

**MEETING AGENDA**  
**Staunton Economic Development Authority**  
**City Manager Conference Room**  
**Thursday, July 25, 2024**  
**8:30 am**

Call to Order

1. Consideration of Minutes from the EDA Meeting on May 23, 2024
2. Treasurer's Financial Report
3. Executive Director Report - Amanda DiMeo, Economic Development Director
  - a. Economic Development Department
  - b. Community Development Department
  - c. Social Media Success Report Q2
  - d. Enterprise Zone brochure
4. Presentation by EPR- West End Plan
5. Other Business
6. Closed Meeting
7. Adjournment

Alison Denbigh, Chair  
William "Billy" Sowers  
Ronald Garber  
Joe Sprangel  
Don Bosserman  
Betty Jordan  
Issac Grant



STAUNTON ECONOMIC  
DEVELOPMENT AUTHORITY  
P. O. BOX 58  
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## MEMORANDUM

**To:** Members, Staunton Economic Development Authority  
Alison Denbigh, Chair  
Billy Sowers  
Ron Garber  
Joe Sprangel  
Don Bosserman  
Betty Jordan  
Issac Grant

**From:** Amanda DiMeo, Executive Director, Staunton EDA

**Re:** Meeting of the Economic Development Authority, July 25, 2024 at **8:30 a.m.**

**Date:** July 19, 2024

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The Staunton Economic Development Authority will hold a meeting on Thursday, July 25, 2024 at **8:30 a.m.** in the **CITY MANAGER CONFERENCE ROOM** on the **3<sup>RD</sup> Floor of City Hall**. *Please enter through the Economic Development Department Office.* The agenda and briefing materials are attached.

Please RSVP to Amanda DiMeo at [dimeoah@ci.staunton.va.us](mailto:dimeoah@ci.staunton.va.us).

Please contact me at 332-3869 if you have questions before the meeting.

We look forward to seeing you on Thursday.

Amanda

cc: Kim Cormier, EDA Secretary  
John Blair, EDA Attorney  
Jessie Moyers, EDA Treasurer  
Robin Wallace, Legal Manager & FOIA Officer  
Leslie Beauregard, City Manager ICMA-CM  
Steve Claffey, City Council EDA Liaison

# Agenda Item No. 1

## MEMORANDUM

TO: Members, Staunton Economic Development Authority

FROM: Amanda DiMeo, Staunton EDA Executive Director

RE: Consideration of Minutes

DATE: July 19, 2024

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This item on your agenda is consideration of the minutes from the EDA Meeting on May 23, 2024.

**MINUTES OF THE ECONOMIC DEVELOPMENT AUTHORITY MEETING  
CITY OF STAUNTON, VIRGINIA**

**Thursday, May 23, 2024 8:30 a.m.  
City Manager's Conference Room, City Hall**

Members Present:     Alison Denbigh, Chair  
                              Billy Sowers  
                              Joe Sprangel  
                              Betty Jordan  
                              Isaac Grant

Members Absent:     Don Bosserman  
                              Ron Garber

Others Present:       John Blair, City Attorney  
                              Steve Claffey, City Council Liaison  
                              Billy Vaughn, Director of Economic Development  
                              Amanda DiMeo, Economic Development Specialist  
                              Jessie Moyers, Chief Financial Officer  
                              Rodney Rhodes, Director of Community Development  
                              Josh Knight, Engagement and Communications Manager

Ms. Denbigh called the meeting to order.

**1) Election of Officers**

Mr. Blair gave some background info on the EDA by-laws in regards to election of officers. The EDA has an annual meeting each year in May to elect officers. The Executive Director is the day-to-day operations individual who handles the everyday business of the authority. The Director of Economic Development has always served as Executive Director of the EDA. The Secretary takes the minutes, and the by-laws state that in addition to that, the Secretary performs the duties of the Executive Director in the absence of the Executive Director or is delegated by the Executive Director. The Treasurer position has typically been the Director of Finance. With Mr. Vaughn's retirement date of May 31, 2024, Ms. DiMeo will be named Interim Director of Economic Development as of June 1, 2024. After the interviewing process, if another candidate were to be chosen for the position of Director of Economic Development, the EDA could reconvene and appoint a new Executive Director. The City Manager has put out a memo stating her recommendations for appointments to the EDA, which are: Ms. Amanda DiMeo as Executive Director, Ms. Kim Cormier as Secretary, and Ms. Jessie Moyers as Treasurer.

**Nominations:**

Mr. Sprangel nominated **Ms. Denbigh for Chair**. Mr. Sowers seconded the nomination. There were no other nominations. All members present were polled and indicated their agreement by saying "aye."

Ms. Denbigh nominated **Mr. Sprangle for Vice-Chair**. Mr. Sowers seconded the nomination. There were no other nominations. All members present were polled and indicated their agreement by saying "aye."

**Motions:**

Mr. Sowers made a motion to appoint **Ms. Denbigh as Chair**. Mr. Sprangle seconded the motion. All members present were polled and indicated their agreement by saying “aye.”

Mr. Sowers made a motion to appoint **Mr. Sprangle as Vice-Chair**. Mr. Grant seconded the motion. The motion carried unanimously by the members present.

Ms. Denbigh made a motion to appoint **Ms. Amanda DiMeo as Executive Director, Ms. Kim Cormier as Secretary, and Ms. Jessie Moyers as Treasurer**. Mr. Sowers seconded the motion. The motion carried unanimously by the members present.

**2) Consideration of Meeting Minutes from April 25, 2024**

**Motion:** A motion was made by Mr. Sowers, and seconded by Mr. Sprangle to approve the minutes as presented. All members present voted “aye.”

**3) Treasurer’s Financial Report**

Ms. Moyers said not a lot has changed since the last report. The Economic Development agreements are not recorded until this year has ended. The Fiber agreement was completed in 2011 for a 3-year term and automatically renews annually.

