



WOODSTOCK

MANY BENDS. *Virginia* PERFECT BREAK.

VLGMA PANDEMIC PANEL DISCUSSION

VLGMA Winter Conference

FRIDAY, FEBRUARY 12, 2021 9:00 – 10:00 AM

UNDERSTANDING COVID-19 & REACTING



Photo Credit: Erik Mclean, Unsplash

ENACTING COVID-19 FINANCIAL POLICY



TOWN OF WOODSTOCK PANDEMIC PREPAREDNESS PLANNING

Topic: FY 2020 Budget Reduction Response & FY 2021 Budget Preparation

Effective: March 30, 2020 through June 30, 2020

I. Directive

The Town of Woodstock has the important responsibility to its citizenry to plan for the future and to manage public funds with both accuracy and integrity. Because the Town is constantly seeking to adapt in order to meet the needs of our community, long-range planning and sound policy-making is a significant priority. It is the intent of the Town of Woodstock to be both fiscally responsive and responsible during emergency/disaster situations. This guidance is provided to all departments regarding budget adjustments due to a potential drop in revenue as a result of quick, dramatic changes within the economy.

II. Procedure

A. One-time expenditure purchases less than \$1,000

1. All one-time expenditure purchases less than \$1,000 should be discussed with the department director/division head to determine if the purchase is essential. If the expenditure is deemed as essential then normal purchasing procedures should be followed. If the purchase is not essential, please delay the purchase.

B. Expenditure purchases greater than \$1,000

1. A "Documentation of Quotes Solicited" form with all supporting documentation should be submitted to the Director of Finance (DOF) & Town Manager (TM) for review/approval. The "Justification" section of the form should **include details explaining the priority level and justification of necessity.**

Please note: All requests will be scrutinized for necessity and *possibly* funded if deemed essential. **Non-essential requests should *not* be submitted at this time.**

C. Capital Projects, as approved in the FY 2020 Budget

1. Capital projects approved within the FY 2020 Budget should follow the direction outlined below:

1



TOWN OF WOODSTOCK PANDEMIC PREPAREDNESS PLANNING

- a. Court Square Project – deferred project
- b. Wayfinding Signage – deferred project
- c. Motor Vehicles – proceed (already ordered)
- d. Route 42 project – deferred project
- e. Trail development – proceed
- f. Public Space Art Installation/Banners – proceed (already advertised)

D. Budget development for Fiscal Year 2021

1. An evaluation of the fiscal impact of the COVID-19 pandemic is currently being conducted by the Town's executive and finance departments. This will be discussed further in upcoming budget sessions with the Finance Committee and Town Council to determine what considerations will be given to potential reductions and/or level spending for the upcoming fiscal year. This may include deferral or elimination of expenditures/projects, as deemed necessary/appropriate.
2. Meetings will be held with each department following approval of the FY 2021 budget to discuss the approved budget and to answer any questions each department may have.

III. General Provisions

The Town of Woodstock reserves the right to change, modify, amend, revoke, or rescind all or part of this directive at any time.

