



Southwest Virginia Cultural Heritage Foundation Board of Trustees

Thursday, September 16, 2021 | 1:00 p.m.

IN PERSON

Cultural Center | 1 Heartwood Circle Abingdon, VA 24201

CALL IN

1-646-558-8656 | Passcode: 2021

AGENDA

1. Call to Order and Welcome – Delegate James W Morefield, Chair
2. Roll Call – Kim Davis, Secretary
3. Determination of a Quorum – Kim Davis, Secretary
4. Public Comment Period
5. Financial Report – Kim Davis & Krystal Mosley
6. New Business:
 - Consent Agenda – Delegate James W Morefield, Chair
 - Approval of Minutes from June 2021

 - People Inc / Cultural Center Agreement – Erik Johnston
7. Executive Director Report – Kim Davis
8. Virginia Tourism Corporation Update – Rita McClenny
 - Virginia Tourism Recovery Program
9. Project Highlights
 - SWVA Marketing Update – Chad Thompson
 - Cultural Center Maintenance Update – Tina Murray
10. Partner Organization Reports:
 - 'Round the Mountain – Ellen Reynolds
 - The Crooked Road – Dylan Locke, Carrie Beck
11. Approval of next board meeting date – Delegate James W Morefield, Chair
 - Thursday, December 9, 2021
12. Adjournment - Delegate James W Morefield, Chair



Southwest Virginia Cultural Heritage Foundation Board of Trustees

Due to the Governor's Declared State of Emergency due to COVID-19, it is impracticable and unsafe for the Board of the Southwest Virginia Cultural Heritage Foundation to assemble in a single location, so the Board meeting and public hearing will be held electronically, by video conference and telephone options, pursuant to 2020 Amendments to the 2020 Appropriation Act. The purpose of the meeting is to discuss or transact the business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purposes, duties, and responsibilities. The public is welcome to use the link and phone number options made available by staff to attend the meeting electronically. The Board will make available a recording or transcript of the meeting on its [website](#) in accordance with the timeframes established in Sections 2.2-3707 and 2.2-3701.1 of the Code of Virginia.

Minutes

Call to Order

Delegate James W Morefield, Chair, called the meeting to order and gave welcome at 1:02 p.m.

Jenna Wagner conducted roll call at 1:02 p.m. Quorum was not met at the beginning of the meeting.

This meeting is being recorded.

Trustees in attendance:

Senator Todd Pillion
Delegate James W Morefield, Chair
Delegate Chris Hurst
Kevin Byrd – joined after roll call
Duane Miller
James Morani – joined after roll call
Robyn Raines
Amanda Pillion
Dr. Adam Hutchison
Larry Yates
Erik Johnston
Becky Nave (for Rita McClenny)

Quorum was not met as of 1:06 p.m.

Guests in attendance:

Fred Ramey – City of Norton
Chris McKlarney – Giles County
Matt Weaver – Virginia Department of Housing & Community Development
Carrie Beck – The Crooked Road
Kim Davis – Birthplace of Country Music

Staff in attendance:

Jenna Wagner
Krystal Mosley
Ida Walker
Gwyn Hill
Chad Thompson
Tina Murray
Donna Hensley

Public Comment Period

No comments were made during the public comment period.

Staffing Update - Erik Johnston

Jenna Wagner asked Erik Johnston with Virginia's Department of Housing & Community Development to introduce the Foundation's new Executive Director, Kim Davis.

Erik Johnston gave thanks to the board, Jenna Wagner for stepping up in the interim role, and staff at the Friends of SWVA and the Cultural Heritage Foundation for their work during the pandemic. Erik said it was great to be with everyone this morning.

Erik introduced the new Executive Director, Kim Davis, who comes to the organization from the Birthplace of Country Music. Kim's official start date will be June 25, 2021. Erik described that Kim is working to close out her work at the Birthplace of Country Music well. Kim has been with the Birthplace of Country Music since 2014 in a Director of Marketing role and is already a partner and leader in the region. There was a great pool of applicants for that position and the agency is excited that Kim accepted the position. Kim has a strong 15-year track record in marketing, communications, facilities management, in the mission areas of the Foundation board and partner organizations. Erik said he is excited to introduce Kim to the board and asked Kim to introduce herself to the full board.

Kim Davis thanked Erik and shared that she was excited that her schedule allowed her to join the board meeting this morning. Kim stated that she was in the process of wrapping everything up with the Birthplace of Country Music. She stated that she was ready to hit the ground running. She is honored to lead the organization and has a lot of experience in marketing and tourism. She is from Bristol and went to the University of Tennessee. She moved to Washington DC and worked on Capitol Hill for Tennessee Senator Bill Frist. She also worked from Visit Knoxville in marketing and communications. She and her husband moved back to the region 7 years ago to be closer to family. She was fortunate to get the position with the Birthplace of Country Music and has been working with Jenna since she started with DHCD and the Foundation.

Erik welcomed Kim again and turned the meeting back to Jenna.

Financial Report – Jenna Wagner

FY21 Q3 Financials - Jenna gave an overview of the Q3 financials and referenced the information included in the full board packet.

The financial statements presented are through March 31, 2021 and the format is consistent with what's been presented at previous board meetings in March and December. The finance committee has been working through ways to cut costs during the pandemic and additional sources of revenue.

At the end of Q3, staff was still waiting on a receivable from the POWER 15 project fund, totaling around \$111,000. Total cash and receivables right now are close to \$519,000, as of the end of March. The organization was awarded a second round of PPP of \$82,400. Staff has noted this amount as a long-term payable, until it is forgiven. Overall, the organization is in a good place with cash and receivables.

Retail revenue and consignment sales are still under budget as of the end of March, but the Cultural Center has seen increase visitation and sales in Q4. Staff feels that the overall budget will balance out with a current net profit of approximately \$283,000.

Staff has been able to save money over the past year with differences in personnel. The facility has only been open four days a week and has saved some money because of limited hours. Overall, the team has used this time to reset everything within the organization.

The organization received around \$35,000 of unanticipated partnership program revenue that was not budgeted for. This is a partnership between Friends of Southwest Virginia, Round the Mountain, and The Crooked Road. Staff from each organization is in the process of rebuilding the program and hope to have more income in the coming years from this program.

As a reminder, the development and grant funded programs are not included in the operating budget for the organization, as Friends of SWVA serves as a pass through for a lot of those funds. The board will see personnel support, administrative, and project oversight funds dedicated to those programs in the budget. Staff has been working with the Planning District Commissions to finalize and wrap up some of the construction projects that are

funded through the Appalachian Regional Commission. Some of the funds will be going directly to the PDCs to fully implement those projects.

The marketing partnership program is a program staff has been working on to help make the marketing programs sustainable and not have to draw down on the marketing reserve fund. Currently, there is about \$136,000 still remaining in the marketing reserve fund. Staff has been working diligently on a path to sustainability. Chad Thompson will speak more to this program and efforts later in the meeting.

Retail personnel expenses are lower due to transition of staff over the past year. This led to some savings. There also have not been any expenses in events or café.

The development programs personnel line item reflects the same amount as the revenue amount.

Cultural Heritage programs line items are specific to the Round the Mountain programming. RTM has been in transition as staff has been assessing processes and procedures with the board. The staff have invested a significant amount of time recently in getting the Round the Mountain membership and inventory processes organized. Staff has paused a lot of programming, but Jenna mentioned that she would talk a little more in her report about upcoming programming for Round the Mountain. This will help support the artisans and continue to develop the arts industry in the region.

