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Director of Finance and  
Human Resources

May 21, 2020

To: Jim Cheng, Chair, GO Virginia Region 9

From: Maureen A. Kelley, Nelson County Economic Development and Tourism *MAK*

RE: ERR Grant Update

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Please include this follow up information with the Crafting a New Normal ERR Grant application.

The industry that this project serves has been severely affected by the COVID-19 crisis, and will continue to be affected through the phases and re-opening and beyond. As you know, it is a blend of traded sector (exporting products) and locally traded sector (tourism and retail) that is important to our region and state. It has been estimated that 50% of Virginia wineries could go out of business as a result of this crisis.

Region 9 has a history of significant regional collaboration among economic developers and this industry. The partners in the project are uniquely positioned to make an impact.

Attached are Letters of Support and In-kind commitments as noted below.

Thanks for your consideration.

1. Regional Impact – How does this project demonstrate regional/subregional impact in Region 9?

The Nelson 151 craft beverage trail has all of the industry sectors represented (wine/cider, beer and spirits) and are leaders in regional (and statewide) industry organizations (Virginia Distillery Company in the VA Distillers Association, Veritas in Monticello Wine Trail, Blue Mountain in VA Craft Brewers Guild). The plan is that all materials, information and systems created will be disseminated to all craft beverage businesses in Region 9. Training and resources for Region 9 craft beverage producers with the new and ever changing rules and legal mandates in a post COVID emergence will be specific to alcohol beverage service, agriculture and hospitality. These regulations are ever-changing, sometimes daily through the last couple of months and will continue to change, making it difficult for to any business to keep up with the information and implement necessary and mandated policies and procedures. This is made even more difficult in the heavily regulated alcohol manufacturing, agriculture and tourism sectors. These employers need new tools, resources, training and education are needed as it relates to e-commerce, employment, sanitization, PPE, education, training, marketing and web based solutions.

**GO Virginia Grant – BUDGET TABLE**

<b>COST/ACTIVITY CATEGORY</b>	<b>GO VIRGINIA AMOUNT REQUESTED</b>	<b>MATCH SUPPORT COMMITTED</b>	<b>OTHER FUNDING</b>	<b>TOTAL</b>
<b>Administration</b>				
Other* (8%)	6,400			6,400
<b>Program Operations</b>				
Acquisition				
Architectural and Engineering				
Clearance and Demolition				
Construction				
Contract Services	66,000	33,500		99,500
Equipment				
Fringe Benefits				
Legal Expenses				
Machinery/Tools				
Planning/Assessment	3,000	6,500		9,500
Rent/Lease				
Salaries				
Site Work				
Studies				
Training				
Travel	2,000			2,000
Other - specify				
Program deliverables (materials and electronic delivery/system)	2,600			2,600
<b>TOTAL</b>	<b>\$80000</b>	<b>\$40000</b>	<b>\$</b>	<b>\$120,000</b>

- All grants must include 8% of GO Virginia dollars requested in this *Other* category for contract management and admin by the Central Virginia Partnership.

2. Project Timing – If some sites have re-opened how is this project still meaningful or has the window of opportunity been missed?

As there will be mandates for each phase of re-opening, there will be different needs and requirements for each type of business (cider/wine, beer, spirits) as well as different mandates and requirements for operational needs, marketing efforts and customer service. There will be information regarding the actual disease forthcoming through the year that will change protocols and procedures. And in the end, with the New Normal, there will need to be long standing policies and procedures as well as disaster planning for the future to ensure that these businesses will be ready.

Though some have moved forward, there are approximately 104 businesses that will be served through this grant, including 82 wineries and cideries, 8 distilleries and 14 craft breweries in the Region 9 footprint.

Additionally, with the collaboration among the Virginia Wineries Association, Virginia Cider Association, and Virginia Distillers Association, this project will have statewide impact.

3. Match documentation – \$40,000 total

- Nelson County Economic Development and Tourism staff will provide \$11,000 in local match (220 hours@ \$54/hour).
- Madison Economic Development will provide \$2500 in local match.
- Nelson 151 will provide \$2000 in private match.
- Legal Contractor and Compliance consultant will provide \$11,000 in private match.
- Grant Project Manager will provide \$4000 in private match.
- VA Wineries Association will provide \$2500 in match in non-profit match.
- VA Association of Cider Makers Association will provide \$1000 in non-profit match.
- Veritas Winery will provide \$1000 in private match.
- VA Distillers Association and Monticello Wine Trail will provide a total of \$1000 in non-profit match.
- Diecast Media Group will provide \$4000 in private match

4. Planned outcomes/deliverables – understanding there would be vetting with SME's and industry sectors early in grant period

- Provide education on ABC, OSHA, FDA, CDC and other regulation as it has changed significantly and will continue to change through the Phases of re-opening and beyond, with some education translated to Spanish.
- General training on alcohol matters as there is and will continue to be significant turn over in staff in both retail and agriculture, with some training translated to Spanish.
- Labor compliance, education, tools and resources with some tools translated to Spanish.
- Development of resources and access to PPE, sanitation supplies, signage, web-based solutions to e-commerce, marketing tools and messaging to assist in rebuilding consumer confidence, including videos on best practices and protocols.

5. Update on Letters of Support

In hand: Nelson County, Madison County, Thomas Jefferson Planning District Commission, TJPDC Corporation, Nelson 151, Champion Brewing Company, Stone Mountain Winery, VA Wineries Association, VA Cider Makers Association, VA Distillers Association, Revalation Winery, Virginia Distillery Company, Early Mountain, Monticello Wine Trail, Potters Craft Cider

6. Updated Budget

With the strong support of in-kind contributions from the industry, as well as from the subject matter experts, the Total Budget has been reduced to \$80,000, with In-Kind Match totaling \$40,000, of which \$11,500 is the Local Match from Madison and Nelson Counties. Revised Sources and Uses Budget and Budget Table are attached.

## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

### Contributor Information

**Name of Business/Individual:** Nelson County  
**Name of Primary Contact:** Maureen Kelley  
**Address:** Post Office Box 636  
**City:** Livingston **State:** VA **Zip:** 22949  
**Telephone:** 434-263-7015 **Email:** [makekley@nelsoncounty.org](mailto:makekley@nelsoncounty.org)

### Contributed Goods or Services

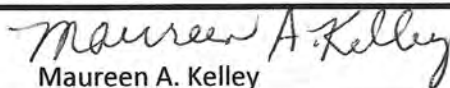
**Description of Contributed Goods or Services:** Staff time  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date(s) Contributed:** \_\_\_\_\_  
**Real or Estimated Value of Contribution:** \$ 11000  
**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**  
**If other, please explain:** \_\_\_\_\_  
\_\_\_\_\_

**Who Made this Value Determination?:** Candy McGarry, Director of Finance and Human Resources

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**  
**If yes, what are the restrictions?:** \_\_\_\_\_  
\_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**  
**If yes, please provide the name of the State agency and grant/contract number:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

  
Maureen A. Kelley

*Signature of Contributor*

5/18/2020

*Date Contributed*

**In-Kind Commitment Form**

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

**Contributor Information**

**Name of Business/Individual:** Madison County  
**Name of Primary Contact:** Tracey Gardner  
**Address:** 110 N Main Street  
**City:** Madison **State:** VA **Zip:** 22727  
**Telephone:** 540-948-7560 **Email:** [tgardner@madisonco.virginia.gov](mailto:tgardner@madisonco.virginia.gov)

**Contributed Goods or Services**

**Description of Contributed Goods or Services:** Staff time

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Date(s) Contributed:** \_\_\_\_\_

**Real or Estimated Value of Contribution:** \$ 2500

**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**

**If other, please explain:** \_\_\_\_\_

\_\_\_\_\_

**Who Made this Value Determination?:** Tillie Strothers, Madison County Human Resources

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**

**If yes, what are the restrictions?:** \_\_\_\_\_

\_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**

**If yes, please provide the name of the State agency and grant/contract number:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Tracey Gardner  
*Signature of Contributor*

5/18/2020  
*Date Contributed*

## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

### Contributor Information

**Name of Business/Individual:** Nelson 151  
**Name of Primary Contact:** Lindsay Dorrier III  
**Address:** 1020 Rockfish Valley Highway  
**City:** Nellysford **State:** VA **Zip:** 22958  
**Telephone:** 217-714-6926 **Email:** [lindsay@boldrock.com](mailto:lindsay@boldrock.com)

### Contributed Goods or Services

**Description of Contributed Goods or Services:** producer data, research, promotion of the project and full use of the program deliverables and training

**Date(s) Contributed:** June-December 2020

**Real or Estimated Value of Contribution:** \$ 2000

**How was the value determined?:**  Actual Value  Appraisal  Other

**If other, please explain:** \_\_\_\_\_

**Who Made this Value Determination?:** Lindsay Dorrier III

**Is there a restriction on the use of this contribution?:**  No  Yes

**If yes, what are the restrictions?:** \_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  No  Yes

**If yes, please provide the name of the State agency and grant/contract number:** \_\_\_\_\_

Lindsay Dorrier III  
*Signature of Contributor*

5/18/2020  
*Date Contributed*

**In-Kind Commitment Form**

Support Organization: Central Virginia Partnership for Economic Development

Regional Council: Region 9

**Contributor Information**

Name of Business/Individual: Williams Compliance & Consulting Group

Name of Primary Contact: Marybeth Williams

Address: P.O. Box 98

City: Beaverdam State: VA Zip: 23015

Telephone: 800-790-6838 Email: [marybeth@williamscompliance.com](mailto:marybeth@williamscompliance.com)

**Contributed Goods or Services**

Description of Contributed Goods or Services: \_\_\_\_\_

Provision of compliance and legal training services and materials for alcoholic beverage industry staff.

Date(s) Contributed: Upon issuance of grant

Real or Estimated Value of Contribution: \$ 11000

How was the value determined?:  Actual Value  Appraisal  Other

If other, please explain: 80 hours of services provided at a 50% discount off our standard hourly rate of \$275/hr.

Who Made this Value Determination?: Marybeth Williams

Is there a restriction on the use of this contribution?:  No  Yes

If yes, what are the restrictions?: \_\_\_\_\_

Contribution Obtained or Supported with State funds?:  No  Yes

If yes, please provide the name of the State agency and grant/contract number: \_\_\_\_\_

Marybeth Williams  
Signature of Contributor

5/19/2020  
Date Contributed



## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

### Contributor Information

**Name of Business/Individual:** Association Solutions Inc.  
**Name of Primary Contact:** Laurie Aldrich  
**Address:** 1025 Boulders Parkway, Suite 110  
**City:** North Chesterfield **State:** VA **Zip:** 23225  
**Telephone:** 804-649-0780 **Email:** [laldrich@asolutionsva.org](mailto:laldrich@asolutionsva.org)

### Contributed Goods or Services

**Description of Contributed Goods or Services:** Grant development, writing, analysis and resources

**Date(s) Contributed:** \_\_\_\_\_

**Real or Estimated Value of Contribution:** \$ 4000

**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**

**If other, please explain:** \_\_\_\_\_

**Who Made this Value Determination?:** self

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**

**If yes, what are the restrictions?:** \_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**

**If yes, please provide the name of the State agency and grant/contract number:**

Laurie P. Aldrich

*Signature of Contributor*

5/19/2020

*Date Contributed*

## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

### Contributor Information

**Name of Business/Individual:** Virginia Wineries Association  
**Name of Primary Contact:** Laurie Aldrich  
**Address:** 1025 Boulders Parkway, Suite 110  
**City:** N. Chesterfield **State:** VA **Zip:** 23225  
**Telephone:** 804-357-8753 **Email:** [info@vawine.org](mailto:info@vawine.org)

### Contributed Goods or Services

**Description of Contributed Goods or Services:** \_\_\_\_\_  
surveying, marketing and promoting and sharing to the cider makers in the region and beyond  
\_\_\_\_\_  
\_\_\_\_\_

**Date(s) Contributed:** Upon issuance of grant and throughout grant cycle  
**Real or Estimated Value of Contribution:** \$ 2500  
**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**  
**If other, please explain:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Who Made this Value Determination?:** Laurie Aldrich

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**  
**If yes, what are the restrictions?:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**  
**If yes, please provide the name of the State agency and grant/contract number:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Laurie P. Aldrich

*Signature of Contributor*

5/20/2020

*Date Contributed*

**In-Kind Commitment Form**

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

**Contributor Information**

**Name of Business/Individual:** Virginia Association of Cider Makers  
**Name of Primary Contact:** Anne Shelton  
**Address:** 1025 Boulders Parkway, Suite 110  
**City:** N. Chesterfield **State:** VA **Zip:** 23225  
**Telephone:** 804-921-2719 **Email:** [info@virginiacider.org](mailto:info@virginiacider.org)

**Contributed Goods or Services**

**Description of Contributed Goods or Services:** \_\_\_\_\_  
time to survey, market and promote and share of the staff and board to the cider makers in the region and bey  
\_\_\_\_\_  
\_\_\_\_\_