**EFFECTIVE
MARCH 30 -
JUNE 30, 2020**

2

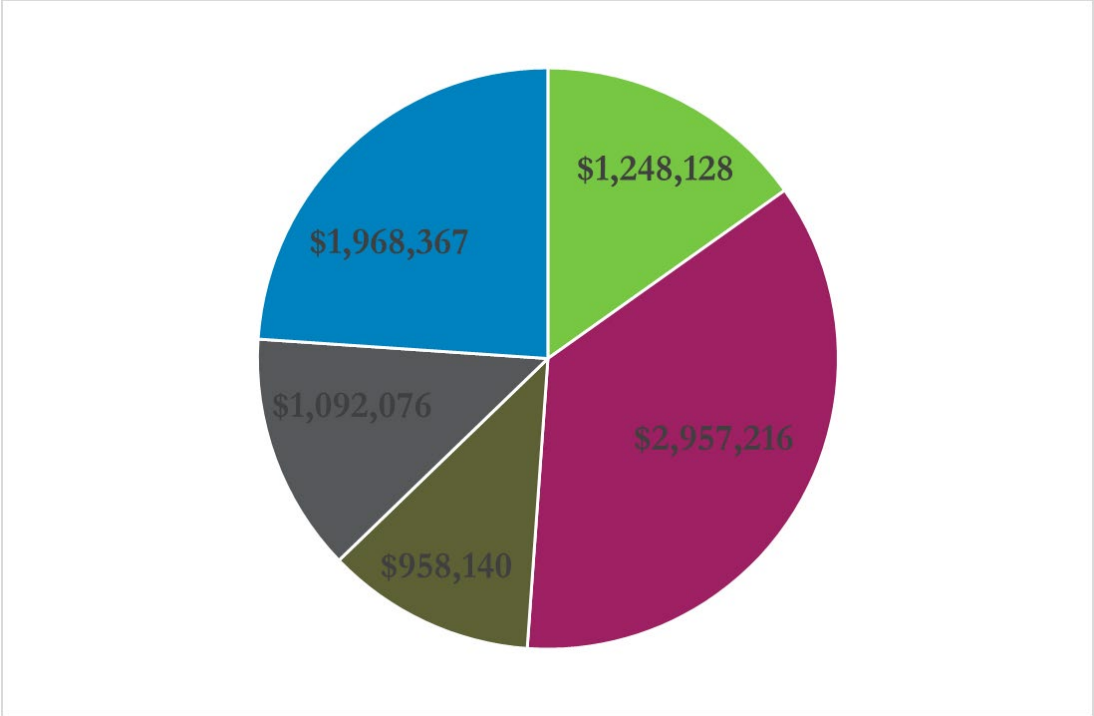


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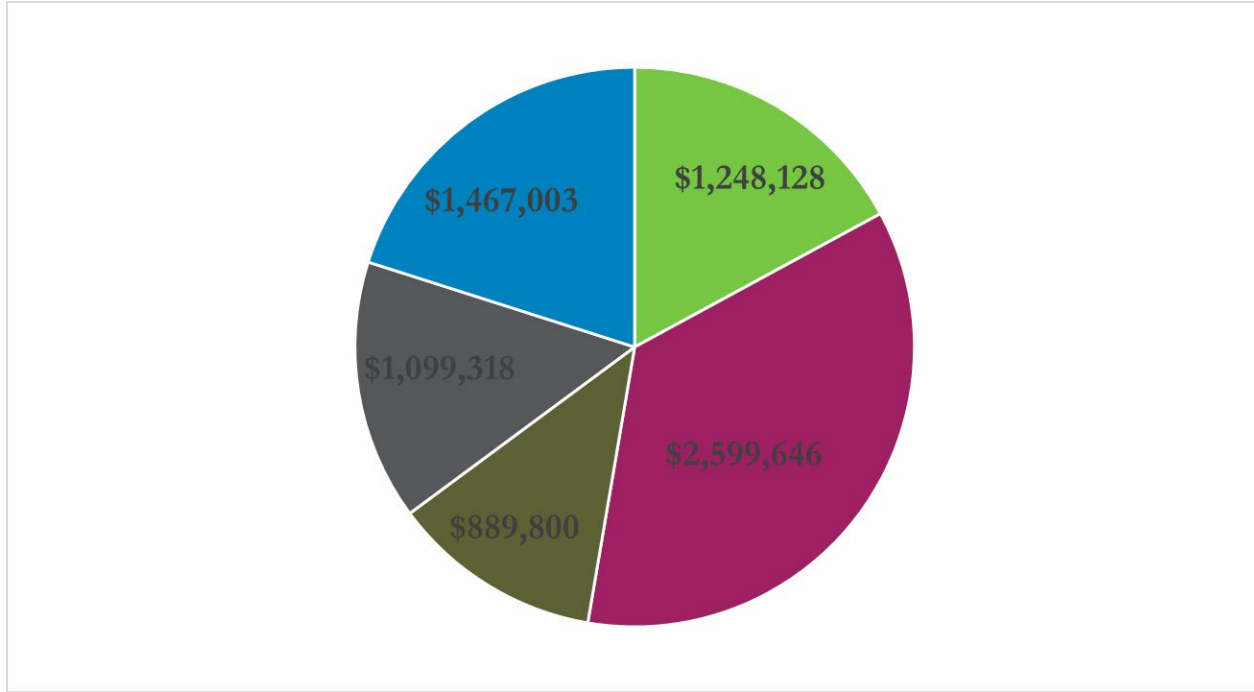
FY 2021 BUDGET: VERSION 1.0

