



Industrial Development Authority of the Clarke Clarke, Virginia

Agenda

Thursday, July 27, 2017, 1:00 pm

Meeting Room AB, Berryville Clarke County Government Center
101 Chalmers Court 2nd Floor, Berryville, Virginia

1. Call to Order
2. Approval of Agenda
3. Presentation Resolution of Appreciation and Recognition of Service Wayne Armbrust
4. Old Business:
 - Investment Options Continued Discussion
5. New Business:
 - Lord Fairfax Community College Small Business Development Corporation Funding Request - FY 2018 \$6,000
6. Treasurer's Report by Allen Frederickson
Action: "move to accept the Treasurer's report."
7. Approval of April 27, 2017 Minutes
Action: "Move to approve as [presented] or [as amended listing specific change[s]."
8. Adjourn

Reports:

- Economic Development Director Monthly Reports for May and July 2017
- People Inc. 2016 Annual Report
- EDAC Minutes for May and June 2017
- IDA Web Page County Website Downloads & "Hits"



Industrial Development Authority of the Clarke County Virginia

Resolution of Appreciation and Recognition of Service Wayne Armbrust

WHEREAS on February 17, 2004, the Clarke County Board of Supervisors first appointed Wayne Armbrust to the Board of Directors for the Industrial Development Authority of the Clarke County Virginia to serve the remainder of the unexpired term of Henry L. Garrett, III; and,

WHEREAS Mr. Armbrust served the Authority as Treasurer from 2005 through 2010, Secretary from 2006 through 2010 and Vice Chair from 2011 through 2014; and,

WHEREAS during Mr. Armbrust's tenure, he promoted the work of the Authority, actively participating in the sale of lots in the Business Park, the funding processes for Berryville Clarke County Government Center, Grafton School, Shenandoah University, Lord Fairfax Community College, Mary Hardesty House, as well as the Lord Fairfax Small Business Development Center; and,

WHEREAS during his tenure, Mr. Armbrust also served the County on the Communications Committee, Board of Equalization, Lord Fairfax Emergency Medical Services Council and Winchester Incubation Regional Enterprise.



NOW THEREFORE BE IT RESOLVED, the Board of Directors of the Industrial Development Authority of the Clarke County Virginia publicly acknowledges his service and expresses appreciation to Mr. Armbrust for his efforts and dedication to the citizens of Clarke County, and;

BE IT FURTHER RESOLVED that this resolution of gratitude and appreciation be entered into the official record of the actions of the Industrial Development Authority of the Clarke County Virginia and that a copy of this action be provided to Mr. Armbrust as a token of the high regard and esteem in which he is held by the Authority.

APPROVED by the unanimous vote of the Board of Directors for the Industrial Development Authority of the Clarke County Virginia assembled in regular session on the 2nd day of February 2017.

Attest:

David Juday, Chair

101 Chalmers Court, Suite B
Berryville, VA 22611

Telephone: [540] 955-5175
Fax: [540] 955-5180

JUN 26 REC'D

Received



June 22, 2017

Len Capelli
Clarke County Economic Development
101 Chalmers Court, Suite B
Berryville, VA 22611

Dear Len:

I am writing to thank you for your past support of the Lord Fairfax Small Business Development Center and to ask you for continued support in the amount of \$6,000 from July 1, 2017 through June 30, 2018. Last year, this funding allowed us to provide 15 one-on-one direct consultations with 15 Berryville and Clarke County small business owners and helped us to provide educational seminars and resources to over 222 small businesses. We are also proud to report that the RISE program winner of \$5000 was a Clarke County small business owner. Your support for 2017/18 will be used to service existing small businesses and those interested in pre-venture options. Please find a cash grant request attached to this letter.

The Lord Fairfax Small Business Development Center is an entity that returns more dollars to the community and the economy than is extended to it as financial support. We are a generator of revenue and not exclusively a consumer of municipal revenue. These dollars' flow back to the community through sales tax, property tax, and payroll dollars. The service we provide to residents saves them dollars over the alternative of seeking help elsewhere. We are passionate about helping small businesses thrive and we thank you for your collaborative efforts to help make this a reality.

We look forward to our continued collaborative efforts to foster small business success and growth in Berryville and Clarke County.

Respectfully,

Christine Kriz
Director, Lord Fairfax SBDC

Clarke County Cash Grant Request

Agency Name: Lord Fairfax Small Business Development Center

Contact Name: Christine Kriz

173 Skirmisher Lane

Middletown, VA 22645

Phone: 540-868-7093

Email: ckriz@lfcc.edu

Cash Grant: Amount Requested for FY 17/18 **\$6,000**

The Lord Fairfax SBDC provides free, confidential business consulting and educational services via onsite and online programs to the Clarke County and eight additional counties in Virginia. Through the course of the 2016/17 Fiscal Year, the Lord Fairfax SBDC had the opportunity to work one-on-one with 295 clients through our centers within our geographical footprint.

Last year, we provided one-on-one business consultations with 15 direct clients from the Clarke County area totaling over 65 hours in counseling and research. We also updated our website to include direct links to the services you provide in Clarke County for small business owners. We have received feedback that this has been an efficient tool for business owners to locate your services.

Your contribution also helped to fund a six-week program for entrepreneurs in which three Clarke County businesses participated. The winner was a Clarke County business and took home \$5000 cash and an additional \$2500 in free marketing. In addition, there were many others who were helped with a single phone call or quick email for simple business questions.

Your continued GRANT funding would help maintain that figure as well as continue to provide great FREE one-on-one counseling as well as a core group of seminars.

Our total budget is \$320,328.25 which includes in-kind contributions from LFCC and funding support from each of the localities we serve. We are asking for your continued support of \$6000 to help us meet the SBA requirement to raise 50% matching funds.

Industrial Development Authority of the Clarke County Virginia
Board of Directors
April 27, 2017 Minutes

A meeting of the Board of Directors of the Industrial Development Authority of the Clarke County Virginia held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Thursday, February 2, 2017, at 1:00 PM.

Directors Present: Mark Cochran, David Juday, Rodney Pierce

Directors Participating Telephonically: English Koontz

Directors Absent: Brian Ferrell, Allan Frederickson, Paul Jones

Board of Supervisors Liaison Present: David Weiss

County Staff Present: Len Capelli, Lora Walburn

1. Call to Order

At 1:10 pm, Chairman David Juday called the meeting to order.

Mark Cochran, seconded by Rod Pierce, moved to approve telephonic participation by English Koontz. The motion carried by the following vote:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Abstain
Rodney Pierce	-	Aye

2. Adoption of Agenda

By consensus, the Board adopted the agenda as presented.

3. New Business

Lord Fairfax Community College Small Business Development Corporation by Dale Maza

Dale Maza, Marketing Counselor Virginia SBDC, thanked the Board for its generous support over the year. Mr. Maza provided a PowerPoint presentation. Highlights include:

- Virginia Small Business Development operates 29 offices throughout the Commonwealth.
- The Middletown office, located in Lord Fairfax Community College, provides support to eight counties in the region.
- SBDC provides free, confidential services to business owners to help them be successful.
- Services include one-on-one counseling, mentoring, training workshops, online resources, etc.
- SBDC assist owners in business planning, strategic planning, access to capital, etc.
- Currently, there are 58 clients in Clarke County.
- End-of-year survey reveals sales increase in the community of \$56,000 with \$70,000 in small business investments.
- SBDC counseled 36 clients and provided 43 hours of consultation. Mr. Maza offered to provide additional information on the number of participants.
- QuickBooks training is being provided by a staff member, who is a certified trainer.
- RISE:
 - Clarke County had two businesses in the final six competitors.
 - The winner, Ali Haney, Shenandoah Seasonal, is from Clarke County.

Chairman Juday thanked Mr. Maza for his comprehensive review.

Mr. Maza encouraged the Directors to forward any questions to the IDA Clerk, who could then coordinate with Christine Kriz, LFSBDC Director.

4. Approval of Minutes

Rod Pierce, seconded by Mark Cochran, moved to approve the February 2, 2017, minutes as presented. The motion carried as follows:

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

5. Treasurer's Report

In the absence of Allan Frederickson, acceptance of the Treasurer's report was tabled to the July 27 meeting.

6. New Business

Investment Options Continued Discussion

Subsequent to approval of the February 2, 2017, minutes, Chairman Juday deferred continued discussion of investment options to the July 27 meeting.

Recap of items captured in the February 2, 2017, minutes: *Follow up items prior to the April 27 [July 27] meeting:*

- *David Juday, English Koontz and Allan Frederickson selected to serve on an investment review subcommittee.*
- *David Juday to arrange a meeting with the subcommittee and Janice Kuhn, Eagle Investments, prior to the April 27 meeting.*
- *Staff to invite Janice Kuhn to attend the April 27 meeting.*
- *Staff to remind David Juday to set up the meeting between the subcommittee and Ms. Kuhn in late February.*
- *Subcommittee to present options to the Board at the April 27 meeting.*

Economic Development by Len Capelli

Len Capelli reviewed the monthly economic development report provided in the packet material. Additional highlights include:

- Seminar:
 - Eighteen persons attended the March 29 *Making Sure Your Farm Has a Future* Seminar.
 - Follow-up emails to solicit interest in future seminars will begin in May.
- Farm Tour
 - Scheduled for Saturday, April 29.
 - Promoting event on Virginia.org and Facebook reaching over 14,000 persons in the last week.
 - Tour itinerary is available on line.
 - Last farm tour was conducted in 2006.
 - Last few farm tours were fiascos with persons wondering around Cleremont Farm and looking at sheep and goats.
 - The April 29 tour is planned to educate people in terms of where their food comes from so that they are willing to spend more money for organic meat, or grass-fed meat, or organic vegetables. Want to show visitors what is happening and why it is different.

- If Clarke can keep promoting its farms and getting people here, it helps the local farm market and farmers selling things on their farms.
 - It recognizes that agriculture is a major part of Clarke's society.
 - Some local farmers have been approached by companies such as Whole Foods to supply. The problem is that they have all their "eggs in one basket"; and if they decide to cut prices, most are not positioned to do mass farming. Clarke does not have 40,000 to 50,000 acre farms or even 10,000 acre farms like out in Iowa or Minnesota.
 - Food Port:
 - Currently pursuing is the concept.
 - Want to get local farmers to be able to sell to a food port.
 - Food port is like a collective providing local, fresh food in the larger metropolitan areas.
 - David Juday comments:
 - Farm Tour missing a practical step on what people can actually buy or do or spend money on and/or invest.
 - Need to determine where the County is going with this activity.
 - Need a better tactic for long-term steps. Consider:
 - Bringing in investment class persons.
 - Bringing in debt-equity persons.
 - Bringing in grocery buyers.
 - Reviewing potential sites for commercial farms.
 - Average fruit, vegetable commercial farm in California is about three to five acres.
 - David Weiss comments:
 - This type of farm tour does not help conventional farmers or businesses.
 - Many farmers sell cattle through Front Royal Livestock.
 - Clarke is GAP approved. While Clarke is not limited to those buyers, it meets the criteria.
 - Could invite buyers to tour local farms.
 - The farm tour is something that the County can build on.
 - Mark Cochran comments:
 - Determine / know your targeted market.
 - To attract your target market, exercise caution in advertising.
 - Exposure can be good; but, if it targets the wrong thing, it can be horrible.
- Creative Ideas for Doing New things

- Handsome Brook has proven that the County has what it takes to pull the deal together to get a large company.
- In the last three weeks, received four calls. Three – won't work here. Two - decided to go to Frederick County. Fourth - looking for a very unique facility to do a new venue type thing.
- Working with an individual interested in starting a farm-based brewery.
- Agri-tourism:
 - The first statewide study was performed by Virginia Tech in 2016. Len Capelli will forward to Directors.
 - \$2.2 billion in economic activity in Virginia; \$362 million in the Shenandoah Valley.
 - Important, viable for communities like Clarke.

