

Memorandum

Date: 25 January 2019
To: Community Development Committee
From: Keith R. Dalton, Town Manager 
Cc: Town Council
Christy Dunkle, Assistant Town Manager
Subject: Community Development Committee Meeting on 28 January 2019

The Community Development Committee will meet on 28 January 2019 at 4:30 pm.

Item 3: www.berryvilleva.gov

Please find attached an email thread that includes answers to many of the questions the Committee has regarding the Town's website.

Mr. Vidal from CivicPlus will join the meeting by telephone to answer any questions that committee may have. Mr. Vidal will also be able to review the standard metrics that are available for the Town's review.

Item 4: Creative Communities Grant FY2020

Please find attached a packet on this matter.

If the Committee desires to approach this matter differently this year, then staff recommends that the recommended approach be forwarded to the Town Council at its February meeting.

Item 5: Economic Development / MOU with Clarke County

Please find attached the Memorandum of Understanding (MOU) Between the Town of Berryville and Clarke County Regarding Economic Development and Tourism (16 September 2014).

The Committee last discussed the MOU at their meeting on 12 December 2018 where it decided to review the document in more detail.

**BERRYVILLE TOWN COUNCIL COMMUNITY DEVELOPMENT COMMITTEE
MEETING AGENDA
Berryville-Clarke County Government Center
101 Chalmers Court, Second Floor
Meeting Room A/B
Regular Meeting
January 28, 2019
4:30 p.m.**

Item

Attachment

- | | | |
|------------------------------|---|---|
| 1. Call To Order | Kara Rodriguez, Chair | |
| 2. Approval of Agenda | | |
| 3. Discussion | <u>www.berryvilleva.gov</u> | 1 |
| 4. Discussion | Creative Communities Grant FY2020 | 2 |
| 5. Discussion | Economic Development / MOU with Clarke County | 3 |
| 6. Closed Session | No Closed Session Scheduled | |
| 7. Other | | |
| 8. Adjourn | | |

↑ Denotes an item on where a motion for action is included in the packet

Attachment 1

Keith Dalton

From: Anthony Vidal <vidal@civicplus.com>
Sent: Thursday, January 17, 2019 2:27 PM
To: TownClerk
Cc: Keith Dalton
Subject: RE: CivicPlus - Website Questions

Meeting Recap:

For the video services – 25GB of storage seems to be anywhere from 10-20 videos depending upon their length.

Example Sites:

- <https://northbendwa.gov/>
- <https://www.yorkcounty.gov/>
- <https://www.danville-va.gov/>
- <https://www.portlandmaine.gov/>
- <https://oakhilltn.us/>
- <https://www.gloucesterva.info/>
- <https://www.cookeville-tn.gov/>
- <https://www.renogov.org/>

These are a good starting point for some design examples. Some are within your region and others are farther out. Let me know if you would like more.

I am working on the web analytics. I had some issues with my login, but I will have it prepared for the meeting on the 28th. Were we able to secure a time that you all would like me to get with them?

I apologize for the delay in response. There have been a ton of internal meetings within the first few days of the year. We are also in the midst of transition within our department as our teams realign. My typical response time of 24 business hours should resume over the next couple of days. I appreciate your patience as we implement these changes to better serve you overall.

Anthony J Vidal | CivicPlus

Client Success Manager
p: (785)-323-4708
civicplus.com

The Integrated Technology Platform for Local Government

2019 User Conference



From: TownClerk <townclerk@berryvilleva.gov>
Sent: Wednesday, January 16, 2019 10:30 AM
To: Anthony Vidal <vidal@civicplus.com>
Cc: Keith Dalton <townmanager@berryvilleva.gov>
Subject: RE: CivicPlus - Website Questions

Anthony

Good morning

I just wanted to follow-up to see what the status was of getting the information that you were going to email to us from our conference call on Monday.

Best,

Lisa Larrick/Town Clerk
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611
(540) 955-1099

From: Anthony Vidal <vidal@civicplus.com>
Sent: Friday, January 11, 2019 5:23 PM
To: TownClerk <townclerk@berryvilleva.gov>
Cc: Keith Dalton <townmanager@berryvilleva.gov>
Subject: RE: CivicPlus - Website Questions

That works perfectly.

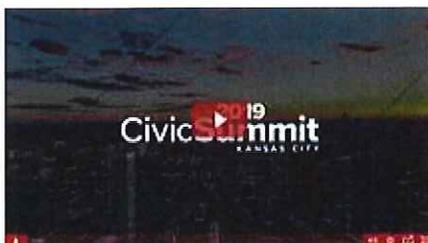
I am sorry for the delay. I am still getting caught up after being pulled away for our Department Conference.

I apologize for the delay in response. There have been a ton of internal meetings within the first few days of the year. We are also in the midst of transition within our department as our teams realign. My typical response time of 24 business hours should resume over the next couple of days. I appreciate your patience as we implement these changes to better serve you overall.

Anthony J Vidal | CivicPlus
Client Success Manager
p: (785)-323-4708
civicplus.com

The Integrated Technology Platform for Local Government

2019 User Conference



From: TownClerk <townclerk@berryvilleva.gov>
Sent: Friday, January 11, 2019 11:48 AM
To: Anthony Vidal <vidal@civicplus.com>
Cc: Keith Dalton <townmanager@berryvilleva.gov>
Subject: FW: CivicPlus - Website Questions

Anthony

Good afternoon.

