



DUMFRIES, VIRGINIA

Virginia's Oldest Continuously Chartered Town
CHARTERED 1749 INCORPORATED 1961

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TO: Town Council
FROM: Debi Sandlin, Director of Community and Economic Development
DATE: April 3, 2012
RE: Department of Community & Economic Development March 2012 Staff Summary

SUMMARY

During the month of March staff has continued to work on the Economic Development Strategic Plan process, developing a webpage with information for small businesses, redesigned the Town's TV PowerPoint presentation, drafting the Parks and Recreation section of the Comprehensive Plan and continuing to monitor and follow-up on zoning violations.

Priorities for the Department of Community and Economic Development include:

1. Economic Development Strategic Planning
2. Updating the Parks and Recreation section of the Comprehensive Plan
3. Technical Updates the Town Code
4. Continuing to monitor and take action on Zoning Violations in the Town

ECONOMIC DEVELOPMENT

Status Update for Economic Development Strategic Plan

The following initiatives have been implemented as part of the Economic Development Strategic Planning process:

- Posted on the Town's website
- Notification on the Town's facebook page
- Information on the Town's TV PowerPoint presentation
- Surveys were emailed directly to individuals requesting the surveys be sent to them via email.
- Information posted on the Directors linkedin page
- The Prince William Chamber of Commerce emailed the Defense/Technology stakeholder survey out to their GovCon group. This group consists of over 300 members
- 20 surveys were sent to a list of developers/brokers on the Directors linkedin contact list

- The Community focus group and the business focus group have both been set for April 30th. The Community focus group is set for 7 pm and the business focus group is set for 4 pm., and will be held in the Community Center.

Still to be completed:

- Send out letter with survey to list of 200 technology businesses, defense companies, and service industry businesses. The list was provided by a member of the Economic Development Advisory Group (EDAG).

The original time-line established by the EDAG for completing the plan included a June 2012 delivery date to Town Council; however, due to the temporary duties of planning two festivals and a Job Expo during the July to November time-frame, the process was put on hold (please note both of the festivals attendance far exceeded any past Town events attendance, including over 400 for the Multicultural Festival with only three weeks to plan the event and close to 3,000 for the Fall Festival, up from between 200 and 300 attendees in past years with only two months to plan the event and over 50 high end vendors coming from all over Virginia participated in the festival). Based on the time needed to plan and coordinate the two festivals and the Job Expo simultaneously, the EDAG revised the time-line at their December 2011 meeting to develop the plan as shown below.

Revised Timeline for the ED Process

1. Final comments and suggestions on the surveys to Debi by January 5, 2012
2. To finalize the stakeholder survey by January 12, 2012
3. Identify companies to participate in the focus groups and surveys by January 12, 2012
4. Send out letters and notification of stakeholder by January 2012
5. Present ED Strategic Plan process to Town Council – January 17th
6. Public Input Process - February – March
 - a. Surveys
 - b. Focus Groups
7. Develop draft goals, objectives, and strategies based on the collective information from surveys and focus groups budgetary provisions – April – May 2012
8. Identify and recommend budgetary needs – May 2012
9. Develop implementation plan to present to Council – June or July 2012
10. Present draft plan to Council – August 2012
11. Adoption of the ED Strategic Plan by Council – September 2012

As of this summary, all four focus groups have been scheduled. During the EDAG's April meeting, the committee will review the time-line to see where we are and what we still need to do. The delay in scheduling all the focus groups was due to the coordination of available dates with Quantico Marine Corps Base. This process took a bit longer than anticipated.

Other Economic Development Initiatives

- Staff started drafting a simple informational page for “Small and New Business” to add to the Town’s website under Economic Development and Community Development. The purpose is to provide useful information in a user friendly format highlighting the key areas new and small businesses need to be aware of up-front prior to starting or expanding their business. Staff will present this to Council during the May Town Council meeting.
- Drafted a new general information Marketing Brochure (attached). The brochure is in draft format and staff welcomes Council’s comments and suggestions. Once completed, the brochure will be available on the website as a downloadable document as well as hard copies printed to use for handing out at conferences, tradeshow, etc.

New Business Activity Report

See attached report.

