AGENDA
OLD TOWN ADVANCEMENT COMMISSION MEETING
Rouss City Hall
February 7, 2018

1. Call to order

2. Approval of January Minutes

3. Officers' Reports
   - Chair Report
     i. January Expenditures
   - Vice-Chair Report

4. Standing Committee Reports
   - Design
   - Economic Vitality
   - Organization
   - Promotions

5. Downtown Manager Updates
   - 2019 Events
   - Other

6. Old Business
   - Civil War Sign Request

7. New Business
   - Creative Community Partnership Grant Applications

8. Public Comments

9. Adjournment– The next OTAC meeting will be held in City Hall at 5:30 p.m. at **March 7, 2019.**

DRAFT Minutes
OLD TOWN ADVANCEMENT COMMISSION MEETING
Rouss City Hall
January 3, 2019
5:30 P.M.

Attendees: Holly Redding (Chair), Drew Van Laeken (Vice Chair), Charlie Fish, Elizabeth Minor, Greeley Myers, Kimberly Sowers, Nate Crandell (ex-officio OTWBA) and Downtown Manager Jennifer Bell.
(Notes taken by Sarah Acuff Chapman)

- **Call to Order**
- **Approval of Minutes**
  - Approval of December meeting minutes – *Unanimously approved*.
- **Officers' Reports**
  - Chairperson's Report – Holly Redding
    - Expenditures Report – review December expenditures – No questions.
  - Vice Chairperson's Report – Drew Van Laeken
    - Nothing to report.
- **Standing Committee Reports**
  - Design – Liz Minor
    - Holiday window decorating contest winners listed. Question about boundaries for involvement.
    - Downtown Holiday Lighting. Don't think it is realistic for 2019. No outlets on Piccadilly St. Need more research before going to Council with requests. Start a little at a time. Perhaps Boscawen St. outlining buildings. Maybe add a category to the window contest for outdoor lighting display.
    - Next meeting to discuss lighting – January 24 at 8:30 a.m.
  - Economic Vitality – Drew Van Laeken
    - Committee description in OTAC Member binder. Want input. Perhaps OTWBA input. Look into window clings for vacant windows. Jennifer noted that Economic Vitality often includes real estate and property owners as well as community members.
    - Quarterly meetings until have a project to work on. Want to get input before scheduling.
  - Organization – Greeley Myers
    - January 22 stakeholder meeting invitations. Electronic is fine, as well as print invites. Greeley will distribute.
    - Monthly meeting schedule will be 4th Tuesdays at 9am. Goal to invite more people.
  - Promotion – Charlie Fish
    - Will meet on Monday at 5:30 p.m.
    - Focus on Shop Local campaign. Materials emailed out to committee members. Guerilla marketing. Suggestion to get guides to real estate offices to distribute to new clients. Also change of address packet from post office. Looking for ideas for reaching out to local residents. Suggestion of Mother's Day event. Remind people to shop for Mother's Day in Old Town. Shopping event May 11, Saturday. Same day at Farmers Market opening day. Maybe EDA branding funds available.
- **Downtown Manager's Updates**
  - Downtown Manager Report – Jennifer Bell. Copy distributed.
  - 2019 City Calendars distributed.
  - Main Street evaluation distributed. Was emailed out prior to meeting. New requirements received at the end of 2018. Will work to improve score. Will share VMS reports with board members. Question about how information in reports is obtained. Jennifer explained data sources. Data compiled into a cumulative chart by Virginia Main Street to track milestones and report to the state to help get the program funding. Holly noted that there are a handful of real easy changes the board can make to increase score next year. *Holly asked for a motion to go ahead and approve this so that we sign it and send it back to the Main Street foundation with a score of 76. Greeley so moved. Seconded. Approved unanimously, 6/0.*

- Updated Commission Members list distributed. Currently three vacancies for Primary or Secondary District property owners or business owners. Kimberly noted an error in her email address.
- Events – Holly Jolly. Two hours of carriage rides. Event Contractor will be taking over Holly Jolly next year looking for sponsorship for three hours of carriage rides. Farmers market component this year went really well.
- Moving forward with ArtScape. Have an MOU with ShenArts. Starting to promote and look for sponsors.
- Chocolate Escape Outreach. Sign up forms available.
- Graphic designer selected for OTW Guide. One have one box left of current guide. Maybe get descriptions for businesses for next year. JP help? Increased distribution of guides this year by hotels picking up cases. Guides taken to Candy Hill Campground. Tourism distribute as well. May increase to quantity of 25,000. Moved location of map to back of guide.
- Tourism draft strategic plan distributed.
- Newsletter distributed.
- Volunteer sign up forms.
- Jennifer received a $1000 scholarship to attend the National Main Street Conference in Seattle where she will be presenting.
- 2018 Year in Review distributed. Will present to Council on January 22.
- Wayfinding presentation to Council on January 22.

➢ **Old Business**

- Stakeholder Meeting - Volunteer form for committees. Holly went over the format for the meeting.
- Civil War Trails sign. Table from last month's meeting. $200 request. Greeley will reach out.

➢ **New Business**

- OTAC Chair and Vice Chair Elections. Charlie nominated Holly as Chair. Seconded. Holly accepted nomination and made a brief opening statement. No questions and no other nominations.

  A Roll Call Vote was taken and Holly Redding was elected chair, the votes being recorded as shown below:

Member	Vote
Charlie Fish	Yes
Liz Minor	Yes
Greeley Myers	Yes
Holly Redding	Yes
Kimberly Sowers	Yes
Drew Van Laeken	Yes

  Holly nominated Drew to continue to serve as Vice Chair. Seconded. Drew accepted the nomination and made a brief opening statement. No questions and no other nominations. *A Roll Call Vote was taken and Drew Van Laeken was elected vice chair, the votes being recorded as shown below:*

Member	Vote
Charlie Fish	Yes
Liz Minor	Yes
Greeley Myers	Yes
Holly Redding	Yes
Kimberly Sowers	Yes
Drew Van Laeken	Yes

➢ **Public Comments**

- Nate invited members to the OTWBA meeting on January 10, 6 pm at Web Strategies.

The next OTAC meeting will be on **Thursday, February 7, 2018 at 5:30 p.m. in Rouss City Hall.**
Motion to adjourn. *Seconded. Unanimously approved 6/0.* **Adjournment 6:25 p.m.**

DRAFT

January 2019 Expenditures
FY19

Professional Services/Special Events (31-66)	Budgeted	January Expenditures	Current Balance
Monthly Retainer - January		$6,866.67	
W-01 Event Expenses		$673.58	
W-02 Event Expenses		$1,126.04	
W-03 Event Expenses		$1,285.00	
Monthly Retainer - February		$6,866.67	
2018 Events Commission		$17,877.28	
FYTD Account Total	**$218,000.00**	**$34,695.24**	**$67,145.83**

Professional Services/Other (31-70)	Budgeted	January Expenditures	Current Balance
Web Content Management for December		$325.00	
OTW Guide Design		$950.00	
FYTD Account Total	**$12,350.00**	**$1,275.00**	**$6,960.00**

Local Media (36-01)	Budgeted	January Expenditures	Current Balance
Winchester Star Holiday Ad		$70.00	
NV Daily Holiday Ads		$140.00	
Holiday Facebook Ads		$27.13	
FYTD Account Total	**$5,725.00**	**$237.13**	**$4,064.14**

Postal Services (52-10)	Budgeted	January Expenditures	Current Balance
City Hall Postage - December		$0.89	
Misc. Fees - January		$0.15	
FYTD Account Total	**$455.00**	**$1.04**	**$437.98**

Mileage and Transportation (55-10)	Budgeted	January Expenditures	Current Balance
NMS Conference Flight 1		$108.20	
NMS Conference Flight 2		$261.20	
FYTD Account Total	**$900.00**	**$369.40**	**-$2.54**

Membership & Dues (58-10)	Budgeted	January Expenditures	Current Balance
2019 VAFMA Membership		$50.00	
FYTD Account Total	**$460.00**	**$50.00**	**$0.00**

Misc. Charges (58-72)	Budgeted	January Expenditures	Current Balance
SESAC Music Licensing Service		$875.00	
TAYLOR - Water/Sewer November		$29.15	
FYTD Account Total	**$2,300.00**	**$904.15**	**$1,359.80**

Food & Food Service (60-02)	Budgeted	January Expenditures	Current Balance
Artist Reception - December		$5.16	
FYTD Account Total	**$200.00**	**$5.16**	**$11.73**

Other Operating Supplies (60-14)	Budgeted	January Expenditures	Current Balance
Egg Hunt Supplies		$250.00	
FYTD Account Total	**$3,260.00**	**$250.00**	**$1,463.73**

Old Town Winchester Press Conference

2019 Entertainment and Events

Wednesday, February 6th, 2019

50/50 Taphouse
29 W. Cork Street

The Old Town Advancement Commission and Full Circle Marketing will host a press conference for the Old Town Winchester 2019 Entertainment and Events series. We will announce the City's lineup of events for 2019 in Old Town Winchester as Winchester celebrates its 275th birthday. We will provide light refreshments, snacks, and birthday cake for the celebration!

Come check out what new fun bands, live entertainment, and great family events will be joining us in Old Town this summer and fall! Press kits will be emailed to media representatives with dates, locations and times for all the summer and fall events.

For more information on events or to schedule an interview contact City of Winchester PIO Amy Simmons (540)667-1815

Please confirm attendance with dario@fullcirclem.com

Memo
To: Main Street Program Directors
From Kyle Meyer
Re: **Data and Survey Bonanza CY2018**

As indicated in the VMS Program Guidelines, it is required that, as a designated Main Street community, your organization must submit two surveys in addition to your quarterly reports and National Main Street Community (NMSC) accreditation information.