Revenue Source	FY 21 Budget
General Property Taxes	\$1,248,128
Other Local Taxes	\$2,957,216
Business Revenues	\$958,140
Intergovernmental	\$1,092,076
Financing/Fund Balance	\$1,968,367
Total	\$8,223,927



FY 2021 BUDGET: VERSION 2.0

Revenue Source	FY 21 Alternative Budget
General Property Taxes	\$1,248,128
Other Local Taxes	\$2,599,646
Business Revenues	\$889,800
Intergovernmental	\$1,099,318
Financing/Fund Balance	\$1,467,003
Total	\$7,303,895



FY 2021 BUDGET: VERSION 2.0

VULNERABLE REVENUE PROJECTION REDUCTIONS					
	Quarter One: July-Sept	Quarter Two: Oct-Dec	Quarter Three: Jan-March	Quarter Four: April-June	Budget
Transient Occupancy Tax	25%	15%	10%	5%	(46,529)
Meals Tax	25%	15%	10%	5%	(209,028)
Sales Tax	20%	15%	10%	5%	(32,829)
Water & Sewer Receipts	25%	20%	2.5%	0%	(340,664)
BPOL	5% for the year				(47,000)
Dev Fees/Permits	25% reduction for the year				(3,750)
Interest on Bank Dep	25% reduction for the year (GF & PUF)				(27,125)
Interest on Inv	25% reduction for the year				(1,000)
					(\$707,925)

Based on a Paper by Dr. Ron Carlee & Dr. Rob McNab, *Initial Estimates of the COVID Revenue Shock for Local Governments in Virginia, 2020*



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FY 2021 BUDGET: VERSION 2.0

Difficult Discussions

GENERAL FUND REVENUE ENHANCEMENT RECOMMENDATIONS

- Consumer Utility Tax Increase
- Vehicle License Fee Increase
- No Real/Personal Property Tax Payment Extension
- New Refuse Collection Contract

PUBLIC UTILITIES FUND REVENUE ENHANCEMENT RECOMMENDATIONS

- Water Rate Increase
- Cease Utility Disconnections
 - Taking advantage of the DHCD Utility Assistance Program