**4) Update on Staunton Crossing Site Development Efforts**

Mr. Vaughn reminded the EDA members about the ribbon cutting of the new road through Staunton Crossing on May 30, 2024 at 10:00 am. There will be a vehicular tour of Staunton Crossing offered that day. VDOT is going through their final punch list with a few minor items. The road should be opening sometime in June.

Mr. Vaughn said the City applied to the state for grant funds for \$4.5M last year for sewer, and received that amount, but the bids came in at \$7.2M and \$7.4M. We cancelled and re-bid the sewer along with the water main site and a water storage tank, with an estimate by Timmons of \$10.3M. Those bids went out in April. We applied to the state for \$10.2M. The bids came in at around \$14.8M. Most bids we have received for other major projects have been way over the engineer estimated costs. We were required to spend the \$4.5M state funding by June 1, but the state is fully aware of the situation and we are putting together a formal extension request letter. We are hoping to get a good portion of the \$10.2M from the state, and we hope to hear from them June 10-12. There was brief discussion about getting \$3M from the Gardner Springs Project. Mr. Grant asked about anticipated traffic pattern changes. Mr. Vaughn said once jobs are added this could be re-evaluated.

**5) Economic Activity Updates and Monthly Reports**

Ms. DiMeo gave the following updates:

- The Virginia Scenic Railroad is making progress with infrastructure and several cars in place, as well as a famous renovated car, for their area in the flats. Summer was originally projected for completion but it may be fall.
- There should be a decision in June on the medical marijuana facility. Mr. Blair said there was a total of 20 applicants, and the Health Service Area 1 is quite large. Four additional retail outlets will be permitted.

Mr. Rodney Rhodes gave a presentation on Community Development. Highlights included:

- Firestone Auto Care Center is seeking their COO right now with 2 things left on their punch list.

- Dunkin Donuts is well on their way, and we have received a lot of interest about them. Better access management and a bike rack will work well with the anticipated City plan to have bike lanes from downtown to Dunkin through Ritchie Blvd.
- Convenience Store at 1601 Commerce Road with 10 fueling stations and a drive is in progress. Unsure of what they will be serving, but last project completed in Salem was a Subway.
- Econo Lodge will be doing asbestos abatement before demolition. Firefighters are currently training there. There was some concern about accidents in this area. Wawa is in discussion with Take 5 Oil Change to have a shared access.
- In regards to calls about the Staunton Mall demolition debris, Mr. Rhodes said they refer all calls to Augusta County, as they don't want to give out inaccurate information.
- Mr. Rhodes gave a detailed Power Point Presentation on housing development, which included single-family homes, townhomes, and multi-family. This totals 255 detached single-family dwellings, 17 townhomes and 338 apartments, totaling 610 residential units. Mr. Rhodes said he feels confident that at least 500 will be developed.
  - South View, Section 5 and 6 (66 single family lots)
  - South View, Section 4 (33 single-family lots)
  - Red Oaks, Section 7 (19 single-family lots)
  - Winbrook, Section 6 (9 single-family lots)
  - Higgins Subdivision (proposed 54 single-family homes)
  - Bell Creek, Sections 3 and 4 (74 single-family lots)
  - Morris Mill Townhomes (proposed re-plat to create 17 townhomes)
  - Stribling Lane, Villages Phase 5 (36 multi-family units)
  - Staunton Apartments (72 multi-family units)
  - Proposed Lilly Garden Apartments, two phases total (100 multi-family units)
  - Middlebrook Trace 1 (82 multi-family units)
  - Middlebrook Trace II (48 multi-family units)

## 6) Other Business

- Concerns about when new SDDA Director will be chosen and start
- Ms. DiMeo will ask the consultant working on the West End to come give an update for the next meeting
- Discussion about the courthouse project and what businesses could locate nearby
- Discussion on potential for hiring a real estate broker for small portion near the Park and Ride that could be for commercial retail development and office space. Keith May is under contract with the City, and if he doesn't produce the desired results, the EDA could look at using another company.

Mr. Sowers left the meeting at 9:20 am.

## 7) Closed Meeting

**Motion:** Mr. Sprangel moved that the Staunton Economic Development Authority convene in a closed session pursuant to the possible disposition of publicly held real property in Staunton Crossing, where discussion in an open meeting would adversely affect the bargaining position or negotiating position or negotiating strategy of the public body, pursuant to Virginia Code Section 2.2-3711(A)(3). Mr. Grant seconded the motion. The motion carried unanimously by the members present.

**Motion:** Following the closed meeting discussion, Mr. Grant moved that the EDA reconvene in an open

meeting and certify to the best of each member’s knowledge that only lawfully exempted public business matters were discussed, and that only public business matters as identified in the closed meeting motion were heard, discussed, or considered in the meeting. Mr. Sprangel seconded the motion. The motion carried unanimously by the members present.

Ms. DiMeo left the meeting at 9:30 am.

**8) Additional Item**

Mr. Sprangel made a motion to allow the Chair of the Economic Development Authority to enter into a purchase and sale agreement for property located in the Staunton Crossing Development and approved by the City Attorney. Mr. Grant seconded the motion. The motion carried unanimously by the members present.

**9) Adjournment**

With no further business, the meeting was adjourned at 9:51 am.

**APPROVED:**

\_\_\_\_\_  
Chairperson

DATE: July 25, 2024

\_\_\_\_\_  
Secretary

DATE: July 25, 2024

# Agenda Item No. 2

## MEMORANDUM

TO: Members, Staunton Economic Development Authority

FROM: Amanda DiMeo, Executive Director, Staunton EDA

RE: Treasurer's Financial Report

DATE: July 19, 2024

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Jessie Moyers, Chief Financial Officer, will report on the EDA's financial status.