Most likely, you already have most of this information lying around the office somewhere, but it may take an hour or two to pull it together, so *be sure to make time for it*. The data is used to:

1. Develop the VMS Annual Report
2. Nominate local programs for National Main Street Community Accreditation
3. Justify the value of Virginia Main Street to DHCD and the General Assembly
4. Develop a reference for local program salary and compensation packages
5. Create economic development impact and benchmark profiles for each community

Each of these data products must be polished and ready to roll out late winter/early spring. Please help Virginia Main Street to meet our deadlines and make the case for downtown revitalization by emailing the following data **ALL AT ONCE BY 5 PM JANUARY 11, 2019 to mainstreet@dhcd.virginia.gov.** Include a copy of this sheet as a checklist:

- ☒ **A National Main Street Community Accreditation**, see p. 4 below, that includes:
  - ☒ A completed, new *2018 National Accreditation Standards of Performance Self-Evaluation*, to be completed by the board and signed by the board president and executive director;
  - ☒ All outstanding quarterly reports from calendar year 2018;
  - ☒ The actual budget for *your* FY18, including revenues and expenses and annual budgeting adoption date;
  - ☒ Current comprehensive Main Street work plan, including annual work plan adoption date;
  - ☐ Current contract with local government (if applicable);
  - ☒ Current vision and mission statement;
  - ☒ Current list of board of directors;
  - ☒ Current list of all committee members; and
  - ☒ 2018 dates and topics of training for board, volunteers and staff, including attendance record for VMS training. Note: Attendance by an organizational representative at all VMS training is expected. Attendance at trainings sponsored by the National Main Street Center is highly encouraged.
- ☒ **2018 Program Funding Worksheet** with corrections in **red type**
- ☒ **2018 Salary Survey**, see p. 3 below
- ☒ **Current By-laws and Policy & Procedure manuals** – Only include copies if your bylaws or policies were updated in 2018.
- ☒ **Key accomplishments and achievements for 2018 -** Please include a 250-350 word report summarizing your organization's key accomplishments, milestones and activities for 2018 for use in the *Virginia Main Street Blog* and *Award* events. Remember that Main Street is more than events. What else did your organization do that was significant and impactful?
- ☒ **Signed Designated Community Biennial Memorandum of Understanding** – This agreement is for the purpose of implementing the Main Street program in your community, as well as maintaining the Main Street designation and affiliation with the Virginia Main Street network.

Local Economic Impacts

The Main Street Approach™ requires focus on economic impact in communities, creating significant positive change on Main Street and monitoring tangible, quantifiable outcomes to better tell the local story to funders and key stakeholders. Virginia Main Street **strongly recommends** tracking the following data points. Please work with your local Commissioner of Revenue to annually report this data in a manner that is consistent and compliant with state privacy laws:

☐ **Total number of downtown housing units**	**132**
☐ **Total number of district commercial spaces**	205
& number of vacant spaces	**19**
Please include both figures to calculate the vacancy rate	
☐ **Average rental rate in $/ft^2**	**$12-$14 Primary, $10-$12 Secondary**
☐ **Jobs Census for your district**	unknown
Represents the number of workers employed within the district.	
☐ **Real Property Assessment of your district in FY18**	144,800,000
The assessed value of all real property within the district.	
☐ **Local Sales Tax collected from your district in FY18**	unknown
Includes revenue received from local sales taxes within the Main Street district alone. All counties and cities assess an optional one percent local tax in addition to state sales tax.	
☐ **Restaurant Food Tax collected from the district in FY18**	**1,068,000**
Includes taxes levied on food and beverages offered for human consumption within the Main Street district alone. Also referred to as Meal Taxes or Prepared Food Taxes.	
☐ **Lodging Tax collected from your district in FY18**	**unknown**
Includes taxes paid on hotel and motel rooms, boarding houses, travel campgrounds, and other facilities that provide lodging for less than thirty days. Also referred to as the Transient Occupancy Tax.	
☐ **Admissions Tax collected from your district in FY18**	8,000
(If applicable) *Includes taxes assessed on events that charge admissions, such as sporting events, museums, zoos, amusement parks, etc. within the Main Street district alone.*	

Thanks so much! (in advance)

PROGRAM MANAGER
2018 SALARY SURVEY

This survey is helpful for setting expectations among communities hiring new program managers and new staff as well. The information collected is also used by the National Main Street Center for gauging national averages. Responses will be kept confidential by VMS.

Please take a moment to answer the following questions:

1) What is your current salary? $79,000

2) Who is your formal employer, i.e. municipality, Main Street nonprofit organization, etc.? While most program managers are employed by the Main Street organization, some are actually employed by the municipality.
City of Winchester

3) How long have you been the program manager/executive director of the Main Street program in THIS community? 6 years

4) Which of the following is part of your total compensation package?

   ☒ Dental plan
   ☒ Eye care plan
   ☒ Health insurance
   ☒ Leave – annual/vacation
   ☒ Leave - holiday, sick, personal
   ☒ Life insurance
   ☒ Mileage reimbursement
   ☐ Performance-based bonus of $Click here to enter text.
   ☒ Retirement/pension
   ☒ Worker's Compensation/Disability
   ☒ Other benefits/compensation (please list): option for cancer insurance, legal shield

5) Please list titles and salaries of additional staff members; include the wage/salary level and average weekly hours of staff paid on an hourly basis:
Old Town Coordinator is a full time position with a 40 hour work week Tuesday through Saturday at approximately $40,500 a year.

National Main Street Community
ACCREDITATION CRITERIA

Each year the National Main Street Center asks State Coordinators to evaluate local programs on their eligibility to be accredited as a National Main Street Community. To be eligible, the program must hold a fee-based membership in the National Main Street Community network, in addition to the following eligibility criteria:

1) **Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors.**

2) **Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage.**

3) **Has a comprehensive Main Street work plan**

4) **Possesses an historic preservation ethic**

5) **Has an active board of directors and committees**

6) **Has an adequate operating budget**

7) **Has a paid professional program manager**

8) **Conducts a program of ongoing training for staff and volunteers**

9) **Reports key statistics**

10) **Has current membership in the National Trust's National Main Street Network membership program**

As an annual performance gauge, the Board of Directors, staff, and committee chares perform a *Virginia Main Street Program Self-Evaluation* on a ten point scale for each of the criteria resulting in a total possible score of 100. Communities that score a cumulative 70% or higher will be recommended for accreditation. The VMS staff uses the self-evaluation to identify community needs and determine services.

The benefits of accreditation include a press release and certificate from the NMSC, continued compliance with Virginia Main Street Guidelines, and appropriate recognition in Virginia Main Street promotional materials. Virginia communities that received National Main Street Community accreditation last year for performance in 2017 are:

Altavista
Ashland
Berryville
Blackstone
Bristol
Culpeper
Danville
Farmville
Franklin
Fredericksburg
Gloucester
Harrisonburg
Hopewell
Lexington
Luray
Lynchburg
Manassas
Marion
Martinsville
Orange
South Boston
St. Paul
Staunton
Warrenton
Winchester
Wytheville

Virginia Main Street ***requires*** its designated communities to achieve National Main Street Community accreditation *at least two out of three consecutive years* (please refer to the current Program Guidelines). The materials required for the nomination also allow VMS to better understand the program's strengths and needs and provide appropriate assistance.

Monthly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Month: October **Community Name:** Winchester
Year: 2018 **Program Manager:** Jennifer Bell

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate one of the following: façade, signage, exterior, interior, new construction, or other

#	Street address of building	Improvement	Investment
1	31 S. Braddock Street	signage	$375
2	158 N. Loudoun Street	interior	$6,040
3	123 N . Cameron Street	interior	$11,000
4	24-28 E. Piccadilly Street	interior	$600
5			
6			
7			
8			
9			
10			
		Total	**$18,015**

COMPLETED PUBLIC IMPROVEMENTS

For Description of Improvement indicate one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of funds	Improvement	Cost
1			
2			
3			
4			
5			
		Total	**$0**

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity indicate one of the following: new opening, expansion or retention/relocation within district

#	Business name	Street address	Activity	# jobs*
1	The German Table	158 N. Loudoun Street	new opening	3
2	She Said Yes Bridal Boutiqu	224 S. Loudoun Street	expansion	1
3				
4				
5				
			Total	**4**

BUSINESSES CLOSING

For description of activity indicate one of the following: closing, reducing employees, or relocating outside district

#	Business name	Street address	Activity	# jobs*
1	Protiviti	2 N. Cameron Street	relocating outside dist	1
2	Pioneer Skate Shop	201 S. Braddock Street	closing	1
3				
4				
5				
			Total	**2**

** Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).*

VOLUNTEER INVESTMENT

Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month

	# Hours
Board Meeting, Committee Meetings, farmers market, projects and other volunteer hours	34

Monthly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Month: November **Community Name:** Winchester
Year: 2018 **Program Manager:** Jennifer Bell

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate one of the following: façade, signage, exterior, interior, new construction, or other

#	Street address of building	Improvement	Investment
1	123 N. Cameron Street	interior	$3,000
2	118 S. Cameron Street	interior	$36,000
3	9 W. Piccadilly Street	interior	$367
4	3 S. Loudoun Street	signage	$100
5	35 W. Boscawen Street	interior	$367
6			
7			
8			
9			
10			
		Total	**$39,834**

COMPLETED PUBLIC IMPROVEMENTS

For Description of Improvement indicate one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of funds	Improvement	Cost
1			
2			
3			
4			
5			
		Total	**$0**

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity indicate one of the following: new opening, expansion or retention/relocation within district

#	Business name	Street address	Activity	# jobs*
1	Solve It! Escape Rooms and	123 N. Cameron Street	retention/relocation	0
2	Knitters Magic	212 S. Loudoun Street	new opening	1
3	Back to the Media	41 S. Loudoun Street	new opening	2
4				
5				
			Total	**3**

BUSINESSES CLOSING

For description of activity indicate one of the following: closing, reducing employees, or relocating outside district

#	Business name	Street address	Activity	# jobs*
1				
2				
3				
4				
5				
			Total	**0**

** Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).*

VOLUNTEER INVESTMENT

Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month

	# Hours
Board Meeting, Committee Meetings, farmers market, projects and other volunteer hours	70

Monthly Report

Main Street Economic Development Data

email to: mainstreet@dhcd.virginia.gov

Month: December **Community Name:** Winchester
Year: 2018 **Program Manager:** Jennifer Bell

COMPLETED PRIVATE BUILDING IMPROVEMENTS

For description of improvements indicate one of the following: façade, signage, exterior, interior, new construction, or other

#	Street address of building	Improvement	Investment
1	3 S. Cameron Street	signage	$315
2	160 N. Loudoun Street	interior	$8,300
3	160 N. Indian Alley	interior	$950
4	50 E. Piccadilly Street	interior	$3,300
5			
6			
7			
8			
9			
10			
		Total	**$12,865**

COMPLETED PUBLIC IMPROVEMENTS

For Description of Improvement indicate one of the following: streetscape, signage utilities, new facility/amenity, or other

#	Source of funds	Improvement	Cost
1			
2			
3			
4			
5			
		Total	**$0**

BUSINESSES OPENING AND EXPANDING EMPLOYMENT

For description of activity indicate one of the following: new opening, expansion or retention/relocation within district

#	Business name	Street address	Activity	# jobs*
1	Creatives on Cameron	3 S. Cameron Street	new opening	5
2	Coppertop Salon	106 W. Boscawen Street (Opened in May)	new opening	2
3	Doll Haus Artistry	125 S. Loudoun Street (Opened in March)	new opening	2
4				
5				
			Total	**9**

BUSINESSES CLOSING

For description of activity indicate one of the following: closing, reducing employees, or relocating outside district

#	Business name	Street address	Activity	# jobs*
1				
2				
3				
4				
5				
			Total	**0**

** Please list full-time jobs or full-time equivalents only. Calculate full-time equivalents (FTEs) for part-time employees (e.g., 1 FTE = x part-time employees where their combined weekly hours total 35 or more).*

VOLUNTEER INVESTMENT

Total number of hours spent by all Main Street Program volunteers (board, committee & special projects) this month

	# Hours
Board Meeting, Committee Meetings, farmers market, projects and other volunteer hours	14

2018 National Accreditation Standards of Performance Self-Evaluation - See attached.

Actual FY18 Budget, including revenues and expenses. OTDB approved budget December 2017.