Staff has invested in digital, social, email, and database development for marketing over the past year.

Staff also feels like the organization is well positioned to wrap up FY21 and get FY22 started on the right footing.

Jenna concluded the FY21 Q3 financial report.

New Business

FY22 Budget – Jenna Wagner

Jenna shared that the staff was excited to present the FY22 budget to the full board today, as it has been an ongoing process over the past few months. This format is different than what has been presented in previous board meetings. The finance committee and staff have tried to make the budget as streamlined and seamless as possible.

Transparency and consistency are both factors that led the staff to this presentation. The finance committee has met a number of times since the March board meeting and everyone feels like we've hit on a conservation, but solid budget. Once Kim Davis is on board, there may need to be a budget revision; however, staff based this budget off the averages of the last three to four years.

The finance committee has been super supportive through the whole process. The staff and finance committee have separated the operations budget from the marketing budget. The operations budget includes personnel, Round the Mountain, admin, accounting, and Cultural Center operations and maintenance. Staff has taken a conservative approach to this budget.

Jenna called out a few notable items within the budget, including:

- Consignment revenue and separating wholesale and online sales
- Rent income and tenant recruitment
- Cultural Heritage programs grant revenue
- Development programs revenue
- General revenue
- Internal maintenance reserve for the Cultural Center

The facility has some capital improvement needs that will need to be addressed in the coming year. These are not included in the FY22 operating budget. The Cultural Center maintenance and grounds expenses listed in the budget are those that the facility incurs on an annual basis. Staff has listed facility maintenance expenses in more detail in order to show where these funds are going, including the relationship with People Incorporated. Staff feels like this is a good representation of everything that will need to be done at the Cultural Center in the next year.

Jenna called out that there is not a large budget currently for events, but staff realizes that this line item may need to be revised in the coming months depending on restrictions. Jenna noted a few other items for the full board:

- Cultural Heritage program expenses
- Cultural Center retail expenses – Visitor Center and Marketplace

- Personnel
- Accounting and admin expenses are in line with previous years' budgets
- \$10,000 for AmeriCorps VISTA member expenses
- Marketing budget and goal of sustainability

Jenna concluded the FY22 budget presentation and thanked the finance committee for their assistance in helping to develop this budget.

Delegate Morefield – Next on the agenda will be adopting the consent agenda. The board will approve these in a block and each board member will approve individually.

- a. Consent Agenda – Delegate James W Morefield, Chair
 - i. Adoption of Agenda
 - ii. Approval of Minutes from March 2021
 - iii. FY21 Q3 Financials
 - iv. FY22 Budget

Senator Todd Pillion made a motion to adopt the agenda, approve the March 2021 minutes, FY21 Q3 financials, and the FY22 budget. Delegate Chris Hurst seconded the motion.

Consent Agenda Roll Call Vote:

- Senator Todd Pillion - Aye
- Delegate James W Morefield, Chair - Aye
- Delegate Chris Hurst - Aye
- Kevin Byrd (joined after initial roll call) - Aye
- Duane Miller - Aye
- James Morani (joined after initial roll call) - Aye
- Robyn Raines - Aye
- Amanda Pillion - Aye
- Larry Yates - Aye
- Erik Johnston - Aye
- Becky Nave (for Rita McClenny) - Aye

A quorum was met at this time.

Executive Director Report – Jenna Wagner

Jenna shared that some of this information was covered in the financial report. There are a few guests joining the board this morning and providing an update on some of the development programs that have been underway over the past few years. Fred Ramey with the City of Norton will speak about the High Knob Lake and High Knob Destination Center and Chris McKlarney with Giles County will share more about the New River Boat Launches and New River Trail Center projects. The staff has been working very hard since the last board meeting. In the March meeting, the team provided a full overview of the organization and the annual report. The staff is prepared to welcome a new year and a new Executive Director.

There have been a few programs and projects that have needed additional attention in the past three months. The AmeriCorps VISTA, master plan development, and construction projects all over the region are making great progress. Not all are under contract, but we are trending that direction. Additionally, there is some outdoor development work being facilitated through Friends in Lee and Wise counties. Jenna shared more about construction projects through the Appalachian Spring initiative that have been completed.

Jenna shared that she appreciated the boards' support in helping us to reach this point and as we chart the path forward for the creative economy.

There are currently four outdoor and economic impact master planning processes under way. One in the Cumberland Plateau region, one in the Mount Rogers footprint, the Virginia Creeper Trail, and the Mendota Trail. The staff is now excited to take a look at everything comprehensively and determine how all of these plans start to blend with arts and music.

Round the Mountain has assessed a lot of its project and programming in order to be prepared for the next year, including inventory and artisan trail strategic planning.

The Cultural Center will be bringing back some of our events such as The Crooked Road open jams, which will start in July. As soon as Kim can assess everything and get up-to-speed, staff will look at reopening to full capacity and hours. Additionally, the next 'Round the Mountain Jury is scheduled for September.

Staff is very excited how everything is starting to align. The board has talked about the creative economy recovery plan and what the next 2-3 years look like for the creative economy. Jenna said that the entire staff appreciates the boards support over the past year and allowing the team to dream and reset everything.

The organization has received some funding from the Appalachian Regional Commission for a Bridge Builders program to align cultural, natural, and recreational asset development across state lines. The organization is well positioned to have those discussions within the next six months.

Jenna concluded the Executive Director report.

Project Highlights

High Knob Lake / Destination Center – Fred Ramey, City of Norton

Fred Ramey gave a presentation on the current projects in Norton, which includes the High Knob Lake restoration and High Knob Destination Center construction. He discussed how they have been impacting the City of Norton and surrounding communities.

New River Boat Launches / Destination Center – Chris McKlarney, Giles County

Chris McKlarney, Giles County, gave a presentation on current Friends of SWVA projects in Giles County. He discussed the New River Boat Launches and the New River Center.

SWVA Marketing Partnership Program – Chad Thompson

Chad Thompson presented on the Friends of SWVA partnership marketing program and discussed its progress since releasing in January of 2021. To date, there are about \$36,000 worth of investment into this program. The goal is to make connections with all 19 counties and four cities.

Partner Organization Reports

- Ellen Reynolds, President - 'Round the Mountain - presented by Jenna Wagner
 - The board met on Tuesday, June 8th and will be adding several new members to the board over the next few months. Some other things discussed included strategic planning, continuing to assess processes and procedures, and rebuilding membership as the organization and artisans recover from the pandemic.
- Carrie Beck, Executive Director - The Crooked Road
 - Artist-in-residence program.
 - Mini stage at 2021 Bristol Rhythm & Roots Reunion and a presence at other festivals in the region.
 - Work on connecting with communities and heritage music promotion.
 - Expanding traditional music education for youth. The Youth Music Festival will be held October 16th at the Cultural Center.
 - Expanding the teacher's guide and putting online.
 - Starting a heritage music fund to assist the artist to continue their professional work.
 - Asset inventory creation to be utilized as a resource for residents and potential residents.
 - Currently booking for The Crooked Road On Tour.
 - Looking for development and fundraising opportunities in the 2nd half of the year.
 - Working on Crooked Road collaborators to unite different groups under the banner of The Crooked Road.