Equine Alliance

Chairman Juday asked for an update on the re-formed Equine Alliance.

Len Capelli stated that he had not heard back from Eric Myer, Equine Alliance Chair, so he had not pursued the matter in any way. He told the Directors that he has offered to work with them, offered to help with the website, and offered to work with them to apply for a grant, which may be available through Virginia Tourism Corporation if done before June. He commented that while the Alliance keeps saying it wants a survey he has given it two questionnaires from professional survey companies in terms of what is the purpose of the survey, what will be done with the data; but he has gotten no response.

David Weiss and Chairman Juday commented that the Equine Alliance was experiencing organizational issues.

Len Capelli opined that he could not force the Alliance.

David Weiss put forth that he believed the Alliance understood that Mr. Capelli was available to assist them.

Len Capelli stated that he had attended a meeting with the new Alliance and talked about what the Economic Development department and he could do for the Alliance including adding its website for no charge, reference the website, expand list of businesses on YesClarkeCounty website in an equine section that is currently blank and reads, "coming soon."

Lora Walburn interjected that Chris Bates, Equine Alliance member, called twice this morning for Mr. Capelli; and when advised that Mr. Capelli was not available, he asked for the email address.

David Weiss added that Chris Bates attended the Economic Development Advisory Committee and provided a presentation concerning the desire for some type of broad agricultural survey.

Mr. Bates expressed his hope for the EDAC to lead the effort; however, due to low meeting attendance, the discussion was tabled for a future meeting. Mr. Weiss opined that careful consideration was necessary to develop an agricultural survey.

David Juday commented that the original Equine Alliance was started through the EDAC and tasked with conducting a survey.

Len Capelli said that he had asked the Alliance what they thought was best representative of the equine industry to be part of the upcoming farm tour. He opined that between seven people he received nine answers so he chose Almeda Farms to participate in the tour.

Social Media

Chairman Juday commented that the figures were impressive. Len Capelli opined that it was near one thousand likes.

Inland Port of Virginia

Len Capelli added that he attended the breakfast meeting yesterday morning at the Inland Port of Virginia and was impressed by its growth. He informed the Directors that through a series of improvements in terms of dredging and expanding it is now getting super ships coming through the Panama Canal.

Next Meeting

The next meeting is scheduled for Thursday, July 27, 2017, 1:00 pm.

7. Adjournment

At 2:04 pm, **Rod Pierce, seconded by Mark Cochran, moved to adjourn the meeting. The motion carried as follows:**

Mark Cochran	-	Aye
Brian Ferrell	-	Absent
Allan Frederickson	-	Absent
Paul Jones	-	Absent
David Juday	-	Aye
English Koontz	-	Aye
Rodney Pierce	-	Aye

Minutes recorded and transcribed by: Lora B. Walburn, Executive Assistant - County Administration

Economic Development and Tourism

Monthly Update May 8, 2017

Much of the focus since the last monthly update has been on promoting the 2017 Clarke County Farm Tour. Social Media results have been very good, with over 15,000 people reached and over 400 click throughs by readers. We also had a nice article in the Winchester Star and we were publicized on 93.5 Radio from Winchester. Over 300 brochures were handed out at Farmers Markets in Washington DC and Takoma Park. The Virginia Farm Extension provided liability insurance to the four farms as part of supporting our efforts. There will be an appreciation Dinner either late May or mid June depending upon availability of our participants.

I have been following up on developing several sessions to meet the requests of the farmers that were present at the Value Added Farming Session. I have Janet Michaels lined up to present an overview of types of internet marketing techniques that might be applicable. Ms. Michaels will do the overview for free but individual in depth sessions may be charged a consulting fee. Free support is also available from my office and from the SBDC.

I have met with the Equine Alliance and discussed how we can help them secure a website, and how we can incorporate additional links to our two web sites. I have also met with a representative of Boyce and we are working out how we can provide them with additional support.

I have been in touch with several members of VEDP and there are two potential businesses that are interested in the Berryville Clarke County area, there was a third but they chose Frederick County. I have also been working with a potential farm based brewery and agri tourism business that is looking to start renovating a property near the Abbey.

I have met with representatives of Renewable Energy Systems Americas Inc. They are looking at a potential large, greater than 22 MW installation in Clarke County. They have also met with Brandon in the planning department.

I have been working to secure a special entry price to join the Shenandoah Valley Spirit Trail and we are waiting on final approval that the money is available in the economic development and tourism budget. This should be a good way to promote our existing wineries and to help new breweries, distilleries and wineries to consider Clarke County.

There is a major public relations event on May 24th at the Regional Airport in Staunton for the Shenandoah Valley Tourism Partnership. Invitations will be going out to all Board Members.

I attended the Virginia Inland Port Authority presentation in Front Royal and have the materials. It is very encouraging. The Port is profitable and growing rapidly although with ample planning and controls. Because of the depth and width of our channels, the Virginia Port is the first stop and last stop for super freight ships now able to transverse the Panama Canal. We have the only port where they can come in heave and leave heavy. The addition of new bridges that allow double stacked shipping containers is also increasing traffic through the port both inland and at the ocean.

I am participating with Frederick County, Winchester and Warren County in a two day familiarization tour with a group from VEDP. We are presenting a variety of information to the group and spending time with them at lunch and dinner. I also will be presenting to the group at breakfast at the George Washington Hotel.

Clarke County Economic Development and Tourism
Monthly Report, July 10, 2017

There were several discussions this week with local businesses that are being forced to move, but want to stay in Clarke County and several businesses that are looking to establish a location in Clarke County. As these progress, we will be keeping everyone on the Board apprised of the situation.

Recently, I participated in a 1.5 hour web seminar hosted by VEDP. The new CEO Stephen Moret presented the state of VEDP and the goals for the future. I have a slide show presentation that goes into detail that I would be happy to share with anyone interested.

VEDP is under new direction and leadership both from within and from the legislature with new controls and monitoring. VEDP is positioning itself to get Virginia back to 2009 when it was either the Number One or a close Number Two Best State to do business in. They have also developed programs in conjunction with GoVirginia to promote the more rural locations and try to bring job parity. There are some budget constraints to moving ahead quickly, but they seem to have a well thought out plan and are reaching out to regional and local economic development people more than ever before.

I will be attending a GoVirginia Focus Group on July 24th in Weyers Cave.

We will be having a County sponsored Booth at the Clarke County Fair. The purpose of the booth is to help educate people about the Economic Development and Tourism efforts in the County and how this will help businesses and local residents as well.

We are a new member of the Shenandoah Valley Spirit Trail. The Trail was awarded a \$22,000 Grant from the Virginia Wine Board. A second marketing leverage grant for \$25,000 is pending with the Virginia Tourism Corporation. This will help promote all of the breweries, wineries and farm based distilleries in the Valley and will have a positive impact on the three wineries in Clarke County. Additionally, being a member will get the Clarke County name in a number of new places and let interested parties know that we are open for business for Farm Based Breweries and Farm Based Distilleries. We are working with one local farm now that has a strong interest in developing a farm based distillery here in Clarke County. I am meeting tomorrow with the farm owner and Bobby Boyce from VDOT to start to look at any change in frontage requirements.

We had a meeting last week with interested agricultural investors and have been doing research on the company and on the process that they intend to implement. This is planned to be a large hydroponics lettuce operation. They are presently getting ready to have engineering due diligence on the farm to study suitability for construction of the green house required and the availability of water. I have had ongoing discussions with VEDP and VDACS regarding this opportunity. We are now waiting for the potential business to take the next step. They are an agricultural operation so they should have the right to grow lettuce using hydroponics methods. They understand that if they are not primarily growing produce then there can be no warehouse or shipping operations on the land.

I have spoken to several businesses that want to stay in the area, but are concerned with maintaining their space. We discussed several possibilities and I will continue to be involved. I have nominated one company, C2m for the new Economic Development Gardening Initiative. I recently met with Richard Ferguson of the Top of Virginia Chamber and discussed a variety of topics important to Clarke County. The Chamber is looking to reach out to businesses in Clarke County to provide new services and support. A primary focus of our discussion was job retention. It is a problem now, and

with Amazon and Proctor and Gamble opening in Frederick the problem will increase. We also talked about job training and certifications including the high school and community colleges.

I recently received a communication from the state regarding their seeing an increase in interest in food processing facilities with a chiller and open area. I have referred the Berryville and Clarke County properties that meet these needs.

We continue to promote tourism through a variety of social media postings as well as membership in several tourism focused regional groups.



Building Futures



People inc.

Annual Report 2016



Realizing Dreams



ANNUAL REPORT 2016

CONTENTS

Communities Experience Positive Development

- 3 Building Community Assets
- 4 Spurring Business Growth
- 5 Creating Sustainable Jobs

People Move Out of Poverty

- 6 Voices of Opportunity
- 7 Education Brings Opportunity
- 8 Building Skills for Self-Sufficiency
- 9 Bringing Stability, Health and Hope
- 10 Developing Sustainable Income and Assets

Service Area

- 11 Office Locations

Program Areas and Outcomes

- 12 Child and Family Development
- 14 Community Economic Development
- 15 Workforce Development
- 16 Housing Development
- 17 Community Services

Report Summary

- 18 Funding Partners
- 19 Message from the Board
- 20 Financials
- 23 Economic Impact

BUILDING FUTURES, REALIZING DREAMS

In 1964, a small group of concerned citizens in the rural community of Hayter's Gap, Virginia decided to make a difference. By dedicating their time and skills to help their neighbors to build a stronger, more livable community and create more opportunities for local youth, these visionaries laid the cornerstone for the work that People Incorporated continues today.

Little did they know that their efforts would result in the creation of an organization that continues to make lasting change for people and communities. Through the years, the number of communities that we serve has grown substantially, and our mission and passion for the work remains undiminished. Our goal as an organization is clear: to move people out of poverty and build strong communities with multiple opportunities for growth and development. Providing opportunities to create lasting change for people and communities is not easy work. After 52 years of pursuing this goal, we have found that there is no single strategy, program, tool, or resource dynamic enough to fully address the multitude of needs experienced by low-income people and communities.

As a result, our strategy is based on the belief that the best way to move people and places out of poverty is by bundling multiple resources to help people and communities acquire assets. Individual assets, such as improved education, an affordable home, a small business, better health, financial literacy, or job skills directly impact financial stability and growth. Similarly, community assets such as well-paying sustainable jobs, community facilities, local amenities, accessible goods and services, and a supportive business environment all contribute to healthy economies that build community wealth and better places to live.