# Agenda Item No. 3

## MEMORANDUM

TO: Members, Staunton Economic Development Authority

FROM: Amanda DiMeo, Executive Director, Staunton EDA

RE: Executive Director Report

DATE: July 19, 2024

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Amanda DiMeo will provide an update on recent activity. In support of her report, attached are activity reports from the City's Community and Economic Development departments. Also attached please find the LinkedIn Success snapshot from Q2 and Staunton's current Enterprise Zone brochure.

## **Economic Development Department – June 2024 Report**

### **Department of Housing and Community Development (DHCD)**

On June 18, Ms. DiMeo participated in annual Enterprise Zone training from DHCD via zoom.

### **Staunton Crossing Marketing Plan**

On June 24, Ms. DiMeo met with the marketing team to discuss the Staunton Crossing advertising campaign for LinkedIn in additions to other social media and marketing efforts.

### **Virginia Local Government Management Association (VLGMA)**

On June 5-7 Ms. DiMeo attended the Summer VLGMA conference in Virginia Beach. The theme was Thriving Together, nurturing health and wellness across Virginia communities. Thursday's sessions included topics in organizational wellness and resiliency stories including a panel discussion by Economic developers on their role in resilient communities.



### **Business Retention and Expansion (BRE)**

On June 4, Ms. DiMeo attended a webinar reviewing the Commercial property assessed clean energy (C-PACE) program. This is a tool that can finance energy efficiency and renewable energy improvements on commercial property.

### **Virginia Women's Municipal Leadership Institute (VWMLI)**

Ms. DiMeo attended the fourth session of the Virginia Women's Municipal Leadership Institute in Charlottesville on June 19-21. Sara McGuffin, President, VA Women Leading Govt. and Town Manager of Amherst opened the session focusing on Essential Skills.

The first presentation entitled “The Leap to Leadership- Formal and informal Leadership styles” was led by Molly Harlow with the VA Institute of Government, Assistant Director of Leadership Development at the UVA Weldon Cooper Center. The following day highlighted negotiating strategies for women, presented by Allison Elias, Ph.D., Assistant Professor at the Darden School of Business, UVA.

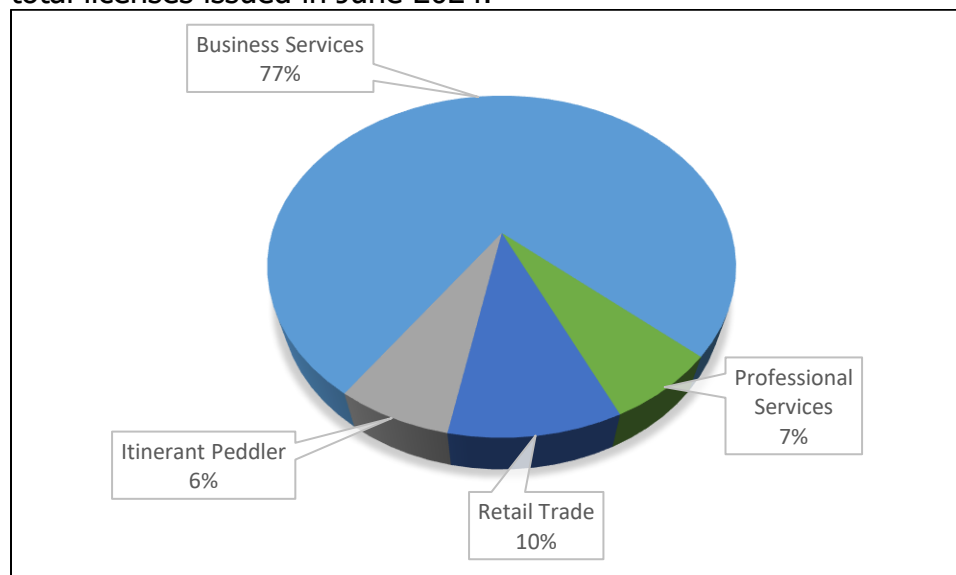
### **Prospects**

On June 17 and 20, Ms. DiMeo had discussions with a real estate broker interested in a potential project at Staunton Crossing.

### **Business License Activity**

During the month of June 2024, the Commissioner’s office issued 30 business licenses, compared to 29 the previous month (May), representing a 3.4% increase. This month a year ago, 25 business licenses were issued.

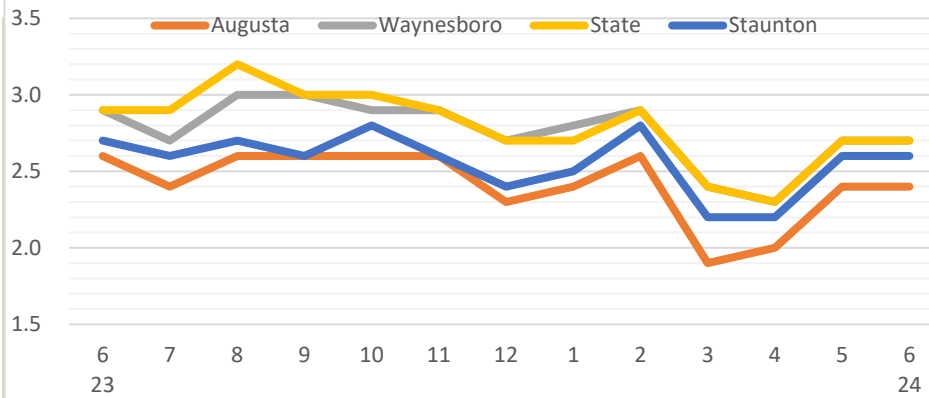
As seen in the following pie chart, the Business Services sector accounted for 77% of the total licenses issued in June 2024.



### **Unemployment Data**

In May 2024, Staunton’s unemployment rate of 2.6% rose .4% from the previous month. As seen in the graph below, Staunton’s rate was lower than Waynesboro and the State’s rate, both at 2.7%. Only Augusta County had a lower rate at 2.4%. With a labor force of 12,753, Staunton has 12,421 employed and 332 unemployed in May 2024.