Approval of Next Board Meeting Date – Erik Johnston

Erik shared how great it was to have guest presenters and thanked Fred Ramey and Chris McKlarney. Often, Virginia is looked to from other states in the Appalachian Region for collaboration among state and local government, federal government, and the private sector. Kudos for showing how to get things done on outdoor recreation projects that take a lot of effort and coordination. Erik also thanked the General Assembly members for their strong support throughout the year. It takes a lot of vision and leadership.

Erik announced an Appalachian Regional Commission event that will be held on the evening of October 5th at the Cultural Center in Abingdon, VA.

The next meeting date is slated for September 9th; however, due to a scheduling conflict staff will revisit once Kim Davis is onboarded. Date could be transitioned to accommodate an in-person meeting.

Delegate Morefield expressed his excitement for Kim being onboard and thanked Jenna and team for all their hard work during the pandemic.

Adjournment

Delegate Morefield called the meeting adjourned at 2:14 p.m.

ACCOUNTS OVERVIEW					
As of 6/30/21					
Financial Report					
				Actual to date	
Cash on Hand					
		Checking		141,739	
		Marketing Checking		500	
		Goldline Savings		400,630	
		Total Cash on Hand		542,869	
Receivables					
		TCR - Rebilling		3,309	
		POWER 15 - Final		111,852	
		Total Receivables		115,161	
		Total Cash & Receivables		658,030	
Payables					
		PPP - 2nd Draw		29,338	
		Total Long Term Payables		29,338	

**Friends of SWVA | FY21 Budget – Q4
Financial Statement**

**FY2021 OPERATING BUDGET - Q4
REPORT**

	ACTUAL FY20 EOY (pre-audited)	APPROVED FY21 Budget	REVISED FY21 Budget	ACTUAL FY21 July - June Q4 (pre-audited)	% of Year Revised
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REVENUE

General Revenue	779,317	596,250	596,250	692,498	116%
Cultural Center					
Retail	126,576	130,400	118,400	57,514	49%
Food Service	42,696	23,600	23,600	693	3%
Venue & Events	49,313	13,500	13,500	8,407	62%
Total Cultural Center Revenue	218,585	167,500	155,500	66,614	43%
Development Revenue	143,708	165,000	140,000	95,000	68%
Cultural Heritage Programs Revenue	75,522	22,000	22,000	19,245	87%
Marketing Revenue	137,902	62,500	140,000	23,768	17%
Total Revenue	\$1,355,034	\$1,013,250	\$1,053,750	\$897,125	85%

EXPENSES

Administration & Personnel Expenses	164,308	120,000	120,000	111,193	93%
Cultural Center					
CC Administration	293,615	251,000	312,000	214,471	69%
Marketplace	168,662	178,600	178,600	114,886	64%
Food Service	93,687	5,000	3,000	1,600	53%
Venue / Events	65,730	2,000	2,000	3,875	194%
Total Cultural Center Expenses	621,694	436,600	495,600	334,832	68%
Development Programs Expenses	143,708	155,000	140,000	95,000	68%
Cultural Heritage Programs Expenses	116,732	27,000	27,000	5,191	19%
Marketing Expenses	137,902	184,600	140,000	83,943	60%
Total Expenses	\$1,184,344	\$923,200	\$922,600	\$630,159	68%

SUMMARY

REVENUE	1,355,034	1,013,250	1,053,750	897,125	85%
EXPENSES	1,184,344	923,200	922,600	630,159	68%
REVENUE LESS EXPENSES	\$170,690	\$90,050	\$131,150	\$266,966	204%

**Friends of SWVA | FY21 Budget – Q4
Financial Statement**

**FY2021 OPERATING BUDGET - Q4
DETAILED REPORT**

ACTUAL FY20 EOY (pre-audited)	APPROVED FY21 Budget	REVISED FY21 Budget	ACTUAL FY21 July - June Q4 (pre-audited)	% of Year Revised
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REVENUE

General

DHCD - SWVA CHF	575,000	575,000	575,000	575,000	100%
Partnership Program - 100%	78,657	-	-	44,760	
PPP	91,416	-	-	65,745	
Interest Income	593	750	750	237	32%
Donations	500	500	500		0%
Misc	15,168	10,000	10,000	6,756	68%
DHCD - Year End	17,983	-	-	-	
TCR Partnership	-	10,000	10,000		0%
Total General Revenue	\$779,317	\$596,250	\$596,250	\$692,498	116%

Cultural Center

Marketplace (Friends) Consignment	102,753	92,000	92,000	46,004	50%
Online Commerce Consignment	-	15,000	5,000	16	0%
Wholesale	-	4,500	2,500	-	0%
Marketplace: Owned Art & Gifts	10,546	9,600	9,600	4,343	45%
Marketplace: Books	2,272	1,450	1,450	494	34%
Marketplace: SWVA Merch	6,421	5,200	5,200	5,279	102%
Marketplace: TCR Merch	1,049	1,000	1,000	476	48%
Marketplace: RTM Merch	-	-	-	-	
Marketplace: Anchor Area Merch	1,020	150	150	116	77%
Marketplace: CDs	1,600	800	800	779	97%
Marketplace: Other Products	915	700	700	7	1%
Total Retail Revenue	\$126,576	\$130,400	\$118,400	\$57,514	49%
Café (Friends) Food	33,750	-	-	-	
Café (Friends) Food Products	2,972	6,000	6,000	364	6%
Café (Friends) Wine (Retail)	3,834	5,600	5,600	329	6%
Café (Friends) Beer (Retail)	60	-	-	-	
Café (Friends) Wine (Consumable)	1,413	-	-	-	
Café (Friends) Beer (Consumable)	667	-	-	-	
Café / Kitchen Rentals	-	12,000	12,000	-	0%
Total Café / Restaurant Revenue	\$42,696	\$23,600	\$23,600	\$693	3%
Catering - Food	7,244	-	-	(80)	
Catering - Beer	-	-	-	-	
Catering - Wine	-	-	-	-	
Catering - Liquor	-	-	-	-	
Venue Fee	150	1,000	1,000	(25)	-3%
Office Rent	15,316	9,000	9,000	8,037	89%
Cultural Center - Events Revenue	26,603	3,500	3,500	475	14%
Cultural Center - Grants	-	-	-	-	

Total Venue / Events / Other Revenue	\$49,313	\$13,500	\$13,500	\$8,407	62%
Total Cultural Center Revenue	\$218,585	\$167,500	\$155,500	\$66,614	43%

Development Programs

Personnel	143,708	140,000	70,000	80,000	114%
Just Transition Fund	-	10,000	-	-	
Project Oversight / PDC Administrative Fees	-	10,000	70,000	15,000	21%
Grant Support	-	5,000	-	-	
Total Development Revenue	\$143,708	\$165,000	\$140,000	\$95,000	68%

Cultural Heritage Programs

Partnership Program - 35%	27,530	-	-	15,666	
Grants and Sponsorships - Arts	42,000	20,000	20,000	4,813	24%
Cultural Heritage Events	-	-	-	-	
Culinary Events	5,992	2,000	2,000	(1,234)	-62%
Total CHP Revenue	\$75,522	\$22,000	\$22,000	\$19,245	87%

Marketing

Marketing Access Program	-	10,000	10,000	10,000	100%
Promotional Products / Licensing	1,960	2,500	2,500	340	14%
Partnership Program - 30%	23,597	-	-	13,428	
Marketing Grants	-	50,000	50,000	-	0%
Reserve Usage	112,345	-	77,500	-	0%
Total Marketing Revenue	\$137,902	\$62,500	\$140,000	\$23,768	17%

