

# Implementation of “A Grand Strategy for Purcellville”

2021-2022 Economic Development Plan

September 2021

# Overview

## Implementation Plan Document

**Part III to be presented to EDAC in September 2021**

Part IV (final) to be presented to EDAC in October 2021

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*Part II presented to EDAC in July 2021 – Focus Points, Calendar of Events, Business Feedback*

*Part I presented to EDAC in May 2021 – Grand Strategy Introduction, Document Overview*

# Action Items

Recommendations pending EDAC and staffing resources

# Summary of Two Year Action Items

Number	Recommendation	Target
*	EDAC Recommends Zoning Code Changes to Planning Commission	Ongoing
1	EDAC Updates Town Council	November 2021
2	Build Economic Development Team	January 2022
3	Request Federal / State / County Support	March 2022
4	Target Small Businesses with Support	May 2022
5	Leverage Purcellville Economic Development Community	July 2022
6	#Purcellville Then, Now, & Forever	September 2022
7	Leverage Loudoun County Economic Development Community	November 2022
8	Recruit Businesses	January 2023
9	Old Town Glorification	March 2023
10	Real Estate Support Group	May 2023
11	Entrepreneurial Support Group	July 2023
12	Like a Good Neighbor ... Purcellville	September 2023

# 1 : Economic Development Advisory Committee Updates Town Council

**EDAC to Consider and Select Recommendations for Town Council**

**Target : November 2021**

- collect the steps and recommendations from this document that is agreed upon for further discussion
- plan a review of the Economic Development implementation plan, recommendations, and progress every 6 months

## 2 : Build Economic Development Team

### **Recruit and Retain Effort**

**Target :** beginning January 2022

- Leverage opportunities to identify and recruit talent to support new initiatives such as
  - consultants
  - internships
  - EDAC committees
  - community volunteers
  - Loudoun County Chamber of Commerce
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Economic Development Recommendations #1, 2, 11*
    - *continue supporting the local business environment of retail, entertainment, and professional services, and foster entrepreneurship in the community, provided that all of these are compatible with the small town character citizens seek to protect*
    - *continue supporting businesses and infrastructure that attract tourism*
    - *continue to monitor and provide regular reports on the status of land development projects and commercial vacancies*

## 2 : Build Economic Development Team

### **Recruit and Retain Effort**

**Target :** beginning January 2022

- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Economic Development Recommendation #15*
    - *develop and implement an Economic Development Plan that includes supporting existing businesses, growing small local businesses (particularly home-based operations consistent with zoning requirements that don't require brick-and-mortar storefronts), and increasing tourism within standards reflecting and enhancing the existing character of Purcellville*

## 3 : Request Federal / State / County Support

**Ask and/or apply for Federal, State County funding to support economic development**

**Target : March 2022**

- can be from one-off programs like the American Rescue Act or ongoing opportunities
  - matrix approach of how dollars can get to businesses
    - to businesses from town hall through federal, state, county
    - to businesses from other businesses and organizations such as banks or non-profits
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Environmental Resources' Recommendation #4*
    - *collaborate with the USDA, Federal, State, County, and private entities to pursue funding to maintain and preserve the watershed reservoir property for recreational and environmentally sustainable uses*



## 3 : Request Federal / State / County Support

**Ask and/or apply for Federal, State County funding to support economic development**

**Target : March 2022**

- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Transportation and Mobility Recommendation #13*
    - *pursue opportunities to acquire funds, grants, or other resources for the completion of local projects*

# 3 : Request Federal / State / County Support

## **Target Grants and Consider Outside Partners / PPP**

**Target : March 2022**

- Orgs with Grant Opportunities
  - Virginia Main Street, Meyer, Kyle <[kyle.meyer@dhcd.virginia.gov](mailto:kyle.meyer@dhcd.virginia.gov)>
  - Preservation Virginia, Elizabeth Kostelny [ekostelny@preservationvirginia.org](mailto:ekostelny@preservationvirginia.org)
  - CDBG Community Improvement, Peerman, Joanne <[joanne.peerman@dhcd.virginia.gov](mailto:joanne.peerman@dhcd.virginia.gov)>