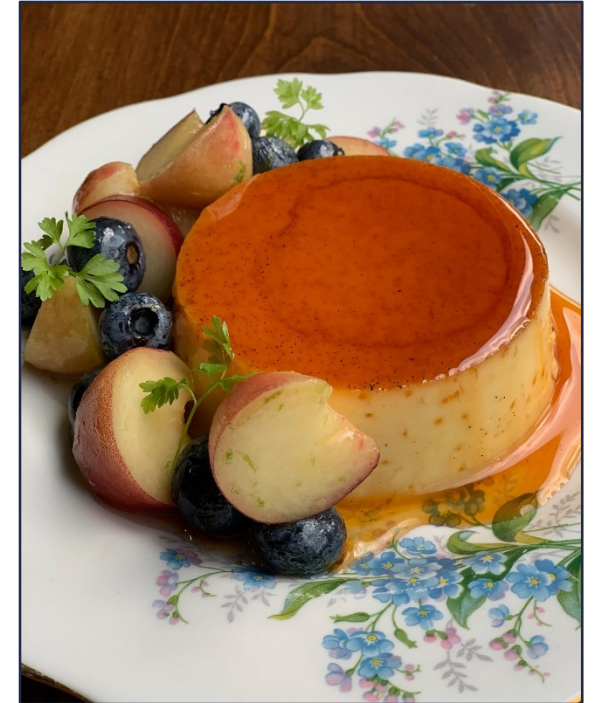


SMALL BUSINESS SUPPORT

Restaurant Support

WOODSTOCK *Dining Options*

	Delivery	Take-Out	Curbside	Hours of Operation	Closed Temporarily	Contact
Asian Spice					●	459-8815
Ben's Diner					●	459-4322
CaraMELized	●	●	●	Mon - Sun, 8 am - 3 pm		459-8181
China Wok (both locations)					●	459-7815/459-2885
Cook's Country Store	●	●	●	Mon - Sun, 6 am - 5 pm		459-4500
Happenings	●	●	●	Mon - Fri, 11 am - 3 pm		459-8505
Italian Touch	●	●	●	Mon - Sun, 11 am - 10 pm		459-8785
Las Trancas					●	459-1622
Mary's Botanitas					●	335-7916
Muse Vineyards		●	●	Fri - Sun, Noon - 6 pm		459-7033
Paisanos		●	●	Fri - Sun, 4 pm - 8 pm		459-8756
Pizza Bella	●	●		Mon - Sun, 11 am - 10 pm		459-5363
Shaffer's	●	●	●	Mon - Fri, 9 am - 3 pm Sat, 8 am - 2 pm		459-3744
Spring House Tavern					●	459-4755
Sugar Creek Mobile Trailer		●		@ Tractor Supply Company Fri, 3 - 9 pm & Sat, 2 - 9 pm		465-4400
The Italian Job	●	●		Mon - Sun, 11 am - 10 pm		459-7511
Woodstock Brewhouse		●	●	Wed, 4 pm - 8 pm Thurs, 4-10 pm Check website for add'l hours		459-2739
Woodstock Café		●	●	Mon - Sun, 9 am - 3 pm		459-8888
Woodstock Garden Café		●	●	Mon - Sat, 8 am - 3:30 pm		459-8226



Restaurants can no longer offer dine-in service but can offer take-out, curbside, and/or delivery.



SMALL BUSINESS SUPPORT

Restaurant Support

WOODSTOCK'S LOCALLY OWNED FOOD AND BEVERAGE

Seating, Delivery, Curbside and Take-Out Options

	DELIVERY	TAKE-OUT	CURBSIDE	OUTDOOR SEATING*	INDOOR SEATING*	ONLINE ORDERING	HOURS OF OPERATION	CONTACT	WEBSITE / FACEBOOK PAGE
ASIAN SPICE		•					Sun - Thurs, 11 am - 9 pm Fri & Sat, 11 am - 9:30 pm	459-8815	https://www.facebook.com/pages/Asian-Spice/192422694115136/
CARAMELIZED	•	•	•	•	•		Mon - Thurs, 7 am - 8 pm Fri & Sat, 7 am - 9 pm Sun, 7 am - 3 pm	459-8181	www.caramelizedrestaurant.com/
CHINA WOK (BOTH LOCATIONS)		•					Mon - Sun, 12 - 8 pm Walmart location closed Mon Food Lion location closed Tues	459-7815/2885	https://www.facebook.com/pages/China-Wok/108168199225562
COOK'S COUNTRY STORE	•	•	•		•		Mon - Sun, 6 am - 5 pm	459-4500	www.facebook.com/Cooks-Country-Store-416795065046764/
ITALIAN TOUCH LAS TRANCAS	•	•	•	•	•	•	Mon - Sun, 11 am - 10 pm Mon - Sun, 12 - 8 pm	459-8785 459-1622	www.italiantouchpizzava.com/ www.facebook.com/LasTrancasMexicanResturantOfWoodstockVa/
MUSE VINEYARDS		Mon & Thurs 12 - 6 pm Call to reserve local delivery after 6 pm			Fri & Sat, 12 - 8 pm Sun, 12 - 6 pm	•	Closed Tues & Wed	459-7033	www.musevineyards.com/
PAISANO'S		•	•		•		Sun - Thurs, 11 am - 9 pm Fri & Sat, 11 am - 10 pm	459-8756	www.paisanosonline.com/
PIZZA BELLA	•	•	•		•		Mon - Sun, 11 am - 10 pm	459-5363	www.facebook.com/pizzabellainwoodstock/
SHAFFER'S	•	•	•		•		Mon - Fri, 9 am - 3 pm Sat, 8 am - 2 pm	459-3744	www.shafferscatering.com/
SPRING HOUSE TAVERN		•					Sun - Thurs, 12 - 9 pm Fri & Sat, 12 - 11 pm	459-4755	http://www.springhousetavern.net/
SUGAR CREEK ICE CREAM		•					@ Tractor Supply Co. Fri & Sat, 2 - 8 pm	465-4400	www.facebook.com/Sugar-Creek-Snowy-Sweet-Co-553297035064991/
THE ITALIAN JOB	•	•	•				Mon - Sun, 11 am - 10 pm	459-7511	Search Facebook for "The Italian Job Pizza"
WOODSTOCK BREWHOUSE		•	•	•	•		Mon - Thurs, 4 - 8 pm Fri - Sun, 11:30 am - 8 pm	459-2739	www.woodstockbrewhouse.com
WOODSTOCK CAFÉ	Wed - Sat 11am - 2pm	•	•	•	•	•	Mon - Sat, 9 am - 3 pm	459-8888	www.woodstockcafeva.com
WOODSTOCK GARDEN CAFÉ		•	•	•	•	•	Mon - Sat, 9 am - 3 pm	459-8226	https://www.woodstockgardencafe.net/

