



MEMORANDUM

TO: Mayor Greenlaw and Members of City Council
FROM: Beverly R. Cameron, City Manager
DATE: August 19, 2014
SUBJECT: City Manager's Update

Highlights of major activities and other notable developments:

September – A Strong Month for City Meetings - The Association of Women's Health, Obstetrics & Neonatal Nurses, the U. S. Fencing Association, the Virginia Commissioner of Revenue Association and the Virginia Numismatic Association will all converge on Fredericksburg in September, bringing over 2000 people with an anticipated 425+ room nights. They will be using a variety of city partners. The Numismatists are returning for their fourth year and the fencers for their third year.

City Retail Occupancies Increase to 94 Percent - Fredericksburg's retail vacancy rate dropped to just 6 percent in the three months ending June 30, according to the most recent Quarterly Retail Report produced by Fredericksburg's Department of Economic Development and Tourism. The report shows that the retail vacancy rate is just 3 percent in downtown Fredericksburg (the 600 through 1100 blocks of Caroline Street and the 100 through 400 blocks of William Street). Thirteen retail/restaurant businesses signed leases for retail space in Fredericksburg during the second quarter, and 18 retail/restaurant businesses opened. Many additional businesses are actively looking for space.

Economic Development Specialist Amy Peregoy spearheads the [Quarterly Retail Report](#), which can be found on the EDT's website at www.Fredericksburgva.com. The report shows vacancy rates at each of Fredericksburg's major shopping centers as well as the downtown district. It also looks at sales, meals and lodging tax data, and summarizes business activity during the defined three-month period. The report is a terrific resource for commercial real estate brokers, developers, business prospects, the media and the general public.

ED/Tourism Conducts Training - The region's fast-growing and changing population requires that we constantly educate and train those who are new to the area. This is particularly true with school teachers and hotel personnel. On August 7, the ED/Tourism department coordinated a fourth grade teacher training program in conjunction with four of our museums. On September 9, the next hotel desk clerk familiarization tour will take these front-line staffers to eight museums plus the Fredericksburg battlefield.

Mayflower Tours Schedules Civil War-Focused Tours to Fredericksburg - The 150th anniversary of the Civil War continues to be of interest to tour operators. Mayflower Tours, from the Chicago area and one of the premier tour operators in North America, has scheduled four buses to the Fredericksburg area for April 2015. Mayflower advertises the trips as “the fifth chapter in our Civil War series”. In addition to their tours, the group will spend two nights in a city hotel and enjoy free time, lunch and dinner in the downtown.

Military Reunion Market Continues to be a City Focus - The City of Nashville, Tennessee was the host to the Your Military Reunion Connection Marketplace on July 27-29. Staff from the Department of Economic Development and Tourism attended this marketplace and met with twenty-five military reunion planners from all over the country. During the event, reunion planners and destination representatives met for one-on-one appointments to discuss their reunion needs and what is offered for their reunion attendees in Fredericksburg. Upcoming military reunions in Fredericksburg include the USMC Platoon 290 Reunion, Black Knight's, and the 459th Wing Association Reunion.

Active Shooter Training - On August 18, the Police Department conducted a session of training in “active shooter” scenarios at Hugh Mercer Elementary School. The training, mandatory for all sworn employees, focused on response and search techniques applicable to large and complex buildings, target identification and neutralization, and triage and rescue of survivors from ongoing incidents. After classroom instruction, officers and detectives worked through several different simulations of emergency situations in the school hallways and classrooms. Two additional training sessions are scheduled to ensure that all personnel are better prepared for an event involving one of the city's schools.

Building Construction Report for July 2014 - A summary of the July building report is attached for review.

**FREDERICKSBURG DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM
 QUARTERLY RETAIL REPORT
 2nd QUARTER, 2014
 AUGUST 14, 2014**

Shopping Center Occupancy

Shopping Center	Total Square Footage	Occupied Square Footage	Percent Occupied	Number of Vacancies
Central Park	1,888,499	1,785,980	94%	25
Eagle Village	152,000	135,822	89%	8
Fredericksburg Shopping Center	102,835	99,635	97%	1
Gateway Village	327,992	323,192	99%	2
Greenbrier Shopping Center	161,770	161,770	100%	0
Lee Plaza	42,083	29,958	71%	2
Village Plaza	35,035	27,023	77%	1
Westwood Center	115,322	111,922	97%	2
Westwood Village	29,214	29,214	100%	0
Cowan Center	32,400	22,800	70%	7
Total	2,887,150	2,727,316	94%	48

Downtown Store Occupancy

Downtown Fredericksburg	Number of Retail Spaces	Number Occupied	Percent Occupied
Caroline Street 600 – 1100 Block	105	103	98%
William Street 100 – 400 Block	38	36	95%
Total	143	139	97%

