



Agenda
Page County Board of Supervisors
Work Session
Board of Supervisors Room – 103 South Court Street, Luray
October 4, 2016 – 7:00 p.m.

Call to Order

- Pledge of Allegiance
- Invocation

VDOT Update

Don Komara

TOT Request from Page Valley Cycling

Chris Gould (p. 2)

Economic Development Update

Stephanie Lillard

Festival Ordinance Discussion/Adoption

Amity Moler (p. 8)

Discussion of Parking at the Vo-Tech Center

Chairman Woodward

Adjourn

Mission Statement

To provide essential and desired services to all Page County citizens through an open and responsive decision making process that values ethical conduct, fiscal responsibility, professional expertise, regional collaboration and proactive stewardship.

Dept: Page Valley Cycling

Budget Transmittal Memorandum

Date Received: 2-8-16

Received By: Benjamin W. Blevins

Form Number	Current Amount	FY 17 Request	Form Description
1	\$5,000	\$7,000	Narrative
2			Purchased Goods and Services

Expenditure Budget Requests Total: 7,000

Submitted By: Chris Gould
(signature)

**Please return no later than January 15, 2016

Finance Department
Attention: Ben Blevins
103 S. Court St., Suite F
Luray, VA 22835

Departmental Narrative

PAGE VALLEY CYCLING

*The purpose of this form is to provide the Board of Supervisors with the necessary information to evaluate your organization's request for funds.

I Is your organization recognized by the IRS as a 501c3 tax exempt organization?

YES

II Please provide a detailed summary of how your organization spends the County's contribution.

Marketing & Promotional

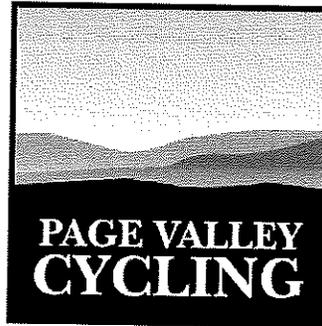
PCG Century Website Maintenance	-500
Online Advertisement	-2,500.00
Direct Mail Pieces	-4,000.00

III What would be the impact on your organization and the citizens of Page County if your request is not funded?

We hope to expand on the income generated in the county for local businesses by promoting our events to visiting bike racers, as explained in the attached document. Without the generous support of the county, we will be unable to provide the marketing necessary to encourage more racers to come and participate in our events, and thus jeopardize our goal of bringing in even more bike racers. Last year, visiting racers spent between \$215-\$230 thousand on food, merchandize, and lodging.

IV Does the County have a legal obligation to fund your request?
If yes, is a formula (such as a certain amount times population) used to determine the required amount?

NO



To: Government of Page County
From: Christopher Gould, Page Valley Cycling
Date: February 7, 2016
RE: FY 2017 Grant Application for Page Valley Cycling

For the 2016 racing season, Page Valley Cycling is once again seeking funding assistance to market its events to wider audiences regionally and nationwide.

About Page Valley Cycling:

The year 2016 will be Page Valley Cycling's ninth year producing high-quality bicycle races and rides throughout Page County, from Shenandoah to Stanley; to Luray and Rileyville. These events bring an increasing number of participants annually representing a lucrative demographic to the county's economy. By including hand-crafted trophies made by local artists and local products as prizes, our events are designed with a sense of pride in our location between the Blue Ridge and Massanutten. Further, our post-race survey data shows that this local touch keeps the bike racers coming back, not only for our events, but also to enjoy the natural beauty of Page County throughout the year.

Page Valley Cycling is run entirely by volunteers. None of our staff, including the Race Director, are monetarily compensated for their time and efforts; and save for seed money reserved for future events, revenue is provided to local charities such as Choices of Page County.

Our plans this year include Tour of Page County Stage Race, which is an entire weekend of racing held April 22-24; Shenandoah Race Weekend, including a time trial and an event at Shenandoah Speedway on June 25-26; Page Valley Road Race near Stanley on July 30; and the Page County Grown Century on October 15. A date for the annual Luray Caverns CX has not yet been set.

Economic Impact:

Our post-race surveys indicate that our events continue the trend of generating an ever-increasing positive financial impact on the local economy.

