



APPROVED MINUTES

Industrial Development Authority of the County of Prince William

SPECIAL MEETING

Monday, November 15, 2021

A Special Meeting of the Industrial Development Authority of the County of Prince William was held via Zoom Meeting Video Conferencing. Members of the public had the opportunity to participate. The meeting was called to order by the Chairman at 6:30pm.

Present were: Patrick O’Leary, Chairman
 Lorna Wallen, Vice Chairman
 Dexter Montgomery, Secretary/Treasurer
 Andrew Taylor, Assistant Secretary/Treasurer
 Harry Horning
 Cheryl Kenny
 Terence Battle

Absent were: None were absent.

Donna Flory and Scarlett Barbee attended in order to provide administrative support.

Several members of the Prince William County Department of Economic Development (DED) team participated, including, Christina Winn, Executive Director; Tom Flynn, Deputy Director; Nikki Smith, Policy and Incentives Director; Debi Roder, Business Development Manager for Life Sciences; and Clarice Grove, Small Business Development Manager.

PLEDGE OF ALLEGIANCE

CITIZEN’S TIME: No citizens were present.

NEW BUSINESS:

- Authorize a Performance Agreement by and between the Prince William Board of County Supervisors and the Industrial Development Authority of the County of Prince William for up to \$10,000,000 from the COVID-19 Response Special Revenue Fund to Implement the Restore Retail and Lift Up Lodging Grant Programs** – Clarice Grove, Small Business Development Manager, PWC Department of Economic Development, provided a PowerPoint presentation outlining the Restore Retail and Lift Up Lodging Grant Programs. The Restore Retail program provides a total of \$6 million in three, specific grant amounts, based on the square footage of the retail business. The Restore Retail grant amounts and types of eligible businesses are detailed in the slide below:

Restore Retail Grant 

Grant Sizes:

| Commercial Real Estate | Business Size | Grant Level (per establishment) |
|----------------------------|------------------|---------------------------------|
| Large Storefront | 10,001-25,000 SF | \$25,000 |
| Storefront | 500-10,000 SF | \$15,000 |
| Mall Cart/Kiosk/Food Truck | Less than 500 SF | \$5,000 |

Industry Sectors:

| Arts, Entertainment, Recreation | Child Enrichment | Personal Services (non-healthcare) | Restaurants, Food Services | Retail (non e-commerce or web based) |
|---|---|------------------------------------|-----------------------------|--|
| Historical Site | Daycare | Nail Salon/Spa | Restaurant | Storefront |
| Indoor Recreation (Laser Tag, Escape Rooms, etc.) | Preschool | Hair Salon/Barber | Brewery, Winery, Distillery | Mall Cart/Kiosk (Potomac Mills or Manassas Mall) |
| Wedding & Event Venues | Programing (Martial Arts, Dance, Music) | Massage Therapy | Caterer | |
| Entertainment | | Gyms, Yoga, Fitness Studio | Food Truck | |
| | | Dry-cleaning | Agritourism Facilities | |

Large Entertainment Venue:

- Venues with capacity of more than 1,100 permanent seats are eligible for a \$50,000 grant. This grant is targeted towards businesses within Prince William County that could not access the Federal Shuttered Venue Operators Grant (SVOG).

The County is focusing assistance to the types of businesses that were significantly impacted during the Covid-19 related closings. While some businesses were able to meet with clients over Zoom or other technology, many retail and tourism related businesses had to close altogether for a period of time. The County is aware that many businesses are continuing to have difficulty making rent or mortgage payments, some of which have been deferred, but are now coming due. Ms. Grove gave examples of businesses in each category. Large storefronts, eligible for \$25,000, include businesses such as ZavaZone at Potomac Mills and several large childcare facilities in the County. Standard storefronts, eligible for \$15,000, include nail salons, hair salons, and gyms. Mall kiosks and food trucks are eligible for \$5,000. A fourth category for large entertainment venues was created to assist businesses like Jiffy Lube Live's Concert Amphitheater. Ms. Grove anticipates that 400 to 500 businesses will apply for the Restore Retail grants, with the majority being in the middle tier, eligible for \$15,000 grants.

Nikki Smith, Policy and Incentives Director, PWC Department of Economic Development, discussed the Lift Up Lodging program that provides \$4 million in total assistance to the County's lodging establishments. Hotels, Motels, and Inns that were substantially impacted in 2020 continue to face financial struggles in 2021, particularly those that previously saw a large number of government travelers. There are 49 lodging establishments in the County. The largest hotel has 172 rooms, and the smallest establishment has 55 rooms. The Lift Up Lodging Grant will provide each establishment with \$750 per lodging room. This amount is based on research across other Northern Virginia jurisdictions and the amount of funding available. Applications for this grant will be made available in late November or early December. Funds can be used for payroll, rent, and other operating expenses but cannot be used for delinquent taxes. If the recipient closes its business within three months of receiving the grant, or leaves the County within one year, the funds must be returned to the County, which will return the funds to the Commonwealth. Ms. Smith and Donna Flory recently made adjustments to the grant distribution process to ensure efficient distribution of the funds.