**Date(s) Contributed:** Upon issuance of grant and throughout cycle  
**Real or Estimated Value of Contribution:** \$ 1000  
**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**  
**If other, please explain:** estimation of time donation  
\_\_\_\_\_  
\_\_\_\_\_

**Who Made this Value Determination?:** Anne Shelton

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**  
**If yes, what are the restrictions?:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**  
**If yes, please provide the name of the State agency and grant/contract number:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Anne Shelton  
\_\_\_\_\_  
*Signature of Contributor*

5/20/2020  
\_\_\_\_\_  
*Date Contributed*

## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

### Contributor Information

**Name of Business/Individual:** Veritas Vineyard and Winery  
**Name of Primary Contact:** George Hodson  
**Address:** 151 Veritas Lane  
**City:** Afton **State:** VA **Zip:** 22920  
**Telephone:** 904-333-7637 **Email:** [george@veritaswines.com](mailto:george@veritaswines.com)

### Contributed Goods or Services

**Description of Contributed Goods or Services:** donation of meeting space for two (2) training ses

**Date(s) Contributed:** August - December 2020

**Real or Estimated Value of Contribution:** \$ 1000

**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**

**If other, please explain:** \_\_\_\_\_

**Who Made this Value Determination?:** Geogre Hodson, CEO

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**

**If yes, what are the restrictions?:** \_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**

**If yes, please provide the name of the State agency and grant/contract number:** \_\_\_\_\_

George Hodson  
*Signature of Contributor*

5/18/2020  
*Date Contributed*

**In-Kind Commitment Form**

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

**Contributor Information**

**Name of Business/Individual:** Monticello Wine Trail  
**Name of Primary Contact:** George Hodson  
**Address:** Post Office Box 244  
**City:** Charlottesville **State:** VA **Zip:** 22902  
**Telephone:** 904-333-7637 **Email:** \_\_\_\_\_

**Contributed Goods or Services**

**Description of Contributed Goods or Services:** Industry data and research; promotion of the project and full use of the programs and deliverables and training

**Date(s) Contributed:** June-December 2020

**Real or Estimated Value of Contribution:** \$ 500

**How was the value determined?:**  Actual Value  Appraisal  Other

**If other, please explain:** \_\_\_\_\_

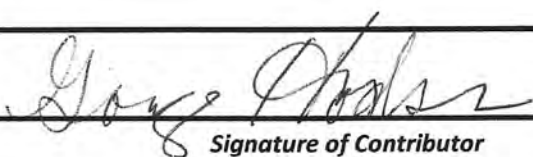
**Who Made this Value Determination?:** George Hodson

**Is there a restriction on the use of this contribution?:**  No  Yes

**If yes, what are the restrictions?:** \_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  No  Yes

**If yes, please provide the name of the State agency and grant/contract number:** \_\_\_\_\_

  
*Signature of Contributor*

5/19/2020  
*Date Contributed*

**In-Kind Commitment Form**

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

**Contributor Information**

**Name of Business/Individual:** Virginia Distillers Association  
**Name of Primary Contact:** Amy Ciarametaro  
**Address:** PO Box 136  
**City:** Richmond **State:** VA **Zip:** 23218  
**Telephone:** 757-535-5829 **Email:** [Amy@VirginiaSpirits.org](mailto:Amy@VirginiaSpirits.org)

**Contributed Goods or Services**

**Description of Contributed Goods or Services:** Maureen to fill out as needed

**Date(s) Contributed:** 5/20/2020

**Real or Estimated Value of Contribution:** \$ 500

**How was the value determined?:**  Actual Value  Appraisal  Other

**If other, please explain:** \_\_\_\_\_

**Who Made this Value Determination?:** self

**Is there a restriction on the use of this contribution?:**  No  Yes

**If yes, what are the restrictions?:** \_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  No  Yes

**If yes, please provide the name of the State agency and grant/contract number:** \_\_\_\_\_

Amy Ciarametaro, Executive Director

*Signature of Contributor*

5/20/2020

*Date Contributed*

## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Region 9

### Contributor Information

**Name of Business/Individual:** Diecast Media Group  
**Name of Primary Contact:** Marshall Hanbury  
**Address:** 2708 Eton Road  
**City:** Charlottesville **State:** VA **Zip:** 22903  
**Telephone:** 434-218-0239 **Email:** [marshall@diecastmedia.net](mailto:marshall@diecastmedia.net)

### Contributed Goods or Services

**Description of Contributed Goods or Services:** video production of training and protocols

**Date(s) Contributed:** June - December 2020

**Real or Estimated Value of Contribution:** \$ 4000

**How was the value determined?:**  **Actual Value**  **Appraisal**  **Other**

**If other, please explain:** \_\_\_\_\_

**Who Made this Value Determination?:** self

**Is there a restriction on the use of this contribution?:**  **No**  **Yes**

**If yes, what are the restrictions?:** \_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**  **No**  **Yes**

**If yes, please provide the name of the State agency and grant/contract number:**

Marshall Hanbury  
*Signature of Contributor*

5/20/2020  
*Date Contributed*



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West District

STEPHEN A. CARTER  
County Administrator

GRACE MAWYER  
Administrative Assistant/  
Deputy Clerk

CANDICE W. MCGARRY  
Director of Finance and  
Human Resources

18 May 2020

Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip:

Nelson County supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. I strongly believe that this initiative will greatly advance the recovery of our region and this sector which has been adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with and knowledge of the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,

A handwritten signature in black ink that reads "Stephen A. Carter".

Stephen A. Carter  
County Administrator





**Madison County Economic Development & Tourism Dept.**

**110 N Main St.**

**Madison, VA 22727**

**[tgardner@madisonco.virginia.gov](mailto:tgardner@madisonco.virginia.gov)**

**540-948-7560**

May 19, 2020

GO Virginia, Region 9 Council, Madison Letter of Support Letter

**Background:**

Like the Commonwealth of Virginia, top industries in Madison County are agriculture and tourism, known as agri-tourism. These industries require people, as employees and customers, all of whom have been impacted by COVID-19.

**Problem:**

The economic injury caused by the COVID-19 pandemic has created a delivery issue for farmers and orchards, who normally benefit from robust retail sales during the spring, summer and fall seasons. The key outcome desired is to generate private sector re-growth and job opportunities; this includes business re-development post-COVID for employees and consumers, education and development post-COVID for employees and consumers and business re-attraction to build consumer confidence.

