2016 Old Town Greatness Program Façade Grant Application

Applicant Name: _____ Applicant Signature: _____

Business Name: _____ Phone #: _____

Property Address: _____ Property Owner: _____

Applicants must be active participants in the OTDB Greatness Program. If the applicant is not the property owner, the property owner's signature is required to show they are aware of and approve of this project.

Property Owner Signature: _____ Date_____

Total Estimated Cost of Project: $_____

Upon completion of the project, the applicant must submit all financial receipts to Old Town Winchester for review to demonstrate amount spent in order to receive the grant.

Grant Amount Requested (maximum $1,000): $_____

The grant amount requested cannot exceed half of the project costs and cannot exceed $1,000. Grant awards will be based on actual final project cost but will not exceed the grant amount requested.

Project Description: (Attach drawings or photos whenever possible to illustrate the current state of the façade and how this project will change the façade.)_____

_____

_____

_____

_____

_____

Explain how this project will benefit the Old Town area: _____

_____

_____

_____

To Apply: Fill out this application, complete the Board of Architectural Review Application (unless the project does not fall within BAR purview such as repainting a building using already approved paint colors) and submit both applications to the Old Town Winchester Office at 33 E. Boscawen St., Winchester, VA 22601 by November 28, 2016 or via email at OTW@winchesterva.gov.

This grant is made possible through a Virginia Main Streets Downtown Improvement Grant.

Great Façades Begin Here!

Old Town Greatness Program Façade Grant

FAQ

Who can apply? Businesses participating in the Greatness Program.

How much is available? A grant of up to $1,000 is available for each property with 100% matching funds. A total of $5,000 in grant funds is available.

What is the application process?

- Completed applications are submitted to the Downtown Manager at the Old Town Winchester Office, 33 E. Boscawen St., Suite 100 or via email at OTW@winchesterva.gov
- Applications are reviewed by the Old Town Development Board
- OTDB selects applicants to receive grant funding
- Applicants are notified
- If required, projects go through the Board of Architectural Review process before work can begin.

What is the timeline?

- November 28 → Applications due to the OTW Office,
  33 E. Boscawen St., Suite 100
- December 1 → OTDB Application Review and Selection
- Week of December 5 → Applicants Notified
- If required, projects go through the Board of Architectural Review process before work can begin.
- June 5 → Projects must be completed & receipts submitted to the OTW Office.

This grant is made possible through a Virginia Main Streets Downtown Improvement Grant.

Old Town Winchester FY18 Budget Worksheet

Budget Category	FY15-Actual	FY16 Actual	FY17-Budget	FY18-Proposed	FY16 actuals notes	
Promotion Services	20,000	0	20,000	0	Greatness Downtown Business Promotion - $20,000	
Special Event Promotions - Retainer	72,708	72,803	75,000	75,000		
						Retainer
Professional Services	8,673	8,040	8240			
				5,000	5,000	Website/Social media Mgmt
				440	440	Website hosting fee
				685	755	SESAC music license
				1800	1,800	Wagon Rides - 2 wagons Holly Jolly
				1200	1,200	OTW App and App Maintenance
				6,000		Professional Services - Greatness Program
Printing & Binding	6830	9002.78	8540			
				7,500	7087	Guide (10,000 - $2917) (15,000 - $4170)
				250		Holiday Postcards
				200	170	Rack cards (DT Entertainment & Choc. Escape)
				75	72	Movies on the Mall vinyl signs
				171		poster printing (2 sets of 75)
				400	312	Stakeholder AB Postcards
Local Media	4325	20159.49	2684			
				500	678	Holiday Newspaper ads
				650	644	VA Travel Guide
				120		Clearbrook Welcome Center Rack Rental
				1200	1,400	Winchester Frederick County Visitor Guide
				14,000		Ads - Greatness Program
Validated Parking	0	0	100			
				75	75	Christmas Parade and AB
				25	25	Parking Elf
Food Service Labor	6106			0		
						(VMS Meeting held in Winchester - reimbursed)
Copier Charge		640.17	1000	700		
						City Hall Copier charges
Postal Services	249	394.62	500	400		
					37	City Hall Postage and other charges
					357	AB Postcards
Telecommunications	820	784.69	830	750		
					600	Verizon Office Cell Phone Plan
					110	Domain Renewals
General Liability	813	958.62	960	1000		
					960	VML Insurance
Equipment Rental	0	250	240	250		
					250	Restrooms for Christmas Parade
Building Rental	450	400	400	400		
					400	Visitor Center Duratran
Mileage and Transportation	947	650.9	700			
				500	651	Expense for VA Main Street Conferences
				0		Expense for National Main Street Conference
Convention Education	1868	865.2	1900	900		
					770	Expense for VA Main Street Conferences
					95	Admin. Professionals Day
					300	Retreat Lunch etc.