6/10



Temporarily Closed: Ben's Diner, Happenings, Mary's Botanitas, & Woodstock Moose Lodge.

*Restaurants can only offer outdoor and indoor dining at 50% capacity. We encourage you to purchase gift cards.



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SMALL BUSINESS SUPPORT

Restaurant Support

WOODSTOCK'S GREAT TAKE-OUT CHALLENGE EVENT

Take-out & You Could Win!

MAY 18 - 31, 2020



- Purchase food and/or beverage items from any of our locally owned restaurants on FIVE different occasions in the two week period.
- Post photos on Facebook or Instagram of each of the five purchases using #discoverwoodstockva or email pictures to katie.mercer@townofwoodstockva.gov and you will be entered to win one of TWO \$50 gift cards to the locally owned restaurant of your choice.
- Check Woodstock Enhancement Facebook page on Wednesday, June 3, to see if you won!



Woodstock Enhancement



DiscoverWoodstockVA

A PROJECT BY
WE WOODSTOCK
Enhancement



WOODSTOCK

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SMALL BUSINESS SUPPORT

Restaurant Support – Outdoor Heater Loan Program



SMALL BUSINESS SUPPORT

Promotions

**GIVE A SOCIAL MEDIA
SHOUT OUT TO YOUR
Favorite Local Business
& YOU COULD WIN
A \$25 GIFT CARD
REDEEMABLE AT THAT
BUSINESS!**

Ten winners will be announced this
Friday, March 27 at 3:00 pm.

(Courtesy of Woodstock Enhancement)



SMALL BUSINESS SUPPORT

Grant Support

Paycheck Protection Program (PPP)		Economic Injury Disaster Loan (EIDL)
payroll & approved operating expenses	USES	working capital
no collateral required	COLLATERAL	<ul style="list-style-type: none"> no collateral on loans u/\$25K collateral required for loans o/\$25K SBA will take real estate as collateral when available
up to 100% with approval if employee and compensation levels are maintained for 8 weeks after the loan is made	FORGIVENESS	100% of up to \$10K EIDL advance (\$1,000 per employee up to \$10K)
2.5X average monthly payroll for the prior 12 months maximum \$10M	AMOUNT	up to 2 months of operating expenses not to exceed \$15,000
1% on unforgiven portion 2 year fixed income	TERMS	3.75% small businesses 2.75% non-profits 30 year fixed note
no payments for first 6 months	DEFERMENT	no payments for first 12 months
<ul style="list-style-type: none"> all for-profits Sole proprietors & Independent contractor private non-profits 	ELIGIBLE ENTITIES	<ul style="list-style-type: none"> Small business with 500 or fewer employees Sole proprietors & Independent contractor small agriculture coops & aquaculture private non-profits
SBA APPROVED LENDER	APPLY	covid19relief.sba.gov