Website Statistics

Visits to website – 3,056

Pages visited per visit – 3.20

Average time on website – 2 minutes and 30 seconds

New Visits to website – 73.23%

Search traffic – 73.69% - 2,252

Referral traffic – 11.45% - 350

Direct traffic – 14.86% - 454

Meetings the Director Participated in during March

1. Participated in a First Town Center meeting with the Town’s Project Team and Mr. Singh’s Project Team to discuss additional areas Mr. Singh needs to focus on prior to bringing the proposed project forward to the Planning Commission.
2. Met with Mr. Armando Rodriguez from ManiCon, located in the Town Center building on Main Street to introduce myself. ManiCon shares space with Armed Forces Services Corporation and is a Call Center for the Wounded Warriors Program. They employ 25 people of which two are Town residents.
3. Met with Dr. Byron Cherry from Succeed to Lead to introduce myself and welcome them to the Town. Succeed to Lead is a Veteran and Minority Owned, Service Disabled business that provides business consulting and innovative solutions to the financial and administrative challenges businesses face. They have 10 employees, but no residents are employed with them at this time. They hope as they grow to provide more employment opportunities for Town residents.
4. The Town Manager, Council Lady Barr, the Town Planner, David Moss, and I met with Mr. Derrick Woods to discuss the current Town code not allowing road-side food vendors to operate in the Town. Mr. Woods was advised he could conduct business as part of an event but not as a stand-alone business under the current codes. He was also

advised that he could ask Town Council to consider amending the codes to allow for this type of use in the Town.

5. The Town Manager, Director of Public Works, Assistant Director of Public Works, the Town Attorney the Town Planner and I participated in a site tour of the Landfill.
6. The Town Manager and I met with Mike Lubeley and Edward Byrne from SunCal (the development group building Harbor Station).
7. The Mayor, Vice Mayor, Council Lady Barr, Council Lady Jurgensen, the Town Manager and I attended "Succeed to Leads" Ribbon Cutting/Open House.

I continued to attend the NAIOP Development 101 class. This is a series of eight classes covering the nuts and bolts of the development process.

I attended the Virginia Economic Development Associations Annual Spring Conference in Williamsburg, VA.

BOARDS AND COMMISSIONS

PLANNING COMMISSION

Due to the delay in the First Town Center project, the Public Hearing and the Planning Commission meeting were canceled.

BOARD OF ZONING APPEALS

The BZA did not meet in March.

ARCHITECTURAL REVIEW BOARD

The Architectural Review Board reviewed and approved two Certificates of Appropriateness; one was for a fence at a residential home and one for the Williams Ordinary. The Board also was informed Don Little, was moving and would be stepping down effective the end of March. Staff will post the vacant seat on the Town's website and Facebook.

The ARB also discussed updating the Design Guidelines for the Historic District and starting to go through the existing guidelines for technical updates, but stated a more comprehensive update needs to be done to better reflect the commercial business development along Main Street.

PARKS AND RECREATION COMMITTEE

Staff presented the draft intent section and existing facilities sections of the plan to the committee during the March 26, 2012 meeting to finalize a presentation to the Planning Commission. Staff will be presenting the recommendations to the Planning Commission during their April 9, 2012 meeting.

GINN MEMORIAL PARK COMMITTEE MEETING

The Ginn Memorial Park Committee met to discuss the Phase I development of the Park. Phase I will include:

1. A gravel parking lot
2. Utilizing and improving the existing driveway
3. A multi-purpose court
4. A security system

The RFP for the Phase 1 portion of the park was posted on the Town's website on March 20th with a deadline of April 20th for accepting proposals.

TOWN PLANNER/ZONING ADMINISTRATOR SUMMARY OF ACTIVITIES

The Town Planner/Zoning Administrator (TP/ZA) continued to meet with other staff members to work on the review of the First Town Center project.

The TP/ZA and I continued to work on the Parks and Recreation Plan for the Comprehensive Plan, formatting the document and working on updating the existing conditions section. The Committee is almost finished with its work and staff will bring the Committee's recommended Parks and Recreation Plan to the Planning Commission in April.

Mr. Moss met with numerous property owners and businesses in order to establish the uses of various properties in Town, to work on the verification of nonconforming uses, and to examine other issues such as addresses.

The TP/ZA also continued to update the Occupancy Database based on additional information provided by various businesses. The building contractor inspected businesses that have not had an inspection in two years or longer. The inspections yielded a failure rate of 29%. This means that of the existing businesses that have been re-inspected, a fair portion of those businesses were either missing fire extinguishers, had broken exit lights, or had some other type of safety violation that needed to be corrected.

Violation Notices Issued

The Town Planner/Zoning Administrator issued various zoning approvals such as 2 occupancy applications for offices, 2 home occupations, 1 sign, 1 temporary use permit for a yard sale, and the review of a deck permit.

The Town Planner/Zoning Administrator worked with various property owners and businesses to abate violations of the Zoning Ordinance. In March, the Town Planner/Zoning Administrator issued 11 Violation Notices to businesses and property owners throughout the Town, mostly for sign violations. The Town Planner/Zoning Administrator continued to pursue compliance with the previously-issued Notices of Violation notices. As of March 26th, 32 violations had been abated, 3 violations had been partially abated or is working with the property owner or business owner is working toward pursuing compliance, 3 violations persist, 11 violation notices were recently mailed out. A summary of open violations and violations abated is attached.