I am following up on my below email and voice message to you today. Please let us know today if you can do a conference call on Monday after 10:00 a.m. with the best time probably being around 11:00 a.m.

Thank You

Lisa Larrick/Town Clerk
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611
(540) 955-1099

From: TownClerk
Sent: Thursday, January 10, 2019 4:52 PM
To: Anthony Vidal <vidal@civicplus.com>
Cc: Keith Dalton <townmanager@berryvilleva.gov>
Subject: RE: CivicPlus - Website Questions

Anthony

Good afternoon.

Please let us know if you are available for a call on Monday, January 14th any time after 10:00 a.m.

Also, for clarification on number 4, we are looking at a third party payment portal for online payments. If this could be part of the site and easy for the residents to get to so they don't have to go looking all over place to find it that would be ideal.

Also, we will need to discuss the analytics and what pages are being viewed and which are not, etc.

Thank You

Lisa Larrick/Town Clerk
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611
(540) 955-1099

From: Anthony Vidal <vidal@civicplus.com>
Sent: Monday, January 7, 2019 11:52 AM
To: TownClerk <townclerk@berryvilleva.gov>
Subject: RE: CivicPlus - Website Questions

Good Morning,

Please see the responses to your questions below. I think it would be best if we scheduled a call for Friday for us to go over these in more detail. Let me know a time that works best for you. I will be at a Sales Summit starting tomorrow, but we will be back in the office as of Friday. I am more than happy to take some time to go over this more in-depth with you.

1. Analytics - Does CivicPlus do them and can the Town get a monthly report? (Yes, we do have an analytic reporting program. You have complete access to view at anytime you would like. We can schedule a call to go over how to read this reporting sometime.)
2. Templates - if the Town does new branding and enhance the website, are there other templates available and can we see them? (We do not do templated designs. When going into a redesign you have complete creative freedom as to the look and presentation of your website. We can schedule a redesign call and I can go over some of the more recent website we have created for municipalities in your area. I can also send you over a list of these if you would like!)
3. If new template site and capability are chosen, what are the estimated costs associated with this and who is responsible for loading and testing the site? (We create the site from start to finish for you. You are assigned a dedicated Project Manager that walks you through the entire process. We test it to make sure it works properly before going live and taking down your old site. Cost is something I am still estimating for you guys. Once I get a more concise answer I will get that sent over to you.)
4. Does CivicPlus have the capability of having add-on programs from other vendors (i.e. payment portal) and if so, what is the process, costs and are these open to all other vendors or is the Town limited in who it can use for this site? **(I need a little more clarification on this before I can answer)**
5. Email sign up – does CivicPlus have the capability for people to sign up to receive newsletters and notices within its system or does this have to be done externally through another vendor such as Constant Contact, Mail Chimp, etc.? (We do! We also have the ability to provide that functionality to your website as well without having to use third party vendors. I think it would be best if we talked about this over the phone as well so that I can get a better idea of your needs.)
6. Video - any limits or costs and if so, type of video files, limits, and costs? (We do have video storage functionality through CP Media. I would need talk to you about storage size and/or what you would like to use it for in order to get you an accurate pricing quote)
7. Calendar – is the Town able to attach documents to calendar items such as meeting packets so people do not have to go to multiple pages to retrieve information and can multiple documents be attached to calendar items? (You could attach a link to the calendar event that takes them to the Agenda Center for that specific meeting to see the Agenda Packet. Otherwise you could link to documents in the Document Center in the event so they would be able to get to the information much faster)
8. Secured area for Council documents - is there a secured area for Council and Staff to access documents? (You can create hidden pages that only back end users have the ability to see)
9. Phone numbers on site - can these be set to be clicked on to dial? (Yes)

Anthony J Vidal | CivicPlus

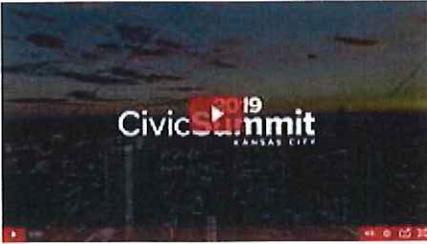
Client Success Manager

p: (785)-323-4708

civicplus.com

The Integrated Technology Platform for Local Government

2019 User Conference



From: TownClerk <townclerk@berryvilleva.gov>
Sent: Thursday, December 27, 2018 9:47 AM
To: Anthony Vidal <vidal@civicplus.com>
Cc: Keith Dalton <townmanager@berryvilleva.gov>
Subject: CivicPlus - Website Questions

Anthony

Good morning. It is my understanding that you are the Town of Berryville, Virginia's representative for CivicPlus. The Town is in the process of looking to update/enhance its website and below are some questions regarding CivicPlus' capabilities:

1. Analytics - Does CivicPlus do them and can the Town get a monthly report?
2. Templates - if the Town does new branding and enhance the website, are there other templates available and can we see them?
3. If new template site and capability are chosen, what are the estimated costs associated with this and who is responsible for loading and testing the site?
4. Does CivicPlus have the capability of having add-on programs from other vendors (i.e. payment portal) and if so, what is the process, costs and are these open to all other vendors or is the Town limited in who it can use for this site?
5. Email sign up – does CivicPlus have the capability for people to sign up to receive newsletters and notices within its system or does this have to be done externally through another vendor such as Constant Contact, Mail Chimp, etc.?
6. Video - any limits or costs and if so, type of video files, limits, and costs?
7. Calendar – is the Town able to attach documents to calendar items such as meeting packets so people do not have to go to multiple pages to retrieve information and can multiple documents be attached to calendar items?
8. Secured area for Council documents - is there a secured area for Council and Staff to access documents?
9. Phone numbers on site - can these be set to be clicked on to dial?

It would be appreciated if you would provide us with answers to above questions on or before January 11, 2019.

If you have any questions or need clarification, please contact me.

If you are not the correct contact, it would be appreciated if you would forward to the appropriate contact and advise me of the same.

I look forward to hearing from you.

Best,

Lisa Larrick/Town Clerk
Town of Berryville
101 Chalmers Court, Suite A
Berryville, VA 22611
(540) 955-1099

Attachment 2

BERRYVILLE TOWN COUNCIL
Community Development Committee
Virginia Commission for the Arts (VCA) Creative Communities Grant
January 28, 2019

The Town has received the VCA's community-based grant since 2014. The purpose of the Creative Communities Grant, previously the Local Government Challenge Grant, is to encourage local government support of the arts. The grant award is now \$4,500 and must be matched by local government funds. In previous years, the recipient has been Berryville Main Street in support of the Fire House Gallery and related arts activities (e.g., workshops, student art shows, educational presentations). As the Town has funded Berryville Main Street over the years, the amount of the match was retained until the matching funds from VCA were received.

Should Council wish to modify the recipient this year, staff suggests that the application be open to all qualified arts organizations. Please note that the Town must match the grant amount and this amount must be identified in the approved FY-20 budget.

In previous years, the County has applied for and received funds for the Barns of Rose Hill. Staff has discussed the matter with Clarke County Joint Administrative Services personnel who indicated that at this time, the County will again be identifying the Barns of Rose Hill as their recipient.

Included in this packet is a general overview of the grant and the application submitted for the FY-19 cycle.

Please note that the deadline for submission to be considered for the FY-20 funding is **April 1, 2019**. Town staff will need sufficient time to submit the application and follow up with VCA staff should there be any questions about the submission.

Recommendation

Discuss at the meeting and make a recommendation to Town Council identifying the recipient(s) at the February Council meeting.

Grants / Creative Communities Partnership Grants

Purpose

Formerly Local Government Challenge Grants, Creative Communities Partnership Grants encourage local governments to support the arts.

Description

The Commission will match, up to \$4,500, subject to funds available, the tax monies given by independent town, city, and county governments to arts organizations. The money, which does not include school arts budgets or arts programming by parks and recreation departments, may be granted either by a local arts commission/council or directly by the governing board.

Eligible Applicants

Independent city, town, or county governments in Virginia.

Eligible Activities

Grants to independent arts organizations for arts activities in the locality. The Commission does not match payments paid to performers for specific performances. Local governments seeking such funding should apply in the Performing Arts Touring Assistance Program.

W-9 Form Requirement

All organizations applying to the Virginia Commission for the Arts are required to provide a W-9 Form. Download a W-9 form, [HERE](#).

DUNS Number Requirement

All applicants must include their DUNS number when applying for a grant. Obtaining your DUNS number is a free, straightforward process. For more information, [click here](#).

Deadlines

The online application is due on April 1, 2019 by 5:00 p.m. for local government grants awarded in 2019-2020.

NOTE: A local government that has not approved its budget by the grant deadline may apply conditionally and confirm the application as soon as possible.

Amount of Assistance

Up to \$4,500, subject to funds available. The local government match must be from local government funds; federal funds may not be included.

SEARCH THIS SITE

[Back to Grants](#)

DIRECTIONS TO OUR OFFICE

[Back to top](#)

Virginia Commission for the Arts

Main Street Centre

600 East Main Street, Suite 330

Richmond, Virginia 23219

(804) 225-3132

[Contact Us](#)

[Back to top](#)[Back to top](#)[Back to top](#)[Back to top](#)

Criteria for Evaluating Applications

- Artistic quality of the organizations supported by the city/county/town
- Clearly defined policies and procedures for awarding local funds to arts organizations
- Degree of involvement of artists and arts organizations in the local process of awarding grants
- Community impact including number of participants, duration of program, and other public and private sector involvement
- Description of ongoing local government support for arts programs and funding

[Back to top](#)

Application Review/Payment Procedure

1. Local governments submit complete application forms by the deadline.
2. The Commission staff reviews each application for completeness and eligibility.
3. The Commission staff makes recommendations on levels of funding for each application.
4. The Commission board reviews the staff recommendations and takes final action on the applications in June.
5. After confirmation of the grant award, each local government will confirm in writing to the Commission that its governing board has appropriated the matching funds and the funds from the Commission. This confirmation must take the form of the appropriate page of the local government's approved 2019-2020 budget and/or a copy of the check (s) to the sub grantee (s). The Commission will pay the grant in full after receiving this confirmation no later than February 1, 2020.