SHENANDOAH COUNTY IDA SMALL BUSINESS GRANT PROGRAM SUPPORT

33/95 WOODSTOCK GRANTS
\$400,000/\$1.25M
TO WOODSTOCK BUSINESSES



Version 3 - April 10, 2020



WOODSTOCK

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SMALL BUSINESS SUPPORT

Grant Support – Façade RENEW Program + Brick Paver Program



WOODSTOCK

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SMALL BUSINESS SUPPORT

Small Business Meet Ups & Collaboration



Virtual **SMALL BUSINESS MEET-UP'S**

Friday, May 1

10 am, 3 pm, & 6 pm via Zoom

ALL SMALL BUSINESS OWNERS WELCOME TO ATTEND

Email katie.mercer@townofwoodstockva.gov to reserve your spot



WOODSTOCK

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SMALL BUSINESS SUPPORT

Retail Support

WOODSTOCK *Shopping Options*

	PRODUCTS LISTED ONLINE	CALL-IN FOR PICK-UP	DELIVERY	BUSINESS AS USUAL	LIMITED HOURS	CLOSED TEMPORARILY
7 EAST GALLERY						•
BEIDLER'S FURNITURE	•		•	•		
CABIN HILL T'S					•	
CLOTHES CLOSET						•
COMMUNITY THEATRE						•
COOK'S COUNTRY STORE		•	•	•		
DIVINE CONSIGN						•
FINKS' JEWELERS				•		
FORT VALLEY NURSERY	•	•	•	•		
FOUR STAR PRINTING	•			•		
FURRY FRIENDS		•				
LB'S SHOE REPAIR/ THE CARPETBAGGER	•			•		
MOUNTAIN VIEW LANES						•
NATE + MAIN						•
ON SECOND THOUGHT						•
PJ DESIGNS				•		
RADIO SHACK					•	
ROCKINGHAM CO-OP	•	•	•			
SHENANDOAH					•	
SEW AND VAC						•
SHENANDOAH STUFF						•
SHENANDOAH VIDEO AND TAN					•	No Tanning
SPRING HOLLOW ANTIQUES	•					•
SUZANNE'S STUDIO						•
THE PANTRY AT 117	•	•				
THE VIRGINIA FARMHOUSE	•	•			•	
THREE FRENCH HENS						•
THREE MELONS BAKE SHOP	•	•		•		
THREE THIRTY 3 DESIGNS	•			•		
TRAVELERS TREASURES						•
VALLEY FLOWER SHOP	•	•	•	•		
VALLEY TREASURES				•		
WOODSTOCK ANTIQUES AND PAWN				•		

Mother's Day
GIFT GUIDE

Shop Woodstock's locally owned businesses to show Mom you care!

Valentine's Day
GIFT GUIDE

Shop Woodstock's locally owned businesses for that perfect gift for your sweetheart

LOCAL ART HOME DECOR KITCHEN ESSENTIALS FLOWERS & LIVE PLANTS	VINTAGE TREASURES BEER, WINE, & CIDER PERSONAL CARE ITEMS SWEET & SAVORY TREATS
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VISIT OUR WEBSITE FOR GIFTING IDEAS!
www.townofwoodstockva.gov/valentine



You can still support our local retailers who can remain open hosting ten or fewer customers at a time.



COMMUNITY SUPPORT

Bringing Some Hope

PLANT HOPE

Celebrate Arbor Day by planting a free Persimmon seedling, courtesy of the Town of Woodstock Tree Board and Virginia Department of Forestry.

