



**TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY MEETING**

A G E N D A

**Monday, August 30, 2021
6:30 PM**

CALL TO ORDER AND QUORUM ESTABLISHED:

UNFINISHED BUSINESS:

- [1.](#) Approval of July 26, 2021 Meeting Minutes
2. ReThink Main Street, Jeff Szyperski - Progress Report

NEW BUSINESS:

- [3.](#) American Rescue Plan Act of 2021 - Power Point
- [4.](#) Request to Town Council for ARPA Funds
- [5.](#) ARPA Spending Plans; Warsaw and Colonial Beach

INFORMATIONAL ITEMS

- [6.](#) 2013 Main Street Facade Improvement Estimate

ADJOURNMENT

**TOWN OF BOWLING GREEN
ECONOMIC DEVELOPMENT AUTHORITY
MINUTES
July 26, 2021**

Meeting Location: Town Hall; 117 Butler Street, Bowling Green, VA 22427

CALL TO ORDER AND QUORUM ESTABLISHED: Chairman, John Lane, called the meeting to order at 6:31PM and noted that a quorum of the EDA board was present.

MEMBERS PRESENT: Glenn McDearmon, Dan Webb, Donny Cutlip, Jerry Covington, David Storke and Jason Manns.

MEMBERS ABSENT: None

OTHERS PRESENT: Jo-Elsa Jordan, Economic Development Coordinator

UNFINISHED BUSINESS:

1. Approval of June 28, 2021 meeting minutes:
A motion was made by Donny Cutlip and seconded by Glenn McDearmon to approve the meeting minutes from June 28, 2021. The motion passed unanimously.

NEW BUSINESS:

2. FY22 Budget: \$10,000.00
 - Jo-Elsa to draft a letter to Caroline County regarding possible funding for ED marketing and tourism material.
 - Façade Improvement Program: The board expressed interest in reigniting the program. Members would also like to revisit conceptual elevations of Main Street.
 - American Rescue Plan: The board questioned if any of the relief funds would be allocated to economic development initiatives in Bowling Green. Jo-Elsa stated that she would need to confirm guidelines of the program. The EDA board discussed addressing Town Council in a letter requesting a portion of the rescue plan funds to be earmarked for infrastructure and façade improvements in Town that support the small business community.
 - The Board discussed special events and their relevance to community partnership and economic development.

INFORMATIONAL ITEMS:

There being no further business to come before the board, Chairman, John Lane, adjourned the meeting at 7:22 p.m.

Respectfully submitted:
Jo-Elsa Jordan, Econ. Dev. Coordinator

Approved:
John Lane, Chairman

American Rescue Plan Act 2021

WORK SESSION



ARPA Background

- Local governments will receive direct funding from the legislation to support their operations due to the negative impact on local revenues and support the local economy.
- The total allocation of funds is population-based. The Town will receive up to \$1,219,000.00 in two tranches. The first tranche of \$609,541.00 was received June 30, 2021. The second tranche is expected in approximately twelve months.

CARES vs ARPA

- **CARES** = \$209,390 to put out the economic fire. Pump money into the economy (PPP loans, recovery rebates, business grants, unemployment funding), protect the population (PPE and testing funding), and support remote work.
- **ARPA** = \$1,219,000 to fix the foundation. Replace lost tax revenue, replace cut services, positions, and programs, recognize and retain essential workers, and prepare the community

ARPA Categories

Allocated funds must be expended in one of the four authorized categories in the act (or due to administering the funds).

The funds must be encumbered no later than 12/31/2024 (capital projects complete no later than 12/31/2026), a much longer timeline than CARES Act funding. Also, the guidelines in general are more generous than the CARES Act funding. *BUT* ARPA requires substantially more justification, documentation, and reporting, particularly when funds allocated to the Town are provided to another entity.

