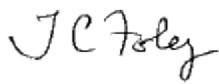


COUNTY OF ALBEMARLE

EXECUTIVE SUMMARY

AGENDA TITLE: Route 29 Solutions Business Assistance Program	AGENDA DATE: December 3, 2014
SUBJECT/PROPOSAL/REQUEST: Discussion to review suggested strategies to assist businesses in the Route 29 Solutions construction areas	ACTION: X INFORMATION:
STAFF CONTACT(S): Foley, Davis, Graham, Catlin, Stimart	CONSENT AGENDA: ACTION: INFORMATION:
PRESENTER (S): Lee Catlin	ATTACHMENTS: Yes
LEGAL REVIEW: Yes	REVIEWED BY: 

BACKGROUND:

The Board has expressed a strong desire to consider strategies and develop a business assistance program for businesses in the Route 29 construction areas. Staff has researched various communities in Virginia and across the country to see what types of assistance programs were used in similar circumstances. In addition, the County has provided a number of different opportunities to solicit feedback from businesses in the Route 29 corridor regarding strategies they think could be beneficial before, during and immediately after construction. A list of assistance ideas generated from staff's research and from stakeholders' feedback will be presented to the Board at this meeting for its initial reaction and discussion. Based on the Board's direction, staff will conduct a more detailed assessment of the potential strategies and will prepare recommendations for the Board's consideration in March 2015.

STRATEGIC PLAN:

Economic Prosperity: Foster an environment that stimulates diversified job creation, capital investments, and tax revenues that support community goals.

DISCUSSION:

The following opportunities were provided for stakeholders to provide feedback regarding their suggested strategies:

- **October 23, 2014 Open House** – two mailings and door to door invitations issued; attended by over 100 business representatives
- **October 30, 2014 Stakeholders Meeting** – individual invitations hand-delivered and emailed; attended by 17 businesses representing all four quadrants of the Route 29/Rio Road intersection
- **Drop-In Meetings** – four on-site meetings held; attended by representatives from 14 businesses
- **Engage Albemarle** – a question regarding business assistance strategies was online for two weeks

A list of strategies resulting from staff's research and from stakeholders' suggestions is attached (Attachment A), broken down into the following categories:

- Technical Support
- Wayfinding and Signage
- Marketing
- Communications
- Financial and Regulatory

Staff will provide a brief overview of the listed strategies, giving background where necessary on several of the suggestions.

BUDGET IMPACT:

There is no immediate budget impact related to this agenda item. Budgetary impact analysis will be provided when the recommendations are presented to the Board in March 2015.

RECOMMENDATIONS:

Staff recommends that the Board provide its initial reaction and feedback regarding business assistance strategies, as well as direction to staff in its preparation to conduct a more detailed assessment of potential strategies.

ATTACHMENTS:

Attachment A – [List of Business Assistance Strategies](#)

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