- A total of about 1,900 people, including 850 bike racers, came to Page County for Page Valley Cycling's summer road racing events. This is up by about 250 visitors from last year. Of these, about 69% spent a night or more than one night in the area, spending money on lodging, food, and merchandise (up by about 5% from last year).
- Between \$215 and \$230 thousand was spent on food, merchandise, and lodging in Page County by race participants and friends over the weekends of our summer racing events. This amount surpasses previous years (about \$205 thousand in 2014 and \$200 thousand in 2013). Race organizers also strive to maximize the amount of money spent locally in support of the race, such as volunteer food and prizes for the racers.
- Of the participants, 90% said they would come back to Page County for reasons other than a bike race, which is about the same as last year.

2015 Season Budget:

The attached report provides a line-by-line report of Page Valley Cycling's expenses in 2015 by category. The categories for which we utilized Page County's grant assistance of \$5 thousand are highlighted in yellow. As you can see, we spent \$7,750 for marketing and promotions, and thus sought the additional \$2,750 from other income sources.

Funding Request:

For the costs of marketing its racing events, Page Valley Cycling is seeking \$7 thousand to fund website maintenance for the century, direct mail pieces, and advertisements.

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Contact Information:

Page Valley Cycling
c/o Christopher Gould
245 West Juniper Lane
Stanley, VA 22851
540-778-2973 or 202-365-0186

2016 PAGE VALLEY CYCLING BUDGET PLAN

General Expenses

USAC Fees	-5,000.00
USAC Officials	-10,000.00
Officials Housing	-3,000.00
ToPC Tee shirts	-2,500.00
Prizes	-10,500.00
Volunteer Food/Expenses	-1,500.00
Timing Service	-9,000.00
Porta-johns	-2,000.00
Miscellaneous Supplies	-7,000.00
Sheriff's Department Fees	-2,000.00

Marketing & Promotional

PCG Century Website Maintenance	-500.00
Online Advertisement	-2,500.00
Direct Mail Pieces	-4,000.00

Race Income/Reimbursement

Tour of Page County	29,000.00
Shenandoah Time Trial	5,000.00
Shenandoah Speedway Criterium	6,000.00
Page Valley Road Race	16,000.00
MABRA Timing Service Reimbursement	2,000.00
VACA Reimbursement	1,000.00
Page County Tourism Grant	7,000.00
Commercial Sponsorships	5,000.00
Merchandise Sales at Events	1,000.00

Charitable Contributions

Choices	-9,000.00
Rescue Squads	-1,500.00
PCHS	-400
LHS	-400

Total Income	72,000.00	
Total Expenses		-70,800.00

2015 PAGE VALLEY CYCLING BUDGET

	Planned	Actual
General Expenses		
USAC Fees	-3,500.00	-4,425.00
USAC Officials	-8,000.00	-7,287.00
Officials Housing	-1,800.00	-2,255.00
ToPC Tee shirst	-2,500.00	-3,400.00
Prizes	-10,500.00	13,584.00
Volunteer Food/Expenses	-1,500.00	-2,036.00
Timing Service	-10,000.00	-8,248.00
Porta-johns	-1,500.00	-2,300.00
Miscellaneous Fees		-250.00
Miscellaneous Supplies	-6,000.00	-8,500.00
Sheriff's Department Fees	-1,500.00	-2,655.00
Page County Grown Century Expenses		-1,000.00
Marketing & Promotional		
PCG Century Website Development	-2,500.00	-2,250.00
Online Advertisement	-1,000.00	-2,000.00
Direct Mail Pieces	-4,000.00	-3,500.00
Race Income/Reimbursement		
Tour of Page County	25,000	26,221.00
Shenandoah Time Trial	5,000.00	6,785.00
Shenandoah Speedway Criterium	6,000	7,829.00
Page Valley Road Race	14,000	14,290.00
Luray Caverns CX		4,700.00
Page County Grown Century		1,250.00
MABRA Timing Service Reimbursement	3,000	2,500.00
VACA Reimbursemet	1,000	1,000.00
Page County Tourism Grant	5,000	5,000.00
Commercial Sponsorships	5,000	4,500.00
Merchandise Sales at Events	1,000	1,500.00
Charitable Contributions		
Choices	-7,000.00	-9,000.00
Rescue Squads	-2,000.00	-1,000.00
PCHS	-500	-300
LHS	-500	-300
Shenandoah Heritage Center		-450
Total Income	65,000.00	75,575.00
Total Expenses	-64,300.00	-74,740.00