## Unemployment Rate



## Comparison of Unemployment Rates

## **Community Development Department – June 2024 Report**

### **Reports**

#### **Community Development**

On June 20<sup>th</sup>, City Council members Arrowood, Edwards, and Woods, and City staff attended a screening of *The Street Project*, a film about creating safer streets for all road users. The documentary covered the current crisis in bicyclist and pedestrian traffic accidents and provided examples of infrastructure, planning and design strategies to improve road safety for all users. The screening was followed by a panel discussion and open dialogue with the audience.



*Panelists at The Street Project included City of Staunton Director of Community Development, Rodney Rhodes (second from right) and Staunton Planning Commissioner and City of Waynesboro Engineer, Scott Kesecker (second from left). (Picture courtesy of Katie Kesecker)*

#### **Environmental Inspections Report**

Staff completed erosion and sediment control inspections on construction sites as follows:

- Residential Construction - 49 active sites with 92 inspections in June 2024
- Commercial Construction - 9 active sites with 17 inspections in June 2024

The City of Staunton – Watershed Awareness Facebook page had a post reach of 2,594 people last month.

The Gypsy Hill Park Stream Restoration was featured in an article on WHSV:  
<https://www.wHSV.com/2024/07/02/gypsy-hill-park-stream-restoration-project-track-be-completed-2025/>



*Work continues on the Gypsy Hill Park Stream Restoration Project*

## **Planning Commission**

At the Planning Commission meeting on June 20, 2024, the Commission unanimously recommended approval of the vacation of a portion of an alley lying between 202 and 212 Hendren Avenue and an amendment to allow fences up to six feet in height in residential districts for nonresidential uses with a Special Use Permit. These items will be considered by City Council at their July meeting.

## **Housing and Grants Coordination**

On June 27<sup>th</sup>, Mayor Claffey, City Council members Arrowood, Edwards, and Woods, and City staff attended the SAW Housing Summit's "Next Steps" meeting to discuss the work that had gone on since the Housing Summit's initial meeting in October 2023. Besides receiving a progress report and a discussion of next steps, attendees were given a presentation about the Regional Housing Study. Olivia Wright with the Shenandoah Valley Partnership, Mel Jones with the Virginia Center for Housing Research, and Jonathan Knopf with Housing *Forward* Virginia shared information about the data and strategies included in the Regional Housing Study that will be out soon and available for viewing at the Central Shenandoah Planning District Commission website, [www.cspdc.org](http://www.cspdc.org)



*Mayor Claffey (far left) and Councilor Woods (far right) were among the attendees at the Saw Housing Summit on June 27<sup>th</sup> at The Great Hall at the Blackburn Inn & Conference Center. (Picture courtesy of Randall Wolf)*

## **Key Construction Project Updates**

### **Dunkin Donuts**

Final inspections are being completed for the new Dunkin Donuts at 704 Greenville Avenue.

### **Firestone Complete Auto Care Center**

The construction of 5,969 square foot Firestone Complete Auto Care Center at 1008 Richmond Avenue has been completed.

### **Middlebrook Trace**

A Certificate of Occupancy has been issued for building number one, consisting of forty-one units, at 601 Moore Street. Construction continues on the second three-story apartment building, also consisting of forty-one dwelling units.

### **Middlebrook Trace II**

Construction continues on a four-story apartment building consisting of forty-eight units with a total of 62,011 square feet to be located at 914 Middlebrook Avenue. Expected Completion – Fall 2024.

### **Staunton Apartments II**

A Certificate of Occupancy has been issued for building number 100, and Temporary Certificates of Occupancy have been issued for buildings numbered 200 and 300 at 1013 Seth Drive. Five additional apartment buildings are planned for the development. Upon completion there will be a total of 72 new housing units.



704 Greenville Ave- Dunkin Donuts



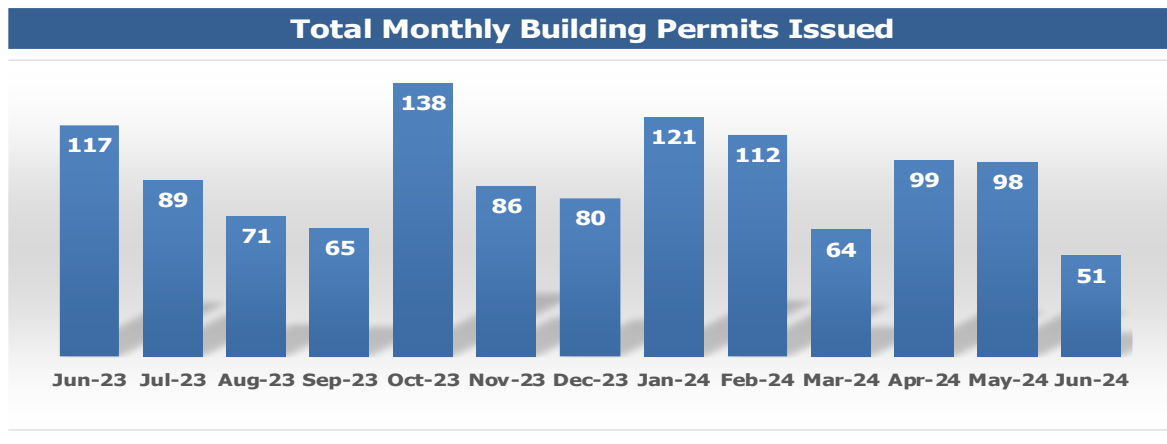
601 Moore St - Middlebrook Trace Apartments