**Expected deliverables:**

- Creating web-based solutions and using social media platforms for education, shopping, reservations and communications for consumer confidence.
- Sharing labor compliance on policies, CDC, OSHA, FDA and sanitation protocols.

- Cooperative purchasing for PPE and packaging supply resources
- Marketing, consumer and employee education initiative for ever-changing protocols
- Legally defensible de-escalation protocols and scripts for engaging with disruptive customers
- Sample communications to associates and vendors
- Catalogues of products (signage, floor markers, hygiene)
- Script and guidelines for mask enforcement
- Signage for social distancing guidelines and techniques
- Policies for implementing social distancing throughout a property
- Curbside pickup procedures/payment

Thank you for your consideration and please feel free to contact me with any questions.

Best,

*Tracey*

Tracey Gardner  
Director



May 18, 2020

Shannon Holland, Director  
GO Virginia Region 9  
Central Virginia Partnership  
UVA Research Park, 1001 Research Park Boulevard, Suite 301  
Charlottesville, VA 22911

Re: Crafting the New Normal Economic Resiliency and Recovery Fast Access Application

Dear Ms. Holland:

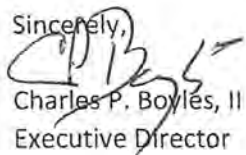
The Thomas Jefferson Planning District Commission is pleased to be working with Nelson County, Madison County and regional food & beverage industries to identify and implement talent development and grow existing business through the "Crafting the New Normal" effort. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving food & beverage businesses and their staff the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

The Thomas Jefferson Planning District Commission, a regional government of the Commonwealth of Virginia through its non-profit arm, the TJPDC Corporation plans to act as administrator and fiscal agent for this partnership project. The TJPDC provides planning and administrative staff for our non-profit as needed. For this project, the TJPDC would provide staffing support to engage other regional localities and businesses into the recovery and sustainability program. The TJPDC would internally and through consulting contracts provide research, assemble data, develop policies and communication pieces to inform and assist both industries and their customers. In following its mission, the TJPDC will provide convening and facilitating services to coordinate food & beverage companies with local governments and business organizations for a unified partnership meeting immediate economic needs.

The TJPDC has been active with GO Virginia since its inception and understands the priorities and regulations of the GO Virginia programs. The TJPDC supports this effort of Nelson and Madison Counties because of its potential for immediate impact for the most negatively impacted industry in America, food & beverage.

Thank you for your consideration of this very worthwhile effort.

Sincerely,

A handwritten signature in black ink, appearing to read 'CP Boyles II', is written over the typed name and title.

Charles P. Boyles, II  
Executive Director



May 18, 2020

Shannon Holland, Director  
GO Virginia Region 9  
Central Virginia Partnership  
UVA Research Park, 1001 Research Park Boulevard, Suite 301  
Charlottesville, VA 22911

Re: Crafting the New Normal Economic Resiliency and Recovery Fast Access Application


Dear Ms. Holland:

The TJPDC Corporation is the non-profit arm of the Thomas Jefferson Planning District Commission. The TJPDC Corp. is pleased to be working with Nelson County, Madison County and regional food & beverage industries to identify and implement talent development and grow existing business through the "Crafting the New Normal" effort. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving food & beverage businesses and their staff the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

The TJPDC Corporation plans to act as administrator and fiscal agent for this partnership project. The TJPDC provides planning and administrative staff for our non-profit as needed to include procurement of consulting and training services.

The TJPDC Corp. supports this effort of Nelson and Madison Counties because of its potential for immediate impact for the most negatively impacted industry in America, food & beverage.

Thank you for your consideration of this very worthwhile effort.

Sincerely,  
  
Charles P. Boyles, II  
Executive Director



# NELSON 151

## VIRGINIA'S WEEKEND ADDRESS

Nelson 151, P.O. Box 877, Nellysford, VA 22958

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Thursday, May 21, 2020

TJPDC Corporation  
Attn: Chip Boyles, Executive Director  
401 E. Water Street  
Charlottesville, Virginia 22902

Dear Chip,

As President of Nelson 151 and Brand Manager for Bold Rock Hard Cider, I am writing to express enthusiastic support for the TJPDC Corporation *Crafting A New Normal* grant application submitted under the Growth & Opportunity Virginia Region 9 funding request.

The effects of the COVID-19 crisis and pain inflicted upon the local Nelson craft community and broader Virginia craft beverage industry has been broad and deep, no craft beverage-centric business has been spared. However, the safety of our guests and employees is paramount and thus we have all done our part to mitigate the impacts of the disease and support our healthcare and governmental response to this crisis.

These funds are crucial for our industry as we attempt to restart the economic engine and pivot business operations to address the new normal. New tools are required to ensure safe and productive business operations and those tools do not come without cost. Web platforms, communications campaigns, and funding a unified approach for businesses large and small will be paramount.

Bold Rock and Nelson 151 more broadly wish to take a leadership position in modeling responsible guest and employee guidelines but we need your help to get there. We appreciate your consideration of the grant application and hope that you will award the funds necessary to undertake this vital effort.

Best,

Lindsay Dorrier III  
Nelson 151 President  
Bold Rock Hard Cider Brand Manager

19 May 2020



Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip:

Champion Brewing Company supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. I strongly believe that this initiative will greatly advance the recovery of our region and this sector which has been adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with and knowledge of the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,

Hunter W. Smith  
President, Champion Brewing Company

STONE MOUNTAIN  
*Vineyards*

1376 Wyatt Mountain Rd  
Dyke, VA 22935  
434 990 9463  
stonemountainvineyards@gmail.com

Chip Boyles,  
TJPDC Corporation

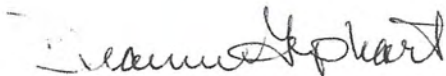
Dear Mr. Boyle,

I am writing to you in support of the initiative; "Crafting a new normal". With the devastation to our countries economic footing the Craft Beverage Industry remains unsure of what the future will hold. If there will be financial recovery and how long this recovery will take from the devastating financial losses. Some of our small businesses may not recover and will have to close their doors for good.

Working jointly as an industry we can gain much more ground toward private sector re-growth and creating new job opportunities that have diminished if not gone away completely. This plan identifies the key areas that our industry must focus on in order to move us all forward in this post COVID economic environment.

I truly hope we have your support with gaining funding that will benefit not one but several hundred Craft Beverage Companies in Virginia.

