. Though a discounted rate has not been included at this time, this may very well become an option to explore further in the future.

The following pricing includes access to the 1,000 square foot fitness room and towel laundry service. Locker rentals will be researched for review by the Advisory Board, as similar facilities recommend some lockers be available for yearly rentals and the remainder serving as free usage. Other facilities report personal items become disruptive on the pool deck if all lockers are rented,

Membership Fee Structure

Locker rental 6 month/yearly

-Current fee structure attached

| Town Resident | Daily Pass | 12 Visit | Monthly Membership | Six-Month Membership | Annual Membership |
|-----------------|------------|----------|--------------------|----------------------|-------------------|
| Child 2-11 | \$2 | \$18 | \$30 | \$90 | \$104 |
| Youth 12-17 | \$3 | \$27 | \$45 | \$135 | \$156 |
| Adult 18-59 | \$5 | \$45 | \$75 | \$225 | \$260 |
| SR 60+/Disabled | \$3 | \$27 | \$45 | \$135 | \$156 |
| Family of 2 | N/A | \$63 | \$105 | \$315 | \$364 |
| Family of 3 | N/A | \$81 | \$135 | \$405 | \$468 |
| Family of 4 | N/A | \$99 | \$165 | \$495 | \$572 |
| Family of 5 | N/A | \$117 | \$195 | \$585 | \$676 |
| Family of 6 | N/A | \$135 | \$225 | \$675 | \$780 |

- Family defined as head of household and their legal dependents under the age of 25. Adults must be 18+ years of age. Legal dependents age 19-25 must be full time college students.

| Non-Town Resident | Daily Pass | 12 Visit | Monthly Membership | Six-Month Membership | Annual Membership |
|-------------------|------------|----------|--------------------|----------------------|-------------------|
| Child 2-11 | \$3 | \$27 | \$45 | \$135 | \$156 |
| Youth 12-17 | \$4 | \$36 | \$60 | \$180 | \$208 |
| Adult 18-59 | \$7 | \$63 | \$105 | \$315 | \$364 |
| SR 60+/Disabled | \$4 | \$36 | \$60 | \$180 | \$208 |
| Family of 2 | N/A | \$90 | \$150 | \$450 | \$520 |

| Non-Town Resident | Daily Pass | 12 Visit | Monthly Membership | Six-Month Membership | Annual Membership |
|-------------------|------------|----------|--------------------|----------------------|-------------------|
| Family of 3 | N/A | \$117 | \$195 | \$585 | \$676 |
| Family of 4 | N/A | \$144 | \$240 | \$700 | \$832 |
| Family of 5 | N/A | \$171 | \$285 | \$855 | \$988 |
| Family of 6 | N/A | \$198 | \$330 | \$990 | \$1,144 |

As a benefit of Annual membership, it will be the only package to include the following amenities:

- Discounts on aquatic program fees
- Private swim training
- Scheduled sessions with a massage therapist (if available; tentatively under consideration). **N/A**

Monthly, 6-month and annual swim memberships are available for those who would like unlimited use of the facility, not to include additional coaching or program instruction. Included in the pass structure will be lap swim, open swim time and fitness room. Lifeguards are always on duty during these times and are included in the cost of the pass. Leisure programs, special events and other structured activity will be charged by class program fee. This fee is not included in any pass structure and will require separate registration. Registration and participation in aquatic programs will be available without membership and will have a resident/nonresident fee structure. Pricing of aquatic leisure programs will be determined by instructor fees, facility time, and other program-specific items to make programs as cost-effective as possible.

Daily swim fees for those without passes may only be used during open swim hours and will be subject to a "per day" charge. Wrist bands will be given to daily admission clientele, with all other options receiving membership cards. Public swim hours will be scheduled and provided to best serve the citizens.

Wrist bands used during summer hours

Pricing index for competition meets only:

| | |
|---|---|
| Pool Deposit | \$100 per area/per day N/A |
| Multi Purpose Room Deposit N/A | \$ 50 per room/per day |
| Pool Set Up/Breakdown Fee | \$700.00 total charge 400.00 |
| Colorado Timing System | \$250 per day |
| Full Competition Pool Fee | \$150/hr 1500 Day |
| 25-yard Lane Rental | \$15/hr |
| 50-yard Lane Rental | \$25/hr |
| Additional Custodial Charges (Predetermined need) | \$50 per hour/two custodians \$ 30 |
| Multi Purpose Room Fee | \$30/hr full room \$20/hr half room 50 p. room p. day |
| Diving Well Only | \$50/hr |
| Warm Water Therapy Pool | \$50/hr Neg. |

Leisure Pool

\$100/hr

Current 2015

Rates and Fees

Town Resident Fees

| Town Resident | Daily Pass | 12 Visits | One Month | Six-Month Membership | Annual Membership |
|------------------------|------------|-----------|-----------|----------------------|-------------------|
| Child 2 - 11 | \$2 | \$18 | \$15 | \$60 | \$100 |
| Youth 12 - 17 | \$3 | \$27 | \$23 | \$90 | \$150 |
| Adult 18 - 59 | \$5 | \$45 | \$38 | \$150 | \$250 |
| Senior 60 | \$3 | \$27 | \$23 | \$90 | \$150 |
| Family | N/A | N/A | \$68 | \$270 | \$450 |
| Couple / Single Parent | N/A | N/A | \$45 | \$180 | \$300 |

Non-Town Resident Fees

| Non-Town Resident | Daily Pass | 12 Visits | One Month | Six-Month Membership | Annual Membership |
|------------------------|------------|-----------|-----------|----------------------|-------------------|
| Child 2 - 11 | \$2 | \$20 | \$21 | \$85 | \$140 |
| Youth 12 - 17 | \$3 | \$32 | \$33 | \$130 | \$210 |
| Adult 18 - 59 | \$5 | \$54 | \$53 | \$210 | \$350 |
| Senior 60 | \$3 | \$32 | \$33 | \$130 | \$210 |
| Family | N/A | N/A | \$95 | \$380 | \$630 |
| Couple / Single Parent | N/A | N/A | \$63 | \$250 | \$420 |

Additional Information

- A \$2 Dry Pass Fee is required for use of the Cardio Room and entry to pool level for those who do not wish to swim.
- Family is defined as two adults (18 years old) residing at the same address and their legal dependents under the age of 25.
- Legal dependents age 19 - 25 must be full time college students.
- 12-visit passes have a 12-month expiration date from the time of purchase.
- Couple / single parent is defined as two adults (18 years old) residing at the same address or single parent with children. Legal dependents age 19 - 25 must be full time college students.

Citizens may rent the multi-purpose room and enjoy the leisure pool during public hours. Birthday party packages will also be developed as full-time staff is hired and program implementation begins. Walking lanes within the leisure pool may be scheduled through programming or available during public hours. Rental of the entire complex is an option that can be reviewed at a later date based upon meeting citizen needs, availability, cost-feasibility, staffing requirements, and other factors.

Practice lanes are normally rented in aquatic facilities to swim clubs and community organizations. The center will be in high demand because of quality design and top notch staffing. The fee will require continued research based on time requested (peak time vs. slow times of day, etc.), maintaining community use, number of participants, lane availability, etc. The Aquatic Center has the capability of hosting more than one group swim practice at a particular time. The following fee structures are from surrounding facilities of significantly smaller size than the Christiansburg Aquatic Center:

- War Memorial: \$20-\$55 per hour/entire pool
- Wytheville: each swimmer required to purchase a valid membership; no other fee
- Dedmon Center: \$10hr/per lane or a set fee (varies by organization).

The final proposal for lane and/or 50 meter practice pool rentals will be established and reviewed upon further research.

Marketing Plan

Market Research

In 1994 the Town contracted with Hill Studios for a comprehensive long range (10 year) master plan for recreational needs of the Town. Surveys were distributed to residents through several venues including newspaper fliers, mailers and phone calls to ascertain what recreational opportunities citizens desired. The results of the survey concluded a swimming pool was the top priority among respondents. Town Council and Administration agreed that, while a pool was the top priority, it would cost the most and benefit a fewer number of people than other recreational needs identified in the survey. Therefore it was decided that it would be last in the Master Plan to be developed. Ten years later, in 2004, discussions began regarding a municipal pool and a committee was formed to spearhead the concept. A Request for Proposal (RFP) was developed and advertised for Architectural and Engineering services with Reynolds Architects in partnership with Gay and Neel, Inc. selected. After one of the initial committee meetings it was suggested to meet with Radford University and Virginia Tech Swimming to see if financial opportunities may be available. Virginia Tech was very interested and Radford University could not commit at the time of development, but has expressed interest in rental for swim meets and possible training times. In order to meet the needs of collegiate-level swim meets, however, it requires the facility meet criteria established by the Atlantic Coast Conference (ACC). Reynolds Architects established construction estimates for a recreational facility that could accommodate moderate competitions (i.e. high school, YMCA, and some age group swimming meets), which would allow a revenue stream through pool rentals for meets. An additional construction estimate was requested for the same facility, but to include a competition pool that met ACC criteria. The difference in the two estimates was \$2 - \$2.5 million dollars. Research was conducted to determine the number and location of competing facilities, as well as the amenities included and operational costs from Aquatic Centers in Virginia, North Carolina, New Jersey, Pennsylvania and Connecticut. Facilities in closer geographic proximity were studied carefully, including Blacksburg, Wytheville, Radford University, Virginia Tech and the YMCA. With that in mind, the Christiansburg Aquatic Center was designed to be unique among surrounding facilities and to provide the best mix of community use and revenue-generation opportunities to give the community an ultimate recreational aquatic facility.