Community Development – Old Town Winchester

Old Town Winchester (OTW) is the department which oversees the historic downtown business district of the City. The Department works with the Old Town Development Board (OTDB). The OTDB is an advisory board which advises the Common Council and OTW on the expenditure of funds set aside through a special assessment on properties within the commercial historic district. OTW assists with the management and permitting for the primary and secondary Old Town assessment districts. OTW with the assistance and advisement of the OTDB, is responsible to the Common Council for overseeing the improvement, maintenance, development, planning, and promotion of Old Town Winchester. The OTDB is also a Virginia Main Street affiliate and ensures Winchester maintains its status as a nationally affiliated Main Street community.

The Board, appointed by the Winchester Common Council, is made up of 11 members representing downtown property owners, business owners, residents, Shenandoah University, and the City of Winchester.

Goals and Objectives:

- Encourage appropriate mixed-use and in-fill development, higher density and walkability in order to maximize the use of properties in the district which will attract and retain a dynamic blend of businesses, create residential options, and draw consumers and visitors while encouraging historic preservation.
- Oversee the maintenance and development and overall physical appearance of the downtown.
- Promote opportunities for hosting special events, activities and retail promotions in Old Town that are appealing to professionals, residents and visitors.
- Add new events in the downtown to increase activity within the downtown and direct successful event coordination.
- Participate with Virginia Main Street program and meet National Main Street program requirements.
- Promote the district's assets, brand and events to identified target markets using a variety of communication and media mechanisms including the oldtownwinchesterva.com website, social media as well as traditional media outlets.

Community Development – Old Town Winchester

Performance Measures:

Indicators	2015 Actual	2016 Actual	2017 Actual	2018 Estimated	2019 Projected
Measures					
Cumulative Private Investment in OTW (Since mid-80's)	$125 Million	$128 Million	$131 Million	$132 Million	$133 Million
New businesses opened in OTW	18	27	27	16	16
New rehabilitation projects	42	47	50	40	45
City events	12	15	18	18	18
Social Media – Facebook Followers	12,500	15,600	17,104	17,500	18,000
People attending per event	500 – 4,000	100 – 4,000	100 - 5,000	100 - 4,000	100 - 4,000

Revenue Sources:

Revenue Sources	FY 2016 ACTUAL	FY 2017 ACTUAL	FY 2018 ORIGINAL BUDGET	FY 2019 ADOPTED BUDGET	FY 2019 BUDGET Inc/(Dec)
General Property Taxes	162,816	163,970	160,000	164,000	4,000
Miscellaneous Revenue	120,989	135,008	136,500	140,000	3,500
Federal	5,000	5,000	5,000	4,500	-
Subtotal Designated Revenue	**288,805**	**303,978**	**301,500**	**308,500**	**7,500**
Net General Tax Support	**175,450**	**164,367**	**172,600**	**173,100**	**500**

Expenditure Summary:

Expenditure by Classification	FY 2016 ACTUAL	FY 2017 ACTUAL	FY 2018 ORIGINAL BUDGET	FY 2019 ADOPTED BUDGET	FY 2019 BUDGET Inc/(Dec)
Personnel Services	153,485	154,897	157,300	165,300	8,000
Contractual Services	236,170	238,193	242,040	243,395	1,355
Internal Services	640	862	700	900	200
Other Charges	73,960	74,393	74,060	72,005	(2,055)
TOTAL EXPENDITURES	**464,255**	**468,345**	**474,100**	**481,600**	**7,500**

Community Development – Old Town Winchester

Staffing Summary:

Full-Time Employees	FY 2016	FY 2017	FY 2018	FY 2019	Inc/(Dec)
OTW	2.0	2.0	2.0	2.0	0
Total	**2.0**	**2.0**	**2.0**	**2.0**	**0**

Expenditure Detail:

EXPENDITURES	FY 2016 ACTUAL	FY 2017 ACTUAL	FY 2018 ORIGINAL BUDGET	FY 2019 ADOPTED BUDGET	FY 2019 BUDGET Inc/(Dec)
Regular	113,839	112,639	115,330	120,729	5,399
Part-time	-	2,113	-	866	866
FICA	7,797	7,462	7,568	7,920	352
VRS-Employer	13,152	10,365	11,071	10,853	(218)
Insurance-Employer	1,338	1,415	1,511	1,581	70
Worker's Compensation	92	81	77	83	6
Benefits Admin Fee	48	69	72	72	-
Employee Benefits	17 053	20,613	21,521	23,050	1,529
VRS Health Insurance Credit	166	140	150	146	(4)
PERSONNEL	153,485	154,897	157,300	165,300	8,000
Special Events Promotions	198,968	201,923	200,000	218,000	18,000
Other Professional Services	8,040	12,283	14,365	12,350	(2,015)
Landscaping Service	-	-	2,000	-	(2,000)
Printing & Binding	9,003	7,166	8,800	7,220	(1,580)
Local Media	20,159	16,723	16,775	5,725	(11,050)
Validated parking	-	98	100	100	-
CONTRACTUAL SERV	236,170	238,193	242,040	243,395	1,355
Copier Charges	640	862	700	900	200
INTERNAL CHARGES	640	862	700	900	200
Postal Services	395	425	400	455	55
Telecommunications	785	751	750	-	(750)
General Liability Insurance	959	924	1,000	1,100	100
Office Equipment Rental	250	250	250	250	-
Building Rental	400	400	400	400	-
Mileage & Transportation	651	822	500	900	400
Travel & Training	865	1,851	900	1,900	1,000
VA Commission for the Arts	9,999	10,000	10,000	10,000	-

Community Development – Old Town Winchester

Expenditure Detail:

EXPENDITURES	FY 2016 ACTUAL	FY 2017 ACTUAL	FY 2018 ORIGINAL BUDGET	FY 2019 ADOPTED BUDGET	FY 2019 BUDGET Inc/(Dec)
Other Payments	-	5 000	-	-	-
Downtown Improv Repayment	50,000	50,000	50,000	50 000	-
Dues & Memberships	475	530	585	460	(125)
Misc Charges & Fees	2,584	159	2,800	2,300	(500)
Office Supplies	391	128	435	380	(55)
Food & Food Service	285	244	425	200	(225)
Landscaping/Agricultural	1,643	-	500	-	(500)
Books & Subscriptions	350	261	275	300	25
Other Operating Supplies	3,672	2,648	4,740	3,260	(1,480)
Computer Supplies	207	-	-	-	-
Awards, Plaques, Other	49	-	100	100	-
OTHER CHARGES	73,960	74,393	74,060	72,005	(2,055)
TOTAL OTW	**464,255**	**468,345**	**474,100**	**481,600**	**7,500**

Current Comprehensive Main Street Work Plan – Approved December 2018

Old Town Winchester
Jennifer Bell
Work Plan – 2019

City Council Goal	Objective	Agenda Item	Tasks to accomplish Agenda Item	Status
Encourage sustainable economic growth and partnerships through business and workforce development.	**B:** Increase effectiveness of business retention, attraction and expansion efforts.	Develop comprehensive business development strategy.	Identify targeted businesses and industries and implement best marketing strategies to attract them to Winchester.	TBD
	C: Support local businesses through destination branding and marketing to visitors.	Improve overall Tourism strategy to promote Winchester to a broader audience	Assist with the development a Tourism Master Plan to guide future efforts.	To be done by June 2019
			Focus on driving visitors and tourist dollars into our community through cross-platform marketing efforts.	Ongoing
			Invite more tourism stakeholders to join the Tourism Taskforce	Winter 2019
			Implement a community engagement initiative to improve regional collaboration between political, business and community stakeholders to increase engagement and regional pride.	Ongoing
			Improve effectiveness and promotion of OTW Apps	Spring 2019
			Create transportation opportunities to connect Shenandoah University students to the downtown (Th-Sa).	Spring 2019
			Create an updated Civil War walking tour guide with support from SVBF	Spring 2019
Goal: Promote and accelerate revitalization	**A:** Continue promoting redevelopment/ development of previously identified catalyst sites.	Advance the redevelop/develop catalyst sites and targeted areas.	• Winchester Towers redevelopment	EDA WIP

of catalyst sites and other areas throughout the city.				
			• Community events expansion	Underway
			• Encourage private investment	On-going
			• Continue historic preservation	On-going
			• Promotion of Old Town brand	On-going
			• Encourage public art programs	Winter 2018
			• Update way-finding signage	Begun
	Attract tourists to OTW through improved signage	Replace old signs and missing signs, place new signs	Present sign designs to City Council for approval	January 22
			Present sign designs to Board of Architectural Review for approval	February 2019
			Request bids from signage companies	February 2019
			Begin ordering signs	March 2019
			Work with Public Works to install signs	April 2019
			Develop press release regarding the project.	April 2019
			Write report to VMS regarding the project.	May 2019
Goal: Advance the quality of life for all Winchester residents.	**A:** Increase cultural, recreational and tourism-related opportunities in Winchester.	Create, coordinate and conduct community events, programs and activities.	Continue to enhance, diversify and promote local and City-supported special events.	Ongoing
	B: Develop and maintain Winchester's infrastructure.	Complete infrastructure projects that enhance	Improve special events permitting to streamline internal processes and enhance customer service.	Fall 2019

		Winchester's quality of life and improves overall transportation safety.		
			Issue and retain a special event contractor(s) to promote Old Town's brand and events.	Ongoing
			Increase bus/RV parking access to downtown and area attractions.	Fall 2019
Goal: Improve City services and advance the strategic plan goals by promoting a culture of transparency, e cienc and innovation.	**B:** Increase government transparency and communication capabilities.	Enhance external communication.	Conduct a targeted social media campaign to promote Winchester as a great place to live, work and visit.	Ongoing
	C: Enhance service delivery to residents, economic partners and visitors.	Development Team.	Continue to produce and improve Old Town shopping and dining guide, mobile app and website to market downtown as a destination and increase visits.	Ongoing – next update Feb. 2019
			Increase number of hourly customers utilizing the parking garages by improving promotions.	Ongoing
			Increase followers on Instagram	On-going
			Improve effectiveness of newsletter	July 2019
Enhance Quality of Life for all Winchester Residents	Conduct a OTW Farmers' Market	Strengthen the Market	Survey participants and vendors to improve the market.	January 2019
			Hold Farmers Market Pot Luck recruitment event	March 2019
			Do outreach to recruit vendors.	On-going