1013 Seth Dr - Staunton Apartments

## Building Construction and Related Activity

| Permits Issued             | Jun-24 | Jun-23 | # Chg | % Chg  |
|----------------------------|--------|--------|-------|--------|
| New Residential            | 1      | 10     | -9    | -90.0% |
| Residential Renovations    | 13     | 10     | 3     | 30.0%  |
| Electrical Permits         | 17     | 42     | -25   | -59.5% |
| Mechanical Permits         | 3      | 13     | -10   | -76.9% |
| Plumbing Permits           | 5      | 21     | -16   | -76.2% |
| Commercial New-Renovations | 6      | 5      | 1     | 20.0%  |
| Miscellaneous              | 6      | 16     | -10   | -62.5% |
| Total                      | 51     | 117    | -66   | -56.4% |



| Permit Fees Collected      | Jun-24  | Jun-23   | # Chg     | % Chg  |
|----------------------------|---------|----------|-----------|--------|
| New Residential            | \$286   | \$5,785  | -\$5,499  | -95.1% |
| Residential Renovations    | \$1,464 | \$1,002  | \$462     | 46.1%  |
| Electrical Permits         | \$1,571 | \$3,920  | -\$2,349  | -59.9% |
| Mechanical Permits         | \$275   | \$1,258  | -\$983    | -78.1% |
| Plumbing Permits           | \$459   | \$2,043  | -\$1,584  | -77.5% |
| Commercial New-Renovations | \$581   | \$1,431  | -\$849    | -59.4% |
| Miscellaneous              | \$254   | \$1,002  | -\$748    | -74.7% |
| Total                      | \$4,891 | \$16,441 | -\$11,550 | -70.3% |

# Staunton Economic Development

*2nd Quarter 2024  
Social Media Successes*

## Impact Summary

Wow! We continue to see record engagement, impressions, and audience growth, which is so exciting. Not only are we building awareness for businesses in Staunton, but we are sharing “Why Staunton” for prospective businesses and beyond, as well as highlighting community news, events and the amazing quality of life, which perfectly complements our Paid LinkedIn Campaign! Let’s keep doing what we’re doing!

## Q2 2024 Successes

**24,397** Total Impressions (Up **18.2%** from Q1)

**3,858** Total Engagements (Up **69%** from Q1!!)  
27 Posts | **1,017** Likes (Up from 703 in Q1) | **51** Comments (Up from 42 in Q1) | 2,779 Clicks | **11** Shares (Up from 5 in Q1)

**13,877** Total Reached Users (Up **9%** from Q1)

**969** Total Audience Size

Our Audience increased by **24%!!!!**, gaining **190** followers!

# Top Performing LinkedIn Posts



## Staaton Virginia Economic Development

986 followers

1mo · 🌐

Last week, Billy Vaughn, Director of Economic Development and former Director of Community Development, was recognized for his many years of service to Staunton at the [City of Staunton, Virginia Local Government](#) Council Meeting, ahead of his official retirement on May 31st.

Pictured are Mayor Steve Claffey and members of City Council, along with Billy and his wife and children.

Thank you, Billy, for all you have done for Staunton, its businesses and our region!

[#stauntonva](#) [#econdev](#) [#economicdevelopment](#)



👍❤️ Sara Hunt and 102 others

10 comments

It was a beautiful day yesterday for the ribbon cutting for Staunton Crossing's Crossing Way!

The Honorable Stephen W. Claffey, Mayor, Staunton City Council; Mark H. Merrill, Commonwealth Transportation Board, Staunton District and [Devon Thompson](#), Transit Planner at [Central Shenandoah Planning District Commission](#), shared remarks.

Following the ceremony and the grand opening of Crossing Way, guests enjoyed catered refreshments from North Ridge Café and Nolia's Lemonade and tours of Staunton Crossing.

Thank you to everyone who joined us!

To learn more about Staunton Crossing and the opportunities for your business, visit: [www.stauntoncrossing.com](http://www.stauntoncrossing.com)

[#stauntonva](#) [#shenandoahvalley](#) [#econdev](#) [#economicdevelopment](#) [#business](#)



👍❤️ Sara Hunt and 61 others

4 comments · 2 reposts

# Top Performing LinkedIn Posts, cont.



A Staunton tradition!

Shop and Dine Out in Downtown is back this Friday, April 5th. Beverley Street will close on Fridays at 4 p.m. and remain closed until Monday morning at 7:30 a.m. for restaurants and businesses to set up al fresco dining and merchandise displays.

Read all about it: <https://lnkd.in/eYD27AzE>

Photo courtesy of Visit Staunton.

#stauntonva #shenandoahvalley #shoplocal #business #community



Jill Vaughan and 65 others

7 comments · 5 reposts



Earlier this week, the [City of Staunton, Virginia Local Government](#) held a groundbreaking ceremony for the new Staunton Juvenile and Domestic Relations District Court being built in the West End.

Once completed, the new facility will be a two-story brick building totaling 34,330 square feet. The design offers two courtrooms, secure program areas for the City Sheriff's Office, Court Clerk's Office, Court Service Unit, satellite office space for the Commonwealth's Attorney Office, Office of the Public Defender, and mediator/victim advocate services.

For more information, visit: <https://lnkd.in/eJKHvdPZ>

#stauntonva #shenandoahvalley



Lee Downey and 43 others

3 reposts

# Top Performing LinkedIn Posts, cont.

**Staunton Virginia Economic Development**  
986 followers  
1mo · 🌐

Congratulations to Billy Vaughn on your retirement!

We celebrated Billy's amazing career, inspiring leadership and lasting impact on Friday at Hotel 24 South. We'd like to say a special thank you to [Timmons Group](#) and [Timothy Davey](#) and [Jeremy Fox, PE](#) for making this event possible!

[#stauntonva](#) [#shenandoahvalley](#) [#business](#) [#leadership](#)



[+1](#)

[👍❤️](#) Amanda DiMeo and 80 others

6 comments · 1 repost

**Staunton Virginia Economic Development**  
986 followers  
3mo · 🌐

Increasing [Amtrak's](#) Cardinal service to seven days per week in the Queen City and making it even easier to access cities like New York City, Chicago, Philadelphia, Baltimore and Washington, D.C.!