In the following pages, you will find stories, data, and outcomes related to our work over the past year. These are only a few of the successes realized from our direct services to 6,013 individuals and \$110 million in economic impact in the communities that we serve. We are fortunate to have had the opportunity to work in partnership with countless individuals, families, community leaders and other organizations to create vibrant communities where families flourish and all people can realize their full potential. We know full well that this work is not complete and that much remains to be done, but it is this charge that pushes us to keep reaching for excellence and striving for change.



1173 West Main Street
Abingdon, VA 24210

276.623.9000 | info@peopleinc.net
www.peopleinc.net

Sincerely,


Robert G. Goldsmith
President and C.E.O.





“We had the vision of what the theatre restoration could do for our region and community. People Incorporated had the expertise and experience to help us make that vision a reality. The success is measurable. Our community has welcomed more than 22,000 visitors to the Theatre and Amphitheater since the July 2016 opening.” —Meade Snyder, President, Masonic Theatre Preservation Foundation

GOAL: COMMUNITIES EXPERIENCE POSITIVE DEVELOPMENT
Building Community Assets

PHOTO: CHUCK ALMAREZ



PHOTO COURTESY OF HISTORIC MASONIC THEATRE

COMMUNITY: Clifton Forge, Virginia

PROJECT: Renovations of the Historic Masonic Theatre, a 1905 Beaux-Arts style theatre in downtown Clifton Forge

PARTNERS: Alleghany County

- The Alleghany Foundation
- The Cabell Foundation
- Virginia Department of Housing and Community Development
- Town of Clifton Forge
- Virginia Tourism Corporation
- WestRock

SUPPORT: Includes \$6.3 million in New Markets Tax Credits through People Incorporated and state and federal historic tax credits

People Incorporated works in partnership with business, government, industry, and education to positively impact communities throughout our 32-county Virginia service area. Through these efforts, specific goals for community development are achieved and sustained.

Building Community Assets Through NMTC Funds

People Incorporated is a five-time New Markets Tax Credits (NMTC) Allocatee, which allows People Incorporated to innovate and find new and impactful ways of addressing the effects of poverty in the communities the agency has come to know so well from decades of service. By using NMTCs to raise private investment capital, People Incorporated has been able to bring its community development lending to a new and dramatic scale, and significantly increase the volume, scope, velocity and impact of the investments that we make in predominantly rural low-income communities.

These NMTC investments reflect not only the diverse needs found in communities throughout Appalachia and the southeastern United States, but also a deep understanding of how NMTCs can be used to help communities build on community assets and opportunities to move people and places out of poverty.

Projects such as the Historic Masonic Theatre in Clifton Forge, Virginia (featured at left and above), show how NMTCs can be used to revitalize and breathe new life into struggling economies. Following renovations of over \$12 million, the facility re-opened in July 2016, providing the community with two 21st-century stage venues, meeting space, and a popular coffee shop and lounge.

People Incorporated NMTC projects have generated over \$331 million in investments to support community development efforts in low-income communities, and with the 2016 award of \$65 million in additional NMTC Allocation, this impact will only continue to increase.



Spurring Business Growth



PHOTO COURTESY OF FOX TAIL ORCHARDS

PEOPLE: Matthew and Amy Ratliff

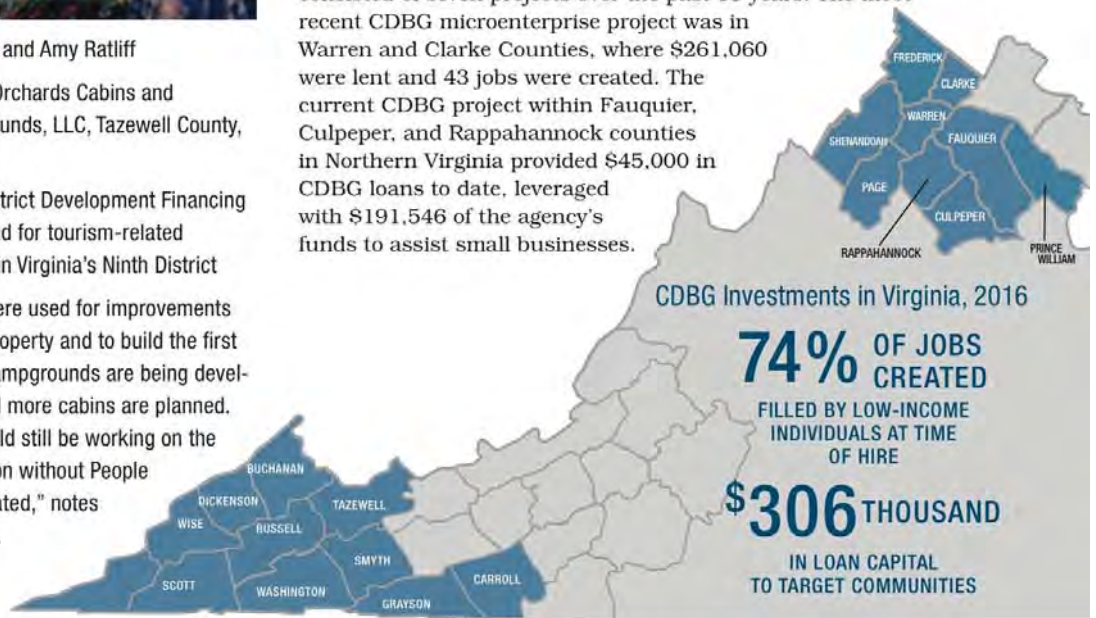
PROJECT: Fox Tail Orchards Cabins and Campgrounds, LLC, Tazewell County, Virginia

PROGRAM: Ninth District Development Financing Loan Fund for tourism-related projects in Virginia's Ninth District

PROCESS: Funds were used for improvements on the property and to build the first cabin. Campgrounds are being developed and more cabins are planned. "We would still be working on the foundation without People Incorporated," notes Matthew.

People Incorporated's revolving loan funds, including Community Development Block Grants and Ninth District Development Financing Loan Funds, provide a foundation for sustainable business growth in underserved or at-risk communities.

People Incorporated is also a steward and manager of Community Development Block Grants (CDBG), provided by the U.S. Department of Housing and Urban Development and the Virginia Department of Housing and Community Development. CDBG funding loaned out by People Incorporated (about \$1.28 million for microenterprise) has consisted of seven projects over the past 18 years. The most recent CDBG microenterprise project was in Warren and Clarke Counties, where \$261,060 were lent and 43 jobs were created. The current CDBG project within Fauquier, Culpeper, and Rappahannock counties in Northern Virginia provided \$45,000 in CDBG loans to date, leveraged with \$191,546 of the agency's funds to assist small businesses.





“NorrisBuilt Fabrication’s decision to expand its operation in Wise County is great news for Southwest Virginia and the Commonwealth. Growing the advanced manufacturing industry in Virginia, and particularly in rural parts of the state, is a key part of our effort to build a new Virginia economy.”

—Virginia Governor Terry McAuliffe

PHOTOS: MEGAN POLLARD

USDOT 2642503 Creating Sustainable Jobs



PEOPLE: Small business owners Christian and Rachel Failmezger

PROJECT: Pave Mint Taphouse and Grill

Pave Mint Food Truck

PROFILE: 25 full time employees

Locally-sourced foods

Microbrews on tap

During 2015–2016, People Incorporated facilitated small business growth by delivering 439 hours of business and financial instruction and financing 11 startups and 13 expansions — collectively maintaining more than 105 jobs. Two of these businesses are profiled here.

NorrisBuilt: Hard Work Brings Fast Growth

“If you dream it we can build it!” is the tag line for NorrisBuilt Fabrication, a welding and fabrication business launched by Ron and Tiffany Norris in Norton, Virginia, in 2014. Now pulling in \$1.2 million in sales annually, it’s hard to believe the company began with just a business plan and a single micro-loan from People Incorporated. In the first nine months of operation, six more rounds of new capital investment were acquired and 12 more employees hired — all due to additional funding support, including two more loans from People Incorporated. In 2015, NorrisBuilt relocated to a 33,000-square-foot building and secured a Virginia Department of Transportation contract to perform repairs and maintenance on equipment throughout Southwest Virginia. The start-up business that began with just two employees in 2014 now boasts 29. “People Incorporated got us started,” Ron claims. “Without that first loan, we wouldn’t be here.”

“Farm to street” food and microbrew: Pave Mint Taphouse and Grill

Two years ago, Rachel and Christian Failmezger approached People Incorporated seeking financial help for opening a bar and grill in an old 1960s gas station located in Front Royal, Virginia. The family business has evolved into a popular “farm to street” restaurant that sources as much of its menu food as possible from local farmers living in the northern Shenandoah Valley, and offers 35 rotating beer taps from breweries across the country. During 2016, People Incorporated again offered support by providing a \$70,000 loan for purchase of a food truck, which allows the couple to serve at local festivals and wineries. Today, Pave Mint has 25 full-time employees.



Building Futures, Realizing Dreams

voices OF OPPORTUNITY



Fredia Davis *Rapid Rehousing Program*

People Incorporated's Homeless Prevention and Rapid Re-Housing program has been a life-saver for many who were teetering on the brink of homelessness in 2016. Fredia Davis and her family were assisted through this program after a fire rendered their home unlivable. The family received help to quickly locate adequate housing, as well as assistance with security deposits and initial rental payments.



PHOTO: MEGAN FOLLARD

Donald and Vickie Tignor *Consumer Loan*

Due to poor credit, Donald and Vickie Tignor were unable to qualify for a loan that would allow them to move their trailer out of a crowded trailer park and onto their own land. Because their granddaughter attended Benham's Head Start (operated by People Incorporated), the Tignors were referred to the Consumer Loan Program. The couple received financial counseling through the program and was eventually awarded a Consumer Loan for purchasing two acres of land in Washington County, Virginia. They recently moved their trailer to the new location and are enjoying life.



Lauren Allison and William Sexton

Homeless Prevention Program

Lauren Allison and William Sexton in Meadowview, Virginia, were in need of housing assistance due to an eviction notice. Through People Incorporated's Homeless Prevention Program, they qualified for assistance with their security deposit and first month's rent. "Without this program, my family and I would not be able to have a home," Lauren declared.

Hear more voices of community at www.peopleinc.net/about-videos.html



"(Project Discovery) really showed me what kind of colleges are out there and what I needed to do while in high school to prepare for college. [Without it] I wouldn't have known what to do. Even now, they still help me ... figuring out what I need to do while in college."

—Krystal Miller, Project Discovery participant

PHOTO: MEGAN POLL

GOAL: PEOPLE MOVE OUT OF POVERTY *Education Brings Opportunity*



PERSON: Kathy Akers

PROGRAM: Dislocated Worker Program, Workforce Development

PARTNERS: Vanguard Furniture

RESULT: Received job-specific training and employment services

Secured stable employment

People Incorporated works with individuals to develop opportunities for education, life skill enhancement, improving health and sustainability, increasing household income and adding educational, business, and property assets. Through these efforts, specific goals for personal growth and individual opportunity are achieved and sustained.