		Promote Market	Assist MM in promoting the market through the website, social media and press releases	April
		Recruitment	Create and updated application and press release to recruit vendors	April
		Market Management	Open market with numerous vendors at the Taylor Pavilion	May
		Market Management	Maintain and improve quality of market encouraging demonstrations and music	June
		Market Management	Promote market through special event for VA and National Farmers Market Week	August
		Market Management	Use Social media and videos for promotion	May – Sept.
	Support downtown businesses	Shop Local Campaign	Request funds from EDA for program	January & February
			Hold meetings to improve Program Concept	January - May
			Promote program to Downtown businesses and elicit support	April
			Sign up businesses	May - June
			Secure advertising contracts	May
			Develop new videos	May
			Use video for advertising	June
			Choose graphic designer	April
			Use Facebook to promote businesses	On-going
		Mothers' Day Promotion	Develop Mothers' Day Promotional Concept	January/ February
			Develop promotional pieces	Feb./March
			Work with OTWBA & Businesses	Feb./March
		Shopping & Dining Guide	Update existing guide	January
			Work with designer and print	February
			Distribute to area hotels & businesses	February

		Website On-Line Directory	Update with all new downtown businesses and change information as needed on website	On-going
		Website	Maintain events calendar promoting all downtown events	On-going
		OTW App	Promote businesses and events	On-going
		OTW App	Report on year stats	October
		OTW App	Evaluate usage and improve features	October
		Facebook	Continue to use Facebook to promote the image of the downtown and increase followers	On-going
		Facebook	Continue to add followers	On-going
		Facebook	Do more live videos with stabilizer	On-going
		OTWBA	Support the business association through meetings and supporting programs such as the Egg Hunt and trick or treat	On-going
		OTWBA	Order eggs and deliver to OTWBA	February/ March
		OTWBA	Create and print Spooktacular posters and do permit	October
		OTWBA	Attend meetings when possible	On-going
		OTWBA	Partner on First Fridays event promotion	On-going
Promote revitalization of OTW	Downtown Branding & Materials Plan Development	Extend the brand	Develop next steps for OTW branding	April/May
			Encourage business use of logo by businesses	On-going
			Consider updates to the OTW Website	April
			Incorporate this in the Shop Local Ads	April
	Expand revitalization efforts to all parts of the Secondary Taxing District	Branding	Include secondary district areas in branding campaign, brochures, events & promotions	March
		Promotion	Consider update to banners in Secondary district highlighting brand	April
		Decorations	Design Committee special meeting to	January

			discuss	2019
		Decorations	Determine best use of funds	February
		Decorations	Work with vacant property owners to put images in their windows	May
	Restore Key Historic Buildings: Taylor Hotel	Taylor Pavilion Programming	Conduct Events at the Pavilion	Seasonal
			Act as Booking Agent	On-going
			Monitor event volume	On-going
	Increase private investment in façade upgrades	Façade Improvement Program	Continue to promote EDA façade program for downtown businesses and apply for grants when possible.	On-going
	Increase Number of Residents living Downtown	Encourage Mixed use Development	Improve quality of downtown experience to attract more residents and interest in mixed use development	On-going
	Community Events	Events – City	Prepare Chocolate Escape Event	January
			Conduct Chocolate Escape Event	February
			Oversee Event Permits for Downtown Events & Support events	On-going
			Hold internal Event Team Mtgs	On-going
			Assist all permitted events with aframes and signage in kiosks as well as social media posts	On-going
			Prepare Spooktacular Event permit and outreach to businesses	October
			Conduct Spooktacular Event Promotion	October
			Order items to distribute at Spooktacular	September
	Events Coordinator Contract	Manage Contract	Oversee work and reporting requirements and all aspects	On-going
		Manage Contract	Discuss contract extension	May 2019
		Manage Contract	Review and approve event schedule	November
		Manage Contract	Review all Task Orders and negotiate budget	December
		Sponsorships	Review sponsorship materials for various events	February

		Promotions	Review all event press releases and edit	On-going
		Promotions	Review all posters for events and edit	On-going
		Promotions	Review all ads for events and edit as needed	On-going
		Events	Develop event rack card	January
		Events	Attend events press conference	February
Improve City Services…	Maintain a high level of customer satisfaction with City services	Community Events Policy	Provide update on 2018 events to Council	January 2019
			Work to improve event management process	On-going
	Upgrade, increase the use of information technology to increase productivity and to engage the customer	Old Town Newsletter	Improve Old Town Monthly Newsletter to share information and promote events	Continues monthly
		Website	Notify people of Progressive Web App	April 2019
Continue Revitalization of Historic Old Town	Continue investment by EDA and Public-Private Partner for Acquisition redevelopment in Historic Old Town	Arts and Cultural District	Continue ArtScape Banner program with Arts Council	Install April
			Work with local Arts Council to hang art in Welcome Center	Bi-monthly
			Develop more opportunities for artists within the downtown	On-going
			Host artist reception for First Fridays	Bi-monthly
			Decide upon VCA Grant recipients if grant secured. (OTAC)	February
			Apply for Local Challenge Arts Grant	By April 1
			Write report on Arts Grant for funds	By Feb.1
	Enhance Gateways to Historic Old Town	Gateways Direction	Work with Public Works on way-finding signage as noted	On-going
Improve City Services…	General Administration	Events Applications		
			Verify Event Insurance is received	on-going

			Evaluate Event Details	on-going
			Consult with related departments	on-going
			Hold Event Team Meetings to review	on-going
			Communicate with event organizers	on-going
			Develop Work Orders as needed	on-going
		Finances	Pay bills weekly/monthly	on-going
			Keep on budget with expenses	on-going
		Meetings for DM	Attend weekly staff meetings	on-going
			Attend OTAC monthly Meetings	on-going
			Attend OTAC committee monthly meetings	on-going
			Attend Parking Board Meeting Monthly	on-going
			Attend Tourism Meeting Monthly	on-going
			Meet regularly with OTAC Chair	on-going
			Conduct Events Team meeting monthly	on-going
			Attend Apple Blossom Meetings Monthly	January - April
			Attend other meetings as is appropriate	on-going
Maintain Main Street Status	Virginia Main Street Requirements	VMS Quarterly Reports	Collect data and submit reports	Quarterly
		VMS Yearly Reports	Collect data and submit reports	January 11
		VMS Required	Attend VMS Trainings	
		VMS	Attend National Main Street Meeting	March 2019
		VMS Required	Attend VMS Webinars	On-going
		VMS Grants	Apply for VMS Grants	
		NMS	National Training Workshop	On-going
		Trainings	Conduct two workshops for downtown businesses	February/ March
		Trainings	Encourage Board members to participate in trainings	

Improve City Services…	City Activities		SUPPORTED BY PARK AND REC	
		Park and Rec Guide	Submit info for OTW page of events and information in the guide	Quarterly
		Movies on the Mall	Order movies for the summer	January
		Movies on the Mall	Run movies June - July Thursday evenings	Seasonal
		Movies on the Mall	Hold Fire and Rescue Appreciation Day event	July
		Rockin' Independence Eve	Park & Rec Order and manage July 3 fireworks	July 3
		Parade	Park & Rec planning for downtown Holiday Parade	November
		Other Events	Assist City Depts. with event planning	October
	City Promotional Materials		SUPPORTED BY PIO	
		2019 Events Rack Card	Create card with event contractor	January 2019
		Chocolate Escape	Edit draft press release and send out	January 2019
		2019 Event Calendar	Edit draft press conference info and send out and hold conference	February 2019
		Kiosk Posters	Put event posters in bulletin boards	On-going
		Farmers' Market	Help design promotional items for the market	April
		Events	Review updated event press releases and send out information.	On-going
		Postcard	Stakeholder Mailing(create, print, send)	April
		Holiday Postcard	Design Postcard to promote OTW Shopping	October
		Tree Banner	Design Kiosk ad to promote tree donors	November
		Holiday Ads	Design Holiday Shopping Ads	November
	City Activities		SUPPORTED BY PUBLIC WORKS	
		Storage of items	Organize storage items	On-going
		ArtScape Banners - Walking Mall	Remove existing banners ideally at the same time hanging new ArtScape Banners, probably week or two before	April

			Apple Blossom	
		AB Banners	Remove 2ndary District banners. Hang AB banners one to two weeks prior to the start of the Apple Blossom Festival Hang banners within five days of receipt	April
		AB Banners Down SU banners up	Take down AB banners and put up SU congrats banners by May 7	7-May
		Hang Flower Baskets	Hang flower baskets - tentatively May 19	19-May
		Hang American Flags by May 22	Memorial Day - hang American Flags - they could stay up through July 6	22-May
		Take down SU banners put up new	Take down SU banners put up Farmers Market and Movies on the Mall banners by June 5	5-Jun
		Hang American Flags by June 12	Flag Day - hang American Flags - they could stay up through July 6	12-Jun
		Friday Night Live – June	Details to be determined closer to date, prepare for HOG Rally participants.	June
		HOG Rally	Parade from 12 – 3 in OTW	June 22
		Hang American Flags by July 1	All downtown lamp posts and City Hall bunting until at least July 7 as well as bunting on City Hall	1-Jul
		Rockin Independence Eve– July 3*	Details to be determined closer to date, should be very similar to last year but behind Taylor hotel.	3-Jul
		Friday Night Live– July	Details to be determined closer to date, should be very similar to last year but behind Taylor hotel.	July
		Take down summer banners put up SU	Take down summer banners put up SU welcome students banners by August 17	August
		Friday Night Live– August	Details to be determined closer to date, should be very similar to last year but may include location behind Taylor hotel.	August
		Remove Flower Baskets	Remove hanging flower baskets when they begin to look wilted by August 27	27-Aug
		St. Paddy's Celtic Fest	Conduct cultural event with scavenger hunt	March 9
		Remove SU banners	Remove SU welcome student banners and hang Old Town ones by Sept. 25	25-Sep
		Oktoberfest	Hold Oktoberfest event	October
		Hang American Flags by November 10	Veteran's Day Hang all downtown lamp posts and City Hall bunting until November 12	10-Nov