If Council has any questions regarding the Department of Community and Economic Development's March staff summary, please feel free to call me and I will be happy to answer any of your questions



Town of Dumfries

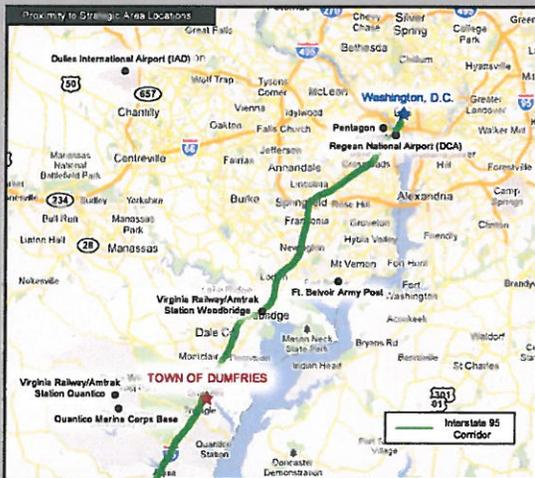
VIRGINIA



Why Dumfries?

www.dumfriesva.gov

PROMIXITY TO MAJOR MARKETS & TRANSPORATION HUBS



ADVANTAGES

Advantages to Locating Your Business in the Town of Dumfries

The business climate in the Town of Dumfries provides businesses with many competitive advantages to help you meet the challenges of today's global economy. We recognize having a successful business is about more than just the bottom-line; it is about recruiting and retaining an excellent workforce and being close to your customer. Companies choosing to locate in our community will have close access to a global and regional business platform. With nearby Washington D.C., Quantico Marine Corps Base and Fort Belvoir your business will benefit from an innovative approach to economic development that will increase productivity, attract and maintain a skilled workforce, and boost their bottom lines.

The Town of Dumfries is centrally located in a region of highly skilled and talented workers ready to work closer to home. Dumfries is part of one of the fastest growing areas in the Greater Washington Metropolitan Region and is an ideal location for defense related businesses, high Tech companies, commercial businesses and retail. Dumfries is the ideal location for large and small businesses

A Strategic, Accessible Location

- Centrally located in the Greater Washington DC region
- Washington D.C. – 21 miles
- Quantico Marine Corp Base – 1.7 miles
- Fort Belvoir Army Post – 10 miles
- Interstate 95 directly connects you to anywhere you need to go in the Greater Washington DC area and Richmond, Virginia
- Reagan Washington National Airport – 23 miles
- Washington Dulles International Airport – 36 miles
- Virginia Rail/Amtrak Quantico Station – 5.31 miles
- Virginia Rail/Amtrak Woodbridge Station – 5.32 miles
- Bus Service to Washington D.C. and eastern Prince William County is provided by the Potomac & Rappahannock Transportation Commission (PRTC)

Market Position

- Access to a workforce population of over 1 million within a 35 mile radius
- Highly skilled and experienced labor force – 31% have a Bachelors degree or higher
- Close proximity to your customers
- Close proximity to world class universities and colleges

THINGS TO DO AND SEE...

MUSEUMS

National Museum of the Marine Corps (www.usmarinemuseum.com)

The National Museum of the Marine Corps is a lasting tribute to U.S. Marines--past, present, and future.

Weems-Botts Museum (www.historicdumfries.com)

The museum was once home to Mason Locke Weems, the first biographer of George Washington, including the well known anecdote about Washington as a youth barking his father's cherry tree "I cannot tell a lie" and throwing a stone across the Rappahannock.

HISTORIC SITES

William's Ordinary (www.historicdumfries.com)

During the colonial times, the Ordinary was known as Williams Ordinary. Over the years it was also known as Love's Tavern, the Stage Coach Inn, and others. During the Civil War, the building was used as a Confederate Headquarters during the blockade of D.C. along the Potomac River.

PARKS

Leesylvania State Park (www.visitpwc.com/leesylvaniapark)

Is a 542 acre state park on a peninsula bordered by the Potomac River, Neabsco Creek and Powells Creek.

Merchant Park

Another place of historic significance in Dumfries is the bandstand in Merchant Park. It was erected by the Prince William County Historical Commission.