### *Others*

- [Center for Nonprofit Excellence](#)
- [Virginia Community Capital](#)
- [Virginia Community Development Corporation](#)
- [Virginia Department of Historic Resources](#)
- [Virginia Housing](#)
- [Virginia Small Business Development Centers](#)
- [Virginia Tourism Corporation](#)
- [UrbanMain](#)
- [Commonwealth of Virginia Grant Directory](#)

# 3 : Request Federal / State / County Support

## **Target Grants and Consider Outside Partners / PPP**

**Target : March 2022**

*Example*

### [Southeast Fairfax Development Corporation \(SFDC\)](#)

#### About us

Southeast Fairfax Development Corporation (SFDC) is a nonprofit economic development organization dedicated to promoting the redevelopment and revitalization of the Richmond Highway corridor of U.S. Route 1 from the beltway to Fort Belvoir in Fairfax County, Virginia. Since 1981, SFDC has helped direct nearly \$2 billion of private investment to the Richmond Highway corridor. As southeast Fairfax continues to grow with more residents and new business, our organization serves as a helpful resource for business owners, developers, property managers, and members of the community.

#### Mission

To develop, implement and support projects designed to stimulate economic growth in the Richmond Highway corridor by working closely with business owners, developers and local residents.

# 4 : Target Small Businesses with Support

**Target Small Businesses, including Minority / Veteran / Women Owned, for Federal dollars especially American Recovery Act of 2021, Grants and Loans**

**Target : May 2022**

- “punch above our weight” with the staff and support of Congresswoman Jennifer Wexton, Senator Tim Kaine, Senator Mark Warner
- get as much as possible recovery and resilience budget to stabilize our town’s businesses, grow economic development staff, promote history / tourism / visiting
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans’ Cultural Resources’ Recommendation #3*
    - *seek grants for recreation, cultural enhancements, and the arts*



## Purcellville ED at a Glance

### Continual Federal Engagement

- American Rescue Plan Act of 2021, COVID-19 Stimulus Packages, TBD/Infrastructure
  - 1) increased workforce presence
  - 2) restaurant development
  - 3) small business development and retention
  - 4) agro-tourism
  - 5) heritage tourism and adaptive re-use of historic buildings
- Paycheck Protection Programs, Small Business Opportunity Fund, Federal grants



Senator Kaine



Congresswoman Wexton



Senator Warner

# 5 : Leverage Purcellville Economic Development Community

**Provide EDAC Members Attendance and Available Staff Support to Town Organizations Performing Economic Development**

**Target : July 2022**

- including but not limited to meeting with Purcellville Business Association (PBA), Discover Purcellville, Business Network International (BNI) Purcellville
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Economic Development Recommendation #10*
    - *continue interagency coordination with economic development partners including Loudoun County Chamber of Commerce, Visit Loudoun, Purcellville Business Association, Discover Purcellville, and the Loudoun County Department of Economic Development*

# 6 : Purcellville Then, Now, & Forever

## **Marketing and Tourism Campaign to Continue Attracting Visitors to Support**

**Target : September 2022**

- challenge is size of budget, staffing
- business and customers/fans email lists are small easy steps
  - such as a monthly update along with social media engagement
- there are cost effective collateral including maps, digital, flyers, promo guides/booklets
  - dining guides located in kiosks and signs around town need to be updated
- consider requests from Discover Purcellville and recommendations from EDAC's 2014 Tourism Plan

# 6 : Purcellville Then, Now, & Forever

## **Marketing and Tourism Campaign to Continue Attracting Visitors to Support**

**Target : September 2022**

- create then leverage Heritage Tourism Master Plan
- apply for / seek out awards, distinctions, PR/articles/press, prizes, recognition, rewards
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Environmental Resources' Recommendation #14*
    - *continue programs, activities, and events like monthly nature walks and Hail to the Trail, and continue or initiate other environmental efforts and programs such as Hazardous Waste Days, Go Green VA Program, Tree City USA Designation, and the Mayor's Monarch Pledge*