[Back to top](#)

Application and Final Report Forms

- **ONLINE grants system, HERE: <https://www.grantinterface.com/Home/Logon?urlkey=vca>**
- [Creative Communities Partnership Certification of Assurances](#)
- [Creative Communities Partnership Sub Grantee Information Form](#)

[Back to top](#)

T. 804-225-3132 |

Connect with us:

[Home](#) : [F.A.Q.](#) : [Site map](#) : [Web Policy](#) : [Contact us](#)

Virginia Commission for the Arts ©Copyright 2012 - Site by Lythos Studios -

[Back to top](#)

Application

 Public Profile

Creative Communities Partnership Grant

Process: FY19-Creative Communities Partnership Grant (formerly Local Government Challenge Grant)

- Contact Info
- Request
- \$ Award Details
- Documents 1

Applicant:

Ms. Christy N. Dunkle
 planner@berryvilleva.gov
 540-955-4081
 101 Chalmers Court Suite A
 Berryville, VA 22611 USA



Organization:

Town of Berryville
 54-6001144
 540-955-4081
 101 Chalmers Court Suite A
 Berryville, VA 22611 USA

Contact Email History



 If your organization information does not appear correct, please click the edit (pencil) icon.

-  Application
-  Document Viewer
-  Application Packet
-  Question List

 Fields with an asterisk (*) are required.

∨ Before You Apply

CREATIVE COMMUNITIES PARTNERSHIP GRANTS (formerly Local Government Challenge Grants)

Purpose: To encourage local governments to support the arts, the Commission will match, up to \$4,500, subject to funds available, the tax monies given by independent town, city, and county governments to arts organizations. The money, which does not include school arts budgets or arts programming by parks and recreation departments, may be granted either by a local arts commission/council or directly by the governing board.

Eligible Activities: Grants to independent arts organizations for arts activities in the locality. The Commission does not match payments paid to performers for specific performances. Local governments

seeking such funding should apply in the Performing Arts Touring Assistance Program.

Eligible Applicants: Independent city, town, or county governments in Virginia.

Deadline: The online application is due April 2, 2018 by 5:00 p.m. (EST) for local government grants awarded in 2018-2019.

Before you apply, please review:

- **2018-2019 Guidelines for Funding**
- **VCA's Online Registration Tutorials *including Tips & FAQs for Applying Online***
- **Question List (top right button)**

Additional Notes:

- All questions with an asterisk * are required.
- The system auto-saves after every 100 characters typed or every time you click into a new question; however, there is also a **"Save"** button at the bottom of the page.
- If you copy & paste from an outside document into the online system, be sure to keep track of character limits (including spaces). We recommend that you **do not** use formatting tools, because the formatting will likely not transfer to the response area when pasted into the online system.
- If you do not provide an answer for one of the required questions, you **will not** be able to submit your application.
- Save, print & review the application before you submit it.
- Click **"Submit Form"** only when you are finished.
- Once it has been submitted it is no longer available for editing.

Questions About the Program?

Contact Johnson Childress, Deputy Director, 804.225.3132, Johnson.Childress@vca.virginia.gov

∨ General Information

INSTRUCTIONS:

Begin answering the application questions listed in each section. Each section can be expanded/contracted by clicking on the section name.

Questions with an * asterisk must be answered in order to complete and submit the application.

VCA Grant Program*

Please copy and paste the words **Creative Communities Partnership Grant** into the text box below.

Creative Communities Partnership Grant

Primary Activity*

Select ONE primary activity of the arts organization(s) for which the locality seeks matching funds. If you are seeking funds for more than one organization and the art forms differ, select **"14 Multidisciplinary"**

05 Visual Arts ▼

Organization Website*

Enter your organization's (local government) URL (website link) below. Please make sure the information on the website is current as it will be reviewed by the panelists. If your organization does not have a website, upload a link to another social media source such as Facebook if applicable.

**City or County***

Please identify the name of the independent city or county in which the organization is located and where the majority of the activities take place. **Do not include a comma and/or the words VA or Virginia.**

Regional Activity Location*

Use the map provided to identify the region where the organization is located.

Virginia Legislative Districts

Please provide the number of the Virginia House, Senate and the U.S. Congressional district where the majority of the organization's activities take place. The specific street address of the organization determines these districts. If you do not know the state or U.S. Congressional districts visit whosmy.viriniageneralassembly.gov. Only one district can be selected per question.

VA House of Delegates*

Please identify the **Virginia House District** where the organization is located.

VA Senate*

Please identify the **Virginia State District** where the organization is located.

VA-US Congressional District*

Please identify the **Virginia-US Congressional District** where the organization is located.

 Local Government "Grantee" Information

The Virginia Commission for the Arts will provide a matching grant of **up to \$4,500** *subject to funds available*. These funds must be matched on at least a dollar-for-dollar basis, or exceeded by local government funds; federal funds may not be included.

A local government that has not approved its budget by the grant deadline may apply conditionally. After the grant has been approved, any change in the allocation of funds sub-granted to local arts organizations must be approved by the Commission.