		Hang shop/dine etc. banners	Hang Shop/Dine banners by Nov. 20	20-Nov
		Downtown Decorations by Thanksgiving	Work with tree volunteers to coordinate tree installation.	October
		Downtown Decorations by Thanksgiving	Decorate downtown; tree decorations on downtown lampposts, archways etc. by Nov. 25	November
		Holiday Parade -	Support Park and Rec for Tree lighting	Completed
		Holly Jolly	Prepare Holly Jolly with contractor	December
LONG RANGE	Projects to Consider			
			Put way-finding signage on RTE 81 to promote Old Town Winchester	
			Conduct an Advertising campaign in the D.C. Metro area	
			Improve downtown decorations – year round lights, encourage property owners to outline buildings with lights	
			Establish training for downtown employees	
			Hold more workshops and trainings for downtown businesses	
			Brand OTW as the Dining Destination of the Region	
			Encourage more mixed-use development particularly more condos	
			Expand boundaries of the primary and secondary assessment district	
			More public art in the downtown – first temporary installations than more permanent sculptures and murals	
			Develop a Winchester Arts and Artisans Festival	
			Develop a Winchester Winter Carnival	
			Develop a Winter Outdoor Market	
			Increase Downtown Volunteer base	
			Install Virginia Main Streets Sign on edge of town	

			Have live music in the Taylor Pavilion every weekend in the summer	
			Improve the existing Doing Business in Winchester Guide	
			Develop stronger ties with Shenandoah University	
			Encourage more boutique retail in the downtown – grocery, women's clothing and accessories	
			Have a recreational center within walking distance of the downtown with rock climbing, ice skating etc.	
			Develop a Promotional piece highlighting Winchester as a great place to live, work and play…images of high end condos, people at work at progressive companies, great restaurants and shops, highlight hospital and university etc.	
			Apply for more grants	
			Develop better relationship between OTAC and stakeholders through networking events	
			Work with new Tourism Director to improve OTW tourist product	
			Increase visibility of downtown welcome center	
			Connect with area marketing community to assist in promoting Winchester	
			Develop Promotional Items to promote the OTW brand	
			Conduct surveys and collect useful data	
			Refine and improve events and marketing materials	
			Conduct more surveys	
			Improve the Farmers Market	

Current Vision and Mission Statement

Vision:

To be a vibrant and inclusive Main Street community combining small-town charm and big-city opportunity that is nationally recognized as a desirable place to work, live, and thrive.

Mission:

The OTAC inspires community involvement, fosters economic vitality, encourages creativity and entrepreneurship, and attracts residents, visitors, and investors to Old Town Winchester.

Current List of Board Members

Current Board Members	
Holly Redding, OTAC Chair At-Large Business Owner	Winchester Brew Works 320 North Cameron Street Winchester, VA 22601 (540) 692-9242 holly@winchesterbrewworks.com
Drew Van Laeken, OTAC Vice Chair Property/Business Owner *Economic Vitality Committee Chair*	Incredible Flying Objects 111 North Loudoun Street Winchester, VA 22601 (540) 678-9993 info@ifotoys.com
Charlie Fish Property/Business Owner *Promotions Committee Chair*	Murphy Beverage Company 167 N. Loudoun Street Winchester, VA 22601 (540) 723-9719 murphybeverage@gmail.com
Elizabeth Minor At-Large Resident *Design Committee Chair*	695 Woodland Avenue Winchester, VA 22601 elizabethminor4@gmail.com
Greeley Myers SU Appointment *Organization Committee Chair*	Shenandoah University 1460 University Drive Winchester, VA 22601 (540) 665-4500 gmyers2@su.edu
Kimberly Sowers Property/Business Owner	Kimberly's 135 N. Braddock Street Winchester, VA 22601 (540) 662-2195 kimberlyhsowers@gmail.com
Nathan Crandell Ex-Officio OTWBA Representative *(Non-Voting)*	Compass West Realty 17 W. Boscawen Street Winchester, VA 22601 (540) 214-9682 teamwithnate@gmail.com
VACANT Property/Business Owner	
VACANT Property/Business Owner	
VACANT Property/Business Owner	

Current List of Committee Members

Design: Liz Minor, Kimberly Sowers.

Economic Vitality: Drew Van Laeken.

Organization: Greeley Myers, Kimberly Sowers, Tourism Director Justin Kerns, Holly Redding.

Promotions: Charlie Fish, Wendy Willis, Andy Gail, Faye Guerra.

2018 Dates and topics of training for board, volunteers and staff. Attendance record for VMS training.

OTAC Director attended: VMS Directors' Retreat in Fredericksburg (January), Virginia Main Street Regional Rev Up in Warrenton (April), and VMS Downtown Intersections in Harrisonburg (July). Was selected by Virginia Main Street to receive free Professional Development Training through the National Main Street America Institute. Attended kick-off Community Transformation Workshop in Chattanooga, TN.

OTW staff and board chair participated in a number of trainings and webinars throughout the year. Webinars: CBL How to Apply (February), Buy Local First: Driving Customers Downtown (March), Enhancing the Shop Local Experience (March), Making Markets Customer Friendly (March), Virginia Opportunity Zones: Strategies and Best Practices (September), *Heart & Soul Field Guide: Fostering a Participatory Community (October), and the* 2018 Data Bonanza webinar (November).

November 1, 2018 OTAC held a board retreat facilitated by our Virginia Main Street representative. All new board members went through a board orientation. We also held a VMS sponsored Customer Service Workshop "Delivering Memorable Experiences" which was free to downtown businesses.

Through a partnership with the local SBDC and EDA, the OTAC co-hosted 7 free business improvement workshops in the downtown: Prepare for Tax Season, Superior Service to Increase Profits, What is Cash Flow?, Social Media: Create a Facebook advertisement and explaining Facebook analytics, Social Media: Evaluate your Instagram presence, Marketing: Writing a press release to market your business, Financial: QuickBooks - Q&A for 2 hours with an expert.

Current Bylaws and Policy & Procedures Manual – Updated September 2018

Winchester Old Town Advancement Commission By-laws

Article I

Authorization and Purpose

1-1 The Winchester Old Town Advancement Commission is established by an act of the Common Council in accordance with Chapter 25, Article II, Division 2.

1-2 The official title of the body shall be The Old Town Advancement Commission, hereinafter referred to as "OTAC."

1-3 The primary purpose of the OTAC is to advise the Winchester Common Council on matters related to the special assessment districts and to complete other administrative functions as prescribed by city ordinance and the Code of Virginia and the Virginia Main Streets.

1-4 The ***vision*** of OTAC is to be a vibrant and inclusive Main Street community that combines small-town charm and big-city opportunity and is nationally recognized as a desirable place to work, live, and thrive.

1-5 The ***mission*** of OTAC is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.

1-6 The OTAC shall host in November of each year a retreat to develop ***strategic goals*** that include but are not limited to: establishing a budget for the fiscal year, developing committee work plans in alignment with the strategic goals, and providing an assessment on the state of events and programs funded by the Commission.

1-7 The Old Town Advancement Commission is a working Commission committed to the prosperity of Old Town, thus being Ambassadors of Old Town. Each member is expected to serve on a committee and meet with stakeholders on a regular basis. Serving on a committee includes regular attendance of committee meetings.

Article II

Membership

2-1 All members of the Old Town Advancement Commission shall be appointed by the Common Council. Vacancies on the Old Town Advancement Commission occurring otherwise than through the expiration of a term shall be filled for the unexpired term by appointment by the Common Council.

2-2 The Old Town Advancement Commission shall consist of nine (9) voting members as follows: Six (6) members shall own property or own a business within the area subject to local assessment of local improvement under this chapter (three-year term). Two (2) members shall be at-large (three-year term) and shall be a resident or business owner within the City.

2-3 One (1) member shall be reserved for Shenandoah University to be nominated by the President followed by vetting and approval by Council. One (1) ex officio member shall be a representative of the Old Town Winchester Business Association. The Downtown Manager, who shall fully report to the City Manager or the designee of the City Manager, shall serve as the "primary staff liaison" to the Old Town Advancement Commission.

2-4 In accordance with Section 25-23 of the City Code, Council may with or without cause remove and/or replace any member of the Old Town Advancement Commission by majority vote in an open session. The Old Town Advancement Commission may also seek removal of a member for good cause shown by the adoption, through majority vote, of a Resolution recommending removal of the member. Such Resolution shall include a summary of the cause for the recommendation of removal. Any member of the Old Town Advancement Commission who is absent from more than three (3) regularly scheduled meetings during a twelve (12) month period of the Commission will be subject to immediate removal. The (12) month period shall begin with the first absence. Once a member has missed three (3) regularly scheduled meetings during a twelve (12) month period they will be notified by the board chair. Should a board member miss a fourth meeting OTAC will discuss a motion for a resolution recommending removal. Upon receipt of the Resolution recommending removal, the City Clerk shall place the recommendation upon the Agenda of Council for the next regularly scheduled meeting.

Article III

Officers

3-1 The OTAC shall elect a Chairperson and Vice Chairperson at the first business meeting of each year to serve for the calendar year. Election to these offices shall be by a majority of the members present.

3-2 Duties of the Chairperson. The Chairperson shall:

3-2-1 preside at all meetings.

3-2-2 appoint members of the OTAC to serve as representatives and/or liaisons to external committees, boards, and OTAC committees and Task Forces, as required.

3-2-3 rule on procedural matters that may come before the OTAC, subject to reversal by a 2/3 vote of the Commission members present.

3-2-4 report official communication to the Commission and respond as required.

3-2-5 present minutes to the Commission for approval by a majority vote.

3-2-6 be responsible for ***external affairs*** of the Commission, including but not limited to: lead Commission members in fostering relationships with Old Town stakeholders, the City Manager, and members of the Common Council to promote the mission and vision of the Commission; be the official spokesperson for the Commission; and represent the Commission on matters that impact Old Town.

3-2-7 perform such other duties as assigned by the Common Council or the Commission.

3-3 The Vice Chairperson shall:

3-3-1 assume the duties of the Chairperson in his or her absence and/or vacancy until the next scheduled election.

3-3-2 be responsible for ***internal affairs*** of the Commission, including but not limited to: supporting committee chairs in the implementation of goals and strategic plans, vetting and reporting on financial requests made by application, and coordinating assessment efforts of the Commission's strategic plan in alignment with Main Streets and the City of Winchester strategic plans.

3-3-3 serve as parliamentarian for the Commission to insure procedures are followed in accordance with the OTAC by-laws and City ordinance for OTAC.

3-3-2 perform such other duties as assigned by the Common Council or the Commission.

Article IV

Meetings

4-1 Meetings of the OTAC may take two forms. They are:

4-2 Commission and Committee Meetings, which:

4-2-1 shall be held monthly and shall be scheduled with at least 72 hours notice for public announcement. Meetings will be held on City property with the exception of the yearly retreat and stakeholder meetings.

4-2-2 Official Committees at this time include: the Design Committee, the Economic Restructuring Committee, the Organization Committee, and the Promotions Committee.