# 6 : Purcellville Then, Now, & Forever

## Most Popular Relevant Topics on Social Media

<u>Hashag/Term</u>	<u>Usage/Meaning</u>
#Cannons	Purcellville Cannons associated posts
#CannonsFever	Purcellville Cannons associated posts
#DCtraffic	Used by Purcellville residents commuting into DC to alert other commuters
#FiremansField	Firemans field related posts
#LoudounCounty	General Loudoun County posts
#LoveLoudoun	Various cultural related posts in Loudoun
#NorthernVirginia	General Northern Virginia posts
#NoVa	General Northern Virginia related posts
#Purcellville	Any Purcellville associated posts
#PurcellvilleStrong	COVID related encouragement
#PurcellvilleVA	Any Purcellville associated posts
#TakeLoudounHome	COVID related business posts in the area
#tolministries	Tree of Life related posts
#VA	General Virginia Posts
#vafoodies	restaurant related posts in the area
#vatraffic	Traffic related posts
#Vikingstrong	Support for the Loudoun Valley Vikings football team
#Virginia	General Virginia posts
#virginiawine	Local Wine related posts
#VisitLoudoun	Tourism related posts in the area
#visitva	Tourism related posts in the area



# 6 : #Purcellville Then, Now, & Forever

## Most Photographed Locations Shared on Social Media

Landmark Name	Address/Location
Field of Flowers	37934 State Rte 711
Bears Den	18393 Blue Ridge Mountain Rd
Bush Tabernacle	250 S Nursery Ave
Fireman's Field	250 S Nursery Ave
Frankline Park Performing Arts Center	36441 Blueridge View Ln
Lovework	200 N 21st St
Painted Barrels	Various Locations
Painted Benches	Various Locations
Painted Murals	Various Locations
Purcellville Farmer's Markets	Various Locations
Purcellville Mural	110 W Main St
Purcellville Train Station	200 N 21st St

# 7 : Leverage Loudoun County Economic Development Community

## Leverage County Organizations Performing Economic Development to benefit Purcellville

**Target : November 2022**

### Purcellville ED at a Glance

#### Recurring Collaborative Engagement

- Economic Development Advisory Committee
- Purcellville Business Association
- Discover Purcellville
- Loudoun Economic Development
- Visit Loudoun
- Loudoun Chamber of Commerce



- including but not limited to collaborating with Loudoun County Economic Development, Visit Loudoun, Loudoun Chamber of Commerce on ways to facilitate economic development in Purcellville
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Cultural Resources' Recommendation #1*
    - *promote the Town's cultural resources through the coordinated efforts of the Purcellville Arts Council, Parks and Recreation Advisory Board, Economic Development Advisory Committee, Discover Purcellville, Visit Loudoun, and Loudoun County Department of Economic Development*
  - *Topical Plans' Economic Development Recommendation #10*
    - *continue interagency coordination with economic development partners including Loudoun County Chamber of Commerce, Visit Loudoun, Purcellville Business Association, Discover Purcellville, and the Loudoun County Department of Economic Development*

## 8 : Recruit Businesses

**Target Businesses and Employers That Will Facilitate and Diversify New Jobs As Well Goods and Services in Town to Grow the Town Tax Base**

**Target : January 2023**

- create an event or video with International Council of Shopping Centers (ICSC) or other related orgs inviting businesses to move here
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Economic Development Recommendation #9*
    - *encourage and support efforts to build small-scale lodging, such as bed and breakfasts, in the Town to accommodate tourists and other visitors*