Total Revenue

Total Revenue	\$1,355,034	\$1,013,250	\$1,053,750	\$897,125	85%
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**Friends of SWVA | FY21 Budget – Q4
Financial Statement**

EXPENSES

Administration & Personnel

Accounting and Administration	27,686	30,000	30,000	15,287	51%
Personnel: Administrative	18,627	36,000	36,000	25,041	70%
Office Supplies	4,375	10,000	10,000	1,677	17%
Admin Travel	-	7,500	7,500	346	5%
Payroll Expenses	3,561	3,000	3,000	3,830	128%
HR / Employee Development	4,556	3,500	3,500	614	18%
Insurance Policies - Excludes Employee Insurance	7,711	7,500	7,500	9,040	121%
Technology	-	8,000	8,000	65	1%
Business Event Meals	1,297	1,500	1,500	116	8%
Printers	7,085	6,000	6,000	3,868	64%
Postage	1,626	2,000	2,000	1,417	71%
Workshops & Conferences	3,000	2,500	2,500	-	0%
Memberships & Subscriptions	4,321	500	500	5,095	1019%
SWVA Partnership Program Payments - TCR (35%)	27,530	-	-	15,666	0%
SWVA Partnership Program Payment - Cultural Heritage (35%)	27,530	-	-	15,666	0%
SWVA Partnership Program Payment - Marketing (30%)	23,597	-	-	13,428	0%
Misc	1,806	2,000	2,000	37	0%
Loan Repayments	-	-	-	-	
Total Administration & Personnel Expenses	\$164,308	\$120,000	\$120,000	\$111,193	93%

Cultural Center: Operations

Facilities Personnel	-	-	33,000	30,847	93%
Visitor Center (Friends) Personnel	22,204	-	-	-	
Visitor Center (Friends) Supplies	516	500	500	2,878	576%
Visitor Center Technology	-	-	-	-	
Visitor Center Training / Workshops	-	500	500	-	0%
Housekeeping (Friends)	10,564	25,000	25,000	8,699	35%
Housekeeping Supplies (Friends)	2,685	6,000	6,000	1,411	24%
Heartwood / GSI Contract Settlement	12,000	-	-	-	
Maintenance & Grounds	107,028	80,000	80,000	86,156	108%
Maintenance Reserve	-	-	10,000	-	0%
Tenant Recruitment	-	-	18,000	5,000	28%
Utilities	55,376	75,000	75,000	47,111	63%
Information Technology	34,515	30,000	30,000	27,867	93%
Licenses and Permits	1,927	4,000	4,000	4,318	108%
Marketing	17,542	20,000	20,000	-	0%
Website & Content Development	29,258	10,000	10,000	184	2%
Total CC Admin Expenses	\$293,615	\$251,000	\$312,000	\$214,471	69%

Cultural Center: Retail

Retail Personnel	105,330	105,000	105,000	88,573	84%
Consignment Payouts	53,073	60,000	60,000	25,332	42%
Owned Art & Gifts	2,741	2,000	2,000	316	16%
Books	4,040	800	800	329	41%
SWVA Merch	348	500	500	-	0%
TCR Merch	-	-	-	-	
RTM Merch	-	-	-	-	
Anchor Area Merch	-	-	-	-	
CDs	672	100	100	-	0%
Other Products	1,497	500	500	-	0%
Paper Goods	961	400	400	336	84%
Commissions (RTM & TCR)	-	-	-	-	
Retail Training / Workshops	-	1,000	1,000	-	0%
Outside Event Fees	-	500	500	-	0%
Art Market Expenses	-	800	800	-	0%
Marketplace Shipping	-	1,000	1,000	-	0%
E-Commerce Packaging	-	400	400	-	0%
Marketplace Office Supplies	-	1,100	1,100	-	0%
Wholesale Artwork	-	4,500	4,500	-	0%
Total CC Retail Expenses	\$168,662	\$178,600	\$178,600	\$114,886	64%

Cultural Center: Food Service

Café Personnel	60,749	-	-	1,570	
Café Food	27,194	-	-	30	
Café Food Products	696	3,000	3,000	-	0%
Café Wine (Retail)	1,819	2,000	-	-	
Café Beer (Packaged)	-	-	-	-	
Café Wine (Consumable)	2,005	-	-	-	
Café Beer (Consumable)	486	-	-	-	
Café - Paper Goods	738	-	-	-	
Total CC Food Service Expenses	\$93,687	\$5,000	\$3,000	\$1,600	53%

Cultural Center: Venue / Events

Sales Personnel	40,683	-	-	3,432	
Events	-	2,000	2,000	443	22%
Sales	7,386	-	-	-	
Catering - Food	15,783	-	-	-	
Catering - Beer	-	-	-	-	
Catering - Wine	1,554	-	-	-	
Catering - Liquor	324	-	-	-	
Total Venue / Events Expenses	\$65,730	\$2,000	\$2,000	\$3,875	194%
Total Cultural Center Expenses	\$621,694	\$436,600	\$495,600	\$334,832	68%

Development Programs

Development Personnel	143,708	140,000	70,000	80,000	114%
AmeriCorps VISTAs	-	5,000	-	-	
Project Oversight / PDC Administrative Fees	-	10,000	70,000	15,000	
Total Development Program Expenses	\$143,708	\$155,000	\$140,000	\$95,000	68%

Cultural Heritage Programs

CHP Personnel	68,173	-	-	(740)	
Travel & Admin	5,827	-	-	22	
Program Development	2,928	10,000	10,000	-	0%
Marketing	5,022	10,000	10,000	40	0%
Website & Content Development	27,073	5,000	5,000	5,043	101%
Culinary Programs	7,615	2,000	2,000	826	41%
SWVA CHP Special Events	94	-	-	-	
Total Cultural Heritage Programs Expenses	\$116,732	\$27,000	\$27,000	\$5,191	19%

Marketing

Marketing Personnel	18,060	45,000	45,000	45,770	102%
Marketing Travel	-	3,500	3,500	1,424	41%
Marketing Access Program	-	6,000	6,000	-	0%
General Admin	-	5,000	5,000	71	1%
Software	371	350	350	371	106%
Domains	5,082	2,000	2,000	1,249	62%
Technology	151	150	150	-	0%
Marketing Support Programs	2,631	2,000	10,000	11,188	112%
Meals, F&B	73	100	-	-	
Printing	5,165	3,500	2,000	-	0%
Promotional Materials	1,483	1,500	1,500	-	0%
Bus & Group Tours	-	-	-	-	
Memberships & Subscriptions	1,888	2,000	2,000	1,525	76%
Website & Content Development	56,063	45,000	20,000	2,610	13%
Mobile Development	-	-	-	-	
Merchandise	5,608	2,500	2,500	-	0%
Brand Ambassador Program	12,911	2,000	1,000	-	0%
Signage	2,000	2,000	500	1,600	320%
Promotional Items	-	-	-	-	
Public Relations / Travel Media	-	15,000	5,000	-	0%
Events & Sponsorships	14,332	3,500	1,000	-	0%
Social Marketing	1,203	15,000	10,000	4,572	46%
Digital Marketing	3,340	20,000	10,000	5,407	54%
Print Marketing	80	-	-	-	
Billboard Marketing	-	-	-	-	
Email Marketing	940	1,000	5,000	868	17%
Travel Media Marketing	-	-	-	468	
Database Marketing	6,495	7,500	7,500	6,820	91%
Radio / TV Marketing	26	-	-	-	
Travel Shows	-	-	-	-	
Total Marketing Expenses	\$137,902	\$184,600	\$140,000	\$83,943	60%

Total Expenses

\$1,184,344	\$923,200	\$922,600	\$630,159	68%
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Proposed agreement between People Inc. and Friends of Southwest Virginia

THIS MODIFICATION AGREEMENT, made this _____ day of _____, 2021, by and between FRIENDS OF SOUTHWEST VIRGINIA, INC., (the “Borrower”), PEOPLE INCORPORATED OF VIRGINIA (the “Lender”), and SOUTHWEST VIRGINIA CULTURAL HERITAGE FOUNDATION, (the “party of the third part”).