- 1a. Public Health Emergency
- 1b. Negative Economic Impacts
- 2. Revenue Loss
- 3. Premium Pay
- 4. Water, Sewer & Broadband Infrastructure
- Administering ARPA Funds

ARPA Considerations

Over 3 years to expend funds so programs can be thoughtfully designed and implemented.

Great ideas have been created internally, by other localities, and by partner organizations. As other localities approve their plans we can learn from their efforts.

Interest earned from idle funds does not have to be used on ARPA eligible expenses.

Evaluate what long term costs the Town will assume post-ARPA (after 2024)

Maintenance costs for infrastructure and equipment

Personnel expenses for any new positions

Operating expenses for programs that do not end 12/31/2024

Some grants do not allow ARPA to be used as the local match.

Categories 1a. & 1b. Overview

- Programs funded within this category must address a need or negative impact caused or exacerbated by the public health emergency AND must identify how the program addresses the need.
- Any economic support program must be evaluated against the negative impact felt by the tourism, travel, and hospitality industries.

1a. Public Health Emergency

Types of eligible expenses/programs

- Facility improvements
- Public Information
- Incentivize vaccinations
- Support increased healthcare options and resources for un/underserved populations

Examples:

HVAC Upgrade/Replacement

Community Engagement Manager

Gift certificates for vaccinations

1b. Negative Economic Impact

Types of eligible expenses/programs

- Support tourism, travel, and hospitality industries
 - Support for venues
 - Support for lodging operators
 - Implementation of previously adopted tourism plans
 - Improve the visitor experience
- Rehiring of frozen, furloughed, etc. local government staff
- Support access to stable and affordable housing
- Support workforce development
- Certain tax delinquencies

Examples:

- Expansion of outdoor dining areas
- Grants to venues and lodging operators
- Downtown WiFi network for visitors
- Update/Replace wayfinding signage

2. Revenue Loss

Calculated based on pre-COVID local revenue growth relative to actual revenue

Provision of government services to the extent of the reduction in revenue experienced

- **Replace cuts to Capital Projects Fund**
- **Improve efficiency of government operations**
- **Pay for specific general government operations**
- **Maintenance or pay-as-you-go infrastructure projects**

CANNOT be deposited in the unassigned fund balance or used to pay pension expenses except if part of the total compensation for staff

3. Premium Pay

- Grants to essential workers of the recipient who maintained continuity of operations
 - Did not work remotely, and/or
 - Work regularly involved in-person interactions, and/or
 - Physically handled items that were also handled by others
- Grants to essential workers in specific industries
 - Grocers, healthcare, food service, education, sanitation, etc.
- Up to \$13/hour in addition to normal wages per eligible worker, not to exceed \$25k annually. Can be provided retrospective as well as prospective.

4. Water, Sewer & Broadband Infrastructure

Types of eligible expenses/programs

Broadband projects must improve service to un/underserved populations

Water projects must improve access to safe drinking water

Sewer projects may include sanitary and storm sewer projects

Improve stormwater system resiliency and have a water quality benefit

Examples:

- Install new well for Cedar Lane location.

Administration of ARPA Funds

Any personnel cost associated with administering ARPA funds, including the cost to administer specific programs funded by the ARPA allocation and the submission of the annual required report, may be paid for with ARPA.

Transfers to other organizations require strict monitoring and reporting to the Town. Town must also conduct a risk assessment of the subrecipient prior to transfer.

The Town is required to submit an annual report to the US Treasury (first due 10/31/2021) outlining the Town's expenditure plan.

Staff Request

- Provide feedback to staff on the ideas discussed at the Work Session.
- Staff will return with a single budget amendment to address the legal requirements to accept the funds into the Town's budget.
- Staff will also return this fall with a spending plan for review and approval based on Council's feedback.
 - Spend plan can be general allocations to the categories with guidance on the types of programs desired

ECONOMIC DEVELOPMENT AUTHORITY OF THE TOWN OF BOWLING GREEN, VIRGINIA



The Honorable Mark Gaines, Mayor
Members of Town Council
Town of Bowling Green
117 Butler Street / P.O. Box 468
Bowling Green, Virginia 22427

August 25, 2021

Dear Mr. Mayor and Members of Town Council:

On behalf of the Economic Development Authority of the Town of Bowling Green (EDA), I am requesting Council's consideration to appropriate 20% of funds received through the American Rescue Plan of 2021, to be used for infrastructure projects, visitation and tourism that directly impact our small business community.

