



## MEMORANDUM

**TO:** Mayor Greenlaw and Members of City Council  
**FROM:** Beverly R. Cameron, City Manager  
**DATE:** July 1, 2013  
**SUBJECT:** City Manager's Update

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Highlights of major activities and other notable developments:

***Small Business Administration Honors Fredericksburg and ILM*** - On June 24, the U.S. Small Business Administration Richmond District office held the 2013 Virginia Small Business Week Awards Luncheon. The ceremony opened with remarks by U.S. Senators Timothy Kaine and Mark Warner. City Manager Beverly Cameron, Councilor Kerry Devine, and Economic Development and Tourism's Richard Tremblay accepted the 2013 Small Business Community of the Year Award presented to the city. Jason Cohen, president of ILM Corporation, received the event's featured award as Small Business Person of the Year. Mr. Cohen was also honored at the SBA's National Small Business Week Awards ceremony held June 21 in Washington, DC. Jayne Armstrong, SBA Richmond District Director, and Natalia Olson-Urtecho, SBA Mid-Atlantic Regional Administrator, presented the winners with unique awards created by Virginia artisans.



*2013 Small Business Community of the Year Award*

***Economic Development and Tourism Creates Facebook Page*** - The Department of Economic Development and Tourism has created a [Facebook fan page](#) to promote the City of Fredericksburg. Events, marketing materials, awards and honors are now featured on the page with updates occurring weekly. Please click "like" on the economic development page so we may grow connections and keep fans up to date on what the city can offer the business community! Social media has become one of the most effective marketing strategies in today's world. Facilitating the most popular social networking platform provides an advantage of reaching people and businesses throughout the region, state and even worldwide.

***EDA Completes Lafayette Boulevard Site & Façade Assessment*** - Frazier Associates recently completed its third "fresh eyes" streetscape condition assessment of the downtown area, this time of Lafayette Boulevard from Sophia Street to the Blue & Gray Parkway. This follows the Frazier assessments of the Main Street district in 2011 and the Princess Anne Street Gateway in April. The [report](#) was presented to the EDA at its June 10 meeting and at the June 11 Lafayette Boulevard Property Owners and Businesses meeting.

The 88-property assessment will serve as a guide to property owners and businesses seeking to improve the appearance of their buildings and sites and to the EDA in the execution of its [façade improvement matching grant program](#). Of particular interest at the end of the report are the demonstration plans for Roxbury Mills and the former City Welding property.

***Fredericksburg Now a Designated Virginia Main Street Community*** - On June 5, Governor Bob McDonnell announced Fredericksburg's designation as the 26<sup>th</sup> Virginia Main Street community. This important designation comes on the heels of the EDA's leadership on the effort beginning in 2011, followed by the hard work and dedication of the Fredericksburg Main Street Initiative organizers. The Virginia Main Street staff will soon begin working with the organizers and city representatives to deliver the many services that are part of this national program, including technical assistance with economic restructuring strategies, design, promotion and organization. The City Council has committed \$70,000 and the EDA \$35,000 to the FMSI in FY 2014.

***CPR and AED Training*** - The city's Safety Office, in cooperation with the Fire Department and Mary Washington Hospital, has kicked off the 2013 CPR and AED training program for all city employees. The program was initiated in 2011 and resulted in 96% of all city employees being successfully trained in these life saving techniques. As required by the American Heart Association, the training must be completed every two years.

The Departments of Public Works, Economic Development, and Parks and Recreation, along with the Sheriff's Office and the Police and Fire Departments have already begun training employees for this year's campaign. It is anticipated that all CPR/AED training for staff will be completed by October 2013. Additionally, the Fire Department

continues to provide many city buildings, police patrol vehicles and sheriff's vehicles with portable AED devices that are regularly inspected and ready for use should the need arise.

***Virginia Enterprise Zone Application Filed*** - On June 28, the Department of Economic Development and Tourism submitted the city's application for the 2014 Virginia Enterprise Zone Designation. Selection of the four successful statewide applications will be announced by the Virginia Department of Housing and Community Development in September. If approved, the program will make available, over a ten year period, state incentive grants for job creators and building developers, along with targeted city incentives for businesses and projects in the city's three proposed enterprise zones: the downtown district, Celebrate Virginia South and Fredericksburg Battlefield Industrial Park.

***Marketing Fredericksburg*** - Economic Development and Tourism staff had a busy June attending the following tradeshows:

- Travel Alliance Partners, which targeted 31 domestic tour operators
- International Pow Wow, which attracted 12 British, German and Australian operators interested in the Civil War
- Reunion Friendly Network, where staff met with fourteen military planners
- The Collaborate show, which brings together a variety of meeting planners, staff met with 24 companies

***Storm Damage*** - The Park Maintenance Division has been busy cleaning up damage from the tornado that touched down in the city on April 19. Smith Run Trail, the Canal Path, Old Mill Park, Hurkamp Park, Memorial Park, and Maury Playground all experienced tree damage, while the tennis courts at Memorial Park also had fence damage.

***Restrooms at Motts Run Reservoir*** - By the July 4 holiday, the temporary restrooms that had been located at Riverfront Park will be in operation at Motts Run Reservoir Park. The well supplying water to the restrooms is expected to be complete on or about July 1.

***Parks and Rec Summer Camps*** - The city's summer nature day camps are all filled and staffed with outstanding new adult instructors and youth volunteers. The first week of Camp Wildwood's 20<sup>th</sup> season has already kicked off! Parks and Recreation will host six sessions of Camp Wildwood at Motts Run, four sessions of Camp Hideaway at Alum Spring Park, and one session of the Teen Adventure Camp at Motts Run and on the Rappahannock River.

***Family Programs*** - Summer is a great time for the city's family programs. Parks and Recreation has "Stars, Stories, and S'mores" and a number of "Sunset Canoe Floats" planned for a lovely time to greet the lush, humid wonders of nature. In addition, there will be a private "Father/Daughter Canoe Float", "Fishing Adventures" led by Virginia Fishing Adventures, and a few other exciting canoe programs. "Stargazing in the Park," hosted by the local astronomer Myron Wasiuta, will continue through the summer at

Motts Run Reservoir. Details of these and other programs can be found in the [summer catalogue](#).

***At-Risk Youth Programs*** - The Parks and Recreation Department's two year grant for environmental education with at-risk youth, hosted in conjunction with Friends of the Rappahannock, is nearing an end. Department staff hopes to gain an extension of the grant as the program has been a fabulous experience for both the participating youth and the instructors. Several events are planned this summer with teens from Stafford Junction and the Chaplain Youth Center.

***Camp Crime Fighters*** - The Police Department hosted its first ever "Camp Crime Fighters" on June 17-21, staffed by community police officers and several teenage volunteers. Eleven campers participated in fun activities that ranged from fishing at Motts Run and rappelling down the PD's tower to investigating a crime scene using forensic analysis. The campers also learned self-defense techniques and how to deal with bullying and "stranger danger". The camp was funded by donations from local businesses, the Village of Idlewild HOA, and Ms. Doris Buffett. A second camp session will be held July 15-19 with 22 campers scheduled to attend.