Read more about the federal funding to increase the rail schedule in the Augusta Free Press: <https://lnkd.in/eyikmJvP>

[#access](#) [#transportation](#) [#business](#) [#econdev](#) [#stauntonva](#) [#shenandoahvalley](#)



**Staunton awarded \$500K for study to increase Amtrak's Cardinal service to seven days**

[augustafreepress.com](https://www.augustafreepress.com)

[👍❤️](#) Jill Vaughan and 46 others

8 comments · 3 reposts

## Audience: Top Follower Demographics

- **Job Function:** Business Development; Community and Social Services; Operations
- **Region:** Harrisonburg-Staunton-Waynesboro Area; Richmond, VA; then Washington DC
- **Seniority:** Senior Level then followed by Entry Level and Director
- **Industry:** Government Administration; Higher Education; Construction
- **Company Size:** 51-200 employees then 11-50 employees and 1-10 employees

## Audience: Visitors

### 265 Page Views:

- 126 Desktop & 139 Mobile
- 142 Unique Visitors

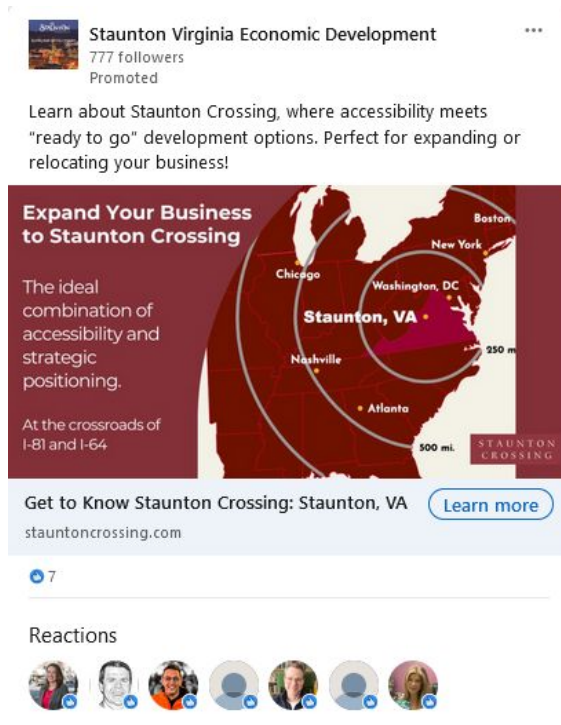
### Top Visitor Demographics:

- **Job Function:** Business Development
- **Region:** Harrisonburg-Staunton-Waynesboro Area
- **Seniority:** Senior
- **Industry:** Government Administration; Higher Education; PR & Communications
- **Company Size:** 1-10 Employees followed by 201-500 Employees

# Staunton Crossing LinkedIn Advertising Campaign

*April-June 2024*

- **2,982** Clicks to the Staunton Crossing Website
- **292,494** Impressions
- **1.02%** Avg. CTR
- **\$1.13** Avg. CPC
- **\$3,359.63** Spent



The screenshot shows a LinkedIn advertisement for the 'Staunton Virginia Economic Development' page, which has 777 followers and is a promoted post. The ad text reads: 'Learn about Staunton Crossing, where accessibility meets "ready to go" development options. Perfect for expanding or relocating your business!'. Below the text is a map of the Eastern United States with a red circle centered on Staunton, VA. The map includes labels for Chicago, Washington, DC, Nashville, Atlanta, New York, and Boston. Text on the map says 'Expand Your Business to Staunton Crossing', 'The ideal combination of accessibility and strategic positioning.', and 'At the crossroads of I-81 and I-64'. A 'Learn more' button is present. Below the ad, there are 7 reactions and a row of profile pictures of users who reacted.

**Staunton Virginia Economic Development**  
777 followers  
Promoted

Learn about Staunton Crossing, where accessibility meets "ready to go" development options. Perfect for expanding or relocating your business!

**Expand Your Business to Staunton Crossing**

The ideal combination of accessibility and strategic positioning.

At the crossroads of I-81 and I-64

Get to Know Staunton Crossing: Staunton, VA [Learn more](#)

stauntoncrossing.com

7

Reactions

# LinkedIn Advertising: Who's Engaging

*April-June 2024*

- **Company Industry:** Business Consulting & Services; Real Estate Technology, Information & Internet
- **Company Size:** 10,001+ Employees; 1,001-5,000 Employees; 201-500 Employees
- **Job Seniority:** Owner, Director, CXO
- **Job Title:** Owner, President, CEO
- **Job Function:** Business Development, Operations, Sales

# LinkedIn Advertising: Who's Engaging, cont.

*April-June 2024*

- **County Segment:** Middlesex County; Allegheny County; Fairfax County; Kings County; Suffolk County
- **Location Segment:** NYC Metropolitan Area; Washington DC/Baltimore Area; Greater Boston; Greater Philadelphia, Greater Pittsburgh
- **Companies:** Aramark; PwC; Keller Williams Realty; DMS Environmental Services; Deloitte; KPMG

# LinkedIn Advertising: Top Clicks by Companies

*April-June 2024*

| Name                          | Impressions | Clicks    |
|-------------------------------|-------------|-----------|
| DMS ENVIRONMENTAL SERVICES    | 409 (0.14%) | 9 (0.3%)  |
| Wright Real Estate            | 297 (0.1%)  | 9 (0.3%)  |
| Weichert, Realtors            | 259 (0.09%) | 8 (0.27%) |
| Sefar Inc.                    | 228 (0.08%) | 7 (0.23%) |
| Aramark                       | 649 (0.22%) | 6 (0.2%)  |
| JLL                           | 361 (0.12%) | 6 (0.2%)  |
| Kawasaki Motors Corp., U.S.A. | 279 (0.1%)  | 6 (0.2%)  |
| Ankura                        | 261 (0.09%) | 6 (0.2%)  |
| Merck                         | 237 (0.08%) | 6 (0.2%)  |
| NRS is now COMPLY             | 236 (0.08%) | 6 (0.2%)  |
| Boyd's Mills Press            | 297 (0.1%)  | 4 (0.13%) |
| PwC                           | 578 (0.2%)  | 3 (0.1%)  |

# Recommendations:

1. Continue to add more video to our content mix - it performs great!
2. Continue to spotlight businesses of all different sizes and industries, as well as Staunton news, our partners, local leaders, events and exciting opportunities for the City and its businesses, as well as prospective businesses.
3. Continue to share a strategic mix of content from Staunton and business news and opportunities to events and partnerships to the workforce and quality of life.
4. Continue to optimize our Paid Advertising campaign and fine tune our targeting as the wave of momentum, traffic and awareness builds.