Warm regards,



Deanna Gephart, Owner/CEO  
Stone Mountain Vineyards





May 20, 2020

Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip:

The Virginia Wineries Association (VWA) fully supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. I strongly believe that this initiative will greatly advance the recovery of VWA's members in Region 9 as well as our broader membership that has been adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with and knowledge of the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,

A handwritten signature in black ink that reads 'Laurie P. Aldrich'. The signature is written in a cursive style with a large initial 'L'.

Laurie Aldrich  
Executive Director



May 20, 2020

Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip:

The Virginia Association of Cider Makers (VACM) supports the TJPDC Corporation's proposal for GO Virginia funding to establish the "Crafting the New Normal" program for Region 9's craft beverage industry. VACM strongly believes that this initiative will greatly advance the recovery of members in Region 9, along with our full membership base, that have been adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics as education, shopping, reservations and communications for consumer confidence as well as sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with, and knowledge of, the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees, and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,

Anne Shelton  
President



May 20, 2020

Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip Boyles:

The Virginia Distillers Association supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. I strongly believe that this initiative will greatly advance the recovery of our region and this sector which has been adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with and knowledge of the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,

A handwritten signature in black ink that reads "Amy Ciarametaro". The signature is written in a cursive, flowing style.

Amy Ciarametaro, Executive Director  
Virginia Distillers Association  
PO Box 136  
Richmond, VA 23218  
Email: [Amy@VirginiaSpirits.org](mailto:Amy@VirginiaSpirits.org)  
Cell: 757.535.5829  
Web: [VirginiaSpirits.org](http://VirginiaSpirits.org)

# REVA LATION

Revelation Vineyards  
2710 Hebron Valley Road  
Madison, Virginia 22727  
540-407-1236  
info@revelationvineyards.com  
revelationvineyards.com

May 20 2020

Re: Crafting in the New Normal – Madison County, Virginia

Dear Committee Members,

Revelation Vineyards supports the Resiliency Grant application for Crafting in the New Normal put forth by Nelson and Madison Counties.

COVID-19 has had a devastating impact on Agritourism and with these funds the industry can generate private sector re-growth, job opportunities, as well as education for both businesses and consumers as we navigate our way into a better economy and rebuild consumer confidence.

Cordially,



Françoise Seillier-Moiseiwitsch





May 20, 2020

Marlene Steiner  
Brand Director  
Virginia Distillery Company  
299 Eades Lane  
Lovington, VA 22932

Dear Chip:

Virginia Distillery Company fully supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. We strongly believe that this initiative will greatly advance the recovery of those adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with and knowledge of the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,

*Marlene Steiner*

Marlene Steiner  
Brand Director



EARLY  
MOUNTAIN

6109 Wolfstown-Hood Road  
Madison, VA 22727  
(540) 948-9005  
[cheers@earlymountain.com](mailto:cheers@earlymountain.com)

Attn: GO Virginia Council Region 9

Early Mountain supports the Resiliency Grant application for Crafting in the New Normal put forth by Nelson and Madison Counties.

COVID-19 has had a devastating impact on Agritourism and with these funds the industry can generate private sector re-growth, job opportunities, as well as education for both businesses and consumers as we navigate our way into a better economy and rebuild consumer confidence.

I am happy to provide additional information on how this program will positively impact our business at Early Mountain if that is helpful to you.

Warm regards,

*Dave Kostelnik*

Dave Kostelnik, General Manager

*Monticello*  
WINE TRAIL

PO Box 244, Charlottesville, VA 22902

May 21, 2020

Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip:

The Monticello Wine Trail (MWT) fully supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. I strongly believe that this initiative will greatly advance the recovery of MWT's members in Region 9 as well as our partner businesses that have been adversely impacted by the health crisis.

The deliverables of the grant are critical to the ongoing success of these businesses. Creating web-based solutions and using social media platforms for such topics education, shopping, reservations and communications for consumer confidence; sharing ABC and labor compliance on policies, CDC, OSHA, FDA and sanitation protocols will allow the businesses to focus on their core business at a time when their attention is paramount to successfully re-launching their enterprises.

The TJPDC has the advantage of an already strong relationship with and knowledge of the region and its businesses. This project will mitigate the regional economic impact of the COVID-19 crisis in the short- and mid-term by giving these businesses the tools they need to re-open safely, retrain employees and communicate with their customers. These businesses have been severely impacted by the pandemic. Having regional industry guidance and standards will also improve the customer experience and help restore consumer confidence.

Thank you for the opportunity to support this grant application.

Sincerely,



George Hodson  
President  
The Jeffersonian Wine Grape Growers Society  
(dba Monticello Wine Trail)



May 20, 2020

Mr. Chip Boyles  
TJPDC Corporation  
401 Water Street East  
Charlottesville, Virginia 22902

Dear Chip:

Potter's Craft Cider supports the TJPDC Corporation's proposal for GO Virginia funding to establish the Crafting the New Normal program for Region 9's craft beverage industry. The economic impact of Covid-19 to our business and the businesses in our industry has been devastating. We believe that this initiative will greatly aid in helping aid our recovery.

As 'normal' retail operations have been badly affected by the ongoing health crises, businesses like our have turned to digital resources to create new market places and change the way we do business. We need all of the support that we can get, and this grant's initiative to develop web based solutions and social media platforms to provide resources for education, reservations, e-commerce, communications and compliance will help our region recover and allow our businesses to continue focusing on their core competencies without developing ancillary lines of business.

The TJPDC is already plugged into the businesses in our region. They have strong relationships and intimate knowledge of the issues that we face. I am confident that TJPDC will use these resources effectively and will accelerate the recovery of our business and the businesses in our region by elevating the customer experience and helping us all to resume business safely and profitably.

Thank you for your support of this grant application.

Sincerely,

A handwritten signature in black ink that reads "Tim Edmond". The signature is written in a cursive, slightly slanted style.

Tim Edmond  
Co-Founder  
Potter's Craft Cider

Potter's Craft Cider  
1350 Arrowhead Valley Rd  
Charlottesville, VA 22903



Uses of GO Virginia Funds	Amount (\$)	Description
<b>Contract Services</b> \$	66,000.00	project admin, subject matter experts, speakers, translators, webinar and other software services, A/V services for live streaming, video recording and equipment rental, process development, communications, education and training deployment, program development and delivery, product presentation, training and integration
<b>Planning and Assessment</b> \$	3,000.00	industry surveys and research of processes, protocols, legal requirements and resources for products. Best delivery outlets and avenues
<b>Travel</b> \$	2,000.00	delivery fees, on site installation and training for venues
<b>Program deliverables</b>	\$2,600	electronic media and delivery system for products created, some printable items and product purchase
	\$	<b>73,600.00 Project Subtotal</b>
<b>CVPED Internal Project Admin*</b>	\$	6,400.00
	\$	<b>80,000.00 TOTAL GO Virginia Request</b>

\* All Grants must include 8% of GO Virginia dollars requested. These funds will be made available to the Partnership for contract management, remittances, etc.