Economics

Total Market Size

The following statistics (obtained from www.census.gov and www.city-data.com) demonstrate justification of the fee structure and revenues. Included in the chart are population size and household income from two local entities with indoor aquatic facilities. Within Montgomery County alone, 89,193 citizens are only a 20-30 minute drive from the Aquatic Center.

Area Profile - (Estimate 2007)

| Localities | Population <i>21,458</i> | Median Household Income* <i>\$53,200 47,383</i> | Cost of Living Index* <i>80.8 97.4</i> | Median Resident Age* <i>35.2 35.4</i> |
|---|-----------------------------|--|---|--|
| Town of Christiansburg | <i>19,176</i> | <i>\$22,513</i> | <i>81.8</i> | <i>21.9</i> |
| Town of Blacksburg | 41,291 | <i>\$28,500</i> | 78 | 22.8 |
| Radford City | 16,133 | <i>\$32,400</i> | 76.5 | 43.8 |
| Town of Wytheville | 8,109 | <i>\$32,235</i> | 77.5 | 39.4 |
| Wythe County (75% Rural) | 28,538 | <i>\$32,330</i> | 81.3 | 25.9 |
| Montgomery County (69% urban, 31% rural) | 89,193 | | | |

*Median Household Income in Virginia is \$59,562

*Cost of Living Index = US Average is 100

*Median Resident Age = US is 35

- Target Marketing will be addressed in the following forms:
 - Corporate business employee fitness programs/packages
 - Hotels/Motels guest passes, billing to business
 - Condo/apartment guest pass incentives
 - Medicaid/Virginia Premier
 - Church groups/clubs/organizations package options
 - Daycares given discount for adult chaperone(s)
 - Employees and immediate family may be eligible for discounted rates which are yet to be determined. The main objective will be working toward wellness programs designed to give Town employees the information and resources needed to achieve and maintain a healthy and fit lifestyle. *Current discussion*
- Current demand in target market:
The current demand in the market is high, not only for the indoor competition pool but the leisure pool also. Christiansburg Aquatic Center will be home to one of only four 50-meter pools in Virginia. Because of strategic design, the facility will host seating for over 1,000 spectators and provide depth and skimming that will produce faster water, both needed for national competition. Emphasis will be placed on breaking timed records of athletes, thus the ability to prepare swimmers for international competition. Because of the unique design the general public will be served year round with accessible water through beach entries, play elements, shallow water, fitness room and meeting space. Teaching swimming, not just for safety, but to develop swimmers for competition, is generally the goal of a strong and successful aquatics program.
- Trends in target market consumer preferences:
The Aquatic Center will provide a clean healthy indoor environment with stable water and air temperature. Wet classroom, fitness room and meeting rooms will produce a social center to accommodate people in a wide range of age groups.

Product

The following products and services are described from the consumer's point of view.

Features and Benefits

The following feature elements regard the facility and aquatic staff interacting with the public.

- Year round indoor facility
- Competition pool
- Swimmer friendly zero-depth entry leisure pool
- Warm water therapy
- Water slide
- Spray features and dumping rain buckets
- Professional diving
- Locker rooms: men, women, family, handicapped
- Wet classrooms
- Fitness room
- Lifeguards on duty
- Certified swim instructors

The benefits to the community and customers enjoying the Aquatic Center include:

- Clean, safe, supervised, and drug-free environment
- Low impact exercise to promote health
- Fun learning a new skill/sport
- Social activity with family and friends
- Controlled environment in warm water pools
- Competitive events
- Friendly staff in an attractive, bright atmosphere
- Open to the public
- Water safety and swimming instruction
- Affordable, competitive rates
- Convenient and easily accessible location
- Quality equipment throughout the facility

Customers

The aquatic center is open to the public and strives to provide a welcoming atmosphere to all who enter. Our customers will be predominantly from the local service area, but may also include a wider area during competitive swim competitions. Swimmers from the entire east coast will travel to this state-of-the-art facility, as well as international swimmers for competitive programs, making ours a highly-visible and enviable facility in the world of aquatic recreation. Our top-notch instructional programs will establish the facility, and raise the bar throughout the aquatic and recreational world. User needs are best addressed by age group, and our programs and schedules are designed to meet the needs of these groups and others with special needs.

Infants and Preschool Children

This group will require individualized supervision during water activities, usually by the parent, grandparent or significant adult. Programs for this group will occur primarily during the week and daytime hours. However, parent/tot swim lessons will also be periodically scheduled in the early evening hours to address the needs of working parents who are interested in having their children learn to swim at an early age.

Children

Children will be provided with many structured opportunities to ensure a positive experience with and without direct parental supervision. Parents who choose not to swim or be on the swim deck with their children can supervise from the comfort of the observation area or lobby. This observation area will provide complete comfort, WiFi and facility updates and local/world news from flat-screen TV's. Children who swim in the competition pool without direct parental supervision must pass a swim test. This age group will also be offered opportunities to begin participating in organized events such as swim lessons, children's fitness programs, stroke and turn classes, swim team and summer programs. Most of these events will occur after school on weekdays, on weekends and during summer breaks in order to accommodate school schedules. Home-schooled children will be given opportunities for daytime lessons and swim time.

Teens

Teens will be provided with many aquatic opportunities in which they can participate individually and with others including family, peers and adults. The Aquatic Center will provide a safe, supervised and drug free environment. Teens will be able to participate in two primary types of programs, *structured* and *unstructured*. Unstructured events include open swim available after school hours. Special events will be offered periodically to provide older children and teens with social events including pool parties providing music or big screen movies. Some teens will enjoy morning lap swim for exercise or practice with older adults. Structured events include a wide variety of swim competitions, diving lessons and teams. Swim teams can be community based, school based or aligned with national swim organizations. Swim teams will provide opportunities for teens throughout the New River Valley that

were not available prior to the Aquatic Center. Teams provide time for practice with others in the same age group. Competition is a primary feature but not required. Team travel is organized but not required for nationally organized swim team events. Training to become lifeguards or swim instructors provides an opportunity for teens to develop skills and focus on the ability to save lives. Teen events will be scheduled primarily to coordinate with the demands of the school schedule, most events being offered before and after the school day, on weekends and summers.

Adults

Adults include a wide variety of demographics, situations and needs. Adults with families will have many activities with their children as mentioned above. They will also have programs such as water fitness classes and water sports that will be offered early in the morning and later in the evening after working hours as well as weekends. Lap swimming in the morning, exercise classes and open swim provide all adults the ability to exercise and/or socialize. Adult swim teams provide an opportunity for those who wish to be involved in competitive activities. Water sports will be offered for those who would like a structured activity that also provides the benefits of teamwork and camaraderie.

Seniors

Seniors will continue to participate with their families and in adult activities. Special programs will be offered during the day when seniors are not likely to be working and the pools are available. This allows seniors an opportunity to enjoy the facility offerings at quieter times of the day. Exercise classes, in addition to those mentioned above will be added for seniors who want or need the support of low impact water exercise programs to increase mobility. The types and physical range of these classes will vary based on individual needs. Social aspects of swim programs will be emphasized for seniors as well as staff dedicated to providing quality service.