4-2-3 Committees shall work on tasks assigned by the OTAC. They shall also discuss priorities to present to the OTAC. They shall accomplish tasks as directed by the OTAC.

4-2-4 Committees' purposes shall be defined by the OTAC and may change and be amended by a majority of the OTAC with input from the Committee Chair.

4-2-5 Committees that have not met for two consecutive months shall be considered inactive, and the OTAC Chairperson may replace the committee chair or reorganize the committee as needed.

4-3 The OTAC shall keep minutes of all business meetings. The Chairperson shall present minutes to the Commission for approval by a majority vote.

4-4 The OTAC may call special work sessions or retreats and business sessions in addition to those regularly scheduled, provided the proper public notification has been made as required by law.

Article V

OTAC Procedures for Conducting Business

5-1 OTAC meetings shall be conducted in accordance with Robert's Rules of Order, except where otherwise specified in the by-laws or the attached OTAC policies or where Virginia law dictates.

5-2 The format for the Commission Meeting shall be as follows:

- Call to order
- Approval of Minutes
- Officers' Reports
  - Chairperson's Report
  - Vice Chairperson's Report
- Standing Committee Reports
  - Economic Restructuring Committee
  - Organization Committee
  - Design Committee
  - Promotions Committee
  - Ad Hoc Committees
- Downtown Manager Updates
- Old Business
- New Business
- Public Comments
- Adjournment

5-2-1 Citizen comments will be taken during business meetings at a time designated for comments on items not set for public hearings on the agenda.

5-2-2 The OTAC may elect to take public comments on any agenda item, including those that do not require a public hearing, and those on which a public hearing has already been held.

5-2-3 The Chairperson may place special rules regarding public hearings by announcing them at the beginning of the hearing. These special rules may include time limits on reports, presentations, and citizen comments.

5-3 Business Meetings shall be held on the first Thursday of each month at 5:30 PM at Rouss City Hall, unless otherwise announced.

5-4 A quorum, consisting of a majority of the appointed members, shall be required for every business meeting.

5-5 All public hearings, votes, and public business shall be conducted at the business meeting.

5-6 The following rules apply regarding recorded votes of the OTAC:

5-6-1 The OTAC shall consider any appropriate motion that has been seconded.

5-6-2 A majority of the OTAC members present and voting is required for a motion to pass.

5-6-3 Whenever an agenda item requires a recommendation to the Common Council, the OTAC shall continue to consider the item until a definite recommendation is made.

5-6-4 All votes cast must be in accordance with Virginia Open Meeting Laws. All votes must be cast publicly and recorded in the meeting minutes.

Article VI

Amendments to the By-Laws

6-1 These by-laws may be amended by a vote of at least a majority of members of the OTAC, provided that the proposed amendment is brought up at an OTAC meeting, with consideration of the amendment to take place at the business meeting of the following month.

6-2 The OTAC may also elect to establish of list of policies that reflect the consensus of the OTAC at a given time, but that are not part of the by-laws. Such policies shall be considered guidelines to be followed as the OTAC sees fit and may be changed as the consensus of the OTAC changes, without formal process.

Article VII

Elections

7-1 The positions of Commission Chairperson and Vice Chairperson shall be elected for one year, taking place at the first public meeting in January.

7-2 The OTAC Chair shall appoint Committee Chairs to the Economic Restructuring, Design, Promotions, and Organization Committees, for one-year terms, taking place from the time of appointment. The OTAC Chair has the authority to remove the Committee Chair for reasons including but not limited to: failure to discharge duties, unethical behavior, and/or violations of the OTAC Constitution, City code, local, state, or federal laws.

7-2-1 OTAC members cannot serve on more than two committees. Each committee must have at least one OTAC member. The Committee Chair is responsible for a monthly report on the activity of the committee to the OTAC.

7-2-2 Should a Committee Chair be absent from three or more committee meetings within a year, the OTAC Chair may determine whether to remove the sitting Committee Chair from their position and to appoint a new Committee Chair.

7-3 In the event of a vacancy in either the Commission Chair or the Commission Vice Chair, the following procedures should be adhered to.

7-3-1 Should the Commission Chairperson positon become vacant, the Commission shall elect at its next general Commission meeting a Commission Chairperson to complete the term of office until the January general election.

7-3-2 Should the Commission Vice Chairperson positon become vacant, the Commission shall elect at its next general Commission meeting a Commission Vice Chairperson to complete the term of office until the January general election.

7-4 Should the Commission Chairperson be absent from three or more Commission meetings within a year, the Commission may take a vote to determine whether to remove the sitting Chair from the position.

7-5 Should the Commission Vice Chairperson be absent from three or more Commission meetings within the year, the Commission may take a vote to determine whether to remove the sitting Vice Chair from the position and to elect a new Vice Chair.

7-4 ***The process for elections shall be as follows:***

7-4-1 Elections shall be held at the first public meeting in January.

7-4-2 The Chair shall open the floor for nominations for Commission Chair and/or Vice Chair.

7-4-3 Each candidate shall make an opening statement to the Commission that addresses their goals for office.

7-4-4 The Chair shall open the floor for questions by members of the Commission.

7-4-5 Each candidate will be allowed to close with a statement before a vote is called.

7-4-6 The Chair shall close the floor and roll call a vote.

POLICIES OF THE WINCHESTER OLD TOWN ADVANCEMENT COMMISSION

Conflicts of Interest

If an OTAC member has a conflict of interest on an agenda item, he/she should make a public declaration of the conflict immediately after the Chairperson has announced the item. Such Commission member should then leave his/her seat and take a seat in the audience until the OTAC acts upon the item. Such conflict does not prevent the OTAC member from participating in the public hearing/public discussion of the item, either as an applicant, presenter, or an interested citizen. The minutes should

reflect that, prior to the consideration of the item, such OTAC member declared him/herself in conflict and did not participate in the consideration of the item.

Chairperson's Statement on Public Hearings

When appropriate, but particularly prior to taking public comment on an item of unusual public interest, the Chairperson should make a statement to the public which explains the OTAC's role in the advisory process and the issues that the OTAC may consider in the pending matter. Such statement should seek to educate the public, as appropriate, on the importance of the Comprehensive Plan.

Public Meetings

Whenever three or more Commission members are assembled in discussion of business, it is considered a public meeting and requires a 72-hour advance public notice. No discussions may take place via email, as this would be considered a violation of public meeting laws. Meetings will be held on City property with the exception of the yearly retreat and stakeholder meetings.

Reports and Budgets

At least once each year at such time as may be requested by the Common Council, the Commission shall make a full report to Council showing the activities of the Commission for the preceding year, and the state of the downtown area, and the plans of the Commission for the future. In addition, the Commission shall make a full report to stakeholders on the Commission's activities for the prior year and work plans for the subsequent year. Each year, the Downtown Manager shall also submit a financial report showing receipts from all sources and all disbursements, and shall also submit a proposed budget for the coming year.

(By-laws approved September 2018)

Key Accomplishments

The Old Town Advancement Commission changed its name and bylaws in 2018 to become more responsive to stakeholders. The Commission, previously named the Old Town Development Board, petitioned City Council and received the requested changes to the ordinance which governs the board. The changes included a requirement to meet with stakeholders regularly and add a non-voting seat for the downtown business association.

Old Town continued to increase and improve communications with stakeholders. The OTAC saw increased use of the OTW App by the public and businesses, tripled Instagram followers to 2,201 and increased Facebook fans by over 2,500 to 19,749 followers. The OTAC promoted the eight Traipse Historic Scavenger Hunts at several events to help attract and engage millennials (primary Transformation Strategy) and tourists (secondary Transformation Strategy).

The Old Town Advancement Commission saw continued success with its sixth season of special events conducted by a special event promoter leading to approximately $130,000 raised through sponsorships, vendor fees and admissions. OTAC events included Shape Up Sundays directly tied to the transformational strategy of attracting millennials, three Friday Night Live events, Rockin' Independence Eve festivities and fireworks, the two-day Oktoberfest, and the very popular Kidzfest all attracting several thousand people each. OTAC also held a Classic Movie Series, a weekly farmers market mid-May through September, a new summer weekday farmers market, a one day holiday market and the St. Paddy's Celtic Fest. Restaurant spending in the downtown was over $8 million more than in 2012 showing the impact of revitalization efforts for the past five years.

OTAC was able to move forward with updating the way-finding signage system. After several years of research and documentation the award of a $10,000 VMS grant served as a catalyst for the project. A new design was developed internally and initial welcome signs were created and placed at key entrance points to the walking mall. OTAC will present the next steps of the plan to Council January 2019.

Signed Designated Community Biennial MOU – See attached.