# 8 : Recruit Businesses

## Publications / Sources to Leverage for Business

Newspaper	Link
Virginian-Pilot	<a href="https://www.pilotonline.com/">https://www.pilotonline.com/</a>
Richmond Times-Dispatch	<a href="https://richmond.com/">https://richmond.com/</a>
Fairfax County Times	<a href="http://www.fairfaxtimes.com/">http://www.fairfaxtimes.com/</a>
Roanoke Times	<a href="https://roanoke.com/">https://roanoke.com/</a>
Loudoun Times-Mirror	<a href="https://www.loudountimes.com/">https://www.loudountimes.com/</a>
Newport News Daily Press	<a href="https://www.dailypress.com/">https://www.dailypress.com/</a>
Fredericksburg Free Lance-Star	<a href="https://fredericksburg.com/">https://fredericksburg.com/</a>
Arlington Sun Gazette	<a href="https://sungazette.news/">https://sungazette.news/</a>
Harrisonburg Daily News-Record	<a href="https://www.dnronline.com/">https://www.dnronline.com/</a>
Lynchburg News & Advance	<a href="https://newsadvance.com/">https://newsadvance.com/</a>
Bristol Herald Courier	<a href="https://heraldcourier.com/">https://heraldcourier.com/</a>
Falls Church News-Press	<a href="https://www.fcnp.com/">https://www.fcnp.com/</a>
Charlottesville Daily Progress	<a href="https://dailyprogress.com/">https://dailyprogress.com/</a>
Inside Nova/North Stafford	<a href="https://www.insidenova.com/">https://www.insidenova.com/</a>
Winchester Star	<a href="https://www.winchesterstar.com/">https://www.winchesterstar.com/</a>
Alexandria Times	<a href="https://alextimes.com/">https://alextimes.com/</a>
Virginia Gazette	<a href="https://www.dailypress.com/virgi">https://www.dailypress.com/virgi</a>
Prince William Times	<a href="https://www.princewilliamtimes.c">https://www.princewilliamtimes.c</a>
Roanoke Star-Sentinel	<a href="https://theroanokestar.com/">https://theroanokestar.com/</a>
Purcellville Gazette	Not Found
Culpeper News	<a href="https://starexponent.com/">https://starexponent.com/</a>
Danville Register & Bee	<a href="https://godanriver.com/">https://godanriver.com/</a>
Martinsville Bulletin	<a href="https://martinsvillebulletin.com/">https://martinsvillebulletin.com/</a>
Staunton News Leader	<a href="https://www.newsleader.com/">https://www.newsleader.com/</a>
Fauquier Times	<a href="https://www.fauquier.com/">https://www.fauquier.com/</a>
Alexandria Gazette Packet	<a href="http://www.alexandriagazette.cor">http://www.alexandriagazette.cor</a>
Eastern Shore Post	<a href="https://www.easternshorepost.co">https://www.easternshorepost.co</a>
Northern Virginia Daily	<a href="https://www.nvdaily.com/">https://www.nvdaily.com/</a>
Village News	Not Found
Gloucester-Mathews Gazette-Journ	<a href="https://www.gazettejournal.net/">https://www.gazettejournal.net/</a>
Culpeper Times	<a href="https://www.insidenova.com/culpe">https://www.insidenova.com/culpe</a>
Gazette-Virginian	<a href="http://www.yourgv.com/">http://www.yourgv.com/</a>
Vienna and Oakton Connection	<a href="http://www.viennaconnection.cor">http://www.viennaconnection.cor</a>

## 9 : Old Town Glorification

### Launch “Restore 21st Street Corridor” Glory Initiative

**Target :** March 2023

- incentivize economic development through the zoning code during the town’s zoning code update process
  - consider a Restaurant Row designation or BID focused on dining, shopping, entertainment
  - *Plan Purcellville 2030 Comprehensive Plan Example*
    - *Topical Plans’ Historical Resources’ Recommendation #5*
      - *ensure any new development within the Purcellville Historic District and Historic Corridor Overlay Zoning District reflects scale, design, layout of existing historic buildings*
- create townwide façade and storefront improvement program with Main Street USA grants
  - come up with estimated budget for commercial buildings

# 10 : Real Estate Support Group

## **Gather Town's Commercial Realtors and Landowners for Economic Development Roundtable**

**Target : May 2023**

- including perhaps but not limited to ... Chapmans/21<sup>st</sup> Street, Sam Fisher/On the Market, Mark Fontaine/Renaud Consulting, Kuhns/General, Dexter Mumaw/Catoctin Corner, John Sabo/Harmony Meadows, Bill Thomas/Keller Williams, Tasos Vatikiotis/Old Theatre ...
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Historical Resources' Recommendation #12*
    - *collaborate with land owners to sustain agricultural community assets through partnerships, patience, and a commitment to achieve innovative and workable long-term agricultural economic plans*