WITNESSETH:

WHEREAS, Borrower is a not-for-profit 501(c)(3) entity that operates the “Southwest Virginia Cultural Center & Marketplace,” a/k/a “Heartwood” in Abingdon, Washington County, Virginia; and,

WHEREAS, the party of the third part executed a contract dated the 27th day of May, 2009, (the “2009 Contract”) between itself and the Lender herein regarding the premises that Borrower operates, which references maintaining a certain amount of reserve funds (the “Reserve Fund”) from which all major repairs and extraordinary maintenance fees may be expended and which is held by Lender; and,

WHEREAS, Borrower executed and delivered to Lender a certain deed of trust Note (the “2014 Note”) dated the 17th day of September, 2014, in the principal amount of \$600,000.00, which note is secured by: Reserve for Replacement funds held by People Incorporated of Virginia for Heartwood, which are due at the end of the term of People Incorporated's lease dated the 27th day of May, 2009, with the Southwest Virginia Cultural Heritage Commission. aka: the Southwest Virginia Cultural Heritage Foundation, which are pledged by the Southwest Virginia Cultural Heritage Foundation; and,

WHEREAS, Borrower executed and delivered to Lender a certain deed of trust Note (the “2015 Note”) dated the 8th day of May, 2015, in the principal amount of \$150,000.00, which note is secured by the Reserve for Replacement funds held by People Incorporated of Virginia for Heartwood, which are due at the end of the term of People Incorporated's lease dated 27th day of May, 2009, with the Southwest Virginia Cultural Heritage Commission, aka: the Southwest Virginia Cultural Heritage Foundation, which are pledged by the Southwest Virginia Cultural Heritage Foundation; and,

WHEREAS, the Lender and party of the third part agree that there exists no default by Borrower of the terms of the Notes and Security Agreements, or accompanying documents at this time and wish to modify the terms regarding the collateral and repayment of the 2014 Note and 2015 Note (collectively the “Notes”); and,

WHEREAS, the 2009 Contract required that the Reserve Fund be maintained at a level of ONE MILLION TWO HUNDRED EIGHTY-THREE THOUSAND TWO HUNDRED DOLLARS (\$1,283,200.00) (hereinafter the “Reserve Fund Cap”) with annual payments to be paid into the Reserve Fund by the party of the third part if the Reserve Fund falls below the minimum Reserve Fund Cap amount; and,

WHEREAS, the Reserve Fund Cap of \$1,283,200 is the required collateral maintenance level, the parties hereto desire to modify the description of the collateral encumbered by Notes to reflect that the Reserve Fund Cap is a target and shall not be required to be maintained on an amortized payment schedule, provided that by September 30th of each year (beginning 9/30/2022) Borrower make an annual payment into the Reserve Fund equal to two and a half (2.5) percent of the difference between the Reserve Fund Cap and the Reserve Fund balance as of June 30 of each year, net of any encumbrances such as amounts being used as loan collateral.

WHEREAS, similarly, Lender is in agreement that due to funding issues of Borrower, Borrower shall not be required to repay the Notes at any level unless and until Borrower has surplus funds with which to do so as solely determined by a successful vote of its own governing board to repay the Notes; and,

NOW, THEREFORE, for and in consideration of the premises, and One Dollar (\$1.00) cash in hand paid, and

other good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Borrower and Lender hereby modify requirements of maintaining the Reserve Fund Cap by removing the requirement to maintain the Reserve Fund Cap with respect to repayment of the Notes. The remainder of the terms of the 2014 Note and 2015 Note shall remain the same except that there shall be no requirement of Borrower to make annual payments if it is not feasible in its operating budget as determined by a successful vote of its governing board regarding repayment status.

At the request and direction of the Lender and the Borrower the party of the third part joins in this instrument to evidence the party of the third part's consent to the modification of the 2014 Note and 2015 Note, as well as the terms of the 2009 Contract.

Lender joins in this instrument to represent and confirm to the parties hereto that it is the present and sole legal holder of the 2014 Note and 2015 Note and to consent to the terms and conditions of this Agreement of Modification, as well as the terms of the 2009 Contract with the party of the third part.

In all other respects, the Notes shall remain unaffected and unimpaired unless otherwise modified herein. WITNESS the following signatures and seals:

FRIENDS OF SOUTHWEST VIRGINIA, INC.

By _____ (SEAL) ATTEST:

Its _____

STATE of _____

CITY/COUNTY of _____

The foregoing document was acknowledged before me this ____ day of _____, 20____, by _____ (name), _____ (title), of FRIENDS OF SOUTHWEST VIRGINIA, INC.

NOTARY PUBLIC

My commission expires: _____

My registration no. (if VA): _____

PEOPLE INCORPORATED OF VIRGINIA

By _____ (SEAL) ATTEST:

Its _____

STATE of _____

CITY/COUNTY of _____

The foregoing document was acknowledged before me this ____ day of _____, 20____, by _____ (name), _____ (title), of PEOPLE INCORPORATED OF VIRGINIA.

NOTARY PUBLIC

My commission expires: _____

My registration no. (if VA): _____

SOUTHWEST VIRGINIA CULTURAL HERITAGE FOUNDATION

By _____ (SEAL) ATTEST:

Its _____

STATE of _____

CITY/COUNTY of _____

The foregoing document was acknowledged before me this ____ day of _____, 20____, by _____ (name), _____ (title), of SOUTHWEST VIRGINIA CULTURAL HERITAGE FOUNDATION.

NOTARY PUBLIC

My commission expires: _____

My registration no. (if VA): _____



Marketing & Digital Storytelling

Marketing Support & Community Visits

In its best effort to support partner needs, Friends of SWVA has been conducting community visits since April 2021 beginning in Franklin County. These community visits allow us to work directly with regional partners to initiate a plan for marketing and digital content creation. Working together with partners, we develop a planned trip to acquire assets, learn about the localities needs, and develop on-going relationships.

These visits allow us to create content on social media, share with partners, and develop key strategies to market the various localities based on their own interests.

Localities documented thus far:

- Smyth County
- Franklin County
- Giles County
- Pulaski
- Wythe County
- Washington County
- Fries - Grayson County
- Wise - St. Paul & City of Norton
- Galax
- Blue Ridge Parkway
- Floyd

YouTube Virtual Visits

YouTube being the second largest search engine next to Google, we see this valuable asset to aid in marketing efforts for the SWVA region. The popular and on-going series of virtual visits allow us to work with partners to tell stories about localities and locations within the SWVA region.