COUNTY OF PAGE

103 South Court Street, Suite F
Luray, Virginia 22835
(540) 743-4142
Fax: (540) 743-4533

Board of Supervisors:

Johnny Woodward – Chairman – At- Large
D. Keith Guzy, Jr. – District 1
David Wiatrowski – District 2
Mark Stroupe – District 3
Larry Foltz – District 4
Dorothy F. Pendley – District 5

County Administrator:

Amity Moler

TO: Chairman Woodward and Board of Supervisors
FROM: Amity Moler, County Administrator
SUBJECT: Proposed Festival Ordinance Amendment
DATE: September 30, 2016

SUMMARY:

Chapter 55 of the Page County Code addresses Festivals for the purpose of conducting music or entertainment festivals in open spaces. Throughout the past several years, the County has received special entertainment permit applications for various festivals, which the Board has approved. Upon review and working more with the ordinance, staff felt that minor amendments to the existing ordinance would better clarify the permit process to the applicant and staff.

RECOMMENDATION:

Staff recommends the Board adopt the ordinance amendments.

BACKGROUND:

As more and more music and entertainment festivals are occurring in the County, individuals must make application for a special entertainment permit, which requires Board approval. The ordinance currently outlines when the application is to be received by staff in order to be acted on by the Board, within a specified timeframe, as well as how the Board is to receive the application. Staff is recommending amendments to the ordinance as red-lined in Attachment 1 to clarify the process. Entertainment permits have been issued for Doah Fest, Shensara, Town of Luray (End of Summer Luau), Town of Stanley (Labor Day Fest), Marlow Ford (Customer Appreciation Day & Cruise-in/Car Show), and VFW Bluegrass Festival.

UPDATE:

The Board held a public hearing on the proposed amendments at their September 20th meeting. During the hearing, it was suggested that the Towns be exempt from having to obtain a permit as long as the festival is held on Town owned property. In these cases, the Towns are already permitted by the Health Department to provide food. In addition, since it is Town property, the Town Police Department will patrol the premises to ensure public safety, since they have jurisdiction on property they own. Therefore, § 55-3(A) was revised to exempt Towns from having to obtain a permit altogether.

Another issue that was raised during the hearing was the age limit of persons attending the festivals. This Section [55-7] was deleted in its entirety. The remaining highlighted amendments are minor in nature.

As a result of the public hearing, additional draft amendments to the Ordinance have been provided under Attachment 1 and are highlighted in yellow.

ISSUES:

N/A

MOTION:

I move to adopt the Ordinance to Amend Chapter 55 (Festivals) of the Page County Code.

ATTACHMENTS:

1. Proposed Festival Ordinance Amendments Red-Lined

The following Code does not display images or complicated formatting. Codes should be viewed online. This tool is only meant for editing.

Chapter 55

Festivals

[HISTORY: Adopted by the Board of Supervisors of the County of Page 2-11-1980 as Ch. 3 of the 1980 Code of the County of Page. Amendments noted where applicable.]

GENERAL REFERENCES

Noise — See Ch. 81.

Peddling and soliciting — See Ch. 91.

§ 55-1 Purpose.

[Amended 12-15-2009]

This chapter is enacted pursuant to § ~~15.2-1200~~~~15.1-510~~ of the Code of Virginia for the purpose of providing necessary regulation for the conducting of musical or entertainment festivals conducted in open spaces not within an enclosed structure and of any gathering or groups of individuals for the purpose of listening to or participating in entertainment conducted in open spaces not within an enclosed structure in the interest of the public health, safety and welfare of the citizens and inhabitants of Page County.

§ 55-2 Definitions.

When used in this chapter, the following words shall have the following meanings:

BOARD

The Board of Supervisors of Page County, Virginia.

ENTERTAINMENT FESTIVAL

Any gathering of groups or individuals for the purpose of observing or participating in entertainment conducted in open spaces not within an enclosed structure.

[Amended 12-15-2009]

§ 55-3 Permit required; application.