# 10 : Real Estate Support Group

**Gather Town's Commercial Realtors and Landowners for Economic Development Roundtable**

**Target : May 2023**

- *Plan Purcellville 2030 Comprehensive Plan Examples*
  - *Topical Plans' Economic Development Recommendations #6, 11, 13*
    - *identify and catalog potential locations for redevelopment and limited intensification of commercial and industrial uses*
    - *the Community Development Department should continue to monitor and provide regular reports on the status of land development projects and commercial vacancies*
    - *ensure a mix of residential and business land uses to provide employment opportunities for those who live in Purcellville*

# 11 : Entrepreneurial Support Group

**Gather Town's Entrepreneurs, Innovators, Investors, Start-ups for Economic Development Roundtable**

**Target : July 2023**

- including perhaps but not limited to or as examples ... Bilstad's Beignets, Catoctin Creek/Scott Harris, LoudounGo Loudoun Stay/Luke Baldwin, Lowers Risk Group/Mark Lowers, Makersmiths/Tom Hill, Offdesk/Jesse Forbes, Sensor Interface Technologies ...
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Economic Development Recommendation #12*
    - *assess and pursue creative ways to monetize over \$125 million worth of Town owned assets*



# 12 : Like a Good Neighbor ... Purcellville

## **Gather Neighboring Community's Economic Development Staff and/or Leadership for Economic Development Roundtable**

**Target : September 2023**

- especially Hamilton, Round Hill, Hillsboro, Lovettsville, Bluemont, Middleburg
- *Plan Purcellville 2030 Comprehensive Plan Example*
  - *Topical Plans' Economic Development Recommendations #16, 17*
    - *partner with neighboring towns and the County to jointly market western Loudoun County as a tourist destination*
    - *explore and pursue ways to capture expense reduction by joint contracting with the county or other towns*

# 12 : Like a Good Neighbor ... Purcellville

## Contacts Relevant for Economic Development

Contact Name	Position	Town	Phone	Email
Robert McCann	Planning Commision Chairma	Hamilton		rmccann@hamiltonva.g
Martha Mason Sem	Zoning Administrator	Hamilton		zoning@hamiltonva.gov
David Simpson	Mayor	Hamilton		mayor@hamiltonva.gov
Danny Davis	Town Manager	Middleburg	540-687-5152	ddavis@middleburgva.g
William Moore	Deputy Town Manager	Middleburg	540-687-5152	wmoore@middleburgva
Estee Laclare	Planning and Project Associat	Middleburg		elaclare@middleburgva
Trowbridge "Bridge	Mayor	Middleburg		blittleton@middleburgv
Susan Berry Hill	Director of Planning and Zonir	Leesburg		sberry-hill@leesburgva.
Gigi Robinson	Planning Commision Chairma	Leesburg		grobinsn@leesburgva.
Kaj H. Dentler	Town Manager	Leesburg	703-771-2700	kdentler@leesburgva.g
Eric Byrd	Economic Development Comr	Leesburg		LEDCommission@leesbu
Kelly Burk	Mayor	Leesburg	703-771-2733	kburk@leesburgva.gov
Melanie Scoggins	Business Development and Re	Leesburg	703-737-7019	mscoggins@leesburgva.
Russell Seymour	Economic Development Direc	Leesburg	703-771-6530	srussell@leesburgva.go
Bill Ackman	Director of Plan Review	Leesburg	703-771-2740	backman@leesburgva.g
Michael Watkins	Zoning Administrator	Leesburg	703-737-7920	mwatkins@leesburgva.g
Roger Vance	Mayor	Hillsboro		mayorvance@hillsborov
Amy Marasco	Vice Mayor	Hillsboro		amarasco@hillsborova.g
Melissa Hynes	Town Administrator	Round Hill	571-329-8120	mhynes@roundhillva.or
Danni Albright	Town Planner	Round Hill	571-329-8062	dalbright@roundhillva.c
Manny Mirabal	Planning Comission Chairman	Round Hill	540-338-7878	
Samuel Finz	Interim Town Manager	Lovettsville	540-755-3000	townmanager@lovettsv
Nathaniel Fontaine	Mayor	Lovettsville		nfontaine@lovettsville
Greg Ratner	Planning Commission Chairm	Lovettsville		gratner@lovettsvilleva.

*DRAFT*



# Q&A

Collaboration