Specialty Groups

- Therapeutic programming in-house or rental to hospitals, therapists and rehabilitation centers, arthritis foundation and massage therapists
- Swim team and competitive organization rentals for meets or practice rentals
- Training for search and rescue/fire/police
- Rental of meeting space/banquets/luncheons for organizations and group programming needs

Business Competition Analysis

The table below and the competitive analysis located in Appendix I show competition in the local market of aquatics and recreation. Some of the competitors are specific user/age groups and others will compete indirectly. Various private recreation competitors may become potential partners and these organizations will be addressed during operation for networking and promoting our community to the highest extent.

| Major Business Competitors | Infant/Pre-school | Children | Teens | Adults | Seniors |
|----------------------------|-------------------|----------|-------|--------|---------|
| Bowling Alley | X | X | X | X | X |
| Skating Rink | X | X | X | X | |
| Movie Theatres | | X | X | X | X |
| Fitness/Gym Centers | | | | X | X |
| Gymnastic Centers | X | X | X | | |
| Dance Studios | | X | X | X | X |
| Recreation Centers | X | X | X | X | X |
| Senior Centers | | | | | X |
| Daycares | X | X | | | |

Aquatic Center programming provides increased safety for the community, giving an edge on recreational competition. Water activity in lakes and rivers will become safer because of awareness and swim instruction. Reducing the number of drowning incidents in the community will benefit emergency service providers and enhance citizens' sense of safety and awareness while enjoying leisure activities in surrounding bodies of water.

Niche

The Christiansburg Aquatic Center will provide water recreation, competitive recreation, swim lessons and exercise activities to Town citizens. Additional users will drive from all areas of Montgomery County, Floyd County, the City of Salem, the City of Roanoke, Roanoke County, Pulaski County, Radford City, Giles County and beyond. These are the people that will come on a daily basis to participate. This area attracts clients from West Virginia for swimming opportunities alone. Swim competitions will draw customers from all surrounding states including Maryland, Pennsylvania and further away during championship meets. Price, programming, facility and staff professionalism will make us the provider of choice and entice customers to travel to our facility. This Aquatic Center will host citizens simply by giving the opportunity for socialization in a positive environment. Children and adults will experience the enthusiasm and excitement of college level swim championships, attracting a new and untapped clientele to the competitive swimming world not seen before in our community.

Strategy

A marketing strategy should be centered on the key concept that customer satisfaction is the main goal. With this process the Aquatic Center can concentrate on the fact that this limited resource has a great opportunity to produce sales and achieve a sustainable competitive advantage.

Below is an outline of the marketing strategy consistent with the niche.

Promotion

A marketing campaign will begin prior to opening the facility in an effort to raise awareness. The fund-raising drive is currently underway promoting "ownership" in the facility. Aquatic Center staff will be available for public tours, questions and promotions of all programming schedules. For 15 days entrance and free public swim time will be available to help promote the facility to all citizens. Promotions will be provided at local schools to make sure the youth in the community are aware of the facility and programs. Young people are frequently not as tuned into local events as taxpayers; these promotions will attract another segment of the community that will be integral to the success of the aquatic center.

Facility information will be published through the Town website. Public news releases will be submitted and a program brochure marketed to serve as the main advertising piece. A tri-fold color brochure will be used to target visitors in the area and be placed at lodging facilities, restaurants, visitor centers and local businesses interested in displaying the promotional piece. Signage, letterhead and brochures will use a consistent logo to promote the facility. Hokiesports.com will also be a marketing vehicle, as the Aquatic Center will be the main venue for Virginia Tech swimming and diving meets. Virginia Tech athletic communications department supplies photography for their website.

A video presentation will be produced and marketed to prospective groups and customers, continually showing it at promotional fairs, in the center lobby and sending to possible meet organizations. The video will showcase the Aquatic Center and prove to be a dynamic method in marketing the facility.

Magazine articles will be written and used as a form of promotion, providing in-depth exposure for the facility and programs. Magazines targeted will be Virginia Recreation and Park Society, athletic and aquatic, parenting, senior citizen news, recreation magazines, community living and children's magazines. Facility award opportunities will be addressed and submitted.

The following list will be used for promoting programs and public relations.

- Free Radio Spots
- Live media coverage for events
- News Releases
- Newspaper Advertisements
- Bulletin Boards
- Marquees - *current budget request*
- Brochures
- Posters
- Flyers
- Calendars
- Magazine Articles
- Video Presentations
- Direct Mail
- Web Sites
- Contests
- Display Boards at school open house nights, shopping mall events, activity fairs and athletic events
- Sponsorship of community events to increase public exposure and gain media attention.
- Inclusion in press-releases, publications, and other advertising for the Town of Christiansburg

The process to promote community partnership with local lodging has begun. Food establishments will also be presented an advertising incentive which will be distributed at the Aquatic Center during meet weekends promoting in-town dining. This advertising mix will assist in staying in front of the community and continue to develop awareness in a cost effective way. Providing a clean, healthy, fun and safe environment that promotes physical fitness and social opportunity on a consistent basis will maintain constant growth of the facility. The promotional piece has been included in the operating budget as expenditure.

Budget Projection and Start up Expenses

Budget Overview

The Town financed two separate monetary obligations through the VML/VACO Finance Corporation. The first was \$11,185,000 to fund the original recreational aquatic concept and the second was the 2.0 million needed to accommodate the VA Tech participation. The debt service, including interest on the 2.0 million is \$158,000 for twenty (20) years. VA Tech's commitment to the Town is \$250,000 annually for twenty (20) years leaving approximately \$92,000/yr to apply to operations.

Through the various stages of conceptual and final designs, Town Administration members visited and interviewed personnel at several (similar) facilities from North Carolina to Connecticut. Average annual operational costs ranged from \$1.0 million to \$1.5 million. There are few facilities on the east coast with 50 meter indoor pools. As such, our target operational expense has been set at \$1.33 million. With costs escalating due to the most recent recession, the next budget may reflect somewhat higher expected costs associated with start-up. We anticipate having several months of actual costs by the next budget cycle. Information gathered from visits and interviews overwhelmingly support anticipated fees from memberships and rentals paying for 50% to 60% of annual operating expenses. Conservative fiscal planning will help set the foundation during the first year of operation and the second budget will again be conservative in estimating expenses and revenues for this facility.

The base budget has been created as a starting point to help us build a fiscally-strong foundation. As research continues with facility and programming plans, the budget will be adjusted and we will have more accurate projections within the first three years of operation. The budget will be the most effective tool for communicating the Town's fiscal policies. It will provide direction for the aquatic center's short and long term strategic goals, how to meet these goals, and provide direction on the expected use of allocated resources to meet these goals.

The Director of Aquatics will be monitoring the budget as to actual expenditures, and adjustments will be made if revenues are not being generated as expected OR if revenues exceed previous years' projections. Actual budget calculations are listed in Appendix II.

It is the intention of the Director of Aquatics to produce an accurate and feasible budget to generate revenue that meets or exceeds the conservative projections provided. As with all businesses, goals and objectives will be set, monitored and revised as business and recreation trends necessitate, and with this philosophy and determination, it is my goal to make the Christiansburg Aquatic Center the benchmark for other facilities in terms of recreation, fitness, service and water safety for many generations.

Estimated Operating Budget

| Day-to-Day Operations | <u>Yr 1</u> | <u>Yr 2</u> 3% | <u>Yr 3</u> 5% | <u>FY 14/15</u> |
|---|----------------------------------|------------------------------|-------------------|-----------------------------------|
| Personnel/Benefits | 71% 63% \$ 943,702 | \$ 972,013 | \$ 990,887 | <u>1215,514</u> |
| Utilities/Chemicals | 20% 16% 268,000 | 276,040 | 281,400 | <u>316,000</u> |
| Other Supplies/Non-personnel items | 9% 21% <u>126,500</u> | <u>130,295</u> | <u>137,885</u> | <u>906,905</u> |
| Estimated Operating Cost | \$ 1,338,202 | \$ 1,378,348 | \$ 1,410,172 | <u>1938,419</u> |
| Estimated Revenues | <u>Yr 1</u> | <u>Yr 2</u> 4% | <u>Yr 3</u> 6% | <u>YR 4</u> 6130114 |
| Membership Fees | 29% 24% \$ 203,000 | \$ 211,120 | \$ 215,180 | <u>138,165</u> |
| Program Fees | 28% 17% 196,000 | 203,840 | 207,760 | <u>98,618</u> |
| Daily Admission | 20% 20% 140,000 | 145,600 | 148,400 | <u>117,644</u> |
| Competitive Programming/Rentals | 17% 27% 119,000 | 123,760 | 126,140 | <u>159,339</u> |
| Rentals | 5% 11% 35,000 | 36,400 | 37,100 | <u>61,903</u> |
| Miscellaneous Revenue (swim shop/concession) | 1% 1% <u>7,000</u> | <u>7,280</u> | <u>7,420</u> | <u>10,010</u> |
| Estimated Revenue | \$ 700,000 | \$ 728,000 | \$ 742,000 | <u>835,269</u> |
| <i>Add Refunds Overstart</i> | | <i>VT Contrib. - 250,000</i> | | <u>585,269</u> |
| Yr. 1 Revenue Estimate Scenario | | | | |

Daily admission Town resident only

| | |
|--------------------------|------------------|
| 38 adults @ \$5 | \$190 |
| 45 youth @ \$3 | 135 |
| 15 seniors @ \$3 | 45 |
| 20 children @ \$2 | 40 |
| | \$410 |
| Yearly (340 days) | \$139,400 |

\$ 117,644

Competition Pool Rental

One meet 3-day weekend:

| | |
|------------------------------------|--------|
| 10 hours (\$150 per hour) x 3 days | \$4500 |
| Set-up/Breakdown Fee | 700 |
| Timing System | 750 |
| Diving Well (6 hour) | 300 |
| | \$6250 |

*Average
3 Day Meet \$12,000
\$18,000*

10
Yearly (nineteen 3-day meets per year)

\$119,000

\$159,339

Fluctuates yearly

Program fees will be generated from leisure related activities scheduled and administered by aquatic staff. Membership fees are monies generated under the fee structure not including daily passes.