Virtual Visits give partners the opportunity to tell their stories on the Southwest Virginia platform and market their assets to current and potential visitors to the region.

Aside from YouTube, virtual visits also live on VisitSWVA.org as blog posts and are shared on other social media platforms to increase reach.

Current YouTube Statistics:

- 8,000+ Monthly Views (Average)
- 465 Month Watchtime Hours (Average)
- 2256+ Subscribers (52/Month Average)
- 698,639+ Lifetime Views
- New videos average 200+ views
 - Low end 150 views
 - High End 1,000+ views

Stories from Southwest Virginia Podcast

Our second largest well received digital storytelling platform exists through our Stories from Southwest Virginia podcast. As a means to give partners more opportunities for promotion to locals and visitors, the Stories from Southwest Virginia podcast was formed to promote localities to a larger audience.

The digital platform gives partners the ability to share their stories virtually from their own home or office. We are able to leverage listeners through major podcasting platforms such as Spotify, Apple Podcasts, and Google. The podcast currently has monthly listeners tuning in weekly worldwide.

The podcast gives Friends of SWVA and partners multiple marketing opportunities through podcast platforms as listed above, blog posts, social media shares, and mobile access.

Southwest Virginia Digital Asset Management System

Seeking to tell the stories from around the region, Friends of Southwest Virginia has and continues to invest in a state of the art digital asset management system on Canto. This system allows for the collection and sharing of digital assets such as photo, video, and graphic design to partners within the region.

At the start of building this system, we had collected approximately 900 assets. To date, with aid from partners and community visits, we have collected and uploaded over 5,000 new assets from around the region.

Along with storage and sharing, this system gives partners basic editing capabilities such as cropping and resizing images, or trimming video clips for use in promotional content.

'Round the Mountain E-Commerce

Since the inventory recount began in the Spring of 2021, we have also actively been collecting imagery and information of artisan products to be released on the e-commerce platform. The shop currently holds 100+ products with hundreds more to be added over the coming months.

The e-commerce platform gives juried members a cutting edge opportunity to further sales of their products outside of the Southwest Virginia Cultural Center & Marketplace.

'Round the Mountain Wholesale

The wholesale program is currently on hold as we work towards securing the best possible platform for effective sales and use.

'Round the Mountain Marketing

'Round the Mountain marketing and communications has been in large part due to recommendations by members. From aiding in social media posts, sharing helping information and free courses, as well as providing free product photography for juried members.

Social Media

Weekly, social media posts are made on the 'Round the Mountain Facebook and Instagram accounts with photos and information about artisan works featured in the cultural center. These posts aid in the storytelling of the organization, artisan work, and promote guests to visit the Cultural Center to view and purchase products.

Member Newsletter

Monthly newsletters are sent out to 'Round the Mountain members with organizational updates, news, and helpful information such as business class offerings, event & festival information, and other opportunities.

Community Visits

In partnership with community visits, 'Round the Mountain' affiliated galleries and shops are also visited in order to collect digital imagery to aid in the promotion of members across the region.

Podcast & Virtual Visit Opportunities

Artisans have the ability to be featured on the Southwest Virginia YouTube channel and/or podcast free of charge to aid in the promotion of their products and stories.

Partnership Marketing Opportunity - Marketing Access Program (M.A.P.)

Since its release in January 2021, the Marketing Access Program has been moving forward with a variety of partners and needs. To date, we have been assisting partners on projects such as:

- Large scale, regional videography
- Digital marketing - social media ads
- Digital storytelling - featured blog posts
- Microsite landing pages
- Branding packages
- Newsletter feature spotlights

Current partners in the MAP program include:

- Smyth County Tourism
 - Featured blog posts
 - Social media advertising
- Floyd Country Store
 - Microsite landing page & ecommerce
- SWVA Museums Experience
 - Microsite landing page
 - Museums database
 - Social media advertising
 - Featured blog posts
 - Branding package
 - Newsletter features
 - Photography & videography
- Virginia Industrial Advancement Alliance
 - Regional large-scale video project serving the Blue Ridge
- Blue Ridge Crossroads Economic Development Authority
 - Regional large-scale video project serving the Blue Ridge

The MAP has proven to be both a needed and successful program to aid partners within the region. This marketing sustainability program mutually benefits both Friends of SWVA and its regional partners.

As we continue to progress the MAP program forward, we will continue building upon key initiatives to aid partners in marketing opportunities.



SWVA Cultural Center & Marketplace Full Detailed Update

Hours

The SWVA Cultural Center is now open Thursday through Sunday, 10am - 4pm.

Facility Projects - Roof

- Roof – Working on grinding and polishing the ledgers to provide a slope away from the building walls and windows. Also, reroof the EDPM gutter systems at the standing seam.
- Barriers to stop rain from coming in Cultural Center during storms and heavy rains – Looking to demo and re-pour concrete gutter to add curb, forcing water to run to the drains and prevent water from coming in front door.

Facility Projects – Electrical

- Exterior Lighting – Updating lighting in parking lots, exterior steps, patio area to LED.
- Indoor Lighting – Updating track lighting, puck lights and bullet lights to LED.
- Relocated outlet in laundry room to bring up to code.
- Upgrading currently lighting at flagpole to LED.

Facility Projects – Masonry Work

- Cleaning veneer stone on exterior section of facility, reattached stones that had fallen off.
- Concrete stairs at the rear exterior of facility are cracking. Working to clean, prep, and overlay stairs with Portland bond on tops, face, and sides.
- Patios, front entry concrete, and rocks out front have been pressure washed and cleaned.
- Cleaned loading dock drainage area.

Facility Projects – Landscaping

- Trimmed all trees and shrubs and cleared all excess vegetation.
- Pine straw has been ordered to cover all landscape areas.
- Trails are complete.
- Working on landscaping around flagpole.
- Cleared, cleaned, and replaced lawn tiles.
- Amphitheater area rocks - power sprayed and cleaned.

Facility Projects – Parking Lot

- Parking lot was crack sealed and restriped to original pavement markings.

Facility Projects – HVAC & Plumbing

- Working with Comfort Systems on geothermal water usage system, to be comprised of a meter, 1” water meter line and coupon rack system. Corrosion coupons will allow us to track the corrosion rate of our piping system, with the meter allowing us to track water pumping through the system. No monitoring system currently exist. This is to be completed in late October/early November.
- Regular maintenance and updates on bathrooms, water fountains, kitchen sinks.



Creative Economy Development Region-Wide Programming September 2021

A. Program highlights by focus area
Information broken out by anchor area below.

- **Outdoor Recreation**

- Cumberland Plateau Outdoor Recreation Economic Analysis & Development Plan - 60% complete
 1. Successful consultant visit, details and [Press Release](#) below
- Virginia Creeper Trail Conservancy Master Plan Development - 60% complete
- Mount Rogers Outdoor Economy Asset Analysis and Development Plan – 30% complete
- Mendota Trail Master Development Plan and Economic Impact Study - **Complete**
- High Knob Enhancement Corporation
- FROG (Forest Recreation Outdoor Group) – Great American Outdoor Act support for Clinch Ranger District
- Clinch River Valley Initiative (CRVI)
 1. First Board meeting 9/15/21
 2. Steering Committee Facilitation
 3. Board Management
- Clinch River State Park Advisory Committee
 1. Input session held 9/1/21

- **Business Development and Retention**

- Friends of SWVA and UVA Wise are actively seeking applications for our AmeriCorps VISTA initiative. Three of Five vista positions have been filed and began 8/30/21.
- Two positions remain open:
 1. [Hometowns of High Knob VISTA Bridge Builder](#)
 2. [Southwest Virginia VISTA Bridge Builder](#)
- Opportunity SWVA meetings and Rally Re-Unite monthly meetings taking place to continue be key partnership building opportunities.
- Explore TRV Steering Committee
 1. Continue to share updates and digital assets from SWVA with the greater TRV board.