Unlike many municipalities suffering from the negative economic impacts of the pandemic, Bowling Green has seen some growth in new business, while residential growth continues to gain interest among developers. Town Council, the Planning Commission and the EDA are charged with the important responsibility of managing the process so that this growth is smart and strategic, yielding positive results for the Town of Bowling Green and its fiscal position.

The EDA is requesting this appropriation in order to continue beautifying the town through addressing infrastructure needs in our downtown business district, along with projects that speak to improving the visitor experience such as, but not limited to, installing and/or improving wayfinding signage. The EDA will work to define a clear scope of work, along with the required estimates and documentation for improvements.

The EDA is dedicated to representing our governing body in a way that reflects support and prosperity in our community and we look forward to collaborating in the future. Thank you for your consideration.

Yours Very Truly,

A handwritten signature in cursive script that reads 'John Lane'.

John Lane
Chairman

CC: Allyson Finchum, Interim Town Manager
Jo-Elsa Jordan, Director of Economic Development

AMERICAN RECOVERY PLAN ACT (ARPA) - TOWN OF WARSAW PROPOSED BUDGET

Revenues \$770,875 (Payment #1)	Expenditures
\$770,875 (Payment #2)	
TOTAL - \$1,541,750	TOTAL - \$1,541,750

Items - Payment #1	Total Cost
Enterprise Funds Revenue Supplement	\$75,000
Remote Water Meter Reading System	\$150,000
Outdoor Community Market Matching Funds	\$50,000
Water Line Replacement (Route 360)	\$90,000
VDOT TAP Sidewalk Project - First Contribution (FY 2022)	\$200,000
Local Bucks Program	\$25,000
Comprehensive Plan Update	\$30,000
COVID Bonuses	\$18,500
ADA Outdoor Playground Equipment	\$30,000
Town Vehicle - Parks & Rec / Admin / Conferences / Back Up Vehicle	\$30,000
The Bounds - Parking Lot Improvements	\$50,000
Police Department Computer Upgrades	\$3,375
Sidewalks - Main Street	\$19,000
	\$770,875
Items - Payment #2	
VDOT TAP Sidewalk Project - Second Contribution (FY 2023)	\$200,000
Well Replacement	\$250,000
Website Overhaul	\$30,000
Clock Reconstruction & Welcome Plaza	\$20,000
Outdoor Amphitheater (Engineering & Construction)	\$270,875
	\$770,875

Colonial Beach, VA
ARPA (\$3.6-3.8 Million)

\$1M – Central Drainage Area

- Upgrades to the central drainage area; to include the upsizing of pipes in the central drainage area, to begin to address the infiltration and inflow issues in the central drainage area.

\$1M – Wastewater Treatment Plant Overflow Tank

- To mitigate historical issues of overflow at the WWTP during major rain events

\$1.0 M – 9th Street Extension & Utility

- Extension of ninth street build out (paper street) and buildout of the utilities along this street

\$0.5 – Town Pier Renovations

- Renovation of the Town Pier for public safety

\$0.35M – Dwight Street Extension

- Buildout of the Dwight Street (paper street) to increase public safety access to the Northside of the Town

\$0.10M – Stormwater Management Plan

- Creation of a town wide stormwater management plan

CONSTRUCTION DRAFT SPECIFICATIONS AND ESTIMATED COSTS

BOWLING GREEN STREET FRONTS

These Specifications are to be used as a guide line for establishing general construction costs for the entire building modifications. In order to develop these estimates, I have attempted to break down each storefront modification separately.