It is estimated of the nineteen projected 'meet' weekends, the Aquatic Center will host 500-700 participants and spectators. This number will require lodging and eating choices for a 3-day weekend. Of the 300 families attending, \$500 would likely be spent directly within the Town of Christiansburg. Approximately 1,000 rooms are available within Christiansburg with a 30% average lodging occupancy rate. Assuming a room rate of \$80 for 2 nights and 300 families, the lodging tax should produce \$3360 per weekend event. Again, 300 families of 4 dining in Christiansburg 4 times in a weekend, averaging

\$10 per meal, the meals tax revenue would produce **\$2400** per weekend. Fiscal year 07-08 produced a total of **\$5,545,659** in meals and lodging taxes. These figures do not include the 5-10 ACC competition meets that the Aquatic Center will host each year. Information will be packaged to include information from local businesses and would be available not only for meet organizers, but for traveling guests and aquatic center participants as well.

Virginia Tech's annual contribution of 250,000 per year will be used against the second bond of 2.0 million debt service of 160,000, leaving \$92,000 for operations.

| | | |
|---|----------------|----------------|
| Estimated 1 st yr Revenue | \$790,000 | |
| Estimated Operating | \$1,338,202 | 1938,419 |
| Estimated Revenue | <u>790,000</u> | <u>835,269</u> |
| Supplemented revenues from General Fund | (479,502) | (1,103,150) |

Start-up Expenses

| | |
|--|-----------|
| • Bike Racks | \$ 600.00 |
| • Skateboard Racks | 630.00 |
| • Lawn chairs | 2,880.00 |
| • Sheppard Hook, Rescue Tubes, Backboards, Cervical Collars | 2,145.00 |
| • First aid kit wall boxes, rescue wrist packs | 2,500.00 |
| • Recreation software program | 22,000.00 |
| • Office necessities: copy machine, fax, computers, printers, phone system | 15,000.00 |
| • Two way radio staff phone system | 800.00 |
| • Staff identification (shirts or magnetic name tag) | 800.00 |
| • Facility security cameras | 20,000.00 |
| • OSHA required personal protection and contamination containers | 1,500.00 |
| • Facility Vehicle | 18,500.00 |
| • Staff lockers | 360.00 |
| • Time clock finger print system | 400.00 |
| • Automatic pool vacuum | 5,500.00 |
| • Meet computers | 2,000.00 |
| • Kickboards, diving rings, hand paddles, jogging belts, safety vests | 600.00 |
| • Colorado Timing system: touch pads, scoreboard, PA system | N/A |
| • Lobby/fitness flat screen TV's-4 | 3,200.00 |
| • Tile scrubbers/buffer | 3,728.00 |
| • Indoor/outdoor trash cans, cigarette butt containers | 2,250.00 |
| • Wet floor signs, sanitary napkin dispensers, custodian requirements | 1,000.00 |
| • Facility entrance flags and poles | 1,500.00 |
| • Maintenance tools | 5,000.00 |
| • Fire Extinguishers (10x\$60) | 600.00 |
| • Deck equipment storage bins | 2,000.00 |
| • Ice Machine | 1,000.00 |

Service Contracts

- HVAC
- Towels
- Facility entrance carpets
- Elevator
- Recreation Software

Items for Re-Sale

- Swim diapers
- Goggles
- Team bags
- Swim caps
- Towels
- Warm-ups
- Ear/nose plugs
- Water bottles/T-shirts

Operational Plan

Production

Staff of the Christiansburg Aquatic Center will be the determining factor in providing the level of service required and expected in the community. The Director of Aquatics will be responsible for establishing a service-oriented atmosphere and training staff to ensure a safe, healthy and enticing facility as well as meeting the programming needs for citizens, collegiate programs, and other competitive organizations.

- Customer service is imperative and will be strongly supported by staff through required in-service training seminars. Software will be used to continuously track all program needs, revenues and participant information. This program will ensure quick access to information upon customer arrival and allow for easy and convenient on-line registration.
- Staff certifications will be documented and logged for every employee with expiration dates for follow-up.
- The following policies, procedures, forms and staff training classes will be developed and supplied to all staff:
 - Risk Management Guidelines
 - Emergency Procedures for each pool, public area and parking lot. Evacuation plans will be developed, posted and the staff will be educated.
 - Aquatic Center Policies will be distributed to each employee along with the current Town Employee Handbook. Training will be coordinated with the Director of Human Resources.
 - Training for OSHA regulations and procedures will be held for pertinent staff. Listing and posting of facility chemicals including janitorial supplies will be maintained and a duplicate copy of all facility-specific chemicals will be kept at the Town Hall.
 - Documentation and posting of all H₂O chemical test sheets and temperatures.
 - Check sheets for maintenance, custodians and filter inspections.
 - Job descriptions will be developed in conjunction with the Director of Human Resources.
 - Forms for accidents, incidents, customer comments, program marketing, news releases, swim lesson levels, swim certifications, patron surveys, program budgets, registration forms, facility rental. In-service training logs will be designed for part-time and full-time personnel.
 - Policies for press releases and public announcements.

Facility Plan

The facility plan layout and aquatic designs are located in Christiansburg Town Hall.

Legal Environment

Aquatic facilities are addressed by regulations governing water quality of pools, as established by the Commonwealth of Virginia. Standards for various segments of the operation are set and monitored by the Health Department, Occupational Safety and Health Administration and the Fire Department. Required standards will be met prior to opening the facility and will continue to be met through the operational plan.

Insurance coverage for the building and liability exposures will be obtained, as with all other Town facilities. Additionally, rental and service organizations will be required to provide evidence of insurance and will identify the Town of Christiansburg as additional insured on their policy. All safety and risk management policies will be strictly enforced to ensure participant and employee safety.

Personnel Management and Organization

The aquatic center organizational chart and the salary projections are listed in Appendix III and Appendix IV. Operations on a day-to-day basis will be maintained by the Director of Aquatics who will report directly to the Town Manager. An Aquatic Advisory Board has been appointed and composed of 5 community members with a background or knowledgeable interest in the field of aquatic recreation. These community members will offer positive support to the Director of Aquatics in establishing schedules and policies of operation for the facility. A Town Council member will serve as a liaison to the advisory board.

Three full-time **Aquatic Coordinators** will be employed and report to the director. These three positions will hold minimum five years experience in the field, extensive aquatic certifications and a bachelor's degree in physical education, recreation, related field or equivalent experience. Requirements will include instructor trainers certification, head lifeguard certification, and aquatic management experience. Coordinators will employ and train aquatic staff, design and implement aquatic programs and supervise employees under their direction. The **Competitive Coordinator** will be entirely responsible for obtaining and maintaining the competitive piece of the aquatic facility. Minimum requirements will include group competitive coaching, marketing experience and lifeguard certifications with water rescue and/or relevant job experience. This position will be part of the marketing team designed by the director. The **Aquatic Services Coordinator** will schedule and supervise lifeguards and instructors in all operations. Minimum requirements include Water Safety Instructor, Lifeguard Training Instructor, Certified Pool/Spa Operator, CPR/First Aid/AED Instructor and experience supervising aquatic staff. The **Program Coordinator** will directly plan, program and execute the leisure program piece. This position will have minimum of two years recreation programming experience in an aquatic environment.

The Aquatic Center staff will work as a team. Special events, swim meets and large group functions will require an entire staff to maintain standard safety and public service.

One

Two full-time **Facility Coordinators** will be directly responsible for facility set-up, all aspects of the main lobby control desk, hiring and scheduling desk staff, facility rentals, daily revenue transactions, in-house marketing, facility tours and become the main administrator for registration software and quality assurance. These two positions will hold a Bachelor of Science degree or equivalent experience in the field of recreation or sports management and computer experience (primarily MS Office applications). This group will be our "customer service staff" and are crucial to the facility's success, reporting directly to the director. They will be friendly, outgoing, and well organized. It is imperative that this segment of the department be well educated about the facility, programs, services and Town policy.