Krystal Miller (pictured above) of Meadowview, Virginia, maintains that engaging in People Incorporated's Project Discovery throughout her four years at Patrick Henry High School was life-changing.

The program, funded by the U.S. Department of Education, allowed Miller to be exposed to empowering workshops, college visits and culturally enriching field trips—all of which inspired her to finish high school and pursue post-secondary opportunities. In May 2016, she completed an associate degree at Virginia Highlands Community College (Abingdon) and is currently pursuing a bachelor's degree at UVA-Wise (Wise, Virginia).

Kathy Akers, featured at left, was recently a beneficiary of the Dislocated Worker Program, through which she was taught new skills after being unexpectedly laid off during 2016. The program, funded through the U.S. Department of Labor, helps individuals who have lost jobs due to no fault of their own to receive specific training that matches existing local labor needs.

Clients increase their educational level

- 33 clients achieved their Adult Basic Education (ABE) or General Education Development GED certificates
- 139 clients achieved post-secondary certificates or diplomas
- 70 Project Discovery youth and 12 Improved Scholars have continued their education



Building Futures, Realizing Dreams



"I thoroughly enjoyed my Read Across America excursion to the Head Start classroom. The children there are gaining important skills for life and learning—and are enjoying a lot of laughter, as well. I predict sunshine and happiness in every Head Start classroom."

—Chris Michaels, WCYB meteorologist

Building Skills for Self-sufficiency



PROGRAM: CHIP (Comprehensive Health Investment Project) Parent Connections

PARTNERS: Parents and children
CHIP of Virginia

RESULT: Each child ages 0–6 and their older siblings are able to secure and benefit from a medical home

CHIP supports parents in their role as their child's first and best teacher

Each child's potential is enhanced

Families receive referrals to other needed services

Through specific programs and opportunities, People Incorporated gives individuals and families the tools and life skills to move out of poverty into independence.

People Incorporated provides learning opportunities for all ages and levels. Several of these—such as Head Start, CHIP (Comprehensive Health Investment Project) for Medicaid-eligible families, Virginia CARES (for ex-offenders), and Project Discovery—are geared specifically to address challenges that often weigh families down for generations.

In Head Start and Early Head Start programs, children prepare for a lifetime of learning through the provision of early childhood education, developmental screenings, health, nutrition, and human services. Their parents learn to support their family's development while reaching their own personal goals such as a GED or higher education. CHIP provides family-centered, in-home counselors to connect families to services, teach parenting skills, and enhance each child's potential.

In Virginia CARES, ex-offenders avoid recidivism through information, referral, counseling and employment assistance. Life skills are also learned through workforce training and development and housing development programs where clients learn budgeting and personal finance, improve their work skills, and connect to employment services.

Clients increase their life skills

- 216 clients increased work skills and competencies
- 622 clients completed budget classes
- 1,563 clients completed business trainings
- 63 clients completed homebuyer classes
- 17 clients completed prepurchase and foreclosure prevention classes





"Without them (People Incorporated), we would still be homeless. They are truly a blessing. . . Thanks to them we have our life back."

—Bernice and Raymond Large, Rapid Re-housing Program

Bringing stability, health and hope



PHOTO: MEGAN POLLARD

People Incorporated also helps individuals and families avoid homelessness, improve their health and living situations, and learn coping and money management skills.

The Homelessness Prevention and Rapid Re-Housing program is just one of the tools People Incorporated uses to assist those who are teetering on the brink of homelessness. Families like Bernice and Raymond Large (above) receive help to quickly locate housing, as well as assistance with security deposits and initial rental payments.

Sometimes, desperation leads to rescue, notes Patricia Presley (left) of Lebanon, Virginia. "I can't count the ways that People Incorporated has helped me," she said. In April 2016, Presley sought a safe haven through the Domestic Violence Shelter and Outreach Program. There, she was assigned an advocate who helped her obtain immediate legal assistance (to guarantee safety); various kinds of advocacy support (social services, court and housing); and emergency shelter, food, clothing and transportation. While at the shelter, she also received counseling and attended support groups, both of which gave her self-assurance and hope. Now, Presley helps others by volunteering with the program.

- CLIENT:** Patricia Presley
- PROGRAM:** Domestic Violence Shelter and Outreach
Rapid Re-Housing
- PARTNERS:** Virginia DHCD
- RESULT:** Escaped domestic abuse
Received counseling
Raised self-esteem
Secured stable housing

Clients improve their health and sustainability

- 49 adults obtained healthcare
- 638 children obtained healthcare
- 610 children developed school readiness skills
- 53 children achieved permanent homes
- 623 families maintained safe and affordable housing
- 83 people obtained emergency shelter
- 42 homes were weatherized



Building Futures, Realizing Dreams



"I needed employment assistance. I was able to enroll in Workforce Development training at the People Incorporated Wytheville One-Stop Campus. Thanks to their assistance, I will be able to recertify as a Certified Nurse's Assistant (CNA), and will have a good job I can grow with."

—Melissa Smith, Workforce Development participant

Developing sustainable income and assets

PHOTO: MEGAN POLLARD



PHOTO: KEEN KISANOW

PERSON: Selina Steele

PROGRAM: Homeownership Program

PARTNERS: USDA Rural Development

Fahe

Virginia Housing Development Authority (VHDA)

RESULT: Permanent housing for Selina and her six grandchildren

Even the best can-do attitude can waver when finances are shaken or jobs disappear. People Incorporated helps clients prepare for work that will provide the income needed for independence—and teaches the skills required to manage that income, acquire personal assets, and plan for the future.

People Incorporated not only helps individuals and families avoid homelessness, but also has a Homeownership Program through which eligible recipients can receive one-on-one homeowner education and housing counseling and access low-interest home loans.

Selina Steele (left) was living in a two-bedroom apartment when life circumstances resulted in her gaining custody of her six grandchildren. She immediately realized that larger living accommodations would be needed and sought help from People Incorporated. After Steele received Homeownership Program counseling, she was able to qualify for a home loan of \$92,897. She located a house near her own workplace and close to her grandchildren's school. "I don't believe it would have been possible had it not been for People Incorporated," Steele maintains.

Clients increase their household income and assets:

- 484 formerly unemployed clients obtained a job
- 832 people participated in 2016 VITA with over \$1.2M in refunds. The funds help clients obtain financial flexibility and return resources into the community.
- 42 consumer loans
- 20 microloans of less than \$50,000 each
- 17 homebuyers
- 13 business expansions



SERVICE AREA AND OFFICE LOCATIONS

ABINGDON OFFICE:
 People Incorporated
 1173 West Main Street
 Abingdon, VA 24210
 276.623.9000
 info@peopleinc.net

**PEOPLE INCORPORATED
 FINANCIAL SERVICES AND
 WORKFORCE DEVELOPMENT:**
 1217 West Main Street
 Abingdon, VA 24210
 276.623.9000
 info@peopleinc.net

BRISTOL OFFICE:
 People Incorporated
 800 Martin Luther King, Jr. Blvd.
 Bristol, VA 24201
 276.466.5587
 info@peopleinc.net

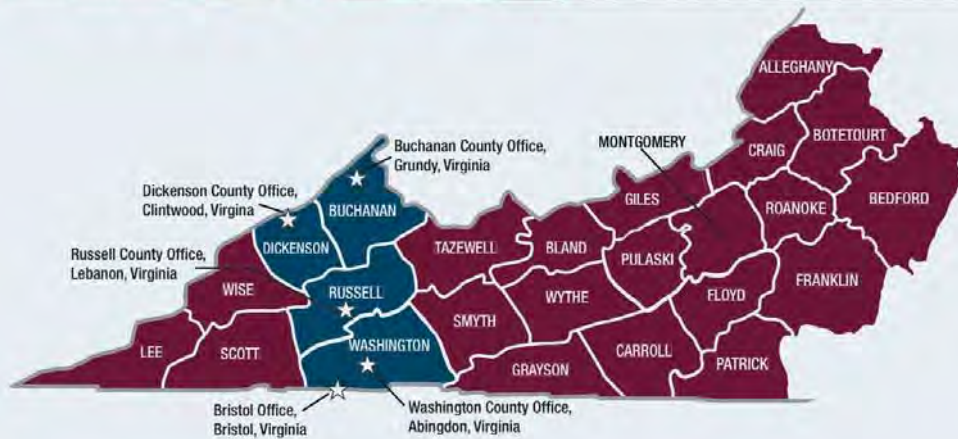
CLINTWOOD OFFICE:
 People Incorporated
 P.O. Box 1439
 Clintwood, VA 24228
 276.926.5600
 info@peopleinc.net

GRUNDY OFFICE:
 People Incorporated
 20694 Riverside Drive
 Grundy, VA 24614
 276.935.4747
 info@peopleinc.net

LEBANON OFFICE:
 People Incorporated
 122 Price St.
 Lebanon, VA 24266
 276.889.0999
 info@peopleinc.net

WOODSTOCK OFFICE:
 People Incorporated
 135 South Main Street
 Woodstock, VA 22664
 540.459.9096
 info@peopleinc.net

MANASSAS OFFICE:
 People Incorporated
 9324 West Street
 Manassas, VA 20110
 571.445.3020
 info@peopleinc.net



Scan this QR code with your Smart Phone to visit www.peopleinc.net



Building Futures. Realizing Dreams

PROGRAM AREAS AND DESCRIPTIONS

Child and Family Development programs

DICKENSON COUNTY CHILD DEVELOPMENT CENTER Children receive quality care so their parents are free to work or attend school, secure in knowing that their children are properly supervised and provided with child-appropriate activities that enhance their school experiences.

EARLY HEAD START Early Head Start provides center- and home-based education, health, and human services to pregnant women and families with children up to age three. Prenatal care and birth outcomes of pregnant women are improved and parents are more emotionally supportive of their children. Developmental and behavioral issues are identified early so that parents can understand how to address them and care for their children appropriately.

HEAD START Children ages three to five are better prepared to enter kindergarten through the provision of early childhood education, developmental screenings, health, nutrition, and human services. Their parents learn to support their family's development while reaching their own personal goals such as a GED or higher education.



HEAD START AND EARLY HEAD START FINANCIAL INFORMATION

FUNDING SOURCES

FEDERAL FUNDING	\$ 4,414,733
LOCAL FUNDING	\$ 22,645
TOTAL	\$ 4,437,378

EXPENDITURES AND BUDGET

Budget Category	2015-2016 Actual (%)*	2016-2017 Proposed (%)
Personnel	50.0%	50.0%
Fringe Benefits	25.0%	25.0%
Travel	<1.0%	<1.0%
Equipment	0.0%	0.0%
Supplies	2.0%	2.0%
Contractual	0.0%	0.0%
Other	23.0%	23.0%
Total	100.0%	100.0%

* 2015-2016 actual is based on Head Start and Early Head Start funds for the budget period 12/01/16 through 6/30/16.

CHILD AND FAMILY DEVELOPMENT OUTCOMES

351 children were served in Head Start and **181 children** were served in Early Head Start.

The program served **492 families**.

Average monthly enrollment for Head Start was 105% and Early Head Start was 104% of funded enrollment.

91% of Head Start children met income eligibility requirements and **92% of the Early Head Start children** met income eligibility requirements, which includes 100-130% of poverty level.