Grant Amount Requested*

List the amount of Virginia Commission for the Arts assistance requested for FY2019 (*up to \$4,500*).

Proposed Local Government Arts Appropriation for FY2019*

List your locality's proposed arts appropriation for FY19 (*the amount must match or exceed the amount listed under the VCA grant amount requested above*).

Process for Awarding Grants*

Please answer the following questions regarding your locality's grant process:

1. What is the process for awarding the grants?
2. What criteria are used as a basis for evaluating applicants?
3. Who is involved in making these decisions?
4. Who determines the local government arts appropriation each year?

1. Town staff identifies and contacts organizations that may be interested in applying for funds whose needs fit VCA requirements. Requests are reviewed and Council identifies the recipient(s).

2. Town Council evaluates applications by identifying the organization's contributions to the arts in the community; by the organization's benefits to artists and residents (e.g., events and shows that feature local artists) as well as visitors; and by criteria established by the VCA.

3. Members of the Berryville Town Council approve the grant recipient. This occurred at their

3,808 characters left of 4,500

Follow-up Evaluation*

What kind of follow-up or feedback does the local government use to gauge the success/value of the Creative Communities Partnership grant?

Town Council receives updates from the proposed recipient, Berryville Main Street, at their regular monthly meeting. Board members from the organization discuss activities from the previous month and inform Council and the public of upcoming arts- and downtown-related events. Town Council also receives an annual budget and work plan from Berryville Main Street which identifies income and impacts to the downtown business district.

1,066 characters left of 1,500

List of Current Board/Council Members*

Upload or enter in the space below a list of current board/council members, and if applicable, any additional boards/councils that are involved in making funding decisions.

Berryville Town Council: Pat Dickinson, Mayor; Harry Lee "Jay" Arnold, Recorder; Donna Marie McDonald, Ward 1; H. Allen Kitselman, Ward 2; Erecka L. Gibson, Ward 3; David Tollett, Ward 4

2,814 characters left of 3,000

✓ Arts Organization(s) "Sub-Grantee" Information

Description of Arts Organization(s) (Sub-Grantees)*

Give a brief description of the arts organization(s) proposed to receive Commission assistance through the Creative Communities Partnership Grant in 2018-2019. ***If more than 10, please list only the names of the organizations.***

The organization proposed to receive the Creative Communities Partnership Grant is Downtown Berryville, Incorporated, dba Berryville Main Street. The Fire House Gallery is a public-private economic development initiative operated by the organization. The Fire House Gallery, now in its eighth year, currently represents 74 artists and makers. The Gallery is dedicated to local artisans and art education efforts offering workshops, lectures, and openings in historic Downtown Berryville. A member of the Top of Virginia Artisan Trail, The Fire House Gallery participates in the monthly Open

5,283 characters left of 6,000

Sub-grantee Information Form*

Instructions: Upload & complete (here in blue) the **Sub-grantee Information Form** listing which local independent arts organizations will receive the Commission sub-grant(s). After the grant has been approved, any changes in the allocation of sub-grants to local arts organizations must be approved by the Commission.

Note: Sub-grants made by the local government using **up to \$4,500** of the Creative Communities Partnership Grant funds may only go to independent Virginia arts organizations for arts activities in the locality. Virginia arts organizations are defined as those whose primary purpose is the arts (production, presentation or support of dance, literary arts, media arts, music, theater, or visual or related arts), that are incorporated in Virginia, and have their headquarters and home seasons, or activities equivalent to a home season, in the state. Units of government and educational institutions cannot be considered arts organizations.

Copy of Creative Communities Partnership Sub Grantee Information Form.xlsx [12.2KiB] 

Populations Benefited Instructions:

Select any categories that, by your best estimate, will make up 25% or more of the population that will directly benefit from the award during the period of support. These responses should refer to populations reached directly, rather than through broadcasts or online programming.

Populations Benefited by Age*

- 01 Children/Youth (0-18 years)
- 02 Young Adults (19-24 years)
- 03 Adults (25-64 years)

04 Older Adults (65+)

99 No single age group listed above made up more than 25% of the population directly benefitted

Populations Benefited by Race*

A Asian

B Black/African American

H Hispanic/Latino

N American Indian/Alaska Native

P Native Hawaiian/Pacific Islander

W White

G No single race/ethnic group listed above made up more than 25% of the population dir. benefitted

Populations Benefited by Distinct Groups*

D Individuals with Disabilities

I Individuals in Institutions

P Individuals below the Poverty Line

E Individuals with limited English proficiency

M Military veterans/Active duty personnel

Y Youth at risk

G No single distinct group listed above made up more than 25% of the population directly benefitted

Arts Education*

Choose one item that best describes the funded activities.

01 50% or more of funded activities are arts education

02 Less than 50% of funded activities are arts education

99 None of this project involves arts education

✓ Certification of Assurances

The Certification of Assurances is the grant contract between the Virginia Commission for the Arts and the grantee. VCA grantees are required to be non-profit Virginia organizations and exempt from federal income tax under Section 501(a), which includes the 501(c)3 designation of the Internal Revenue code, or are units of government, educational institutions, or local chapters of tax exempt national organizations.