One full-time **Administrative Assistant** will prepare all documents for public distribution and in-house forms. Job requirements include maintaining the aquatic portion of the Town website and administrative duties. The Administrative Assistant will be required to deposit revenues with the Town office. Customer service skills are imperative as is the ability to perform basic functions in a proficient and effective manner with minimal supervision. Minimum three years experience in secretarial work with extensive computer experience, prior marketing experience would be advantageous.

The **Maintenance Superintendent** will perform water chemistry, air quality and facility up-keep. Main responsibilities are technical in nature. Though the maintenance staff may have little contact with patrons, everything they do directly affects the customer. Qualifications include a minimum five years experience in maintenance and water chemistry and hold CPO/AFO certifications. The custodian staff will report directly to the Maintenance Superintendent. **Lead Custodian** will have housekeeping management experience with minimum of two years staff supervision.

Swim instructor staff will be WSI certified, or in-training through the aquatic center program. Aquatic Center staff will be First Aid/CPR/AED certified and trained in emergency procedures and evacuation plans.

In an attempt to minimize costs the Aquatic Center will focus on a volunteer program to assist with customer service. Volunteers will be marketed to donate work hours at the lobby information desk. Volunteers logging 25 hours per month would have their monthly fee reduced by a percentage or dollar amount to be determined with the Aquatic Advisory Board. Volunteers will help reduce operating expenses and keep paid staff to a minimum until projections for feasibility of further paid staff can be fully ascertained. With proper health assessment, one may also be given the opportunity to train for a lifeguard certification. A specific volunteer program will be developed by the director and implemented to provide proper training and documentation. An internship package will be designed and presented to both universities and technical colleges.

Successful recruiting is crucial in obtaining high-quality applicants to fill vacancies, and will be coordinated with the Town's Human Resources Department. Potential resources include in-house lifeguard classes, swim teams, job fairs, college physical education departments, and high school/college career centers. Numerous lifeguard training certification courses will be held throughout the year.

Inventory

Christiansburg Aquatic Center is primarily a service provider. Inventory demands will be limited to office supplies, cleaning supplies and pool chemicals. Vending machines will be available through a contract with an outside vendor responsible for maintaining concessions inventory. Meet weekends and rentals may host on site food service that will be obtained through a bidding process. The obvious goal would be to provide quality food service that produces the largest percentage of sales for the Aquatic Center. Swim related items will be sold directly at the lobby desk. Swim shops may be given the opportunity to promote and sell competition merchandise through the competitive bidding process which will generate a percentage of proceeds to the Aquatic Center. Towels contracts will be outsourced through the RFP/RFB process in keeping with Virginia procurement laws.

Payment Policies

Facility entrance fees, program registration fees and passes may be paid for by cash, credit card and/or local check. Monthly automatic checking withdrawals are currently being researched, giving patrons the convenience of a yearly pass with monthly payments. Payment will be required to register for leisure programs. Rental fees will be due one-week in advance of date scheduled or the reservation will be forfeited. Research continues on providing web-based registration for facility rentals and programs.

References/Sources

- Triangle Aquatics Center, Cary, NC
- Huntersville, NC
- Penn State, McCoy Natatorium
- Paddock Pools
- American Red Cross
- Lincoln Aquatics
- H₂Okies Aquatics
- Virginia Tech Aquatics
- Dedmon Center, Radford University
- Town of Blacksburg, VA
- Wytheville Community Center
- Montgomery County Parks & Recreation
- Roanoke Valley YMCA
- Chinn Aquatics, Prince William, VA
- Kiefer Aquatics
- American Safety & Health Institute
- Splash Down Waterpark, Dale City, VA
- James City County, VA
- Riverwinds, Thorofare, NJ
- Nassau County, NY
- Mecklenburg County, Charlotte, NC
- Midtown Aquatic Center, Newport News, VA
- Town of Christiansburg Lodging Establishments
- Christiansburg Town Personnel
- Virginia Recreation and Park Society
- United States Water Fitness Association
- Ellis and Associates
- Virginia Premier
- Lifetime Wellness Center, Marion, VA
- University of Missouri-Columbia Aquatic Center
- US Water Fitness Association

Appendix

Appendix I Local Competitive Analysis

Appendix II Budget Projections

Appendix III Organizational Chart

Appendix IV Staffing Salary Projections

Local Competitive Analysis

| Factor | Cburg Aquatic Center | Frog Pond (Montgomery Co.) | Randolph Park (Pulaski County) | Town of Blackburg Aquatic Center | Claytor Lake State Park | Wytheville Parks and Recreation | Local Private Pools |
|-----------------------------|---|--|---|--|---|---|---|
| Products | Indoor 64,000 sq. ft. aquatic center. Fitness area and classrooms. | Seasonal water park. Picnic area. | Seasonal water park. Recreation facility. | Small limited space. No meeting area. | Open space Seasonal | Jr. olympic Lap pool/therapy/hot tub Room rentals Climbing wall Teen center | Indoor recreation facility 70,900 sq. ft. Total recreation package deal |
| Price/Adult Daily Admission | \$5.00 5.00 | \$4.00 5.00 | \$5.00 | \$3.00 | \$4.00 | \$6.00 | Varies |
| Reliability | Year round availability. New Facility. Responsive programming. | Weather dependent. Short season. Lifeguard shortage. | Weather dependent. Short season. Lifeguard shortage. | Year round. Community supported. | Weather dependent. Lifeguard shortage. | Year round availability. New facility. Hours vary by season. Quality programming. | Seasonal Membership supported |
| Physical Location | Within two miles of Interstate 81. In downtown area. | Between two towns. Hard to locate. In middle of county. | Easy access off of Interstate 81. | Two miles off 460 bypass. North end of town | Easy access off of Interstate 81. | Within two miles from Interstate 81 and interstate 77. | C-Burg/Rosa Peters/Ridgewood/Rnd. Meadow River Auburn Hills Blacksburg; Shawneel/Hethwood Shawville Camp Altamons |
| Appearance | New | Aging. Needs basic landscaping maintenance. Inexpensive fix in most areas. | Beautiful landscape. Excellent outdoor leisure pool. | Built in 1992. Needs renovation in all aspects. | Unfiltered water. Great outdoor ammenities. Boat traffic. | Excellence in planning. VRPS outstanding facility award. | Varies. All outdoor. |
| Quality | State-of-the-art 50 meter and leisure pools. Superb quality with UV disinfection. | Small size. Does not serve teens very well. | Cosmetic problems. 50% of swimmers outside of county. Unable to offer ARC training for staff. | Online registration and point of sale. Low community fees. | Low water quality. Lack of lifeguards. | One stop shopping for indoor recreation needs. Quality meeting center housed in same building. Online registration. | Difficult funding and up keep. |