- 2) ***Authorize a Performance Agreement by and between the Prince William Board of County Supervisors and the Industrial Development Authority of the County of Prince William for up to \$500,000 from the COVID-19 Response Special Revenue Fund to Implement the Ignite 2.0 Startup Grant Program for High-Growth Startup Businesses*** – Debi Roder, Business Development Manager for Life Sciences, PWC Department of Economic Development, provided a PowerPoint presentation on the IGNITE 2.0 Grants. In this round, grants will be awarded to start-ups formed within the County or those who move to the County from outside of Virginia. Businesses currently located in other counties within Virginia will not be eligible. In the first round of the Ignite program, 10 start-up companies received grants out of 83 applicants. The second round will award grants to three categories of start-up companies. Grant A gives priority to four finalist companies from the original application round that will be eligible for the 2.0 Grants if they are approved through the vetting process. Grant B will be a technology transfer grant that offers \$25,000 to eligible technology businesses vetted through the County's process, including its financial consultant. Grant C is a pilot program where DED personnel will work with a professor at George Mason University's Science Tech Campus to fund student entrepreneurship grants. Five to ten technology students will partner with a team member from the School of Business to create a business plan, with the goal of commercialization. Each approved student-led team will be awarded a \$5,000 grant to cover the costs of experiments and equipment. To minimize risk, there is a five-step vetting process, including vetting by the County's consultant from ExoVenture Associates. Grants A and B require companies to sign a Tri-Party Performance Agreement and sign a lease prior to receiving funding. In addition, companies must stay in the County for three years following receipt of funding. For Grant C, a lease will not be required for these very early-stage companies that are already intricately involved with George Mason University. The County is also interested in partnering with Northern Virginia Community College on these grants.

The Restore Retail, Lift Up Lodging, and IGNITE 2.0 grants were approved by the Prince William Board of County Supervisors at its November 9, 2021 meeting.

Following these presentations, Lorna Wallen made a motion to approve a Performance Agreement by and between the Prince William Board of County Supervisors and the Industrial Development Authority of the County of Prince William for up to \$10,000,000 from the COVID-19 Response Special Revenue Fund to Implement the Restore Retail and Lift Up Lodging Grant Programs. Andrew Taylor seconded the motion and it passed unanimously with Pat O’Leary, Lorna Wallen, Dexter Montgomery, Andrew Taylor, Harry Horning, Cheryl Kenny, and Terence Battle each voting aye. (Motion passed, 7 ayes, 0 nays, 0 abstentions)

Following the vote, Andrew Taylor made a motion to approve a Performance Agreement by and between the Prince William Board of County Supervisors and the Industrial Development Authority of the County of Prince William for up to \$500,000 from the COVID-19 Response Special Revenue Fund to Implement the Ignite 2.0 Startup Grant Program for High-Growth Startup Businesses. Cheryl Kenny seconded the motion and it passed unanimously with Pat O’Leary, Lorna Wallen, Dexter Montgomery, Andrew Taylor, Harry Horning, Cheryl Kenny, and Terence Battle each voting aye. (Motion passed, 7 ayes, 0 nays, 0 abstentions)

The Department of Economic Development will provide the Performance Agreements to the IDA Chairman and Secretary/Treasurer for signature.

As a final order of business, Dexter Montgomery made a motion to approve payment of \$140.00 to Deem Printing, Inc., utilizing FVCbank’s Bill Pay Service, for the IDA’s recent order of 700 business cards. Andrew Taylor seconded the motion, which passed unanimously with Pat O’Leary, Lorna Wallen, Dexter Montgomery, Andrew Taylor, Harry Horning, Cheryl Kenny, and Terence Battle each voting aye. (Motion passed, 7 ayes, 0 nays, 0 abstentions)

The IDA’s auditor, Robinson, Farmer, Cox, will conduct fieldwork on November 19, 2021 for the IDA’s FY20-21 audit.

Scarlett Barbee will forward a copy of the slides from DED’s presentation to IDA members.

OTHER MATTERS TO COME BEFORE THE AUTHORITY/INDIVIDUAL MEMBERS TIME:

The next regular meeting of the IDA is scheduled for Monday, December 6, 2021 via ZOOM Video Conferencing.

There being no further business to come before the IDA, the meeting was adjourned at 7:15pm on the motion of Lorna Wallen, seconded by Cheryl Kenny.

APPROVED: December 6, 2021