Uses of Matching Funds	Amount (\$)	Type of Match (Dropdown)	Source of Match
Contract Services	\$ 11,000.00	Local	Nelson County
Contract Services	\$ 2,500.00	Local	Madison County
Contract Services	\$ 20,000.00	Private	Williams Compliance, Association Solutions, Veritas Winery and Die Cast Media
Planning/Assessment	\$ 6,500.00	Non-Profit	VA Distillers Association, Monticello Wine Trail, Virginia Wineries Association, Virginia Cider Makers Association, Nelson 151
	\$ 40,000.00	<b>Total Matching Funds</b>	
	\$ 13,500.00	<b>Total Local Match</b>	

Documentation Submitted  
(Dropdown)

Uses of Additional Leverage	Amount (\$)	Type of Match (Dropdown)	Source of Match	Documentation Submitted (Dropdown)
	\$	<b>- Total Matching Funds</b>		

Type of Funds	Totals	
GO Virginia	\$	80,000.00
Matching Funds	\$	40,000.00
<b>Total CAMS Budget</b>	<b>\$</b>	<b>120,000.00</b>
Additional Leverage	\$	-
<b>Total Project Budget</b>	<b>\$</b>	<b>120,000.00</b>

Type of Match	Totals	
<b>Matching Funds</b>	\$	40,000.00
<b>Includes Local Match of:</b>	\$	13,500.00

May 21, 2020

TO: Jim Cheng, GO Virginia Region 9

FROM: Miles Friedman, Director Fauquier County Department of Economic Development

Jennifer E. Goldman, President of Resonance, LLC

RE: Building a Business Gateway ERR Application

-----  
Below are answers to review questions discussed during our Zoom meeting today.

Since our final application was submitted we have received additional Letters of Support and In-kind match commitments as noted below and attached.

#### Letters of Support

- Crest Hill Antiques & Tea Room
- Experience Old Town Warrenton
- Lord Fairfax Small Business Development Center
- Madison County Department of Economic Development
- Paradigm Solutions
- Smith-Midland Corporation
- Town of Warrenton

#### In-kind match commitment

- Mason Enterprise Center - Fauquier
- Town of Warrenton
- Madison County Department of Economic Development

#### Regional Engagement /Collaboration

- The other localities will be responsible for identifying, recruiting and engaging the other multipliers in their communities. This will enhance the degree of communication and collaboration among the various players in each community who support business development. Furthermore, those local organizations will participate in monitoring business needs to ensure that the website and technical assistance are addressing current needs and opportunities. They will also be expected to share ideas and best practices on safe, healthy and productive reopening of the economy.

#### Duplication of EDO activities

- We are very much aware of the projects involving the Northern Virginia Chamber and the Central VA Partnership, and support their efforts. However, this project is aimed at a unique neighborhood of localities that span the border between Northern VA and the VA Piedmont,

where we share more similarities, challenges and opportunities with each other than we do with the extreme edges of those regions. Our businesses share characteristics and resources, as well as a regional workforce. We will be building upon this close to home mini region or neighborhood.

Project Timing – How can we get help into businesses' hands quickly enough?

- We are addressing this by moving up the availability of certain website features as soon as they can be mounted, preferably by month two. So, for example, we will utilize the existing websites of each locality to list other regional resources, with links to their sites. Moreover, social media, which can be galvanized pretty quickly, will be used by month two for listing useful info as it is collected.

Scope

- We view the website and business services as going hand in hand. The budget is not for salaries, but for consultants who will create a whole new concept in web design, along with updating and maintenance, by a newly engaged website specialist who has business and economic development expertise. Our project manager will be able to devote her services to localities and companies throughout the region which is not currently available on a multi locality basis. The website will serve as a guidepost to resources, information and issues, and the technical assistance under this grant, would help businesses who cannot get what they need from the public and non-profit groups listed on the site and/or firms who need one on one counseling.

SBDC

- A letter has been sent by SBDC director on how this project supports and extends her service mix. It presents more specifics on how we are expanding upon existing capabilities.

Match documentation

- Virtually every partner has not only committed verbally to the match, but has, in record time, gotten us written and signed pledges of that commitment. Most felt that the time pledged was very conservative. It is hard to fully convey the strength of our partners' endorsements of this project and their enthusiastic commitment to participation. Most of our partners have already contributed to ideas on how this project can be helpful to them and their businesses.
- Also, I must reiterate that every single participating county, community and organization completely endorsed the idea we presented about this being a mini region of its own, while not denying the value of the two large regional organizations to the north and south.

In-kind –Commitments

- Yes, and well over the needed amount, with more than required

*BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION  
ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9  
PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT*

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**IN-KIND COMMITMENT WORKSHEET ~ UPDATED**

We have verbal commitments from the regional partners listed below and have asked that they commit to five hours per month, over a nine-month span, to this project. We estimate their commitment's value to be as follows and will include their In-Kind Commitment Form to this application as soon as we receive it:

Name	Job Title	Estimated Value of Donated Time
Miles Friedman	Director, Fauquier Economic Development (As Grantee, est. 125+ hrs)	\$8,000*
Donna Comer	Program Manager, Fauquier Workforce Development	9,000*
Beverly Pullen	Business Coordinator, Fauquier County	2,000*
Joe Martin	President, Fauquier Chamber	300*
Lorna Magill	CFO, PATH Foundation	4,500
Charity Furness	Executive Director, Experience Old Town Warrenton	1,000
Chris Coutts	Provost, Lord Fairfax Community College – Fauquier	4,500
Christine Kriz	Director, Lord Fairfax Small Business Development Center	14,475*
Renee Younes	Manager, Mason Enterprise Center – Fauquier	5,000**
Christina Winn	Director, Prince William Economic Development	11,050*
Patrick Mauney	Director, Rappahannock Rapidan Regional Commission	3,500*
Phil Sheridan	Director, Culpeper Economic Development	5,000*
Patrick Small	Director, City of Manassas Economic Development	5,000*
Brandie Schaeffer	Town Manager, Town of Warrenton	5,000**
Tracey Gardner	Director, Madison County Economic Development	\$2,500**
<b>TOTAL</b>		<b>\$78,825/\$67,825 verified</b>

\* denotes commitment form and support letter are attached

\*\*denotes received AFTER submittal of original grant application



*BUILDING A BUSINESS RESOURCES GATEWAY FOR COVID-19 ASSISTANCE TO BUSINESSES IN OUR MINI-REGION  
ERR FAST ACCESS APPLICATION TO GO VIRGINIA REGION 9  
PRESENTED BY THE FAUQUIER COUNTY OF ECONOMIC DEVELOPMENT*

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**SUMMARY OF IN-KIND COMMITMENTS AND LETTERS OF SUPPORT RECEIVED**

As noted above, we have received a total of \$67,825 pledged in in-kind time for this project from key partners, mainly from entities in Region 9, but some from municipalities in Region 7 of Go Virginia. At the time of our original grant application submittal, we had received \$58,325 in in-kind commitments, which was already greater than the 2:1 match required of the ERR grant, and we are still expecting \$11,000 more (at a minimum) to come in from top tier business support professionals that we have communicated with one-on-one and who whole-heartedly expressed great enthusiasm and support for our proposed project.