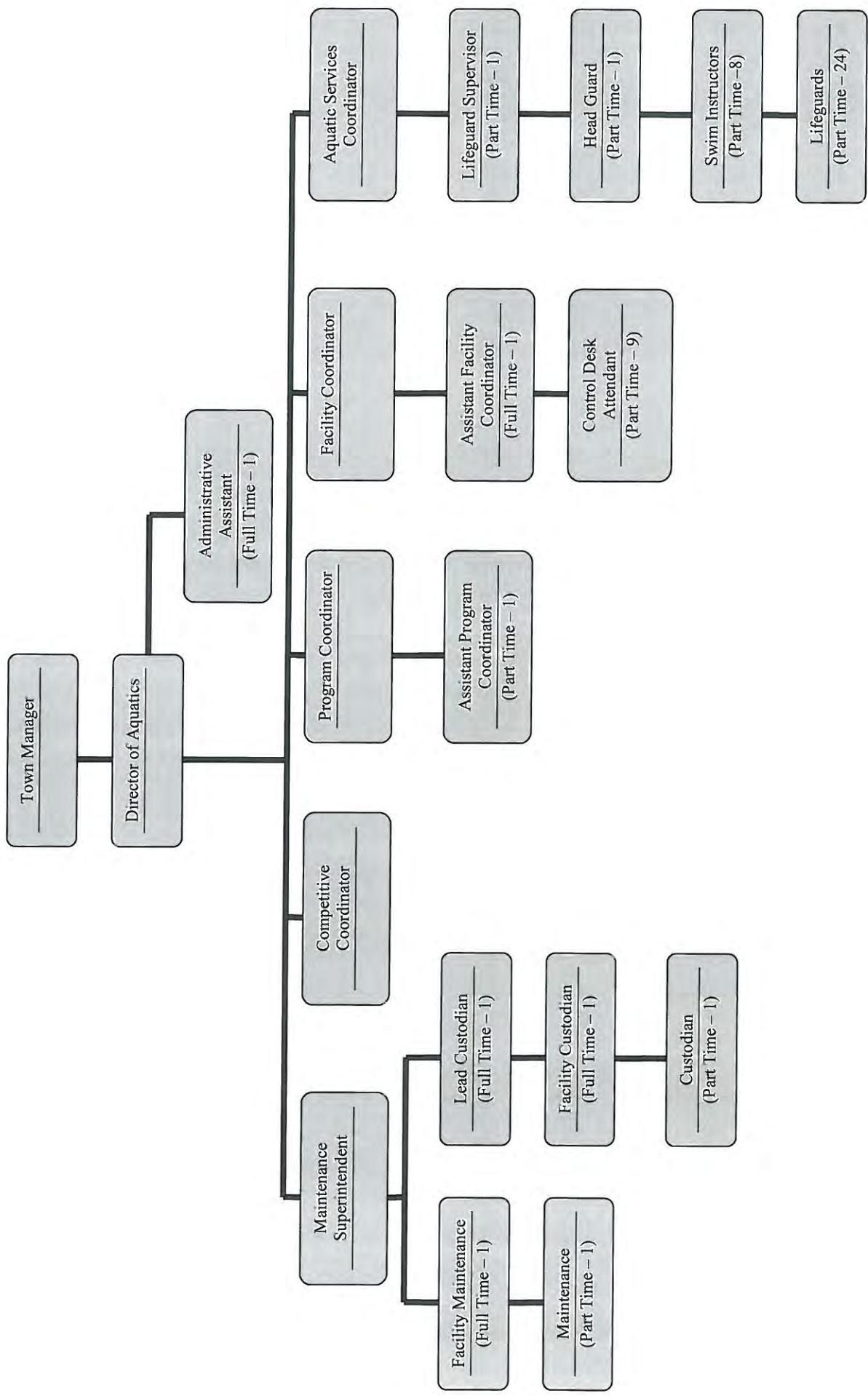
Christiansburg Aquatic Center

Operating Budget

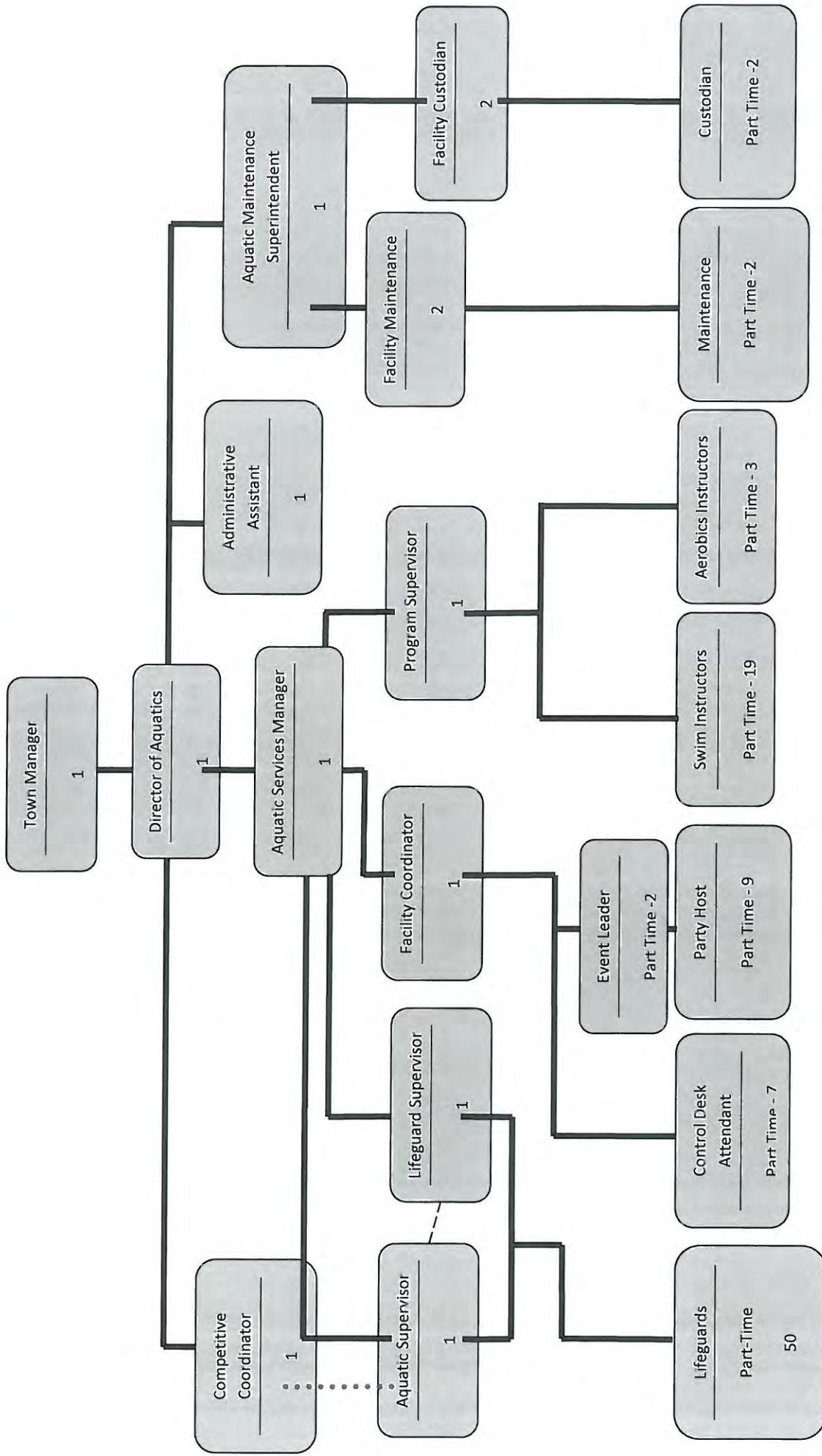
FY 09-10FY 14-15

| | | |
|---------------------------|-------------|-----------|
| Salaries- Full Time | \$370,913 | 572,640 |
| Wages-Part Time | 343,912 | 384,700 |
| Overtime | 20,000 | 15,000 |
| FICA | 54,684 | 14,384 |
| VSRS | 56,193 | 76,390 |
| Group Insurance | 70,000 | 92,400 |
| Workmans Comp | 28,000 | 100,000 |
| Service Contracts | 15,000 | 84,295 |
| Printing & Supplies | 10,000 | 11,000 |
| Advertising | 6,000 | 7,000 |
| Electricity | 180,000 | 236,000 |
| Fuel | 28,000 | 55,000 |
| Postage | 2,000 | 1,500 |
| Telephone | 10,000 | 8,000 |
| Liability Insurance/Other | 16,000 | 22,000 |
| Materials & Equip | 2,000 | 11,500 |
| Equip Ops & Repair | 20,000 | 76,000 |
| Items for Resale | 5,000 | 7,000 |
| Chemicals | 60,000 | 55,000 |
| Building Maintenance | 28,000 | 68,400 |
| Computer Hardware | 0 | 5,550 |
| Computer Software | 2,500 | 4,050 |
| Computer Repair Labor | 3,000 | — |
| Computer Service Contract | 0 | — |
| Travel & Schools | 7,000 | 10,010 |
| Dept Total | \$1,338,202 | 1,938,419 |

2009



Current 2015



**Town of Christiansburg Aquatic Center
Staffing Salary Projections
Dept Code 7202**

| Dept | Class Code | Job Title | Annual Step A | # of Employees | Hourly Wages | Annual Step B |
|------|------------|--|---------------|----------------|-----------------|---------------------|
| AQ | 750 | Director of Aquatics | \$55,398 | 1 | | \$59,304 |
| AQ | 752 | Administrative Assistant | 27,643 | 1 | | 29,207 |
| AQ | 751 | Maintenance Superintendent | 45,170 | 1 | | 47,524 |
| AQ | 753 | Competitive Coordinator | 34,981 | 1 | | 37,252 |
| AQ | 754 | Program Coordinator | 34,981 | 1 | | 37,252 |
| AQ | 755 | Facility Coordinator | 34,981 | 1 | | 37,252 |
| AQ | 756 | Aquatic Services Coordinator | 34,981 | 1 | | 37,252 |
| AQ | 759 | Facility Maintenance | 22,516 | 1 2 | | 23,528 |
| AQ | 757 | Lead Custodian | 25,694 | 1 | | 26,850 |
| AQ | 760 | Facility Custodian | 21,845 | 1 | | 22,719 |
| AQ | 758 | Assistant Facility Coordinator | 32,723 | 1 | | 34,516 |
| AQ | 797 | Part Time, Maintenance | 15,120 | 1 2 | \$9.00 x 35 hrs | |
| AQ | 797 | Part Time, Custodian | 13,440 | 1 2 | 8.00 x 35 hrs | |
| AQ | 797 | Part Time, Assistant Program Coordinator | 16,800 | 1 | 10.00 x 35 hrs | N/A |
| AQ | 798 | Part Time, Control Desk | 64,800 | 9 | 7.50 x 20 hrs | |
| AQ | 798 | Part Time, Lifeguard Supervisor | 18,480 | 1 | 11.00 x 35 hrs | N/A |
| AQ | 798 | Part Time, Head Guard | 14,440 | 1 | 10.00 x 30 hrs | N/A |
| AQ | 798 | Part Time, Swim Instructors | 33,792 | 8 | 11.00 x 8 hrs | |
| AQ | 798 | Part Time, Lifeguard I & II | 167,040 | Min. 24 | \$9.08 - \$9.77 | 8.15 Hrs |