- **Community Development**

- Hometowns of the Clinch Convening September 21st
- Ongoing Partner relations development

- **History and Heritage**

- Storytelling support and connectivity through marketing programs.
- William King Museum of Art (WKMA) – Friends staff members are continuing conversations with the WKMA on regional heritage and storytelling.

Bridge Builders Interstate Collaborative

- A. Funding Source: ARC POWER 18 \$100,000
 - a. Spent \$0
 - b. Remaining **\$100,000**
- B. A few key partners have been identified across state lines, specifically Kentucky (Breaks Interstate Park, Kentucky Wild) and West Virginia (Tamarack Foundation, ACENET)
- C. Using AIR Shift as a convening mechanism.
- D. Ongoing master planning processes are informing the framework of this initiative.
- E. AmeriCorps VISTA interview process.

AIR Shift & Evolve

- A. Idalina Walker is a trained AIR Shift and Evolve Business Planning Facilitator. (Online and in person)
- B. We are planning and communicating with the following communities on this program: Park & Pecan in Abingdon, Dickenson County, Wytheville, Smyth County, Town of Marion, Emory & Henry (GEMS), Appalachian Sustainable Development, Patrick County, and Galax.
- C. Learn more about AIR Shift here » <https://www.airinstitute.org>

Anchor Area East Update

Appalachian Trail

- A. Appalachian Trail Center
 - a. Funding Source: ARC POWER 16 & TRRC \$729,500
 - Spent \$719,087.32
 - Remaining **\$10,412.68 (A&E Funds remaining)**
 - b. Project Status: **Complete**
 - c. Idalina is serving on the Trail Center Management Steering Committee.
 - d. AT- Damascus Trail Center Steering Committee
 - e. AT- Climate Cordier steering committee

Blue Ridge Parkway

- A. Regular check-in calls with Blue Ridge Parkway partners.
- B. Team will continue to build partnerships as tourism leadership transitions happen over the next few months.
- C. Ongoing partnership building and conversations

Mount Rogers

- A. Mendota Trail Master Development Plan and Economic Impact Study
 - a. Funding Source: ARC Area Development & TRRC \$118,000 – **Complete**
 - Spent \$118,000.00
 - Remaining **\$0**
 - b. Project Status: Final Draft of the Master Plan - **Complete**
 - c. Support and engagement
- B. Virginia Creeper Trail Conservancy Master Plan Development
 - a. Funding Source: ARC Area Development & TRRC \$112,500
 - Spent \$20,147.25
 - Remaining **\$112,352.75**
 - b. Project Status:
 - Draft Plan Received 9/2/21
- C. Mount Rogers Outdoor Economy Asset Analysis and Development Plan
 - a. Funding Source: ARC Area Development & TRRC \$60,000
 - Spent \$0
 - Remaining **\$60,000**
 - Weekly meeting with Sarah Hill (Project Manager)
 - Preparing for October Partner workshops and engagement
 - b. Project Status: 30% complete
- D. Emory & Henry Partnership
- E. White Top area planning
- F. Saltville Trail
 - a. Steering Committee engagement
 - b. Trail Data baseline info for application

New River

- A. New River Center
 - a. Funding Source: ARC POWER 16 \$438,969.74
 - Spent \$0
 - Remaining **\$438,969.74**
 - b. Project Update / Status
 - Support for Monthly facilitated Project Management Team meetings.
 - Team: Friends, DHCD, Hill Studio, Giles County
- B. New River Boat Launches
 - a. Funding Source: ARC POWER 16
 - Spent \$238,976.43
 - Remaining **\$0**
 - Remaining funds were transitioned to New River Destination Center project
 - b. Project Update / Status: **Complete**
- C. **ON HOLD:** Pulaski Works - Town of Pulaski has received a planning grant for community-based planning for a training center and maker space. They have asked Friends to serve on the advisory committee for this planning process.
 - a. Funding Source: No Friends funding is tied to this project
 - b. Project Status:
 - Mill Creek Creative, Virginia Tech Office of Economic Development, and the Town of Pulaski are working to analyze research, identify potential locations, and develop a draft project scope for this makers space.

Anchor Area West Update

High Knob

- A. High Knob Destination Center
 - a. Funding Source: ARC POWER 16 \$882,386.94
 - Spent \$61,290.00
 - Remaining **\$821,096.94**
 - b. Project Status:
 - Monthly facilitated Project Management Team meetings
 - The project awaiting VDOT (FLAP Funding) Approval to proceed.
 - Construction cost estimates are 20% higher than original proposed.
- B. High Knob Lake
 - a. Funding Source: ARC POWER 16 \$44,306.53
 - Spent \$44,306.53
 - Remaining **\$0**
 - b. Transferred remaining funds to High Knob Destination Center
 - c. Project Status: **Complete**
- C. The High Knob Enhancement Corporation (HKEC) launched a successful campaign to introduce the High Knob Master Plan.
 - a. Signage Steering Committee
 - b. High Knob Think Tank
 - c. General Support
- D. Forest Recreation Outdoor Group (FROG)- Lead by The Forest Service
 - a. Latest Accomplishments
 - Communications Steering Committee
 - Focus: GOA funding and partnership
 - Master Planning Inventory

Clinch River

A. Clinch River Valley Initiative

- Monthly facilitated calls continue with the CRVI steering committee.
 - CRVI Transition Team: complete
 - Competitive Genan Foundation grant secured: \$100,000 over 3 years
 - Thompson Charitable: \$6,500
 - Cumberland Forest Fund award: \$11,600
- Spring progress report submitted
 - Funding Total: \$136,993
 1. Spent \$94,297.00
 2. Remaining **\$42,696.00**

B. Devil's Bathtub / Stony Creek Park

- Project Status: **Complete**

Breaks

A. Cumberland Plateau Outdoor Recreation Economic Analysis + Development Plan

- a. Funding Source: ARC Area Development & Thompson Charitable Foundation
 - Spent \$54,163.56
 - Remaining **\$20,836.44**
 - **Planning and Support**
 - Steering committee management
 - On track for October initial findings, January Draft Plan.
 - Successful Visit by the SE group to the region: [Press Release](#)
 1. 4 counties
 2. 546 miles drive
 3. 118 people safely engaged

B. Richlands Riverwalk A/E

- a. Funding Source: Thompson Charitable Foundation
- b. Project Status: **Complete**

C. Tazewell Trail Development by OAC

- a. Funding Source: Thompson Charitable Foundation
- b. Project Status:
 - Meetings take place monthly to manage ongoing projects and land acquisition.
 - Executive Committee formed in June to manage communication challenges
 - Spent: \$92,401.26
 - Remaining: \$92,598.74

D. Haysi to Breaks Trail

- a. Funding Source: ARC POWER 16 & TRRC \$165,519.98
 - Spent \$145,551.54
 - Remaining **\$39,936.00 (TRRC)**
 - Remaining funds (Power 16) were transitioned to Haysi Riverfront Trail project
- b. Project Status: **Complete**
 - Feedback from locals during Cumberland Plateau Master Plan.
 1. The trail is dangerous and unfit for use by Horses or Bikes

E. Haysi Riverfront Trail

- a. Funding Sources: ARC POWER 16 \$287,500, TRRC \$62,500, DCR \$500,000, Cumberland Plateau PDC \$200,000, Cumberland Forest \$13,500
 - Spent \$142,298.57
 - Remaining **\$921,201.43**
- b. Project Status:
 - Challenge included finalizing easements with landowners due to a Section 202 Marine Corps project happening in the area.
 - Working closely with Funder, Partners and land owners to find a solution and move forward quickly.