Certification of Assurances*

1. Click on the form name in BLUE here **Certification of Assurances**

2. Fill out the required information and print it

3. **This form requires the signature of the authorizing official**

4. Scan and SAVE the signed form to your desktop

5. Upload the completed form to the system by clicking on the "Upload a file" button.

6. Select the document you wish to upload and click on the "Open" button.

Note: Once your attachment is uploaded, a red "X" will appear beside your file. Click on the "X" if you wish to delete your file and upload another.

Certification of Assurances and Grant Conditions for Local Government Grantees 021418.pdf [687.0KiB] 

Name of Authorizing Official (first and last)*

Keith R. Dalton

Professional Title of Authorizing Official*

Town Manager

Email for Authorizing Official*

 townmanager@berryvilleva.gov

✓ Virginia W-9 Form

Virginia W9 Form*

Every VCA grantee is required to complete a Virginia W9 to receive funding. It is imperative that EIN, DUNS (top left corner) and organizational address identified in our grant management system is aligned with the address listed on the VA W9. Any incorrect information will hold up the processing of payments.

Click on the fillable form here **Virginia W-9 Form** Complete the form, print it and sign it. Scan the completed document and save it to your files. Upload ONLY the first page of the completed document below.

NOTE: The Virginia W9 is NOT the same form as the U.S. Treasury W9. You will see the words **US Treasury W9** in the upper left corner. Do not submit the US Treasury Form.

VA W-9 021518.pdf [94.8KiB] 

Administrator Comments

Please click on the blue highlighted fillable VIRGINIA W9 form above. You uploaded a US Treasury form in error.

Attachment 3

Clarke County Board of Supervisors



Berryville Voting District
J. Michael Hobert – Chair
(540) 955-4141

Millwood Voting District
John R. Staelin
(540) 837-1903

White Post Voting District
Bev McKay
(540) 837-1331

Buckmarsh Voting District
David S. Weiss – Vice Chair
(540) 955-2151

Russell Voting District
Barbara J. Byrd
(540) 955-1215

County Administrator
David L. Ash
(540) 955-5175

Memorandum of Understanding (MOU) Between The Town of Berryville and Clarke County Regarding Economic Development and Tourism

WHEREAS, the Town of Berryville and Clarke County over the past four decades have worked cooperatively to promote a unique and highly successful land use philosophy that focuses growth and development within the Town while preserving the County's natural, historical, and agricultural resources; and

WHEREAS, the County's small land area, close proximity to four surrounding urban growth areas, and limited access to public water and sewer capacity make the sharing of Economic Development resources a necessity; and

WHEREAS, the future of economic development – including business, retail, industry, agriculture, and Tourism – in Clarke County is dependent upon effective collaboration and cooperation between the Town and County;

AND WHEREAS, the Town and the County recognize that combining resources and creating unified points of contact for Economic Development and Tourism will enable our communities to more efficiently address the needs of new and existing businesses, streamline regulations and regulatory processes, and more effectively market our unique assets.

NOW THEREFORE, BE IT RESOLVED THAT the Town of Berryville and Clarke County agree to work cooperatively to implement the following action items:

1. **Establish Joint Management of Economic Development and Tourism.** The Town and County shall jointly manage the Economic Development and Tourism efforts in Clarke County and the Town of Berryville on an ongoing basis.
2. **Establish Single Points of Contact for Economic Development and Tourism.** Both the Town and County agree that it would be best if the business community dealt with single points of contact for Economic Development and Tourism.
3. **Create a Joint Committee for Economic Development and Tourism.** The Town and County shall create a four member Committee ("Joint Committee") to supervise Economic Development and Tourism efforts. The Committee shall consist of the Town Manager or designee, the County Administrator, a Town Council Member and a County Supervisor. Initially, the Joint Committee will

www.clarkecounty.gov

101 Chalmers Court, Suite B
Berryville, VA 22611

Telephone: [540] 955-5175

This institution is an equal opportunity provider and employer.

meet monthly but may change that schedule as the Committee deems appropriate. The Joint Committee is empowered to choose its own leaders but it is suggested that the Chair alternate between the two elected officials. The Joint Committee shall be appointed by the Town and County within 30 days of adoption of this MOU.