To date, we have received Letters of Support from the following organizations (organizations with an \* denote letters that were received after our original application package was submitted:

- City of Manassas
- \* Crest Hill Antiques & Tea Room
- Culpeper County Department of Economic Development
- \* Experience Old Town Warrenton
- Fauquier Chamber of Commerce
- Fauquier County Department of Economic Development
- \* Lord Fairfax Small Business Development Center
- \* Madison County Department of Economic Development
- \* Paradigm Solutions
- Prince William County Department of Economic Development
- Rappahannock-Rapidan Regional Commission
- \* Smith-Midland Corporation
- \* Town of Warrenton

All Letters of Support and In-Kind Commitment forms received after our initial application package submittal accompany this summary in separate pdf files: one for letters and another for commitment forms.

## In-Kind Commitment Form

**Support Organization:** Central Virginia Partnership for Economic Development  
**Regional Council:** Business Gateway

### Contributor Information

**Name of Business/Individual:** Madison County  
**Name of Primary Contact:** Tracey Gardner  
**Address:** 110 N Main Street  
**City:** Madison **State:** VA **Zip:** 22727  
**Telephone:** 540-948-7560 **Email:** tgardner@madisonco.virginia.gov

### Contributed Goods or Services

**Description of Contributed Goods or Services:** Staff time  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Date(s) Contributed:** \_\_\_\_\_

**Real or Estimated Value of Contribution:** \$ 2500

**How was the value determined?:**                      Actual Value                      Appraisal                      Other

**If other, please explain:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Who Made this Value Determination?:** Tillie Strothers, Madison County Human Resources

**Is there a restriction on the use of this contribution?:**                      No                      Yes

**If yes, what are the restrictions?:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Contribution Obtained or Supported with State funds?:**                      No                      Yes

**If yes, please provide the name of the State agency and grant/contract number:**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tracey Gardner

---

*Signature of Contributor*

5/18/2020

---

*Date Contributed*

**In-Kind Commitment Form- GO Virginia Region 9**

**Support Organization:** Central Virginia Partnership for Economic Development  
**Project Name:** Building a Resources Gateway for COVID-19 Assistance to Businesses in Our Mini Region

**Contributor Information**

**Name of Business/Individual:** Town of Warrenton  
**Name of Primary Contact:** Community Development Department  
**Address:** 21 Main Street  
**City:** Warrenton **State:** VA **Zip:** 20186  
**Telephone:** (540) 347-2405 **Email:** fcassidy@warrentonva.gov  
dharris@warrentonva.gov

**Contributed Goods or Services**

**Description of Contributed Goods or Services:** Community Development Department provides staffing to support economic development to its businesses through various partnerships.

**Date(s) Contributed:** Ongoing

**Real or Estimated Value of Contribution:** \$ \$5,000

**How was the value determined?**  **Actual Value**  **Appraisal**  **Other**

**If other, please explain:** \_\_\_\_\_

**Who Made this Value Determination?:** Community Development

**Is there a restriction on the use of this contribution?**  **No**  **Yes**

**If yes, what are the restrictions?** In-kind match of staff hours

**Contribution Obtained or Supported with State funds?**  **No**  **Yes**

**If yes, please provide the name of the State agency and grant/contract number:** \_\_\_\_\_

*Signature of Contributor*

*Date Contributed*

In-Kind Commitment Form- GO Virginia Region 9

Support Organization: Central Virginia Partnership for Economic Development

Project Name: Building a Resources Gateway for COVID-19 Assistance to Businesses

Contributor Information

Name of Business/Individual: Mason Enterprise Center - Fauquier

Name of Primary Contact: Renee Youngs

Address: 70 Main Street, Suite 23

City: Warrenton

State: VA

Zip: 20186

Telephone: 540-216-7100 Email: ryoungs@gmuedu

Contributed Goods or Services

Description of Contributed Goods or Services:

In-kind staff time for Regional Manager's participation with project management team in project development

Date(s) Contributed: May 2020 - Dec 2020

Real or Estimated Value of Contribution: \$ 5,000

How was the value determined?

Actual Value

Appraisal

Other

If other, please explain: Regional Manager

Who Made this Value Determination?:

Is there a restriction on the use of this contribution?

No

Yes

If yes, what are the restrictions?

Contribution Obtained or Supported with State funds?

No

Yes

If yes, please provide the name of the State agency and grant/contract number:

Renee Youngs

Signature of Contributor

5-18-2020

Date Contributed

# ***Crest Hill Antiques & Tea Room***

**6488 Main Street \* PO Box 450  
The Plains, VA 20198 \* 540-253-5790**

**May 21, 2020**

Mr. Miles Friedman  
Fauquier County Department of  
Economic Development  
35 Culpeper Street  
Warrenton, VA 20186

Dear Miles,

I am pleased to provide this letter of support for the Fauquier County Department of Economic Development, in its bid for additional state funding to assist local businesses survive, and eventually thrive, in these very challenging current circumstances.

In the 13 years we have been in business The Plains, we have had many opportunities to access some of the excellent programs your office provides: workshops and networking events, web-based resources and outstanding print materials promoting business and tourism in our county, matching grant programs, and business-development support and technical assistance, just to name a few. Most recently, we were among the fortunate recipients of the Emergency Assistance Small-Business Micro-Grants, which is helping us offset some losses and remain open during the COVID-19 pandemic.

While it is hopeful to see our state gradually implementing recovery measures, many businesses are still struggling to find ways to operate in a new and unknown environment and, sadly, some will not survive. I heartily endorse the regional, multi-sector approach you are proposing with neighboring counties and other community entities, working together to mount a comprehensive response to the economic challenges we all face.