Please see pay plan



January 30, 2015

Mr. Carey Harveycutter
Director of Tourism
City of Salem
1001 Roanoke Boulevard
Salem, VA 24153-5207

Re: Petition to Create a Virginia Mountains tourism region of the Commonwealth

Dear Mr. Harveycutter:

I am writing in regards to your petition to the Virginia Tourism Corporation (VTC), received January 14, to establish a Virginia Mountains tourism region of the Commonwealth composed of the following localities: the cities of Covington, Radford, Roanoke and Salem; and the Counties of Alleghany, Bath, Bedford, Botetourt, Craig, Floyd, Franklin, Giles, Highland, Montgomery, Pulaski and Roanoke.

As you may know, the current policy of the VTC regarding tourism regions of the Commonwealth does not specifically address the creation of new regions. This is based on the long-standing position of the VTC that nine (9) tourism regions are sufficient for our agency's marketing purposes. However, I am pleased to inform you that upon review of the documents that you have submitted to date, Rita D. McClenney, president and CEO of the VTC, has granted your organization preliminary approval to proceed with your petition. It is the determination of the VTC that your organization has met the initial burden of justifying an alteration to one or more VTC tourism regions.

This letter will serve to govern the petition process henceforth. You will find contained herein a detailed explanation of your responsibilities as the petitioner and a set of instructions for submitting your supporting documents to the VTC for verification. Ms. McClenney has appointed me to oversee your organization's petition. In this capacity, I will be your liaison to the VTC. As the petitioner, you are the chief point of contact for your organization and all official communications concerning this matter should be channeled to and from your office.

Your proposed Virginia Mountains tourism region consists of 16 localities, which includes four (4) cities and 12 counties. In order for your petition to be acted upon, the VTC requires that you solicit the approval of the recognized DMO for each locality named in your petition except the City of Salem. For the purposes of this petition, the recognized DMO of a locality will act as the official representative of said locality to the VTC. A recognized DMO is an organization registered on the VTC DMO/CVB List. In the event that a locality has no recognized DMO, you must solicit the approval of the governing authority of said locality.

Mr. Carey Harveycutter
January 30, 2015
Page 2

There are 13 entities in total whose approval you are required to solicit. Of this group, you must obtain the approval of no less than two-thirds (2/3) of the total number of entities, which equals nine (9). Please note that tourism regions must be contiguous and compact. Furthermore, no locality that withholds its approval of your petition will be automatically reassigned to the proposed tourism region. As a courtesy, I have enclosed the following materials for your reference:

- Appendix A: List of Entities the Petitioner is Required to Solicit Approval From;
- Appendix B: List of Localities Included in the Proposed Virginia Mountains Tourism Region and their Corresponding DMOs;
- Appendix C: DMO / CVB Listings for the Localities Delineated in the Proposed Virginia Mountains Tourism Region Petition;
- Appendix D: Sample Letter of Approval; and
- Appendix E: Frequently Asked Questions Regarding VTC Tourism Regions.

As you will note from the chart provided in Appendix A, each entity has only one (1) vote. Please see Appendix B for a list of the localities included in your proposed region and their corresponding primary DMOs. For your reference, Appendix C provides the contact information for the recognized DMOs of the localities included in your petition.

Accepted forms of approval from a recognized DMO of a locality include either a letter of support from the principal executive officer of the DMO or a resolution of support from its governing board. Accepted forms of approval from a locality that has no recognized DMO include either a letter of support from the principal executive officer of said locality or a resolution of support from its governing board.

For convenience, you are welcome to provide one or more joint letters of support, as necessary, from the entities listed in Appendix A. Appendix D contains a sample letter that respondents may use as a template to register their approval of your petition. As the petitioner, it is not necessary for the City of Salem Tourism Office to submit a letter of support.

Your petition is due at the VTC central office by 5:00 p.m. on December 1, 2015. If you fail to meet this deadline, you will be granted an automatic extension of 12 months, but no letters of approval will be accepted for your petition after 5:00 p.m. on December 1, 2016. To provide the most accurate and consistent information to the consumer, any alteration to the map of the VTC tourism regions must be reflected consistently and uniformly across all VTC media platforms.

Once you have obtained the requisite level of support from the entities listed in Appendix A, please submit the original forms of approval to my attention at the VTC Central Office located at 901 East Byrd Street, Suite 1900, Richmond, VA 23219-4068.

Mr. Carey Harveycutter
January 30, 2015
Page 3

If you have met the obligations prescribed in this letter, the VTC will approve your petition in writing no later than 15 business days after receipt of your materials. Thereafter, the VTC will begin the process of incorporating the Virginia Mountains tourism region across all VTC media platforms, as expeditiously as possible, complete with accurate listings of the constituent localities and their respective tourism assets.

I hope you have found this information useful. I look forward to working with you, as you move forward with this initiative. If you have any questions or if I can be of further assistance in this matter, please do not hesitate to contact me at (804) 545-5528 or by email at sburkarth@virginia.org.

Sincerely,

/S/ Steven Burkarth
Policy and Operations Manager

cc: Ms. Rita D. McClenney
Mr. Mitchell A. Rosenfeld

Appendix A: List of Entities the Petitioner is Required to Solicit Approval From

| No. | Entity Name | Type | Vote |
|-----|--|--------|------|
| 1. | County of Craig | County | 1 |
| 2. | Alleghany Highlands Chamber of Commerce and Tourism | DMO | 1 |
| 3. | Bath County Office of Tourism and Economic Development | DMO | 1 |
| 4. | Bedford City & County Department of Tourism | DMO | 1 |
| 5. | Botetourt County Office of Tourism | DMO | 1 |
| 6. | County of Franklin Office of Economic Development | DMO | 1 |
| 7. | Floyd County Tourism Development Council | DMO | 1 |
| 8. | Giles County Office of Tourism Marketing | DMO | 1 |
| 9. | Highland County Chamber of Commerce | DMO | 1 |
| 10. | Montgomery County Regional Tourism Office | DMO | 1 |
| 11. | Pulaski County Chamber of Commerce and Visitor Center | DMO | 1 |
| 12. | Radford Visitors Center | DMO | 1 |
| 13. | Roanoke Valley Convention and Visitors Bureau | DMO | 1 |

Appendix B: List of Localities Included in the Proposed Virginia Mountains Tourism Region and their Corresponding DMOs

| No. | Locality | Primary Destination Marketing Organization |
|-----|----------------------|--|
| 1. | City of Covington | Alleghany Highlands Chamber of Commerce and Tourism |
| 2. | City of Radford | Radford Visitors Center |
| 3. | City of Roanoke | Roanoke Valley Convention and Visitors Bureau |
| 4. | City of Salem | City of Salem Tourism Office |
| 5. | County of Alleghany | Alleghany Highlands Chamber of Commerce and Tourism |
| 6. | County of Bath | Bath County Office of Tourism and Economic Development |
| 7. | County of Bedford | Bedford City & County Department of Tourism |
| 8. | County of Botetourt | Botetourt County Office of Tourism |
| 9. | County of Craig | [No recognized DMO] |
| 10. | County of Floyd | Floyd County Tourism Development Council |
| 11. | County of Franklin | County of Franklin Office of Economic Development |
| 12. | County of Giles | Giles County Office of Tourism Marketing |
| 13. | County of Highland | Highland County Chamber of Commerce |
| 14. | County of Montgomery | Montgomery County Regional Tourism Office |
| 15. | County of Pulaski | Pulaski County Chamber of Commerce and Visitor Center |
| 16. | County of Roanoke | Roanoke Valley Convention and Visitors Bureau |

Appendix C: DMO/CVB Listings for the Localities Delineated in the Proposed Virginia Mountains Tourism Region Petition

Alleghany Highlands

Ms. Teresa A. Hammond
Executive Director
Alleghany Highlands Chamber of Commerce
and Tourism
110 Mall Road
Covington, VA 24426
Toll Free: (888) 430-5786
Tel: (540) 962-2178
Fax: (540) 962-2179
thammond@ahchamber.com