Main Street East Side

- A. Store 101 **\$ 8,093.**
- Power wash all exposed brick.
 - Remove existing metal awning.
 - Add decorative window mullion to left side of door.
 - Add crown moulding and dentil work as indicated.
 - Install new material awning.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and trim to match elevation.
- B. Store 103 **\$ 7,856.**
- Power wash all exposed brick.
 - Existing awning to remain unless damaged.
 - Add decorative window mullion to right side of door.
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and trim to match elevation.
- C. Store 105 **\$ 2,494.**
- Power wash all exposed brick.
 - Existing awning to remain unless damaged
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick in a horizontal direction as indicated on elevation.
- D. Store 107 & 109 **\$ 2,099.**
- Power wash all exposed brick.
 - Construct a 48" high decorative lattice screen wall at overhang
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint decorative lattice to match proposed brick color with white trim.

- E. Store 111 **\$ 4,660.**
a. The intention is to make store 111 appear as a separate store.
 - Power wash all exposed brick.
 - Reconstruct store front and add new entrance door as indicated.
 - Add crown moulding and dentil work as indicated.
 - Install new material awning.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and trim to match elevation.
- F. Store 113 **\$ 2,336.**
a. The intention is to make store 113 appear as a separate store.
 - Power wash all exposed brick.
 - Existing awning to remain unless damaged
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and trim to match elevation.
- G. Store 115 **\$ 2,825.**
 - Power wash all exposed brick.
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and overhang canopy to match elevation.
- H. Store 117 **\$ 3,444.**
 - Power wash all exposed brick.
 - Existing awning to remain unless damaged
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint two story element with a softer color.
 - Brick color to remain as is after power washing and trim to match elevation.

Main Street West Side

- A. Store 100 **\$ 2,770.**
 - Power wash all exposed stone surfaces
 - Add two new material awnings over windows
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint stone, plaster and trim to match elevation.

- B. Store 102 **\$ 5,230.**
- Power wash all exposed stone surfaces
 - Add new material awnings over second entrance door
 - Add crown moulding and dentil work as indicated.
 - Construct 4' high decorative lattice above crown moulding to cover damaged brick surfaces.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and trim to match elevation.
- C. Store 104 **\$ 4,580.**
- Power wash all exposed brick surfaces
 - Add new material awning over storefront and entrance door
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint brick and trim to match elevation.
- D. Store 106 **\$ 2,697.**
- Power wash all exposed stone surfaces
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting over each door.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Clean a glass block areas where ever possible.
 - Paint stone, trim, entrance doors to match elevation.
- E. Store 108 **\$ 3,659.**
- Power wash all exposed stone surfaces
 - Add new material awning across store front.
 - Add crown moulding and dentil work as indicated.
 - Add decorative exterior lighting.
 - Add address identification sign. Approximately 30" high – 8" wide
 - Paint wood panels below crown moulding.
 - Paint brick and trim to match elevation.
- F. Stores 110 & 112 **\$ 383.**

Special note:

These two stores should be used as examples to indicate what the Town of Bowling Green's EDA is attempting to create for the future appearance.

1. Install new soft incandescent lighting or low voltage lighting into existing industrial light fixtures.
2. Repaint crown moulding and dentil trim to match overall color selected for this area in the entire design scheme.

G. Stores 114,116, 118, 120

\$ 7,808.

Special note: Although there are four separate stores it is difficult to treat them separately, since the second floor area appears to be combined together. The areas that could be changed would be the first floor brick colors such as painting store number 120 in a different soft tone color.

- Power wash all exposed stone surfaces
- Brick color to remain as is after power washing and trim to match elevation.
- Create a brick color panel at sign area. This is only paint.
- Existing awnings to remain unless damaged.
- Add decorative shutters at all second floor windows.
- Add crown moulding and dentil work as indicated.
- Add decorative exterior lighting.
- Add address identification sign. Approximately 30" high – 8" wide
- Paint brick and trim to match elevation.