2018 Program Funding Worksheet

Locality	Population	Community Size	City	%	Town	%2	County	%3	Membership/Investor Campaign	%4	Assessment District	%5	Contributions***	%6	Fundraising+	%7	Unrestricted Grants	%8	Other++	%9	Total
Abingdon	8206	mid-size	$ -	0%	$ 27,000	37%	$ -	0%	$ -	0%	$ -	0%	$ 7,360	10%	$ 39,443	53%	$ -	0%	$ -	0%	**$ 73,803**
Altavista*	3478	small town	$ -	0%	$ 36,000	50%	$ -	0%	$ -	0%	$ -	0%	$ 5,000	7%	$ 11,500	16%	$ 20,000	28%	$ -	0%	**$ 72,500**
Ashland	7289	mid-size	$ -	0%	$ 40,000	40%	$ -	0%	$ 5,000	5%	$ -	0%	$ 27,000	27%	$ 25,120	25%	$ 3,000	3%	$ -	0%	**$ 100,120**
Bedford	8948	mid-size	$ -	###	$ -	#####	$ -	###	$ -	####	$ -	####	$ -	####	$ -	####	$ -	####	$ -	#DIV/0!	**$ -**
Berryville*	4265	small	$ -	0%	$ 20,000	32%	$ 2,500	4%	$ 10,750	17%	$ -	0%	$ 1,000	2%	$ 24,710	39%	$ -	0%	$ 4,200	7%	**$ 63,160**
Blackstone	3584	small	$ -	0%	$ 42,250	65%	$ -	0%	$ -	0%	$ -	0%	$ 10,000	15%	$ 8,605	13%	$ -	0%	$ 4,500	7%	**$ 65,355**
Bristol	17835	mid-size	$ 62,000	29%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ 15,407	7%	$ 52,498	25%	$ 75,474	36%	$ 5,784	3%	**$ 211,163**
Culpeper	16633	mid-size	$ -	0%	$ 150,000	38%	$ -	0%	$ -	0%	$ -	0%	$ 36,093	9%	$ 181,317	46%	$ 15,547	4%	$ 8,754	2%	**$ 391,711**
Danville	42082	mid-size	$ 50,000	35%	$ -	0%	$ -	0%	$ 6,650	5%	$ -	0%	$ 1,000	1%	$ 1	0%	$ 75,000	53%	$ 9,550	7%	**$ 142,201**
Farmville	8161	mid-size	$ -	0%	$ 60,000	65%	$ 8,000	9%	$ 765	1%	$ -	0%	$ 8,435	9%	$ 12,282	13%	$ 1,950	2%	$ 227	0%	**$ 91,659**
Franklin	8528	mid-size	$ 55,000	19%	$ -	0%	$ -	0%	$ -	0%	$ 52,921	18%	$ 37,315	13%	$ 56,057	19%	$ 90,000	31%	$ 1,435	0%	**$ 292,728**
Fredericksburg	27307	mid-size	$ 93,060	52%	$ -	0%	$ -	0%	$ 20,147	11%	$ -	0%	$ 6,101	3%	$ -	0%	$ 58,050	33%	$ -	0%	**$ 177,358**
Gloucester	2951	mid-size	$ -	0%	$ -	0%	$ -	0%	$ 5,150	1%	$ -	0%	$ 1,875	0%	$ 20,640	4%	$ -	0%	$ 441,395	94%	**$ 469,060**
Harrisonburg	50981	large	$ 118,968	14%	$ -	0%	$ -	0%	$ 32,000	4%	$ -	0%	$ 97,800	11%	$ 570,200	66%	$ -	0%	$ 50,000	6%	**$ 868,968**
Hopewell	22348	mid-size	$ 70,000	43%	$ -	0%	$ -	0%	$ 2,000	1%	$ -	0%	$ 10,000	6%	$ 28,000	17%	$ 30,000	19%	$ 22,000	14%	**$ 162,000**
Lexington	7262	mid-size	$ 80,000	42%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ 28,043	15%	$ 67,155	35%	$ -	0%	$ 15,000	8%	**$ 190,198**
Luray	4869	small town	$ -	0%	$ 35,000	39%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ 50,000	56%	$ 5,000	6%	$ -	0%	**$ 90,000**
Lynchburg	77113	large	$ 85,531	28%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ 59,808	20%	$ 52,205	17%	$ 25,500	8%	$ 78,291	26%	**$ 301,335**
Manassas	41000	mid-size	$ 297,700	64%	$ -	0%	$ -	0%	$ 5,800	1%	$ -	0%	$ 35,240	8%	$ 79,674	17%	$ -	0%	$ 43,200	9%	**$ 461,614**
Marion	5968	mid-size	$ -	0%	$ 109,949	65%	$ -	0%	$ 1,550	1%	$ 26,727	16%	$ 9,500	6%	$ 13,904	8%	$ -	0%	$ 8,797	5%	**$ 170,427**
Martinsville	13733	mid-size	$ 28,500	30%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ 30,000	32%	$ 3,000	3%	$ 32,200	34%	**$ 93,700**
Orange	4813	small town	$ -	0%	$ 75,000	81%	$ -	0%	$ 13,000	14%	$ -	0%	$ -	0%	$ 3,000	3%	$ -	0%	$ 2,000	2%	**$ 93,000**
South Boston	8068	mid-size	$ -	0%	$ 87,563	72%	$ -	0%	$ 2,900	2%	$ -	0%	$ -	0%	$ 31,277	26%	$ -	0%	$ -	0%	**$ 121,740**
St. Paul*	963	small town	$ -	0%	$ 25,000	60%	$ -	0%	$ -	0%	$ -	0%	$ -	0%	$ 17,000	40%	$ -	0%	$ -	0%	**$ 42,000**
Staunton	23921	mid-size	$ 40,000	17%	$ -	0%	$ -	0%	$ 4,500	2%	$ 119,365	52%	$ 10,000	4%	$ 15,308	7%	$ 5,500	2%	$ 34,250	15%	**$ 228,923**
Warrenton	9803	mid-size	$ -	0%	$ 20,000	0%	$ -	0%	$ -	0%	$ -	0%	$ 18,286	0%	$ 30,505	0%	$ -	0%	$ 26,598	0%	**$ 95,389**
Winchester	27349	mid-size	$ 183,100	37%	$ -	0%	$ -	0%	$ -	0%	$ 164,000	33%	$ -	0%	$ 130,000	26%	$ 14,500	3%	$ -	0%	**$ 491,600**
Wytheville	8101	mid-size	$ -	0%	$ 77,319	64%	$ -	0%	$ 1,225	1%	$ -	0%	$ -	0%	$ 31,983	27%	$ -	0%	$ 9,944	8%	**$ 120,471**

Creative Community Partnership Grant - OTAC Overview

Eligibility

- Proposed art activity must take place within the Primary or Secondary Assessment Districts in Old Town Winchester.
- Organizations applying for funds must be a non-profit arts organization.
- Grants are only awarded if the City of Winchester receives the CCP Grant.

Restrictions

- The funds cannot be used to pay a performer; the funds must be spent between July 1, 2019 and June 30, 2020.

Application Process

- November – OTAC application for funds is available on the Old Town Winchester website.
- January 28 – Deadline for receipt of OTAC Grant Application
- February 7 – OTAC reviews and votes on the application at the monthly board meeting in City Hall
- April 1- Creative Community Partnership Grant application is submitted by the City of Winchester to VCA.
- June – when the City Budget receives approval recipients will be notified of their status
- July - VCA notifies Creative Community Partnership Recipients
- August – Recipients are notified of the grant awards
- August – April - Recipients may submit an invoice for granted funds.
- April – Recipients submit receipts showing proof of expenditures and proof of credit using appropriate logos.

Accountability – Applicants will be asked to show how the funds were used. In all published material regarding the particular activity supported, acknowledgment must be made that the activity is partially supported by a grant from the Virginia Commission for the Arts and the National Endowment for the Arts. This acknowledgment should be included in programs, print and online newsletters, educational materials, brochures, posters, news releases, web sites, catalogues, and videos.

VCA 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

Virginia Commission for the Arts
Creative Communities Partnership Grant Funds Distribution

	FY20 Request*	FY20 Total Estimated Program Costs	FY19 Awards	FY18 Awards	FY17 Awards	FY13 - FY16 Awards
First Night Winchester	$5,000	$40,000	$3,000	$2216.66	$4000	$3333
Shenandoah Arts Council	$4,000	$10,000	$3,000	$2216.66	$2000	$3333
Skyline Indie Film Festival	$3,500	$22,500	$3,000	$2850		
Winchester Main Street Foundation	$2,200	$2,200				
Arts Chorale of Winchester	Did not re-apply		$500			
Bluemont Concert Series (closed 6/30/18)				$2216.66	$4000	$3333
Total Amount Awarded			$9,500	$9,500	$10,000	$10,000
Total Amount Requested For FY20	**$14,700**					

*Anticipate $4,500 grant plus matching funds for a total $9,500 available to award. Awards are dependent upon City Council approval of FY20 budget and receipt of Creative Communities Partnership Grant by Virginia Commission for the Arts.

Winchester
old town winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: Christine Germeyer Applicant Signature: [signature]

Organization Name: First Night Winchester, Inc. Phone #: 540.327.3503

Mailing Address: P.O. Box 1392, Winchester, VA 22604

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: $ 40,000

Grant Amount Requested: $ 5,000

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used. First Night Winchester will utilize this grant for marketing materials, promotional advertising, and expanding an awareness campaign within the community to attract investors, residents and tourists to Old Town Winchester.

What is your organization's mission and goals? First Night Winchester, a New Year's Eve tradition, brings friends and families together to unite our community in all its diversity through the visual and performing arts. The goal is to offer an affordable, arts-enriched experience through collaboration.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.)*: First Night Winchester continues to be an arts-enriched, family-focused tradition that has inspired community involvement for more than 32 years. The board strives to offer a diversified array of creative experiences in unique settings throughout Old Town Winchester which fosters economic vitality in area hotels, businesses, and restaurants. The City of Winchester was dubbed a City of Hope by the media after First Night Winchester launched its Hope Campaign in 2018. As an identified visionary leader, committed to improving the quality of life in our community, there could be no better way to embody that designation by embarking on an initiative for the community to engage with one another by leaving messages of hope.

How will you measure success? First Night Winchester measures it success by analyzing income trends and receiving feedback from collaborators. The organization surveys its community partners, attendees, performers, volunteers, and investors. First Night Winchester analyzes data collected from historic records and current online activity. The organization maintains an open line of communication with its partners before, during, and after the event in an effort to continue being successful year after year.

How many people do you expect to serve and how will you measure this? First Night Winchester expects to serve in excess of 5,500 people. With the addition of our Hope Campaign we are measuring our success by the number of partnerships we're forming outside of our current list of suppporters. We continue to measure the outcome with our button sales, venues, performers, and volunteer membership.

Submit proof of your non-profit status.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248567569
Mar. 16, 2011 LTR 4168C E0
54-1510479 000000 00
00013718
BODC: TE

FIRST NIGHT WINCHESTER INC
PO BOX 1392
WINCHESTER VA 22604-7892

28797

Employer Identification Number: 54-1510479
Person to Contact: MRS. BLACK
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

This is in response to your Mar. 07, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in MAY 1992.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: Lisa Sipp, Special Events & Grants Coordinator Applicant Signature: Lisa Sipp

Organization Name: Shenandoah Arts Council Phone #: 540-667-5166

Mailing Address: 530 Amherst St., Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: $ 10,000

Grant Amount Requested: $ 4,000

Can this program or activity exist without the granted funds This Year? no Next Year? unlikely

Please explain how the grant funds would be used. Grant funds support ArtScape, *Where Art Meets Life*, our banner project on the Old Town walking mall, in its 10th year in collaboration with OTAC. https://shenarts.org/artscape-2/

What is your organization's mission and goals? The Shenandoah Arts Council (ShenArts) supports the Arts and expands arts awareness to the community of the Northern Shenandoah through programming, instruction, and exhibitions. Our goals involve the implementation of ongoing, creative and effective means to achieve our mission.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.)*: Since 2009, the Shenandoah Arts Council (ShenArts) has partnered with the OTAC to create an outdoor gallery in the historic district of downtown Winchester. Artists of all ages are invited to participate in this juried art competition. Selected works are reproduced on banners that hang on light posts throughout the downtown area from April through December. Those selected are assigned a sponsor, and both the artist and sponsor get full recognition on the banners. The Museum of the Shenandoah Valley provides support for this program as the host sponsor, displaying the original works of art in its Art in the Halls program. The objective of ArtScape is to create an outdoor gallery experience in the heart of the community. The colorful banners add interest and intrigue to the downtown streetscape, encouraging pedestrians and vehicle traffic to slow down and enjoy the display. Each banner showcases local artists, highlighting the creativity and talent of artists who live and work in the region.