## What *is* the Staunton Enterprise Zone?

The Staunton Enterprise Zone provides incentives to encourage new business location and existing business expansion in a geographic area of the city targeted for business development. There are two sets of incentives available to qualifying businesses and/or property owners: “local” benefits from the City of Staunton and “state” benefits from the Commonwealth of Virginia administered by the Department of Housing and Community Development. The local incentives are designed to benefit specific businesses identified by the Department of Economic Development as those businesses most needed in the Staunton community in order to create high-paying jobs and diversify the tax base.

## >>> Steps for Applying for LOCAL (Staunton) Incentives

- Contact the Staunton Department of Economic Development to obtain an Enterprise Zone status form.
- By completing and returning the status form, you will receive Enterprise Zone special notices, including grant application materials.
- Incentives 1-3 are distributed once each year as a result of grant applications received on or before March 1st. Incentives 4-6 are distributed throughout the year on a first-come, first-serve basis. Incentives 7-8 are tax exemptions tied to the real estate tax cycle.
- When completing the Enterprise Zone grant application, be sure to attach all appropriate support documents.
- Note that all grant applications require a completed Staunton “Certificate of Good Standing.”
- Return all application materials to the Staunton Economic Development Office. You may mail, fax, or hand-deliver the application materials.
- The City of Staunton will distribute grant payments before June 30 each year for Incentives 1-3. Incentives 4-6 are distributed throughout the year on a first-come, first-serve basis. Incentives 7-8 are tax exemptions tied to the real estate tax cycle.
- Each year a budgeted amount of grant funds are allocated for Enterprise Zone grants. In the event total grant subscription exceeds the budgeted funding, grants may be prorated.



### Questions?

PLEASE CONTACT AMANDA DiMEO  
ENTERPRISE ZONE ADMINISTRATOR  
DIMEOAH@CI.STAUNTON.VA.US

STAUNTON DEPARTMENT  
OF ECONOMIC DEVELOPMENT  
P.O. BOX 58  
STAUNTON, VIRGINIA 24402-0058  
TELEPHONE: 540-332-3869



Read more about Staunton's Enterprise Zone at [www.stauntonbusiness.com](http://www.stauntonbusiness.com)



## STAUNTON ENTERPRISE ZONE



HELPING THE GROWTH AND EXPANSION  
OF BUSINESS IN THE CITY OF STAUNTON

Local incentives may be available to businesses qualifying as Enterprise Zone businesses as of January 1, 2010. Incentives 1-3 are distributed once each year as a result of grant applications received on or before March 1<sup>st</sup>. Incentives 4-6 are distributed throughout the year on a first-come, first-serve basis. Incentives 7-8 are tax exemptions tied to the real estate tax cycle.

*Please note that each year a budgeted amount of grant funds are allocated for enterprise zone benefits and in the event total grant subscription exceeds the budgeted funding, grants may be prorated in a proportional amount according to Staunton City Code § 3.45.050 (3).*

### INCENTIVE #1 High Tech Business Location & Expansion

Three year cash incentive grant for new locations or expansions of businesses that invest \$1 million in new machinery and tools OR \$500,000 in personal property. The annual cash grant is equal to 50% of increased machinery and tools OR personal property tax.

### INCENTIVE #2 Professional Jobs Grant

Cash grant to incentivize professional job creation in the Staunton Enterprise Zone for significant (15+ employee) firms. Professional services industry must (a) locate or expand in the City of Staunton Enterprise Zone, (b) create at least 15 new full-time jobs with benefits, (c) pay at least 300% of the federal minimum wage for each new job counted under the incentive, and (d) have been in operation for at least one year in the Staunton Enterprise zone at the time of application. The incentive grant is equal to \$1,000 for each eligible full-time job created, up to a maximum of \$25,000 per employer.

### INCENTIVE #3 Premier Company Location Incentive

For major development projects of at least \$2.5 million in capital investment and at least 25 new full-time jobs paying at least 300% of the federal minimum wage, the City of Staunton will negotiate a local incentive package tailored to the individual needs of the business. The value of the incentive will be equivalent to a 3 to 5 year return on investment for the City of Staunton based on projected new tax revenue associated with the new location or expansion.

### INCENTIVE #4 Creative Class/Entrepreneurship

New and expanding qualifying industries may access any combination of the following incentives up to a total value of \$3,000.

1. Interest-rate buy-down on start-up or expansion loan;
2. Refund of broadband connection fees;
3. \$2,000 cultural amenity package, providing tickets and entrance opportunities for Staunton's local arts and cultural destinations; and
4. \$500 cash grant for each full-time job created for up to 5 employees. Qualifying jobs must pay at least 300% of the federal minimum wage.

**QUALIFICATION REQUIREMENTS:** Business must be a new or significantly expanding that meets Staunton's definition of a "Creative Class" target sector within the Professional, Scientific, and Technical Services Sector (NAICS 54), including: 5413 Architectural, Engineering, and Related Services, 5414 Specialized Design Services, 5415 Computer Systems Design and Related Services, 5416 Management, Scientific, and Technical Consulting Services, 5417 Scientific Research and Development Services, 5418 Advertising, Public Relations, and Related Services, 5419 Other Professional, Scientific, and Technical Services

### INCENTIVE #5 Destination Retail

For new destination retailers in the Central Business District and Newtown portion of the Enterprise Zone, marketing incentives include:

1. A 50% reimbursement of marketing expenses completed in the first six months after opening, with an incentive cap of \$5,000 per business; and
2. Free two year membership to Staunton Downtown Development Association (SDDA), which includes marketing opportunities through SDDA's e-blast, newsletter, and website.