100% of the children in Head Start and Early Head Start received medical and dental exams.



15% of the children in Head Start and **13%** in Early Head Start have been diagnosed with developmental disabilities.

20 parents held a seat or served as an alternate on the policy council. Three of these were fathers.

2 parents served on the People Incorporated **Board of Directors**.

113 families set goals for themselves and achieved them.

494 parents and former parents of enrolled children provided **34,239 hours** of volunteer service and contributed \$456,904.54 toward non-federal share.

318 community volunteers and businesses donated **4,720 hours** of their time and provided services and discounts to benefit children and families.

FAMILY ENGAGEMENT ACTIVITIES

The Child and Family Development Program provides opportunities for families to become engaged in their child's education by encouraging them to volunteer in their child's classroom, and to set educational goals for their child with their child's teacher. Through parent committee activities at each site, parents have the opportunity to assist staff in planning Family Engagement Events and educational field trips. Each parent committee elects two representatives to serve on the program's policy council. Families are offered a variety of opportunities to attend training sessions that will enhance skills they possess, gain new skills and to increase social capital. Participation in these groups and in the classroom provides a venue for parents to build upon leadership and advocacy skills. In 2016 these included, but were not limited to:



- 381 parents and former parents of enrolled children volunteered 26,519 hours in their child's classroom/Home Based Visits, at Group Socialization and in completion of Take-Home activities
- 146 fathers participated in a family assessment process
- 113 fathers participated in the family goal setting process
- 170 fathers participated in child development experiences for their child including home visits and parent-teacher conferences
- 84 fathers participated in parenting education workshops



The Abingdon Parent Committee helps the program staff plan activities.



KINDERGARTEN READINESS

Head Start children are assessed three times during the school year using Teaching Strategies GOLD, a research based online assessment tool, to monitor individual progress in the developmental areas of Social, Emotional, Physical, Language, Literacy, Cognitive and Mathematics. Working together, teachers and families use the results to develop individualized education strategies to prepare each child for kindergarten. Early Head Start children are assessed four times per year and also receive individualized instruction to support their transition to Head Start. Also, children who are going to kindergarten are screened using the Pre-K PALS Assessment tool three times within a school year. It measures the child's knowledge of important emergent literacy fundamentals including: name writing, alphabet knowledge, beginning sound awareness, print and word awareness, rhyme awareness, and nursery rhyme awareness.

The program was not reviewed by the office of Head Start during the 2015–2016 fiscal year.

PROGRAM AREAS AND DESCRIPTIONS, *continued*

Community Economic Development programs

BUSINESS LOAN SERVICES Access to capital for microenterprise and small business loans ensures that qualified business owners have the financing they need to grow their business to its full potential and create jobs.

TECHNICAL ASSISTANCE AND TRAINING Small business owners who receive technical assistance or attend business training workshops are better prepared to succeed in business and to strengthen their balance sheet.

CONSUMER LENDING The program offers an affordable alternative to payday and title lenders and provides access to credit counseling and financial literacy training to help borrowers get their finances back on track.

INDIVIDUAL DEVELOPMENT ACCOUNTS (IDA)
IDAs facilitate a pattern of regular savings for modest income working families using matching funds. Clients build assets and long-term economic security.

NINTH DISTRICT DEVELOPMENT FINANCING (NDDF)
Local economies are enhanced through this specialty loan program that enables tourism-based business owners to start or expand their businesses with below market rate financing in the Ninth Congressional District of Virginia.

NEW MARKETS TAX CREDITS The New Markets Tax Credits program attracts private investment to community development projects in low-income communities by offering tax credits to investors in return for qualified equity investments. The funds finance high impact businesses that create jobs and build opportunities and economic growth in low-income communities.



New Markets Tax Credits projects in fiscal year 2016 included expansion of Knaufl Insulation in Lantnet, Alabama, creating 108 new well-paying jobs.



PHOTO: MEGAN POLLARD

COMMUNITY ECONOMIC DEVELOPMENT OUTCOMES

9 Individual Development Account clients are saving to reach their savings goal. One client purchased a home, one pursued secondary education, and three expanded their business.

33 loans totaling **\$6,495,270** have been lent out by Ninth District Development Financing since inception.

3 Ninth District Development Financing loans were **paid in full** in the fiscal year.

24 new multi-funded loans, with an average loan amount of **\$34,403** were made for a total of **\$825,678** dollars loaned.

13 businesses **expanded** due to assistance provided by People Incorporated Financial Services.

11 business start-ups were assisted by People Incorporated Financial Services.

26 business loans were **repaid in full** to People Incorporated Financial Services.

105 jobs were **created or retained** as a result of community economic development program activities.

1,936 participants trained in financial literacy, microenterprise, or received one-on-one technical assistance through People Incorporated Financial Services.

39 Financial (Budget/Credit Counseling) trainings and **70** one-on-one credit counseling sessions were held with **373 attendees**.

42 consumer loans were issued, totaling **\$263,428**.



Workforce Development programs



Vanguard Furniture's workforce includes Youth and Adult Workforce Development trainees and graduates.

WYTHEVILLE ONE-STOP CAMPUS As a Virginia Workforce Center, the One-Stop Campus provides a variety of employment, training, and career education services to job seekers, workers, employers, and youth.

DISLOCATED WORKER PROGRAM Dislocated workers, unemployed through no fault of their own or who have received an official layoff notice, find employment through job training and employment services. Participants upgrade skills, obtain employment, improve job retention, and increase earnings.

ADULT PROGRAM Adult programs are designed to meet employer needs by helping job seekers upgrade skills, obtain employment, improve job retention, and increase earnings.

YOUTH PROGRAM Youth programs provide eligible youth assistance in achieving academic and employment success. Effective and comprehensive activities, which include a variety of options for improving educational and skill competencies, provide effective connections to employers.

Building Futures, Realizing Dreams

WORKFORCE DEVELOPMENT OUTCOMES

61 adults attained gainful employment as a result of assistance garnered through adult workforce development programs, and **83%** reported retaining his or her job.

79% of individuals who exited the program completed training to **advance job skills**.

69 youth who exited a program attained **gainful employment** as a result of help received through youth workforce development activities.

62 youth who exited the program received vocational training leading to a **certification or diploma**.

208 youth exhibited new or improved **job skills** and/or advanced his or her education as a result of participation in **employment-focused training** and activities.

306 individuals who had become unemployed through no fault of their own received training and employment counseling services through the **Dislocated Worker Program**.

The Dislocated Worker Program **enabled 111 individuals** to obtain employment after furthering their education or receiving skills training.

81% of adults who exited the Dislocated Worker Program received training to **advance job skills**.

PROGRAM AREAS AND DESCRIPTIONS, *continued*

Housing Development programs

HOMELESS PREVENTION AND RAPID RE-HOUSING This program provides a variety of assistance that includes short-term or medium-term rental assistance, housing relocation, and stabilization services.

KINGS MOUNTAIN SUPPORTIVE HOUSING Chronically homeless men with disabilities receive housing and supportive services so they can move toward self-sufficiency. Services include job training, transportation, and assistance with mental health care and substance abuse counseling.

HOME OWNERSHIP Low- and moderate-income families receive one-on-one or group homeowner education and housing counseling services, including foreclosure prevention counseling. Down payment assistance is also provided to eligible individuals and families for homeownership.



PHOTO: MEGAN POLLARD

AFFORDABLE RENTAL HOUSING

A total of 578 units, consisting of one, two, and three bedroom apartments with affordable rents, are available to seniors, individuals, and families located throughout Virginia.

SECTION 8 RENTAL ASSISTANCE

Rental assistance payments are available in Washington County for privately owned, scattered site existing housing.

WEATHERIZATION

Eligible households receive energy audits and housing improvements including insulation, window and door upgrades, and heating system repairs that increase energy efficiency and safety.



PHOTO: MEGAN POLLARD

HOUSING DEVELOPMENT OUTCOMES

The Homeownership program assisted **17 families** in becoming homeowners.

140 clients were provided **housing counseling services** for assistance with buying a home, repairing credit issues, mortgage default counseling, and reverse mortgage details. 46 clients were assisted with foreclosure prevention counseling.

802 low- to moderate-income individuals resided in People Incorporated's **affordable rental housing** complexes.

15 chronically homeless men obtained **Permanent Supportive Housing** at King's Mountain in Bristol.

187 low-income individuals obtained safe, affordable housing through **rental assistance** that fills the gap between the housing cost and the amount that the household can afford.

Weatherization repairs on **42** homes **improved living conditions** and **reduced energy bills** for 85 individuals.

Housing rehabilitation programs completed funding and construction management services to **34** individuals in **8 households** to complete general housing renovations.



Community Services programs

COMPREHENSIVE HEALTH INVESTMENT PROJECT

(CHIP) Families with children improve their self-sufficiency by reaching self-identified goals that strengthen the family unit. CHIP strives to help parents provide an environment where children grow up healthy, safe and ready to learn.



PHOTO: MEGAN POLLARD

COURT APPOINTED SPECIAL ADVOCATE (CASA)

Abused and neglected children obtain safe, permanent homes with the assistance of a court assigned volunteer to represent the child's best interest. Children represented by CASA are less likely to spend time in long-term foster care and less likely to re-enter foster care.

DOMESTIC VIOLENCE PROGRAM Survivors of domestic abuse or sexual assault achieve safety and independence as they receive housing and supportive assistance. The program provides 24-hour hotline service, temporary emergency shelter, referrals, support groups, transportation, and court advocacy for survivors of violence and sexual assault.

EARNED INCOME TAX CREDIT OUTREACH PROGRAM Individuals and families are assisted to claim all eligible tax credits through free federal income tax preparation and electronic filing to maximize refunds.

IMPROVING SCHOLARS At-risk middle and high school students are kept on the path toward academic and career goals with weekly guidance that improves their scholastic performance and helps them avoid delinquent behaviors.

PROJECT DISCOVERY Low-income high school students and potential first generation college students increase their chances of attending and succeeding in college by participating in this college access program. It provides workshops, leadership activities, and college campus visits.

RETIRED SENIOR VOLUNTEER PROGRAM (RSVP) The RSVP Home Visitor service is a unique volunteer opportunity for individuals age 55 and over to use their skills and experience to enhance the lives of homebound seniors and adults with disabilities.

VIRGINIA COMMUNITY ACTION RE-ENTRY SYSTEM (CARES)

Ex-offenders are assisted with the transition from state prison to life in the community by receiving supportive services including: information, referral, counseling and employment assistance.

WASHINGTON COUNTY FREE DENTAL CLINIC Community dentists volunteer and provide tooth extractions for low-income individuals. This program is only available in Washington County.

COMMUNITY SERVICES OUTCOMES

240 victims of domestic violence and/or sexual assault were assisted and **154** were provided with **court advocacy** services through the Domestic Violence program.

A total of **4,159 nights** of emergency shelter were provided to **83 adults and children**, all facing homelessness because of domestic violence.

98 children were provided with an advocate through the CASA program.

98 eligible adults received **dental care** at the free Dental Clinic.