Thank you, once again, for both your vision and your action on behalf of the businesses in our county.

Sincerely,

*Sally DeLuca*

Sally DeLuca  
Owner  
Crest Hill Antiques & Tea Room



May 18, 2020

Miles,

Experience Old Town Warrenton supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county "neighborhood" support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

My organization will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

We encourage you to fund this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier and other Neighbors in the region.

Sincerely,

Charity Furness

*Charity A. Furness*

Executive Director  
Experience Old Town Warrenton



May 19, 2020

Fauquier County Department of Economic Development  
Attn: Miles Friedman  
35 Culpeper Street  
Warrenton, VA 20186

Miles,

The SBDC at Lord Fairfax supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county “neighborhood” support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. We feel that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

The SBDC will support this project by identifying local service organizations who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

While the SBDC has extensive services available to support businesses; this project will expand and complement our capacity in several ways. It will allow us to reach more businesses by adding more technical experts. It will allow us to add several forms of technical help by broadening the number and diversity of organizations who are available to help businesses in our region. It will give us the ability to tap resources from a broader region in order to address our clients’ needs. It will multiply our network and knowledge base to help us better address the COVID-19 challenges and opportunities that businesses are facing. It will also help us get the word out to businesses about the services that we have available.



We encourage you to fund this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier and other neighbors in the region to assist small business owners.

Sincerely,

**Christine Kriz**

Christine Kriz, MBA  
Director, SBDC at Lord Fairfax



**Madison County Economic Development & Tourism Dept.**

**110 N Main St.**

**Madison, VA 22727**

**[tgardner@madisonco.virginia.gov](mailto:tgardner@madisonco.virginia.gov)**

**540-948-7560**

May 19, 2020

GO Virginia, Region 9 Council, Madison Letter of Support  
Business Gateway – Madison County, Virginia

Please find this letter of support for the Business Gateway initiative. Madison strongly supports a central clearinghouse website or portal, providing information on all the business support agencies and organizations in the area (local/regional/state/federal/non-profit).

The clearinghouse would include information on survival and adaptation strategies for businesses and would be backed up by some free consulting time for businesses provided under the grant. The consults would target business needs such as adopting or enhancing online capabilities, assessing business adaptation strategies, addressing workforce issues (including assistance to firms that are hiring and connecting with furloughed or unemployed individuals), with the potential to add on other challenges that our various surveys have identified.

Thank you for your consideration and please feel free to contact me with any questions.

Best,

**Tracey**

Tracey Gardner  
Director



May 20, 2020

To Whom It May Concern:

We at Paradigm Solutions embrace and fully support the Fauquier County Department of Economic Development's (DED) proposal to build a neighborhood-style, multi-county / town resource website and technical support team for businesses. This would be a very valuable resource package, not only as we begin to emerge from the Covid-19 crisis, but beyond as our economy recovers and once again grows. Our regional micro- and small-business community has always had a need for local support, information and resources, and this need has been exponentially amplified by the COVID-19 pandemic. The unified website and associated tools and resources will bring critical and easily understood and accessed information and support resources to businesses in our County and other Towns and Counties in the region.

Our DED is led by a veteran economic developer and is staffed by a team that deeply cares for all businesses, regardless of size or type. The local small business grant programs, business assistance, and ombudsmanship that the DED offers are exceptional, especially in a rural micro-economy like ours. Enlisting neighboring municipalities and community resources further expands both the reach and scope of the service offerings. The addition of a job posting utility will further the Department's efforts to find our Citizens local employment to enhance their quality of life while mitigating the environmental impacts of commuting to areas far from our County and region. We have an exceptionally talented workforce here, and keeping people employed locally further embellishes the success of the existing and future business base.

As a private company located in Fauquier County, we plan on helping the DED in any way we can as this initiative launches and gains traction. We believe in and support the mission of the Department and look very much forward to helping raise awareness of these additional and consolidated support services.

We thank you in advance for your consideration and hope that you will consider providing the Grant funding needed to further develop and launch this much-needed community resource.

Best Regards,

A handwritten signature in black ink that reads "Dennis A. Taylor". The signature is fluid and cursive, with the first name "Dennis" and last name "Taylor" clearly legible.

Dennis A. Taylor  
Chief Operating Officer  
Paradigm Solutions and Paradigm Staffing Solutions  
Catlett, VA

May 21, 2020

Miles Friedman, Director of Economic Development  
Department of Economic Development  
35 Culpepper Street  
Warrenton, VA 20186

Mr. Friedman,

Smith-Midland Corporation supports and will participate in the Fauquier County proposal to build a sub-regional, multi-county “neighborhood” support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

The project will be managed by a county that has experience in managing a GO VA project and by veteran economic developers who have a track record in supporting small businesses. Smith-Midland feels that the website and the technical assistance that goes with it will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services and will also benefit our area-wide workforce with postings that help them find job opportunities.

Smith-Midland encourages the funding of this project, which is unique to those of us who have affinity to both Northern Virginia and the Virginia Piedmont and look forward to working with Fauquier and other Neighbors in the region.

Sincerely,

*Matthew J. Smith*

Matthew Smith,  
VP Sales and Marketing



**Brandie Schaeffer**  
TOWN MANAGER  
T(540) 347-4505  
bschaeffer@warrentonva.gov

**TOWN COUNCIL**  
H.E. Carter Nevill, Mayor  
Robert Kravetz, Vice Mayor  
Sean Polster  
Jerry Wood  
Alec Burnett  
Brett Hamby  
Renard Carlos  
Kevin Carter

May 18, 2020

Dear Miles,

Town of Warrenton supports the proposal to build a sub-regional, multi-county “neighborhood” support system for business responses to the Covid-19 crisis. The unified website will bring important information and extended sources of support to businesses in our county and the others in the project.

We feel a dedicated, one-point-of-contact website providing technical assistance will enhance the viability of our local businesses by helping them gain easy access to carefully selected information and services. Such a website might also benefit our workforce with postings that help them find job opportunities.

The town will play an active role in the project by identifying local service organizations (e.g., chambers of commerce, SBDCs) who can be listed on and reached through the website; by encouraging such organizations to participate; by helping to identify local business needs; and by committing senior level time to the project which will contribute to the in-kind match.

This project is a unique opportunity to those jurisdictions, like Warrenton, that experience the influences of both Northern Virginia and the Virginia Piedmont. As always, we look to partnering with Fauquier and all the organizations that participate in helping our businesses in the region.

Sincerely,

Brandie Schaeffer, Town Manager