PICK UP LOCATIONS:

Fort Valley Nursery Rockingham Co-Op
 Lowes Tractor Supply Co
 Mowery Orchard Woodstock Town Office

AVAILABLE MONDAY, 4/20 - WEDNESDAY 4/22

#ARBORDAYATHOME



CAN YOU FIND WOODY WOODSTOCK?

1. Find all 20 "Woody Woodstock" Peanuts birds around Town
2. Snap selfies with him at the locations below using #discoverwoodstockva
3. Be first to submit photos at all locations: katie.mercer@townofwoodstockva.gov
4. Win a Town of Woodstock swag bag!

Court Square
 Dog Park/Fairview Park (2)
 Downtown Parking Lot
 Fort Valley Nursery
 Indian Springs Wetland
 LOVEworks @ MMA
 M&R Mart Memorial Garden
 PACMan/Rock Man Sculpture
 Riverview Park

Seven Bends State Park, Lupton side
 W.O. Riley Park Playground
 W.O. Riley Park Pool
 W.O. Riley Park Willow Arch
 Woodstock Brewhouse
 Woodstock Café/ Happenings
 Woodstock Police Department
 Woodstock Public Works
 Woodstock Town Office (2)

Woodstock Enhancement

DiscoverWoodstockVA



KIDS ROC SCAVENGER HUNT May 22-25 FOR CHILDREN YOUNG AND OLD!

Venture around Town in search of the historic and modern sites below for your chance to win TWO \$50 gift cards to use at your favorite locally owned Woodstock business!

Official Location Clues List

Chalk about how you will change the world at our park on the top of the hill.	Ring-a-ling! Sound the alarm using an old school way to alert the town of a fire.	This large war weapon can be found by a long row of flags at a place where cadets line up every day.	Pay respect those who have gone before us but don't hit a baseball or softball onto their turf!
Find a tip from Mrs. Eleanor Roosevelt near a place where cars play red light - green light.	Do you see the sign? African American history on our most worshipful street.	Mable Lee's three lettered house where college ladies come to visit.	On a memorial wall in downtown Woodstock, find a Veteran with a last name you recognize.
Find a sign that shows how many years the Town (not City) of Woodstock has proudly declared our belief in the importance of planting and nurturing trees.	A special garden dedicated to a lady who loved the outdoors with a place to sit and watch the plants grow. Soak in those peaceful vibes and find a small statue.		

EMAIL ALL TEN PHOTOS TO
 KATIE.MERCER@TOWNOFWOODSTOCKVA.GOV
 OR POST TO FACEBOOK OR INSTAGRAM USING
 #DISCOVERWOODSTOCKVA TO ENTER.

A PROJECT BY
WE WOODSTOCK
Enhancement



MOVING FORWARD: FY 2022 BUDGET SEASON



- Staff team support
 - Employee recognition and rest as essential to prevent burnout
 - Virtual learning stipend for employees who had to shift quickly to find childcare/educational institutions for their dependents
 - Additional 599 funds for LEOs – deposited for towns and cities
- Revenue projections are looking better than originally anticipated, but still below FY 2020 (and previous budget years)
 - Real/Personal Property – collected more of the balance YTD than this time last year (not delaying collection has benefited the Town)
 - Other Local Taxes – above projection, below pre-COVID levels
 - Water & Sewer Consumption – below pre-COVID levels and 3 year avg.
 - System Development Charges – well above projection due to continued real estate development
- Looking forward to a FY 2021 budget amendment (Due to some CARES Act Funding)
- Releasing marketing [videos](#) now through spring

MOVING FORWARD

Lessons Learned



- Elected officials' strategic, yet difficult decisions assisted in maintaining appropriate revenues to remain fiscally sound
- Investment of financial and human resources into economic development is essential
 - Small business support
 - Continued/enhanced marketing
 - Continued financial incentives by the EDA – Tourism Zone + Façade RENEW
 - Continued public realm improvements to bring about pride in community
- Understanding your locality's financial structural deficiencies and communicating to elected officials
- Supporting those who are doing the work for your locality is essential