Old Town Winchester FY18 Budget Worksheet

Budget Category	FY15-Actual	FY16 Actual	FY17-Budget	FY18-Proposed	FY16 actuals notes	
VA Commission of Arts	10000	10000	10000	10000		
					5,000	Matching requirement for $5000 grant funds
Downtown Improvement Repayment	50000	50000	50000	50000		
					50,000	Mall Project Debt Service - Fixed Cost
Dues & Assoc. Membership	470	475	470			
				350	350	Main Streets
				125	125	OT Kiwanis
Misc. Charges	795	2584	0	3,000		
					2,700	Movie Rental
Office Supplies	285	390.66	375			
				414	380	Pens, paper, etc.
				20	10	retreat
Food & Food Services	442	284.51	430			
				40	35	stakeholder meetings
				250	207	lunch meetings - VMS, SBDC,
				50	50	Art Receptions, FM Pot Luck
Landscaping Supplies	1452	1643.44	500	1500		
					1643	hanging flower baskets
Building Repair Maintenance	0	0	0	0		
Books and Subscriptions	112	349.67	273	275		
					118	Winchester Star
					231	Newsletter program subscription
Other Operating Supplies	2441	3671.97	4558			
				50		OTDB member badges
				700	1000	Toner catridges
				250	215	Halloween Event crayons
				400		Holiday Decorations - replacing lights & decorations
				270	261	Egg Hunt Supplies
					250	Santa's Headquarters
				15		Farmers Market Supplies
Computer Software	71	207.06	0	0		
						Adobe Acrobat, Photoshop
						($14 monthly for newsletter software subscription)
Award & Plaques	234	48.5	100	100		
						collages for outgoing OTDB members
						Branding Apple Award ($49 each)
TOTAL BUDGET:	**183,985**	**184,604**	**187,800**	**188,000**	OTW Assessment District Funds Estimate	
Special Event Promotions - Special Appropriations	124,000	126,164	127,000	127,000	Additional Amount Requested from City Council for Events, Branding and Marketing	
		310,768	**314,800**	**315,000**		

Projected Revenue:		
Special Assessment	$160,000	$160,000
Greatness Program Request	$20,000	$20,000
Arts Grant	$5,000	$5,000
Main Streets Conference Scholarship	$1,000	$0
Movies Sponsorship		$3,000
TOTAL:	**$186,000**	**$188,000**

DRAFT

2017 City Events in Old Town

St Paddy's Celtic Fest ..... **March 11**

OTW Farmers Market ..... **Saturdays, May 13 - Sept. 30**

KidzFest ..... **May 20**

Friday Night Live ..... **June 16**

Movies on the Mall ..... **Thursdays, June 8 - July 27**

Classic Movie Night ..... **June 10**

Sundays at the Taylor ..... **June 18**

Rockin' Independence Eve ..... **July 3**

Classic Movie Night ..... **July 8**

Friday Night Live ..... **July 21**

Sundays at the Taylor ..... **July 23**

National Night Out ..... **August 1**

Classic Movie Night ..... **August 12**

Friday Night Live ..... **August 18**

Sundays at the Taylor ..... **August 20**

Sundays at the Taylor ..... **September 17**

OctoBeer Fest ..... **October 13 & 14**

Spooktacular ..... **October 28**

Old Town Holiday Parade ..... **November 27**

Santa's Headquarters ..... **December 1 & 2**

Holly Jolly Celebration ..... **December 9**

Events financially supported by the City, but not organized by the City.

OTWBA Egg Hunt ..... April 15

Bluemont Concerts ..... Fridays, June 23 - August 25

First Night Winchester ..... December 31

OLD TOWN WELCOME CENTER
33 E. BOSCAWEN STREET, SUITE 100
WINCHESTER, VA 22601

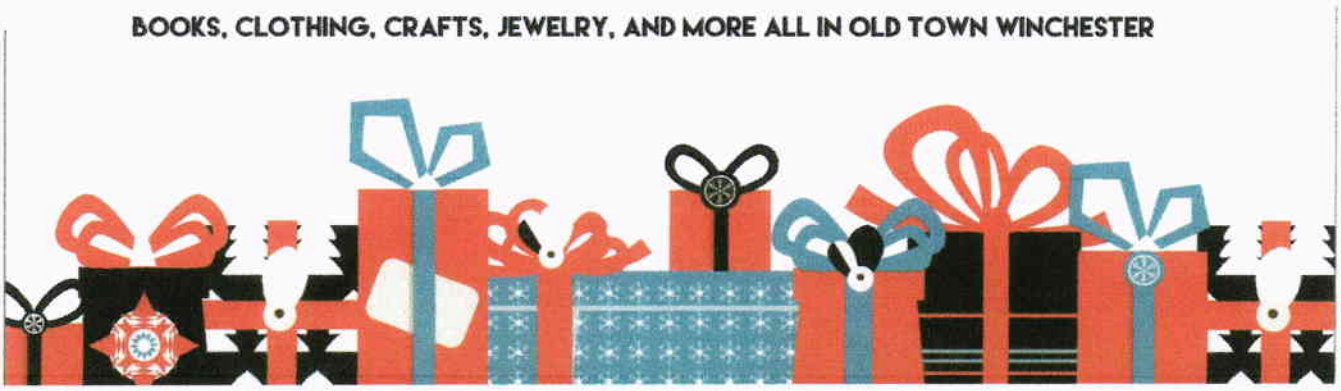
PH.: 540-535-3660
E-MAIL: OTW@WINCHESTERVA.GOV
WEB: WWW.VISITOTW.COM

PLAID FRIDAY

SHOP LOCAL

NOVEMBER 25

BOOKS, CLOTHING, CRAFTS, JEWELRY, AND MORE ALL IN OLD TOWN WINCHESTER



Old Town WINCHESTER

OLD TOWN WINCHESTER BUSINESS ASSOCIATION

SHOP SMALL®

SHOP LOCAL

SATURDAY NOVEMBER 26

BOOKS, CLOTHING, CRAFTS, JEWELRY, AND MORE ALL IN OLD TOWN WINCHESTER