832 residents had income tax returns completed by 16 volunteers. Filers saved approximately **\$166,400** in professional tax preparation fees, and 200 residents claimed a total of **\$266,312** in Earned Income Tax Credit. The volunteers' services had a total economic impact of **\$1,407,723**.

335 returning citizens benefited from services provided through Virginia CARES.

100% of students in the Improving Scholars program improved their performance in school.

70 high school students learned about the benefits of higher education through Project Discovery; **5** students graduated, **5** enrolled in college and **ONE** entered the military.

10 retired and senior volunteers were trained and **5 homebound seniors** were provided with companionship through the Retired and Senior Volunteer Program (RSVP).

CHIP helped 112 families including **170 children**, birth to age six, improve their health and quality of life.

FUNDING PARTNERS

Advantage Capital Partners
 APCO Weatherization Services
 Abingdon Green Apartments, LLC
 Abingdon Terrace Apartments, LLC
 Abingdon Village Apartments, LLC
 Appalachian Markets Capital Investment Fund, LLC
 Appalachian Regional Coalition to End Homelessness
 Bristol, VA
 CHIP of Virginia
 Clinch View Manor, LLC
 Continental Tire Sumter, LLC
 Corporation for National and Community Service
 Dante Housing, LLC
 Deskins Apartments, LLC
 Deutsche Bank
 Dickenson County, VA
 Fauquier County, VA
 Fahe
 Federal Emergency Management Agency
 Federal Home Loan Bank of Atlanta
 Health Resources and Services Administration

Historic Masonic Theatre, LLC
 Individual Donors
 Jonesville Manor Apartments, LLC
 Knauf Insulation, Inc.
 LowCountry BioMass, LLC
 Morgan County Real Properties I, Inc
 Morgan County Real Properties II, Inc.
 Neighborworks America
 New River/Mount Rogers Workforce Investment Board
 Ninth District Development Financing, Inc.
 Norton Green Apartments, LLC
 Opportunity Finance Network
 PFWV, LLC
 Project Discovery of Virginia
 Pulaski Village Apartments, LLC
 Riverside Place Apartments, LLC
 Round the Mountain
 Rural New Markets Fund, LLC
 SkyPAC Tenant, Inc.
 Sweetbriar, LP
 Tazewell County, VA
 Town of Haysi, VA
 Southwest Virginia Legal Aid

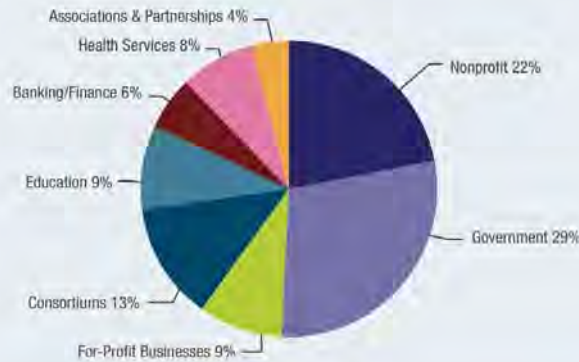
Southwest Virginia Workforce Development Board
 Spruce Hill Apartments, LLC
 Tobacco Region Revitalization Commission
 Toms Brook Apartments, LLC
 UC Real Properties, Inc.
 U.S. Department of Agriculture
 U.S. Department of Criminal Justice Services

Total Volunteer hours 2016
84,634

U.S. Department of Energy
 U.S. Department of Health and Human Services
 U.S. Department of Housing and Community Development
 U.S. Department of Housing and Urban Development
 U.S. Department of Treasury
 U.S. Small Business Administration
 Valley Vista Apartments, LLC
 Virginia Community Action Re-entry Solutions, Inc.
 Virginia Community Action Partnership
 Virginia Department of Health
 Virginia Department of Housing and Community Development
 Virginia Department of Social Services
 Virginia Housing Development Authority
 Internal Revenue Service
 Warren County, VA
 Washington County, VA
 West Lance Apartments, LLC
 Whites Mill Point Apartments, LLC

Partnerships

People Incorporated works in partnership with business, government, industry, and educational institutions to positively impact communities throughout the service area.



**People Incorporated of Virginia
2016 Board of Directors**

Executive Committee

Chris Shortridge,
Buchanan County, Chair

David McCracken,
Washington County, Vice Chair

Alice Meade,
Russell County, Secretary

Vicki Porter,
*Russell County,
Assistant Secretary*

John Ayers,
Shenandoah County, Treasurer

At-Large Members

Catherine Brillhart,
City of Bristol

Tommy Burris, *City of Bristol*

Tony Carter, *Warren County*

Ronald King, *City of Manassas*

Dennis Morris,
Shenandoah County

Jan Selbo, *Fauquier County*

Board Members

Trey Adkins, Steven M. Botello,
Janet L. Justice Crickmer,

Beverly Dunford, Pam Dunn,
Eula Ellison, Winona Fleenor,

Linda Gibson, Yvette Goode,
Bobbie Gullett, Ashley Hartless,

Coleen Hillerson, Tony Hooper,
Elijah Johnson, Randi Knights,

James Kraft, Stephanie Lillard,
Phillip McCall, G. David Moore, Jr.,

Terry P. Mullins, Jean Neal,
John Richard Neese,

Lisa Peacock, Rebecca Pippin,
James E. Runion III,

Doris C. Shuman, Kati Statzer,
Danny Swartz, Billy P. Taylor,

Larry H. Tiller, Alexandria Tristan,
Larry D. Yates, Cathy M. Zielinski

A MESSAGE FROM THE BOARD OF DIRECTORS

Accountability and Results:

People Incorporated is a dynamic organization with an important mission and responsibility to give disadvantaged people and communities hope for better futures. As a board of directors, we represent the views and interests of the 16 counties and cities that the agency serves throughout the Commonwealth, and carry the responsibility of assuring that People Incorporated has the resources, focus, and leadership to continue achieving the standard of excellence that has become such an important part of the agency's legacy.

In 2016 we achieved an important milestone by becoming the first organization in Virginia to fully meet the 56 organizational performance standards recently established for Community Action Agencies by the U.S. Department of Health and Human Services. While this is an important first step, we as a board understand that meeting minimum standards does not equate to excellence, and this is why we will continue our work preparing the agency to cope with uncertain times, and expanding programs and services with an unswerving focus on outcomes and increased accountability to the clients and communities that we serve.

In an ever-changing political and funding environment, People Incorporated's ability to continue building on its success and impact is largely dependent upon its innovation and effectiveness in making sustainable changes for low-income people and communities. The question that lies before us is not whether People Incorporated is capable of doing good works—this is made clear in the client stories and program outcomes that appear throughout this report. We are pursuing a broader question; one that seeks to determine how we can become more effective as an organization in moving people and places out of poverty. Are the successes that we are able to bring about truly effective in making change that is sustainable over the long term? Do we make the greatest possible difference for the communities that we serve?

These are difficult questions and will require that we enhance our ability to demonstrate how we effectively meet the comprehensive needs of our clients, capture and analyze client outcomes data, and to follow-up with our clients to see how they are doing after they exit from our programs. People Incorporated has never been satisfied with just maintaining the status quo. We strive not for mere compliance and doing a "good enough" job, we strive for excellence....This is the only standard that is worthy of the people and places that put their trust in us to make a difference.

Looking back at 2016, we celebrate our successes, especially for the clients and communities that worked tirelessly to make positive, transformative changes. And it is in this spirit that we will continue to work on making the internal changes necessary to better demonstrate our impact and improve our effectiveness.

Sincerely,



Chris Shortridge
*Chairman, Board of Directors
People Incorporated of Virginia*



INDEPENDENT AUDITOR'S REPORT *October 21, 2016*

TO THE BOARD OF DIRECTORS, PEOPLE INCORPORATED OF VIRGINIA, ABINGDON, VIRGINIA

**Hicok, Fern &
Company**Certified Public
Accountants*Thomas M. Hicok,*
CPA, CVA, MAFF¹,²*James H. Fern, CPA, CVA³**David B. Brown, CPA**Juan J. Garcia, CPA**Karen L. Jackson, CPA**Rodney P. Jackson, CPA⁴*155 E. Valley Street
P.O. Box 821
Abingdon, Virginia
24212-0821

276-628-1123

Fax: 276-676-3000

e-mail:

hicokfern&co@firmcpa.com

*Members of American
Institute of Certified
Public Accountants**Members of
Virginia Society of Certified
Public Accountants**All Accountants Licensed In Virginia
With Additional Licensures Noted:
KY; NC; TN; WV**Members of National Association of
Certified Valuation Analysts*A complete copy of our
audited financial statements is
available at www.peopleinc.net
or upon request**Report on Compliance for Each Major Federal Program**

We have audited People Incorporated of Virginia and Affiliates' compliance with the types of compliance requirements described in the *OMB Circular A-133 Compliance Supplement* that could have a direct and material effect on each of People Incorporated of Virginia and Affiliates' major federal programs for the year ended June 30, 2016. People Incorporated of Virginia and Affiliates' major federal programs are identified in the summary of auditor's results section of the accompanying schedule of findings and questioned costs.

Management's Responsibility

Management is responsible for compliance with the requirements of laws, regulations, contracts, and grants applicable to its federal programs.

Auditor's Responsibility

Our responsibility is to express an opinion on compliance for each of People Incorporated of Virginia and Affiliates' major federal programs based on our audit of the types of compliance requirements referred to above. We conducted our audit of compliance in accordance with auditing standards generally accepted in the United States of America; the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and the audit requirements of Title 2 U.S. Code of Federal Regulations Part 200, *Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards* (Uniform Guidance). Those standards and the Uniform Guidance require that we plan and perform the audit to obtain reasonable assurance about whether noncompliance with the types of compliance requirements referred to above that could have a direct and material effect on a major federal program occurred. An audit includes examining, on a test basis, evidence about People Incorporated of Virginia and Affiliates' compliance with those requirements and performing such other procedures as we considered necessary in the circumstances.

We believe that our audit provides a reasonable basis for our opinion on compliance for each major federal program. However, our audit does not provide a legal determination of People Incorporated of Virginia and Affiliates' compliance.

Opinion on Each Major Federal Program

In our opinion, People Incorporated of Virginia and Affiliates, complied, in all material respects, with the types of compliance requirements referred to above that could have a direct and material effect on each of its major federal programs for the year ended June 30, 2016.

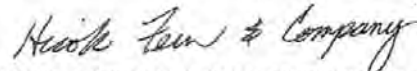
Report on Internal Control Over Compliance

Management of People Incorporated of Virginia and Affiliates is responsible for establishing and maintaining effective internal control over compliance with the types of compliance requirements referred to above. In planning and performing our audit of compliance, we considered People Incorporated of Virginia and Affiliates' internal control over compliance with the types of requirements that could have a direct and material effect on each major federal program to determine the auditing procedures that are appropriate in the circumstances for the purpose of expressing an opinion on compliance for each major federal program and to test and report on internal control over compliance in accordance with the uniform guidance, but not for the purpose of expressing an opinion on the effectiveness of internal control over compliance. Accordingly, we do not express an opinion on the effectiveness of People Incorporated of Virginia and Affiliates' internal control over compliance.