Wilderness Road

A. **ON HOLD:** William King Museum of Art and Friends of SWVA continue to work together on the upcoming Long Rifle Exhibition and other cultural heritage programming.

B. Lee and Wise County Outdoor Access **\$500,000**

- a. Funding Source: ARC Area Development
 - Spent \$0
 - Remaining **\$500,000**
- b. Project Status:
 - Meeting scheduled with new leadership from Friends and Spearhead
 - Approval to move forward received from DHCD (9/1/21)



Grant Status Update by Project Compliance / Action Items

POWER 15

- Final remittance request has been approved and pending payment to Friends. Approximately \$111k. Final stages per email sent in August from EDA.

Building Appalachian Spring POWER 16 Non-Construction Projects

- Remittance request submitted as of 6.30.21 to ARC for total payments of \$38,330.41
- Progress report as of 6.30.21 – Due

Building Appalachian Spring POWER 16 Construction Projects

- Progress reports are current through August 2021.
- Appalachian Trail Center - **Complete**
- Haysi Riverfront Trail:
 - The Project Management Team (PMT) has been meeting regularly, reviewing the timeline, budget, deliverables and pending issues.
 - Next PMT meeting to be held 10/6/21.
- High Knob Destination Center:
 - Four remittance requests have been made and completed.
 - Next PMT meeting to be held 10/7/21.
- High Knob Lake - **Complete**
- New River Boat Launches - **Complete**
- New River Center:
 - The funds remaining in the New River Boat Launches project is in process of being transferred.
 - Next PMT meeting to be held 10/5/21.
- Stony Creek Park - **Complete**

TRRC Southwest Economic Development Building Appalachian Spring, Grant #3198

- Personnel funds for this grant have been exhausted
- Construction dollars are remaining in this grant for upcoming projects (Haysi Riverwalk).
- Progress report is up-to-date. Next is due 9/30/21.
- Grant extension to extend this grant until 12/31/22 in progress

2017 ARC Area Development Lee and Wise County Outdoor Access, Grant # VA-19199-2018

- Next PMT to be held 9/8/21.
- No funds have been spent currently.

POWER 18 - Bridge Builders Grant # PW-19479-TA-19

- \$100k - No funds have been expended at this time.

ARC Area Development Trail Development in the Mount Rogers NRA, Grant # VA-19747-19

- Virginia Creeper Trail (VCT), Mendota Trail, & Mount Rogers Plans
 - Progress Report as of 7/31/2. DUE
 - Mendota (100%), VA Creeper Trail (Phase 2), Mount Rogers (60%)

TRRC Southwest Economic Development Recreation Cluster Development, Connectivity, and Sustainability, Grant # 3570

- Virginia Creeper Trail, Mendota Trail, Mount Rogers, and Cumberland Plateau Plans
 - Mendota Trail master plan – COMPLETE
 - VA Creeper Trail master plan – 60% Complete
 - Cumberland Plateau master plan – 60% complete
- Drawdown for all three projects due 9/30/21
- Grant extension to extend this grant until 12/31/22 in progress

TRRC New Markets (RTM), Grant #3068 - Complete

Thompson Charitable Foundation

- Tazewell Trails
 - Dial Rock – **60% Complete**
 - Clinch River – **50% Complete**
 - Knob – **On hold**
 - Peak – **Launched**
 - Ratliff – **Under development**
 - Selfie Spot – **80% Complete**
 - AT to Tazewell – **in Progress**
 - East River Mountain- **95% Complete**
- Richlands Riverwalk A/E – **Complete**
- Cumberland Plateau Plan – **60% complete**
- Monthly team meetings being held.
- Executive Committee established 7.14.21 to assist with some communication challenges

AmeriCorps VISTA

- Partnership with UVA Wise and AmeriCorps we have worked to develop five Vista positions that will work in partnership with UVA Wise and Friends to add capacity to specific regional areas.
- Remaining positions are as follows:
 - [Hometowns of High Knob VISTA Bridge Builder](#)
 - [Southwest Virginia VISTA Bridge Builder- Offer on the table](#)
- Three of the five Vista members started on August 30th

National Endowment for the Arts Our Town Grant

- Received notification via email in April that RTM was not awarded this grant.



'Round the Mountain Full Detailed Update

Membership

- Over the past 6 months, our staff has been touching base with all current and expired artisans. Some follow ups have included confirmation of information, feedback, inventory, renewals, and technical support.
- Membership update
 - 173 Active Memberships
 - 122 Expired memberships
 - 318 Total Memberships
- In the future, we will begin promoting our expanded membership categories, which include various levels of business memberships, mediums, as well as culinary.

Programming

- **Marketing Update**
 - **'Round the Mountain Marketing**
 - 'Round the Mountain marketing and communications has been in large part due to recommendations by members. From aiding in social media posts, sharing helping information and free courses, as well as providing free product photography for juried members.
 - **Social Media**
 - Weekly, social media posts are made on the 'Round the Mountain Facebook and Instagram accounts with photos and information about artisan works featured in the cultural center. These posts aid in the storytelling of the organization, artisan work, and promote guests to visit the Cultural Center to view and purchase products.
- **'Round the Mountain E-Commerce**
 - Since the inventory recount began in the Spring of 2021, we have also actively been collecting imagery and information of artisan products to be released on the e-commerce platform. The shop currently holds 100+ products with hundreds more to be added over the coming months.
 - The e-commerce platform gives juried members a cutting edge opportunity to further sales of their products outside of the Southwest Virginia Cultural Center & Marketplace.
- **'Round the Mountain Wholesale**
 - The wholesale program is currently on hold as we work towards securing the best possible platform for effective sales and use.
- **Member Newsletter**
 - Monthly newsletters are sent out to 'Round the Mountain members with organizational updates, news, and helpful information such as business class offerings, event & festival information, and other opportunities.
- **Community Visits**
 - In partnership with community visits, 'Round the Mountain' affiliated galleries and shops are also visited in order to collect digital imagery to aid in the promotion of members across the region.

- **Inventory Processing**

- The staff at the Cultural Center has been working through inventory processing and updates. Moving forward, we will be touching base with each juried artisan, who has work at the Cultural Center on a quarterly basis.
- Inventory will also take place when the items come in, and not once a month.

- **Fall 2021 Jury**

- RTM members can go through a peer-reviewed jury in order to participate in e-commerce, wholesale, as well as sell their work at the SWVA Cultural Center & Marketplace.
- Our last jury was held in the Fall of 2020 and was a tremendous success. We are very excited to announce our next jury dates.
- Drop-offs – September 1 – 30, 2021
- Deadline – October 1, 2021
- Notifications – October 15, 2021