4. **Hire an Economic Development Director.** The County will hire an Economic Development Director with input from the Joint Committee. Initially this may be a part-time position. The County will create a job description and provide it to the Joint Committee for review and input into its development. This Economic Development Director will report to County Administrator but will also consult with the Joint Committee. Unless the County can find someone with all the needed skills it is unlikely the Director will supervise many efforts in the area of Tourism. The Director shall staff the Industrial Development Authority (IDA) and the Economic Development Advisory Committee (EDAC), and shall incorporate the work product of these groups into the overall Town-County economic development strategy. The selection process shall begin within 60 days of the adoption of this MOU with the goal of having the Director begin work in Spring 2015.
5. **Conduct Joint Review of Economic Development and Tourism Funding.** For FY16 and beyond both the County and Town agree to conduct an ongoing joint review of Economic Development/Tourism funding during their annual budget process. The County Administrator and Town Manager or designee shall be responsible for organizing this review in conjunction with County and Town finance committees and the Joint Administrative Services Director. Such review shall begin in the 4th quarter of the 2014 calendar year in conjunction with the development of the FY2015-2016 budgets. The Joint Committee shall coordinate any budgetary requests with the Town's and County's annual budget processes. As the County Administrator and Town Manager serve on the Joint Committee it is expected that they will be able to represent the desires of the Committee.
6. **Budgetary Control and Impact on Tax Revenues.** The Joint Committee will do its best to understand how Economic Development and Tourism affect the tax revenues of the Town and County so that proposals can be made to equitably divide costs. However, both the Town and County reserve the right to control their own Economic Development and Tourism budgets.
7. **Identify and Mitigate Real and Perceived Barriers to Economic Development.** One of the first duties of the Joint Committee shall be to determine the best way to add to the past information gathering activities of the Town and the Economic Development Strategic Planning Subcommittee by soliciting additional input from the business community as to the real and perceived barriers to Economic Development. A workplan to obtain this input and develop strategies to mitigate these real and perceived barriers shall be developed and initiated by the Joint Committee within 60 days of the Economic Development Director's start date.
8. **Joint Regulatory Review by Planning Directors.** The Town and County shall charge their Planning Directors to use the data collected above as well as their Director's own knowledge to complete a joint regulatory review and offer suggestions back to the governing bodies of changes that could be made to make both the Town and County more business friendly. This effort shall be scheduled in conjunction with the workplan set forth in Item #7 above.
9. **Publicize the Regulatory Review Recommendations and Their Implementation.** The final report of the regulatory review outlined in Item #8 shall be publicized within 60 days of acceptance by the

governing bodies, and the resultant changes shall be publicized as the report's recommendations are implemented.

10. **Establish Technical Guidance/Support for Tourism Efforts.** The Joint Committee shall decide whether the County and Town's Tourism effort should be guided by a staff member, consultant, or a designated group. The selected entity will report to either the Town Manager or County Administrator and will receive guidance from the Joint Committee. The Joint Committee may wish to request proposals from consultants and groups in order to help evaluate the different options for this item. The initial goals of the Tourism effort shall be the creation of a single Tourism website and the development of ways to cross-promote Tourism at existing events. The Joint Committee shall make this decision within 120 days of the adoption of this MOU.

11. **Creation and Management of Joint Economic Development and Tourism Websites and Associated Social Media.**
 - A. **Develop and Manage Joint Economic Development Website.** The Town and the County shall have a single internet presence for Economic Development to include a website and associated social media. Creation of a single internet presence shall be the Economic Development Director's top priority project. The initial steps of this effort shall begin immediately following the adoption of this MOU with a targeted delivery date of the combined internet presence within 4-6 months of the Economic Development Director's start date. The Economic Development Director shall be responsible for keeping the website and associated social media up to date with oversight by the Joint Committee.

 - B. **Develop and Manage Joint Tourism Website.** The Town and the County shall have a single internet presence for Tourism to include a website and associated social media. Creation of a single internet presence shall be evaluated by the Joint Committee and a recommended work plan shall be provided by the Committee within three (3) months of the Committee's initial meeting.

12. **Identify New Revenue Sources for Economic Development and Tourism.** There shall be ongoing, coordinated efforts to explore new revenue sources for Economic Development and Tourism to benefit both the Town and County. This effort shall begin in the near term with pursuing the Virginia Tourism Corporation Marketing Leverage Grant or other tourism-related grants, and evaluation of raising the County's transient occupancy tax (TOT)¹ to 5% through General Assembly action to allow earmarking of funds in excess of 2% for Tourism-related efforts, and establishing a TOT for the Town. This effort will also include evaluating the County's potential use of the business professional and occupational license (BPOL) tax. Longer term efforts shall be an ongoing responsibility of the Economic Development Director and part of the joint annual evaluation of the Town and County economic development budgets.

¹ Transient Occupancy Tax is a tax paid by visitors and is collected by operators of hotels, motels, boarding houses, and other lodging places which can accommodate four or more persons at one time as well as travel campgrounds that offer guest rooms or other accommodations rented out for continuous occupancy for fewer than 30 consecutive days. This tax is authorized by 58.1-3819 of the Code of Virginia and is codified under Article XVII of the Code of Clarke County.