**QUALIFICATION REQUIREMENTS:** Available to target sector destination retailers including furniture stores, supermarkets or other non-convenience grocery stores, quality apparel stores, music instrument retailers, high-end auto dealerships, and book and music retailers.

### INCENTIVE #6 Minority Business Incentive

To ensure that entrepreneurs of all backgrounds have access to business development services and entrepreneurial opportunities, minority entrepreneurs considering locating a new business or expanding an existing business in the Staunton Enterprise Zone will receive a \$200 scholarship to the Staunton Creative Community Fund Inc.'s Business Plan Development Course.

### INCENTIVE #7 Property Tax Exemption

To encourage redevelopment, infill development, and real property investment in the Enterprise Zone, any property owner who makes repairs, renovations, or other structural or interior improvements to his/her industrial or commercial property such that its assessed value increases by at least 40% will receive a 5-year exemption on the increased real property taxes associated with the improvements.

### INCENTIVE #8 Increased Property Tax Exemption for Low Impact Development

To encourage green development practices to be incorporated into Enterprise Zone projects, any property owner who qualifies for Incentive 7 above, and who as part of a new development or redevelopment has 50% pervious surface area, may receive one additional year of property tax exemption.

#### General Benefits

**Leverage Funding:** The City of Staunton has been and intends to remain a leader in providing comprehensive business development services to local entrepreneurs, developers, and growing business interests. Contact the Staunton Department of Economic Development to better understand and access microloans, historic tax credits, New Markets Tax Credits, and other business resources.

**Business Retention Event / Enterprise Zone Workshop:** Once a year the Staunton Economic Development office will provide at least one Business Retention Event and/or Enterprise Zone Workshop. This benefit ensures that all existing and prospective Enterprise Zone businesses are aware of available incentives and can receive technical assistance on application submissions.

**Pre-Development Ombudsman:** Enterprise Zone projects qualifying for local incentives will, if requested, be assigned a pre-development ombudsman in the planning and inspections office. This ombudsman will be responsible for guiding the project through the site plan review process.

**Priority Scheduling for Developmental Review Meetings:** Enterprise Zone projects may request through the City's Economic Development office priority scheduling for development review meetings. These sessions involve representatives from all departments involved in plan review process and address upfront questions and concerns prior to full plan submittal.



**APPLICATIONS FOR STATE GRANTS are due to the Virginia Department of Housing and Community Development by April 1 of each year.**

The Virginia Enterprise Zone is administered by the Virginia Department of Housing and Community Development. There are two state incentives available to businesses and/or property owners located in the Staunton Enterprise Zone.

#### Job Creation Grants

- Eligible positions must be permanent full time jobs (over a four job threshold) with wage rates of at least 175 percent of the Federal minimum wage and with the availability of health benefits.
- Personal service, retail, food and beverage businesses are not eligible to apply for job creation grants.
- The amount of the grant will be based on the wages paid for those grant eligible positions.

#### Real Property Investments Grants

- Qualified real property investments made to commercial, industrial, or mixed use buildings or facilities in the Staunton Enterprise Zone may be eligible.
- For existing building renovation, a minimum of \$100,000 must be spent in order to apply for the grant. For new construction, the minimum is \$500,000.
- The amount of the grant is 20 percent of the hard cost of qualified real property investment OVER the \$100,000 or \$500,000 investment threshold.
- The grant is capped at \$100,000 per building or facility for investments less than \$5 million, and \$200,000 for investments of \$5 million or more.



# Agenda Item No. 4

## MEMORANDUM

TO: Members, Staunton Economic Development Authority

FROM: Amanda DiMeo, Executive Director, Staunton EDA

RE: Tourism Update

DATE: July 19, 2024

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Samantha Johnson, Director of Tourism will give a brief overview of tourism activity.

# Agenda Item No. 5

## MEMORANDUM

TO: Members, Staunton Economic Development Authority

FROM: Amanda DiMeo, Executive Director, Staunton EDA

RE: Presentation- West End Plan Overview

DATE: July 19, 2024

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Will Cockrell with EPR, PC will give an overview and update on the West End Plan.

# Agenda Item No. 6

## MEMORANDUM

TO: Members, Staunton Economic Development Authority

FROM: Amanda DiMeo, Executive Director, Staunton EDA

RE: Other Business

DATE: July 19, 2024

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This is reserved for other business items from EDA members or staff.

# Agenda Item No. 7

## MEMORANDUM

TO: Members, Staunton Economic Development Authority (EDA)

FROM: Amanda DiMeo, Executive Director, Staunton EDA

RE: Closed Meeting

DATE: July 19, 2024

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This item is a request for a Closed Meeting for discussion or consideration of: the possible disposition of publicly held real property in Staunton Crossing, where discussion in an open meeting would adversely affect the bargaining position or negotiating position or negotiating strategy of the public body, pursuant to Virginia Code Section 2.2-3711(A)(3)

**Suggested Motion(s): Before the closed meeting:** I move to enter a closed meeting for discussion or consideration of: the possible disposition of publicly held real property in Staunton Crossing, where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body, pursuant to Virginia Code Section 2.2-3711(A)(3).

Second. Discussion. Vote – Secretary to poll EDA members.

**After the closed meeting:** I move that the EDA reconvene in an open meeting and certify to the best of each member's knowledge that only lawfully exempted public business matters were discussed and that only public business matters as identified in the closed meeting motion were heard, discussed or considered in the meeting.

Second. Discussion. Vote – Secretary to poll EDA members.