Bath County

Ms. MaryAnn "Maggie" Anderson
Director of Tourism and Economic
Development
Bath County Office of Tourism and
Economic Development
65 Courthouse Hill Road, #220
Warm Springs, VA 24484
Tel: (540) 839-7202
Fax: (540) 839-7222
tourbath@bathcountyva.org

Bedford Area

Mr. Jerry Craig
Director of Tourism
Bedford City & County Department of Tourism
816 Burks Hill Road
Bedford, VA 24523
Toll Free: (877) 447-3257
Tel: (540) 587-5681
Fax: (540) 587-5983
jerry@visitbedford.com

Montgomery County

Ms. Lisa Bleakley
Tourism Director
Montgomery County Regional Tourism Office
755 Roanoke Street
Christiansburg, VA 24073
Tel: (540) 394-4470
Fax: (540) 382-6943
bleakleyts@montgomerycountyva.gov

Botetourt County

Ms. Lisa Moorman
Tourism Manager
Botetourt County Office of Tourism
16 East Main Street, Box 4
Fincastle, VA 24090
Tel: (540) 473-1167
Fax: (540) 473-8605
lmoorman@botetourtva.gov

Floyd County

Ms. Pat Sharkey
Tourism Director
Floyd County Tourism Development Council
109 East Main Street
Floyd, VA 24091
Tel: (540) 239-8509
Fax: None
tourismdirector@floydcova.org

Franklin County

Ms. Tarah Holland
Tourism Development Manager
Franklin County Office of Economic
Development
1255 Franklin Street, Suite 112
Rocky Mount, VA 24151
Tel: (540) 483-3040
Fax: (540) 483-3035
tarahholland@franklincountyva.org

Giles County

Ms. Cora A. Gnegy
Tourism Marketing Director
Giles County
203 North Main Street
Pearisburg, VA 24134
Tel: (540) 921-2079
Fax: None
cgnegy@gilescounty.org

Highland County

Ms. Dorothy Stephenson
Executive Director
Highland County Chamber of Commerce
P.O. Box 223
Monterey, VA 24465
Tel: (540) 468-2550
Fax: (540) 468-2551
highcc@cfw.com

Pulaski County

Ms. Peggy White
Executive Director
Pulaski County Chamber of Commerce and
Visitor Center
4440 Cleburne Boulevard
Dublin, VA 24084
Tel: (540) 674-1991
Fax: (540) 674-4163
peggywhite@pulaskichamber.info

Radford City

Ms. Deborah Cooney
Director of Tourism, City of Radford
Radford Visitors Center
600 Unruh Drive
Radford, VA 24141
Toll Free: (866) 605-6442
Tel: (540) 267-3153
Fax: (540) 731-3699
dcooney@radford.va.us

Roanoke Valley

Mr. Landon C. Howard
President
Roanoke Valley Convention and
Visitors Bureau
101 Shenandoah Avenue NE
Roanoke, VA 24016
Toll Free: (800) 635-5535
Tel: (540) 342-6025
Fax: (540) 342-7119
lhoward@visitroanokeva.com

Appendix D: Sample Letter of Approval

January 30, 2015

Mr. Steven Burkhardt
Policy and Operations Manager
Virginia Tourism Corporation
901 East Byrd Street, Suite 1900
Richmond, VA 23219-4068

Dear Mr. Burkhardt:

On behalf of the Jefferson County Convention and Visitors Bureau, please accept this letter of support for the petition filed by the City of Salem Tourism Office to establish a Virginia Mountains tourism region of the commonwealth composed of the following localities: the cities of Covington, Radford, Roanoke and Salem; and the counties of Alleghany, Bath, Bedford, Botetourt, Craig, Floyd, Franklin, Giles, Highland, Montgomery, Pulaski and Roanoke.

If you have any questions or if I can be of further assistance in this matter, please do not hesitate to contact me.

Sincerely,

John A. Doe
President and CEO
Jefferson County Convention and Visitors Bureau

Appendix E: Frequently Asked Questions Regarding VTC Tourism Regions

How are the VTC's tourism regions used?

Tourism regions are established by and for the VTC solely to organize the tourism product in a defined geographic area and to present that information to the consumer through a variety of media platforms in an orderly, accurate, consistent and uniform format. The primary benefit of tourism regions is to aid the consumer in itinerary planning.

Can a city, county or town be listed in more than one VTC tourism region?

No. Localities cannot be listed in more than one tourism region. The VTC tourism regions must be contiguous and compact.

Do the VTC's tourism regions prevent the creation of tourism or travel regions used by local governments, destination marketing organizations (DMO), businesses, or other organizations around the state?

No. The VTC does not have the authority to prevent any locality, DMO, private business or organization from participating with other interested parties in a regional marketing alliance. Nothing in this policy shall be construed to prohibit, impede, penalize or otherwise discourage a locality or DMO from entering into any marketing, economic development or other cooperative alliance or agreement with one or more other localities or DMOs. Indeed, there are a plethora of such partnerships in existence all across the state.

Are local governments, DMOs, businesses, or organizations required to use the VTC tourism regions in their marketing materials?

No. The VTC does not have the authority to compel a locality, DMO, government agency, private business or organization to use the names of our tourism regions for their respective marketing purposes. Those decisions are solely at the discretion of the localities, DMO, private business or organization.

How do the VTC's tourism regions compare with regions used by other state government agencies in Virginia?

Different state government agencies create and maintain different regions based on their own unique needs. Since those regions are used exclusively by those respective agencies for their own purposes, there is no conflict.

Is it simple for the VTC to alter a tourism region?

No. The VTC maintains thousands of listings for tourism businesses, events, attractions, promotions, travel discounts, meeting facilities, sporting and recreational venues, and visitor centers, representing every locality in Virginia. Alterations to tourism regions must be reflected accurately, consistently and uniformly across all VTC media platforms. Such maintenance requires a significant investment of agency resources. For this reason—and to serve the interests of the consumer—it is the expressed intent of the VTC to limit the number of alterations made to the composition, boundaries and names of tourism regions within the Commonwealth.

When is the petition due?

Petitions to alter tourism regions are due by 5:00 p.m. on December 1 of each year. If December 1 is a Saturday, Sunday or legal holiday observed by the Commonwealth of Virginia, the petitions are due on the next day that is not a Saturday, Sunday or legal holiday observed by the Commonwealth of Virginia.

Does the position of a local government, DMO, private business or other organization for or against an alteration to a tourism region influence the VTC's decision-making concerning resource allocation?

No. Localities, DMOs, government agencies, private businesses and other interested organizations are free to support or oppose any alteration to a VTC tourism region. The position of any interested party regarding this question has no bearing on how the VTC administers its programs and services.

Distribution of 2015 Montgomery County Chamber Of Commerce Magazine

Roanoke Blacksburg Regional Airport

Virginia Tech Montgomery Executive Airport

Town Halls

Government Centers

Doctor Offices in The New River Valley

Local Hospitals

Assisted Living Centers

Tourism Office of Montgomery County

Recreation Centers

Funeral Homes

International Students of Virginia Tech

VCOM

Restaurant Waiting Areas

Hotel Lobbies

Kroger (2 times a year)

New Member and Relocation Packets given out by the Chamber

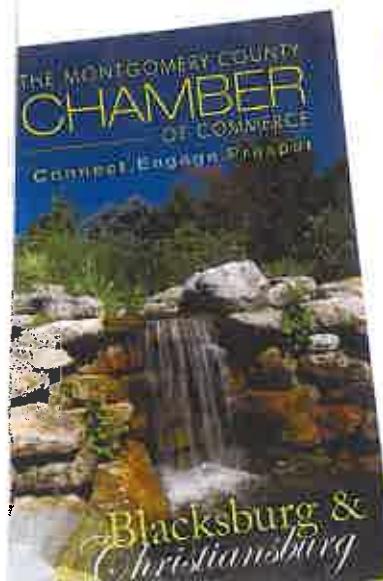
All members receive one!

Any businesses that would like to have them for company use (while quantities last)

We are printing 8,000 this year for distribution!

MAGAZINE

Advertising



The Montgomery County Chamber Magazine is an annual publication that can be found in lobbies of hotels and businesses across the New River Valley.

The magazine includes information about area attractions, employers, and more. Last year, 7,000 copies of the magazine were distributed and included more than 50 advertisers.

The magazine is included in relocation packs available from the Chamber office; Virginia Tech; Radford University; Virginia College of Osteopathic Medicine (VCOM); LewisGale Montgomery, HCA; New River Community College; Carilion; and local Realtors® and employers. The magazine is also included in all Chamber new member packages.

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