Weems-Botts Museum



National Museum of the Marine Corps

QUALITY OF LIFE

The Town of Dumfries has a history of innovation and prosperity

The Town was founded as a thriving commercial center in 1749 and is the oldest continuous Chartered Town in the State of Virginia. The Town was the second largest leading port in Colonial America receiving tobacco and rivaled New York, Philadelphia and Boston. Since the colonial period, our Town has long been recognized as a location for business and is part of one of the fastest growing areas in the Greater Washington Metropolitan Region and is an ideal location for defense, technology, commercial and retail related businesses.

In addition to having a strong business environment, the Town of Dumfries is a pleasant place to live, offering friendly neighborhoods, affordable cost of living, close proximity to excellent health care, outstanding educational opportunities, and a vast range of historical, cultural and leisure activities.

It's more than quality of life – it's the quality of place that makes our community unique. We are located in close proximity to a vast offering of amenities including:

- Arts, Culture and Entertainment
- Healthcare
- Schools
- Recreation
- Sporting Events
- Community Events
- Shopping
- Dining

BUSINESS SUPPORT

The Town of Dumfries Department of Community and Economic Development offers an integrated approach to support the creation of new businesses, the expansion and retention of existing businesses, and redevelopment of under-utilized and prime commercial areas of the Town.

Our Department of Community and Economic Development focuses on four core areas:

- Business attraction
- Business retention and expansion
- Redevelopment
- Quality of Life

The goal of each core area is to focus on generating new job opportunities, increasing the amount of new income coming into the community from outside its market area, creating greater capital investment in the community, and supporting existing businesses, both large and small.

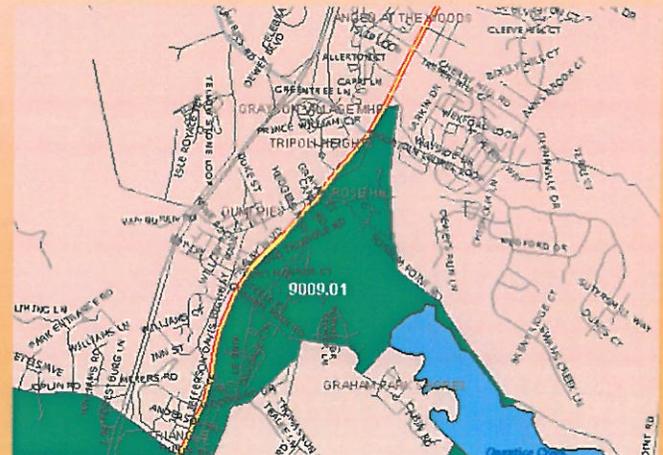
We realize that by addressing common business concerns we are creating an environment that will encourage a healthier and more prosperous future for both our existing businesses and our residents. *Businesses that stay competitive* are more likely to remain and expand in the Town.

HUBZONE

The Town of Dumfries is uniquely positioned with the only HubZone in the Prince William County Region. With our close proximity to Quantico Marine Corps Base, expanding or relocating in our community makes sense.

Our Community and Economic Development staff offers a comprehensive menu of site selection services including:

- Confidential site selection assistance
- Custom research and demographic information
- Facilitate meetings with local and state officials
- Facilitate the Towns development process
- Economic incentive coordination with state agencies
- Zoning, uses and permitting consulting
- Fast Track Processing
- And much more...



Town of Dumfries HubZone

Contact Information

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www.dumfriesva.gov

Monthly Business License Activity Report

Mar-12

Name of Business	Address	Type of Business
Succeed to Lead	17739 Main Street, Suite 130	Business Consulting

<u>VIO#</u>	<u>Violation type</u>	<u>Status as of 3/26/12</u>
V12-001	parking on vacant property	working with property owner to correct
V12-002	parking on vacant property	working with property owner to correct
V12-017	signs	partially abated
V12-025	certificate of occupancy	still in violation
V12-026	certificate of occupancy	still in violation
V12-031	signs	still in violation
V12-032	signs	recently mailed
V12-035	signs	recently mailed
V12-037	signs	recently mailed
V12-042	signs	recently mailed
V12-043	Nonconforming Use violation	recently mailed
V12-044	signs	recently mailed
V12-045	signs	recently mailed
V12-046	signs	recently mailed
V12-047	signs	recently mailed
V12-048	signs	recently mailed
V12-049	signs	recently mailed

V12-013	signs	abated
V12-018	signs & unlawful towing business	abated
V12-019	signs	abated
V12-023	certificate of occupancy	abated
V12-024	certificate of occupancy	abated
V12-027	certificate of occupancy	abated
V12-028	certificate of occupancy	abated
V12-033	signs	abated
V12-034	signs	abated
V12-036	signs	abated
V12-038	signs	abated
V12-039	signs	abated
V12-040	dumpster	abated
V12-041	unlawful temporary activity	abated