A *deficiency in internal control over compliance* exists when the design or operation of a control over compliance does not allow management or employees, in the normal course of performing their assigned functions, to prevent, or detect and correct, noncompliance with a type of compliance requirement of a federal program on a timely basis. A *material weakness in internal control over compliance* is a deficiency, or combination of deficiencies, in internal control over compliance, such that there is a reasonable possibility that material noncompliance with a type of compliance requirement of a federal program will not be prevented, or detected and corrected, on a timely basis. A *significant deficiency in internal control over compliance* is a deficiency, or a combination of deficiencies, in internal control over compliance with a type of compliance requirement of a federal program that is less severe than a material weakness in internal control over compliance, yet important enough to merit attention by those charged with governance.

Our consideration of internal control over compliance was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control over compliance that might be material weaknesses or significant deficiencies. We did not identify any deficiencies in internal control over compliance that we consider to be material weaknesses. However, material weaknesses may exist that have not been identified.

The purpose of this report on internal control over compliance is solely to describe the scope of our testing of internal control over compliance and the results of that testing based on the requirements of the Uniform Guidance. Accordingly, this report is not suitable for any other purpose.



HICOK, FERN & COMPANY, CERTIFIED PUBLIC ACCOUNTANTS, October 21, 2016

People Incorporated Annual Report 2016

STATEMENT OF CONSOLIDATED FINANCIAL POSITION For June 30, 2016

ASSETS	Total
Current Assets	
Cash and cash equivalents	\$ 1,520,002
Vacation trust account	179,880
Receivables:	
Grants	1,522,666
Clients	138,820
Contracts	954,626
Rents, Interest, and Other (net of allowance of \$11,399)	43,090
Related Party	2,079,750
Inventory	60,929
Prepaid expenses	236,745
Other current assets	9,414
Total Current Assets	\$ 5,791,296
Long-term Assets:	
Notes receivable (Net of allowance for bad debts of \$54,141)	3,259,753
Notes receivable - related party	5,093,877
Property, plant, & equipment	25,673,683
Accumulated depreciation	(7,449,237)
Total Long-term Assets	26,578,076
Other Assets:	
Deferred Developer Fees	3,057,530
Investments	577,061
Total Other Assets	3,634,591
Total Assets	\$ 36,003,963
LIABILITIES & NET ASSETS	
Current Liabilities:	
Accounts payable	\$ 222,474
Accrued expenses	615,319
Deferred revenue	343,657
Retainage Payable	82,635
Refundable deposits	1,291,079
Lines of Credit	209,705
Lease obligations payable - current	43,945
Notes payable - current	496,949
Total Current Liabilities	\$ 3,305,763
Long-term Liabilities:	
Compensated absences	1,545,441
Lease obligations payable - net of current	19,122
Notes payable - net of current	3,234,121
Total Long-term Liabilities	4,798,684
Other Liabilities:	
Deferred Developer Fees	3,057,530
Total Other Liabilities	3,057,530
Total Liabilities	\$ 11,161,977
NET ASSETS	
Unrestricted	7,670,995
Temporarily restricted	17,170,991
Total Net Assets	24,841,986
Total Liabilities & Net Assets	\$ 36,003,963

A complete copy of our audited financial statements is available at www.peopleinc.net or upon request.

STATEMENT OF CONSOLIDATED ACTIVITIES

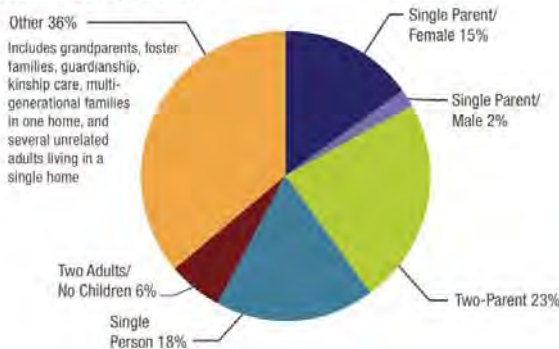
For the year ended June 30, 2016

REVENUES	Unrestricted	Temporarily Restricted	Total
Grants	\$ 1,134,019	\$ 9,557,716	\$ 10,691,735
Other	2,146,496	-	2,146,496
Interest	65,796	137,308	203,104
Contributions	12,737	-	12,737
In-Kind	225,785	-	225,785
Net assets released from restrictions:			
Satisfaction of program restrictions	9,989,736	(9,989,736)	-
Total Revenues	13,574,569	(294,712)	13,279,857
EXPENSES			
Program Services			
Community Services	1,373,228	-	1,373,228
Community Development	523,029	-	523,029
Community Economic Development	752,427	-	752,427
Children & Family Services	4,729,899	-	4,729,899
Housing	2,142,386	-	2,142,386
Workforce Development	1,842,780	-	1,842,780
Support Services			
General and Administrative	1,546,394	-	1,546,394
Fundraising	385,086	-	385,086
Total Expenses	13,295,229	-	13,295,229
Change in Net Assets	279,340	(294,712)	(15,372)
Net Assets At Beginning of Year	7,391,655	17,465,703	24,857,358
Net Assets At End of Year	\$ 7,670,995	\$ 17,170,991	\$ 24,841,986

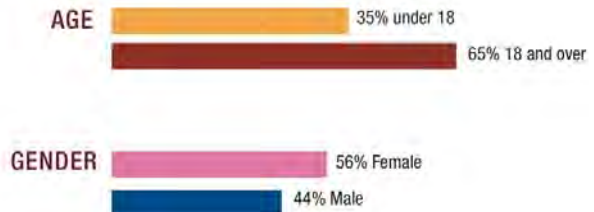
A complete copy of our audited financial statements is available at www.peopleinc.net or upon request.

CLIENT PROFILE FY2016 For the year ended June 30, 2016

FAMILY STRUCTURE

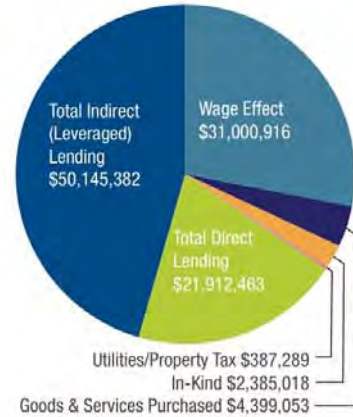


CLIENT PROFILE



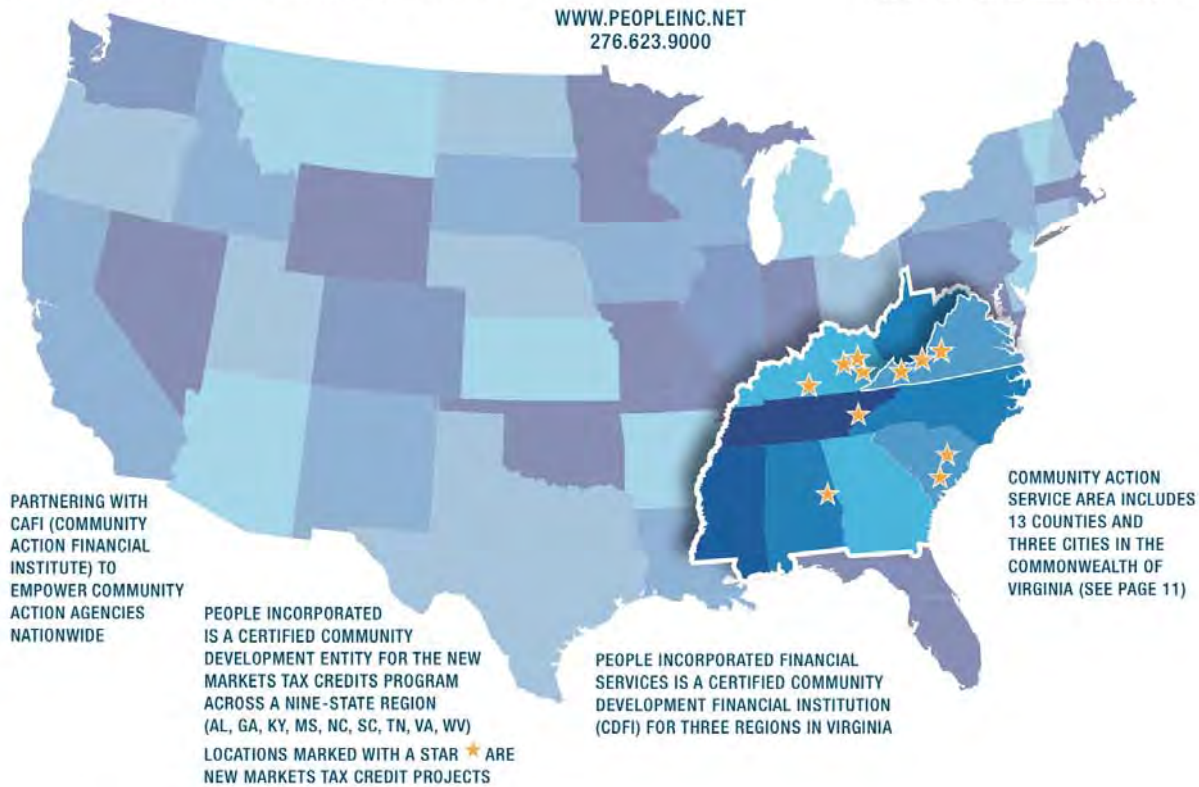
ANNUAL ECONOMIC IMPACT *Total, Fiscal Year 2016*

Wage Effect \$ 31,000,916	Utilities/Property Tax \$ 387,289	Total Economic Impact \$ 110,230,121
Goods and Services Purchased \$ 4,399,053	Total Direct Lending \$ 21,912,463	
In-Kind \$ 2,385,018	Total Indirect (Leveraged) Lending \$ 50,145,382	



NATIONAL AND REGIONAL IMPACT

People Incorporated excitedly anticipates expanding our ability to meet our mission regionally and nationally as we continue to provide opportunities for economically disadvantaged people to reach their goals in order to enhance their lives, their families and their communities.



Building Futures, Realizing Dreams

OUR PHILOSOPHY

Every person needs support from others. People Incorporated promotes the dignity of individuals and families, moves people into the economic mainstream, and works to develop existing strengths and resources within communities. All of our efforts are directed by the concerns, hopes, needs and dreams of the people we serve.

OUR MISSION

To provide opportunities for economically disadvantaged people to reach their goals in order to enhance their lives, their families, and their communities.

THE COMMUNITY ACTION PROMISE

Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

Scan this QR code to donate with credit card through PayPal, or visit www.peopleinc.net/volunteer-donate.htm



COVER PHOTO OF HISTORIC MASONIC THEATRE, CHUCK ALMAREZ; HEAD START COVER PHOTO, MEGAN POLLARD



1173 West Main Street | Abingdon, VA 24210
276.623.9000 | info@peopleinc.net

www.peopleinc.net

Clarke County Economic Development Advisory Committee
May 17, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, May 17, 2017, at 1:00 PM.

Board: Jim Barb, Christina Kraybill, Eric Meyer, John Milleson, Elizabeth "Betsy" Pritchard

Absent: Bryan Conrad, Christy Dunkle, David Weiss

Staff: Lora B. Walburn

1. Call to Order

At 1:00 pm, John Milleson called the meeting to order.