How will you measure success? Success is measured by the number of artists submitting work, the number of sponsors requesting participation, successful assignment of all 40 light posts available for the project, and last but not least, community and tourist interaction and feedback, including on social media.

How many people do you expect to serve and how will you measure this? The number of people served with the ArtScape project is extremely high because of placement in Old Town, which attracts thousands of local community members and tourists consistently throughout the year. April through December is particularly saturated with events and participants as well as locals enjoying a stroll, a meal, or a shopping experience. Each year the number of artist participants increases. We anticipate an increase this year in both artists and sponsors.

Submit proof of your non-profit status.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers.

Copy

Commonwealth of Virginia
Department of Taxation
www.tax.virginia.gov/nonprofit

Retail Sales and Use Tax Certificate of Exemption

Shenandoah Arts Council, Inc.
811 South Loudoun Street
Winchester, VA 22601

Issued Date: 11/30/2017
Expiration Date: 11/30/2022
Exemption Number: SE541111805F11302022

This letter confirms that your organization qualifies under *Code of Virginia* § 58.1-609.11 to purchase tangible personal property without paying the Virginia sales and use tax. The exemption also applies to purchases of meals, prepared food and catering by the organization for its use or consumption on or after April 22, 2016. The exemption is not applicable to the purchase of taxable services, such as hotel and motel accommodations.

To purchase tangible personal property without paying Virginia sales and use tax:

- Present a copy of this letter to each dealer.
- Pay directly from the organization's funds (i.e., debit card, credit card or checking account). Purchases by a member of the organization from his personal funds (i.e., cash, personal credit card or personal checking account) are taxable even though they may be reimbursed by the organization. If the organization issues credit cards to employees who are responsible for payment of the charges that are reimbursed by the organization, these types of transactions are taxable.
- Employees or members may NOT use this exemption certificate to purchase goods for personal use.
- The organization must establish: 1) that the provision of meals, prepared food and catering to individuals furthers an official function, mission, service or purpose of the nonprofit organization; and 2) that the organization has determined to whom, when, and how the meals or food are served or consumed.

Dealers, please note the following:

- The dealer is required to have a valid certificate of exemption from each organization on file.

I certify that the item(s) being purchased will be used or consumed by the organization named above and that payment for this purchase is made to the vendor from the organization's funds.

Organization's Authorized Representative: _____

Printed Name: Kimberly Burch

Any misuse of exemption certificates will be subject to the penalties prescribed in § 58.1-623.1 of the *Code of Virginia*.

7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

January 12, 2019

Old Town Advisory Committee
33 East Boscawen Street
Winchester, VA 22601

RE: Old Town Creative Communities Partnership Grant

Dear Members of the Old Town Advisory Committee Board:

Skyline Indie Film Fest is pleased to submit our application for the current Old Town Creative Communities Partnership Grant for your review and extends sincere thanks for the award we received from the Board in the last fiscal year. We look forward to having Old Town Winchester's continued support in our efforts to host and present independent filmmakers and films in Old Town Winchester in September 2019 for our seventh annual independent film festival.

Our application requests supplementary funds in the amount of $3,500.00. These supplemental funds will be used to support our efforts to provide a quality independent film festival experience for visiting filmmakers, our growing audience and to showcase Old Town Winchester during our annual event.

For six years the Skyline Indie Film Fest has provided a casual interaction between filmmakers and screenwriters from all over the country with the film lovers in our community. Business relationships and collaborations have been formed at Skyline and the filmmakers and writers receive immediate feedback from our cinema loving audience. Many filmmakers have volunteered to be mentors in our youth filmmaker program, now in it's fourth season, and have shown great interest in filming in and around Oldt Town and the surrounding areas. The intentional and deliberate pace of growth of Skyline has been very important to us as we settle in to our niche among other festivals. Our goals, supported by our mission, are simply to provide a fun and exciting festival weekend annually and year round, practical film opportunities for the youth in our area as well as building a modest but sincere filmmaking culture and industry based in Winchester, VA.

Thank you for your consideration for the Old Town Creative Communities Partnership Grant. We at Skyline Indie Film Fest look forward to having the patronage of our city's Old Town Leadership to support and build this unique, cultural event in the heart of Winchester.

Sincerely,

C. Brian Patrick

C. Brian Patrick, Director
Skyline Indie Film Fest

winchester
old town winchester Virginia

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: C Brian Patrick Applicant Signature: C Brian Patrick

Organization Name: Skyline Indie Film Fest Phone #: 540-409-7105

Mailing Address: 7 N Loudoun Street Winchester, VA 22601

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester? Total Estimated Cost: $ 22,500.00

Grant Amount Requested: $ 3,500.00

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used.

Please see enclosed supplemental questionnaire.

What is your organization's mission and goals?

Please see enclosed supplemental questionnaire.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.)*:

Please see enclosed supplemental questionnaire.

How will you measure success?

Please see enclosed supplemental questionnaire.

How many people do you expect to serve and how will you measure this?

Please see enclosed supplemental questionnaire.

Submit proof of your non-profit status.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers

7 N Loudoun Street
Winchester, VA 22601
540.409.7105
skylineindiefilmfest.org

Please explain how the grant fund would be used:

These funds, if awarded, will alleviate some of the growing expense that have increased more than anticipated. A function of festival growth is increased marketing and guest hospitality expense. For future budgets we are actively investigating marketing techniques and methods to reduce the cost per attendee, ensuring that every dollar spent is as effective as possible. Also, we are identifying and applying for other grants opportunities.

What is your organizations mission and goals:

Each year Skyline Indie Film Fest produces a four day film and screenwriting festival in September which highlights new and undistributed films and original screenplays from around the corner and around the world as well as hosting professional level screening events for our audience. We also host a young filmmakers camp in July with professional mentors for children from 10-18 years old. We aim to become an upper tier, regional film festival.

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTDB Mission which is to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.):

Currently Skyline Indie Film Fest is the only film festival that programs and hosts new, undistributed independent films and filmmakers in the I-81 corridor and we choose to be based and screen our programming only in Old Town Winchester. Indie films that are solicited and curated by Skyline provide our residents unique opportunities to experience new, groundbreaking films and provide direct feedback to the filmmakers. It puts Winchester in the center of affecting the direction of the indie film industry moving forward. Also, Skyline attracts an audience of a particularly desirable demographic from beyond Winchester and Frederick County, VA. What Skyline provides through our annual festival and year-round programs are access to a unique cultural experience, solid engagement with the industry, and ever growing tourism interest.

How will you measure success:

Our measures of success are established and clear. Audience, filmmaker and donor/sponsor satisfaction levels are all positive. All revenue categories are trending up since the festival began in 2013. Submissions, donations, sponsorships, ticket sales and filmmakers in attendance are all consistently increasing at a steady rate, allowing the logistics of holding a festival in Old Town, almost exclusively indoors in small venues, to remain manageable. Our audience feedback during the festival is positive. Our reviews on our submission platforms are 100% positive. The thank you cards we get each year after the festival from the audience prove we're delivering a quality cinematic experience. The ever-increasing number of organizations that approach our festival each year in order to partner with Skyline also indicates support from the larger community proving the festival has community value.

How many people do you expect to serve and how will you measure this:

We anticipate 750-1000 attendees at the 7th Annual Skyline Indie Film Fest. Sales records of festival passes and tickets will provide an accurate account of our festival attendees as well as important demographic information useful for future marketing.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 30 2015

SKYLINE INDIE FILM FEST
C/O BRIAN PATRICK
185 N LOUDOUN ST
WINCHESTER, VA 22601

Employer Identification Number:
47-2613833
DLN:
17053316310015
Contact Person:
JULIE CHEN ID# 31261
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
July 16, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

2019 Old Town Creative Communities Partnership Grant Application

Applicant Name: Joel Richardson Applicant Signature: Joel Richardson (electronic signature)

Organization Name: Winchester Main Street Foundation Phone #: 913-485-5541

Mailing Address: PO Box 828, Winchester, VA 22604

What is the overall budget cost/expense for the portion of the program which occurs/or could occur in Old Town Winchester?

Total Estimated Cost: $2,200.

Grant Amount Requested: $2,200

Can this program or activity exist without the granted funds This Year? Yes Next Year? Yes

Please explain how the grant funds would be used.

Marketing and promotion of First Fridays and Celebracion of Winchester

What is your organization's mission and goals?

The Winchester Main Street Foundation (WMSF) is a nonprofit organization that focuses on bringing in quality events, beautification projects and youth education programs to build Winchester's unique brand in an attempt to improve quality of life, support and work with other nonprofit organizations and build a Main Street community.

WMSF believes that through many quality activities and community events Old Town creates an image of a vibrant community. As the lynchpin for the many groups working to revitalize Winchester, WMSF believes that working collaboratively to build and promote Winchester will ensure that we:

- Attract more visitors to our historic city
- Bring in jobs and innovative people and companies
- Re-energize our retail base
- Encourage our young graduates and professionals to stay in Winchester
- Increase our real estate values and fill commercial lease space
- Recruit an increasingly diverse, well-educated workforce, and ultimately
- Maintain our economic viability as we move proactively into the future

Project Description (Describe the portion of your program, event or activity which would occur in Old Town Winchester and how it relates to the OTAC Mission which is *to inspire community involvement, foster economic vitality, encourage creativity and entrepreneurship, and attract residents, visitors, and investors to Old Town Winchester.)*:

- **Celebracion of Winchester:** Family friendly event celebrating and educating Winchester about Hispanic Heritage Month. Authentic Latino food, dance lessons, Latin music, musical petting zoo and more for the kids! This is a FREE event hosted by The Winchester Main Street Foundation.

- **First Fridays of Old Town Winchester:** On the First Friday of every month, Old Town Winchester plays host to artists with special gallery events, musicians playing in restaurants and cafes, and many of our shops stay open late. It is a great time to stroll our historic streets and a great place to meet new and favorite friends. Every month is something a little different.

How will you measure success?

Increased attendance and participation for each event. Bringing people downtown to shopping and dining.

How many people do you expect to serve and how will you measure this?

- First Fridays – monthly 1,000 attendees, annually 12,000.
- Celebracion – average 1,500

Submit proof of your non-profit status. We are a 501c3 per IRS. EIN 45-4366169.

To Apply: Fill out this application and submit it to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by **MONDAY, January 28, 2019.** Grant applications will be reviewed and selected applications proposals will be used by the City of Winchester to apply for a Virginia Commission for the Arts Creative Communities Partnership Grant. Grant funds will only be awarded to applicants if the City of Winchester receives the grant. Granted activities must take place in the Old Town Special Assessment Districts between July 1, 2019 and June 30, 2020. Funds cannot be used to directly pay for performers.