- A. No persons, firm, corporation or partnership shall stage, promote or conduct any entertainment festival in the unincorporated areas of Page County unless there shall have been first obtained from the Board a special entertainment permit for said festival. Any festival held on Town owned and/or maintained property, even if not geographically located in the Town's corporation limits, shall be exempt from this ordinance. **[Amended 12-15-2009]**
- B. Application for such special entertainment permits shall be in writing on forms provided for the purpose and filed ~~in duplicate~~ with the Clerk of the Board or designee at least ~~45~~~~30~~ days before the date of such festival ~~and 21 days prior to a meeting of said Board~~. Such applications shall have attached thereto and made a part thereof the plans, statements, approvals and other documents required by this chapter. ~~A copy of such applications shall be sent by certified mail by the Clerk to each member of the Board the day such applications are filed.~~
- C. The Board shall act on such applications provided the application meets the conditions set forth herein within 10 days from the filing of the same. If granted, the permit shall be issued, in writing,

on a form for the purpose and mailed by the Clerk to the applicant at the address indicated. If denied, the refusal shall be in writing and the reasons for such denial stated therein and mailed by the Clerk to the applicant at the address indicated.

§ 55-4 Conditions of issuance.

Such permit shall not be issued unless the following conditions are met and the following plans, statements and approvals submitted to the Board with the application:

- A. A copy of the ticket or badge of admission to said festival, containing the date or dates and time or times of said festival, together with a statement by the applicant of the total number of tickets to be offered for sale and the best reasonable estimate by the applicant of the number of persons expected to be in attendance.
- B. A statement of the name and address of the promoters of the festival, ~~the financial backing of the festival~~ and the names of all persons or groups who will perform at said festival.
- C. A statement of the location of the proposed festival, the name and address of the owner of the property on which said festival is to be held and the nature and interest of the applicant therein.
- D. A plan for adequate sanitation facilities and garbage, trash and sewage disposal for persons at the festival. This plan shall meet the requirements of all state and local statutes, ordinances and regulations and shall be approved by the County Health Officer.
- E. A plan for providing food, water and lodging for the persons at the festival. This plan shall meet the requirements of all state and local statutes, ordinances and regulations and shall be approved by the County Health Officer.
- F. A plan for adequate medical facilities for persons at the festival approved by the County Health Officer.
- G. A plan for adequate parking facilities, traffic control and safe access in and around the festival area approved by the Sheriff. **[Amended 12-15-2009]**
- H. A plan for adequate fire protection. This plan shall meet the requirements of all state and local statutes, ordinances and regulations and shall be approved by the County Emergency Manager~~County Forest Warden~~.
- I. A statement specifying whether any outdoor lights or lighting is to be utilized and, if so, a plan showing the location of such lights and shielding devices or other equipment to prevent unreasonable glow beyond the property on which the festival is located.
- J. A statement that no music or other sound shall be created, either by mechanical device or live performance, in such a manner that the sound emanating therefrom shall be unreasonably audible beyond the property on which the festival is located. **[Amended 12-15-2009]**

§ 55-5 Permission for Board to enter premises; revocation.

No permits which are not assignable or transferable shall be issued under this chapter unless the applicant shall furnish to the Board written permission for the Board, its lawful agents or duly constituted law enforcement officers to go upon the property at any time for the purpose of determining compliance with the provisions of this chapter. The Board shall have the right to revoke any permit issued under this chapter upon noncompliance with any of its provisions and conditions.

§ 55-6 Time limit.

Music shall not be rendered nor entertainment provided for more than eight hours in any twenty-four-hour period, such twenty-four-hour periods to be measured from the beginning of the first performance at said festival.

§ 55-7 Age limit.

~~No person under the age of 18 years of age shall be admitted to any festival unless accompanied by a parent or guardian, the parent or guardian to remain with said person at all times.~~

§ 55-78 Violations and penalties.

[Amended 12-12-1994]

Any person, firm, ~~or~~ corporation **or partnership** who or which violates any provision of this chapter shall be guilty of a misdemeanor and, upon conviction thereof, shall be punished by a fine not exceeding \$2,500 or by confinement in jail not exceeding 12 months, or by both such fine and imprisonment. Each violation shall constitute a separate offense. The Board may bring suit in the Circuit Court of Page County to restrain, enjoin or otherwise prevent violation of this chapter.

§ 55-89 Construal of provisions.

The provisions of this chapter shall be liberally construed in order to effectively carry out the purpose of this chapter in the interest of the public health, welfare and safety of the citizens and residents of Page County.