13. **Develop Business Retention Strategies.** The Joint Committee shall work with the Economic Development Director and possibly a consultant to create business retention strategies. Work on this item shall begin within 60 days of the completion of the regulatory review/streamlining report outlined in Items #7 and #8.
14. **Foster Economic Development Relationships.** The Town and County shall work jointly on establishing partnerships with developers, landowners, building owners, and other stakeholders to facilitate new development and redevelopment of properties. This is an ongoing responsibility that shall be undertaken by the Economic Development Director with processes established to enable potential projects or issues to be brought to the governing bodies after review by the Joint Committee for discussion by the aforementioned stakeholders.
15. **Develop Incentive Programs to Attract New Businesses and Retain Existing Businesses.** The Town and County shall jointly develop incentive programs to attract new businesses and to help existing businesses grow and expand. This item requires Economic Development technical expertise and shall be assigned to the Economic Development Director. Creation of a report of potential incentive program options for consideration by the Town and County shall be completed within one year of the hire date of the Economic Development Director.
16. **Joint Development of Agricultural Marketing Strategies.** The Town and County shall jointly develop agricultural marketing strategies to benefit agricultural/ agribusiness entities in the County and agricultural retail and Tourism resources (e.g., Farmers Market, farm-to-table, farm supply business) in the Town. This item requires marketing technical expertise and shall be assigned to lead points of contact for Economic Development and Tourism. Creation of a Marketing Strategies Report shall be created for consideration by the Town and County. This Report shall be completed within one year of the adoption date of this MOU.
17. **Regional Tourism Marketing and Promotion.** The Town and County shall support regional cooperation in marketing/promoting tourism. This item requires tourism/marketing technical expertise and shall be assigned to lead points of contact for Tourism. Existing staff shall continue to be actively involved in current regional efforts to market Town and County Tourism efforts.
18. **Support Efforts to Increase Accommodation Capacity.** Development of increased accommodation capacity shall be supported by the Town and County. In the near term, Town and County staffs, with guidance from the Joint Committee, shall determine whether there are joint measures that could be undertaken to secure a hotel in the Town. As an ongoing project, the Joint Committee and/or the Economic Development Director and Tourism lead points of contact shall work to identify and promote all sources of accommodations including hotels, bed and breakfasts, and country inns.
19. **Foster Tourism Relationships.** The Town and County shall work to establish relationships with stakeholders to facilitate growth of the Tourism industry. This is an ongoing responsibility that shall be undertaken by the Tourism lead points of contact with processes established to enable issues to be brought to the governing bodies for discussion by the aforementioned stakeholders.

The aforementioned action items are summarized by priority in Attachment A, Timeline of Action Items, to this MOU.

BE IT FURTHER RESOLVED THAT it is expected that this Memorandum of Understanding will be modified as the Town and County learn from their experiences. This MOU shall renew automatically on July 1, 2015 and annually on July 1 thereafter, however either the Town or the County may choose to request the opportunity to review or modify this MOU with provision of 60 days of notice to the other party. Either party may cancel this MOU with provision of written notice to the other party no later than May 1 of each year.

WITNESS the following signatures and seals:

TOWN OF BERRYVILLE, VIRGINIA
By Wilson Kirby (SEAL)
Wilson Kirby, Mayor

Adopted Unanimously September 9, 2014

COUNTY OF CLARKE, VIRGINIA
By J. Michael Hobert (SEAL)
J. Michael Hobert, Chair

Adopted Unanimously September 16, 2014

**ATTACHMENT A
TIMELINE OF ACTION ITEMS**

Prioritized Items (Initial Year)

- **Within thirty (30) days of the adoption date of this MOU (October 16, 2014)** Create a Joint Committee for Economic Development and Tourism (Item #3)
- **Within sixty (60) days of the adoption date of this MOU (November 16, 2014)** Create a job description and recruit for the position of Economic Development Director with the goal of hiring a part or full-time Director by Spring 2015. (Item #4)
- **Within 120 days of the adoption date of this MOU (January 16, 2015)** -- The Joint Committee shall complete a review of Town and County funding of the economic development effort and make recommendations to the Finance Committees of the Town and County, in conjunction with the annual budget process, for integrated response to funding needs. (Items #5 and #6)
- **Within 120 days of the adoption date of this MOU (January 16, 2015)** – The Joint Committee shall recommend a work plan to identify technical guidance/support for tourism efforts and for development of the Joint Tourism website (Item #10 and Item #11B)
- **Within ten (10) months of the adoption date of this MOU (July 16, 2015)** – Identify and Mitigate Real and Perceived Barriers to Economic Development – develop and initiate workplan (Item #7); Joint Regulatory Review by Planning Directors – develop and initiate workplan (Item #8)
- **Within one (1) year of the adoption date of this MOU (September 16, 2015)** – Joint Development of Agricultural Marketing Strategies report (Item #16)

Prioritized Items (Beyond Initial Year)

- **Within 12 to 14 months of the adoption date of this MOU (September/November 2015)** – Targeted Delivery of Joint Economic Development Website (Item #11A)
- **Within sixty (60) days of completion of regulatory report outlined in Items #7 and #8 (late 2015/early 2016)** – Begin work on developing business retention strategies (Item #13)
- **Within one (1) year of the hire date of the Economic Development Director (mid 2016)** – Report on Incentive Programs to Attract New Businesses and Retain Existing Businesses (Item #15)

Ongoing Items

- Establish Joint Management of Economic Development and Tourism (Item #1)
- Establish Single Points of Contact for Economic Development and Tourism (Item #2)

- Conduct Joint Review of Economic Development and Tourism Funding (Item #5) – In conjunction with annual budget processes
- Budgetary Control and Impact on Tax Revenues (Item #6)
- Publicize the Regulatory Review Recommendations and Their Implementation (Item #9)
- Identify New Revenue Sources for Economic Development (Item #12) – In conjunction with annual budget processes
- Foster Economic Development Relationships (Item #14)
- Develop recommendations for Regional Tourism Marketing and Promotion (Item #17)
- Support Efforts to Increase Accommodation Capacity (Item #18)
- Foster Tourism Relationships (Item #19)