2. Adoption of Agenda

Add to New Business: EDA and IDA Exchange of Information

Dr. Meyer, seconded by Jim Barb, moved to adopt the agenda as amended. The motion carried by the following vote:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Absent
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Absent

3. Approval of Minutes

Christina Kraybill, seconded by Jim Barb, moved to approve the April 19, 2017, minutes as presented. The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Absent

Approved 06/21/2017

Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Absent

4. Economic Development and Tourism Update

Highlights of update by Len Capelli, Clarke County Economic Development Director, include:

- Attended agri-tourism conference in Richmond followed by a Go-Virginia Initiative event.
- Go Virginia Initiative very frustrating and a confusing environment.
- Facility Construction:
 - Could build on land by the business park.
 - Explore public private partnership
 - Facility could include offices, warehouse space, and rooms for use as a manufacturing incubator.
 - To address current regional labor shortages, consider using facility for training.
- Visited a farm-based brewery.
- Farm Tour:
 - o Agri-tourism initiative
 - o Well attended
 - o May structure differently next year.
 - o Each farm had items for sell.
- Hosted Virginia Department of Economic Development in conjunction with local jurisdictions over the past two days.
- Value-added farming:
 - o Distributed survey
 - o Met with LFCC this week.
- Spirit Trail: Do not have final approval.
 - o Tourism Partnership: Joint marketing of region. Kicking off a major event at the regional airport next week.

At 1:20 pm, Betsy Pritchard joined the meeting.

5. Old Business

Equine / Livestock Survey Discussion

Highlights include:

- Questions: What is EDAC's mission? Is it being asked to endorse the survey?
- Len Capelli:
 - Does not endorse a survey and has never endorsed a survey.
 - Willing to work with people that are willing to do it.
 - Has offered to work with Dr. Myer and Equine Alliance on a survey.
 - He has never gotten anyone telling him what questions they want and what they are going to do with the answers.
 - The County hasn't changed that much in the ten to twelve years since the last survey.
 - He can see Equine Alliance's point that they want to come together and form a strong, leverage organization that can help promote more equine operations and improvements.
 - Market to have Clarke recognized as one of the top equine places in the state.
- Dr. Meyer:
 - Equine alliance does promote a survey.
 - Several studies available that provide good information but are not specific to the area.
 - Want to see what the activity level is in Clarke County, which he opined had changed since the 2004 survey.
 - Can re-evaluate when more member feedback is available.
 - Marketing leverage seems a good direction.
 - Could enlarge the scope of the survey to include all farm animals, which would also get greater participation.
- Betsy Pritchard:
 - Dynamic has changed in the County over the years.
 - Agree with the marketing approach.
 - What will the survey do? Is there some monetary gain? Is it just the facts? What does the Alliance hope to gain beside statistics? Would there be more funding?
- Jim Barb:
 - Equine Alliance needs to evaluate activity and create an inventory to establish a base to aid in determining what will be marketed.
 - Could check tax records how much has been invested in riding rinks and other equine businesses.

- Could check permits in the Building Department as to what may have been built over the last ten to fifteen years.
- John Milleson:
 - There are times caution is required for the results may not be as hoped.
 - The Board of Supervisors member did not appear enthusiastic about the proposed survey. Christina Kraybill concurred.

In conclusion, Chairman Milleson summarized:

- Economic Development Advisory Committee will not take action at this time.
- It will wait for Len Capelli to help with any marketing.
- It will wait for the Equine Alliance to get more information.

Real Estate Seminar Planning

Highlights of discussion include:

- Over the next few years, four to five thousand jobs will be added in Winchester not including those being added in Loudoun and Berkeley Counties.
- To prepare for this influx, the Board of Supervisors and the Planning Commission should review demographics.
- By consensus, the Committee agreed to develop a seminar to be presented to the Industrial Development Authority, Clarke County School Board, Berryville Town Council, Boyce Town Council, Clarke County Planning Commission, and the Clarke County Board of Supervisors.
- The Committee asked staff to research contact information for Housing Virginia.

Len Capelli Response to Statement in April 19, 2017, EDAC Minutes Equine Alliance Presentation by Chris Bates

Mr. Capelli stated that he wanted to go on the record and say that two statements that were purportedly made by him were not.

Lora Walburn noted that Mr. Capelli's April report reflected that he had written "and I will write a grant request to the Virginia Tourism Corporation." She opined that Mr. Bates might have misunderstood; and, Mr. Capelli, at the May 17 meeting, was clarifying that his intent was not to write a grant for a survey as believed by Mr. Bates.

Mr. Capelli responded that it was a marketing grant. He added that he had written a grant for the studio tour, The Gathering, The Barns, and offered to write one for equine marketing. He stated that it was always a Virginia Tourism marketing grant.

6. New Business

Industrial Development Authority and Economic Development Advisory Committee

Highlights of discussion include:

- Previously, the two public bodies had a cross-over member, David Juday, who now serves as the IDA Chair.
- In 1999 when the Economic Development Advisory Committee was established, it was tasked with review of a bi-annual financial report to review revenue to identify potential revenue shortfalls and make recommendations. Staff will research this report.
- Jim Barb provided historic information on reviews performed by the EDAC.
- Len Capelli commented:
 - Outside his presentation, there is very little discussion at the IDA meetings, which is why the content is similar.
 - The IDA issues bonds but is more reactive than proactive.
 - IDA is looking at changing its investments but the Treasurer has not attended the last two quarterly meetings.
 - It takes a long time to get things done there.
 - The IDA provides funding to the SBDC and Dale Maza, SBDC, gave a presentation at its April meeting.
- Christina Kraybill put forth that the EDAC was to be a proactive, visionary group; and the IDA is the reactive group.
- Lora Walburn provided the following:
 - Alton Echols requested information specific to the 2011 Industrial Development Authority of the Clarke County \$4,300,000 bond to Berryville United Methodist Housing, L.P., to finance the costs of acquiring, rehabilitating, equipping, and furnishing Mary Hardesty House, a multifamily rental residential facility consisting of 60 dwelling units for persons and families of low and moderate incomes.
 - Berryville – Clarke County Industrial Development Corporation stock has no value.
 - David Weiss is the BoS liaison to both the IDA and the EDAC.
- By consensus, the Board agreed to include IDA minutes in future packets.

7. Next Meeting

The next meeting is scheduled for Wednesday, June 21, 2017, 1:00 pm.

Approved 06/21/2017

8. Adjournment

Being no further business, at 1:49 pm, Chairman Milleson adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn

Clarke County Economic Development Advisory Committee
June 21, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, June 21, 2017, at 1:00 PM.

Board: Jim Barb, Christy Dunkle, Christina Kraybill, John Milleson

Absent: Bryan Conrad, Eric Meyer, Elizabeth "Betsy" Pritchard, David Weiss

Staff: Lora B. Walburn

1. Call to Order

At 1:02 pm, John Milleson called the meeting to order.

2. Adoption of Agenda

Christina Kraybill, seconded by Jim Barb, moved to adopt the agenda as presented. The motion carried by the following vote:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Absent

3. Approval of Minutes

Jim Barb, seconded by Christina Kraybill, moved to approve the May 17, 2017, minutes as presented. The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Aye
Christina Kraybill	-	Aye
John Milleson	-	Aye

Eric Myer	-	Absent
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Absent

4. Real Estate Seminar Planning with Robert J. Adams, Housing Virginia - Executive Director

Bob Adams, Executive Director Housing Virginia, joined the Committee via telephone. Highlights of discussion include:

- Housing presentation focuses on needs of millennials, aging population, demographic changes in housing, etc.
- In response to the prospective increase in new jobs in Clarke and the surrounding region, as well as the implications of those jobs on housing needs, determine what level of housing needs there are, types, price points, rental, ownership, specific geography, identify areas where resources should be protected, and identify areas to develop.
- Regional Housing Market Analysis:
 - o Housing Virginia is a subcontractor working with Virginia Commonwealth University [VCU] Center for Regional Analysis in researching a development strategy for the region.
 - o Housing Virginia is currently conducting interviews with localities, builders, and persons involved in the housing market.
 - o Report will cover issues such as employment projections for the region. VCU is working with a national firm to identify by occupation and by income projected over the next decade.
 - o Projected population growth will help define housing demand.
 - o Report will include housing estimates by type, price, and location.
 - o Information will be reported on a county and regional level.
 - o The final report should be available in January 2018.
 - o Report may not provide the level of detail that Clarke might need, such as identifying specific areas of development, median income of new jobs, and town-level data.
- Mr. Adams offered to provide, as an example, a copy of the housing market study and an RFP for a planning firm to update Botetourt County's comprehensive plan.
- Next Steps:
 - o Identify development areas:
 - Berryville Area Plan, detailed plan for the Berryville Annexation area, adopted May 2016.
 - Town and County comprehensive plans identify the Towns of Berryville and Boyce as locations for development, each with existing land use policies and infrastructure.

- Explore availability of business data including new employers / prospective employers with jobs, and classifications. Mr. Adams indicated that the Economic Development Director might already have this data.
- Mr. Adams offered to assist the Committee in developing an informational meeting.

5. Next Meeting

The next meeting is scheduled for Wednesday, July 19, 2017.

July 19 Agenda Items

- Career and Technical Education Program Presentation
- Real Estate Seminar Planning Continued Discussion

August 16 Meeting

- Cancelled by consensus.

6. Adjournment

Being no further business, Chairman Milleson adjourned the meeting at 1:38 pm.

Minutes recorded and transcribed by Lora B. Walburn

Downloads Web Page County Website

 2017-02-02 IDA Minutes 2017-02-02_IDA_Minutes.pdf - 168 KB	Published	Public Inherited	Lora Walburn	02 May 2017	32
 2017-04-27-IDA Packet 2017-04-27_IDA_Packet.pdf - 1.09 MB	Published	Public Inherited	Lora Walburn	21 Apr 2017	45
 2016-10-27 IDA Minutes 2016-10-27_IDA_Minutes.pdf - 188 KB	Published	Public Inherited	Lora Walburn	28 Mar 2017	52
 2017-02-02 IDA Packet 2017-02-02_IDA_Packet.pdf - 7.76 MB	Published	Public Inherited	Lora Walburn	27 Jan 2017	104
 2016-07-28 IDA Minutes 2016-07-28_IDA_Minutes.pdf - 504 KB	Published	Public Inherited	Lora Walburn	30 Oct 2016	91
 2016-07-28 IDA Packet 2016-07-28_IDA_Agenda_&_Packet_Material.pdf - 1.49 MB	Published	Public Inherited	Lora Walburn	20 Oct 2016	98
 2016-10-27 IDA Packet 2016-10-27_IDA_Packet.pdf - 800 KB	Published	Public Inherited	Lora Walburn	20 Oct 2016	113

Title	Access	Author	Language	Date	Hits
"Hits" IDA Web Page County Website Industrial Development Authority (Alias: industrial-development-authority) Category: Boards and Commissions	Public	Tim Ceko	All	2007-11-30	16488
July 27, 2017 Industrial Development Authority of the Clarke County, Virginia Industrial Development Authority (Alias: industrial-development-authority) Category: County Directory	Public	Administrator	All	Page 50 of 50 2007-06-20	3723