Shopping Center and Downtown New Leases and Store Openings – 2nd Quarter

Executed Leases

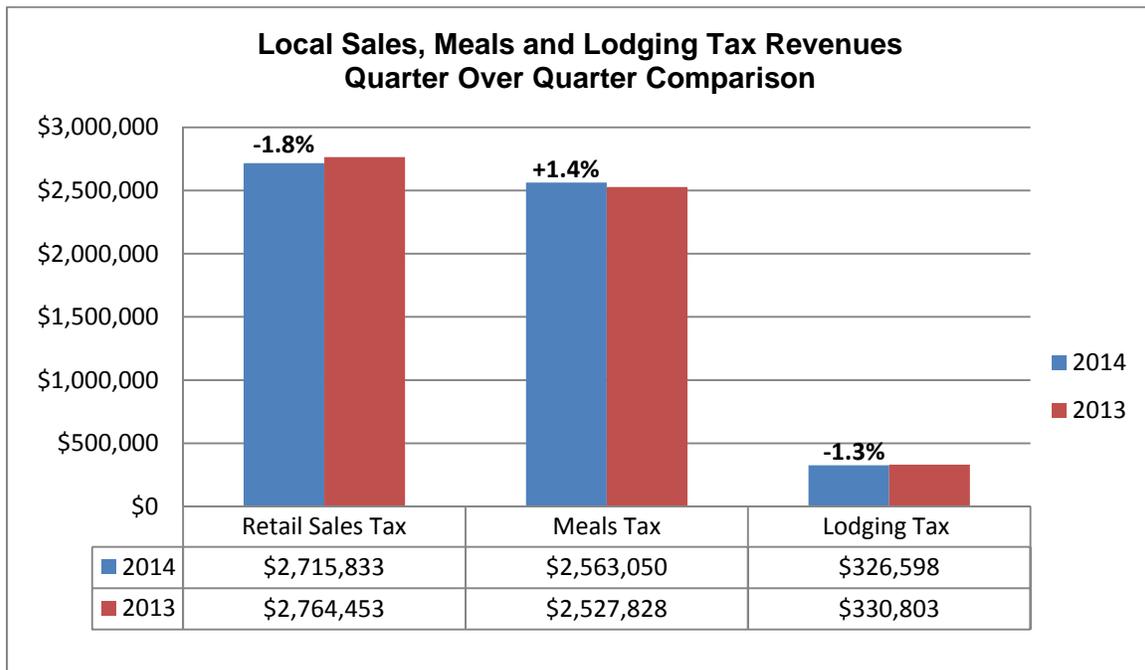
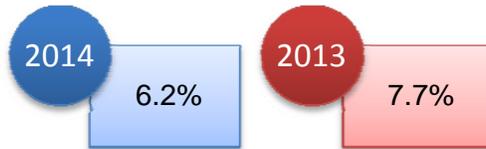
- 13
- 27,489 Total SF

Openings

- 18
- 41,111 Total SF

Active Prospects as of Reporting Date		
Central Park 34	Downtown 3	Other Centers 17

Area-wide Retail Vacancy Rate – Quarter Over Quarter Comparison, 2nd Quarter
(Source: Thalhimer Market Reports)



Notes:

- Approximately 102,519 square feet remains to be filled in Central Park. There are currently 34 active retail prospects. Rebellion Fashion (1,671 s.f.), Pro Martial Arts (2,100 s.f.), Euphoria (1,000 s.f.) and Occasions by MK (1,252 s.f.) have opened. Kids First Swim School (6,700 s.f.) is in the first phases of construction.
- Eagle Village has approximately 16,178 square feet of retail remaining to lease. There are currently 5 active prospects with 2 leases under negotiation. As of August 7 the Children's Museum of Richmond/Fredericksburg has had over 22,500 visitors since opening May 10. Planet Fitness has reported approximately 9,500 members within its first year of opening in September 2013.
- Downtown occupancy has increased to 97 percent. Leasing inquiries are active. Benny's, a Virginia-based pizza chain, purchased 722 Caroline St. and will be opening Benny's Vitale's in the fall. New and relocating businesses have opened: Deutschland Downtown (411 William St.), Kickshaws Downtown Market (101 William St.), Fraser Wood Elements (820 Caroline St.), East Coast Vapers (612 Caroline St.), Virginia Deli (826 Caroline St.), Sight Studio Optometry (829 Caroline St.), and FreeBird Studios (709 Caroline St.). Cork & Table executed a lease at 909 Caroline St. Clean up and light demolition is underway (floor/ceiling) at 201 William St. (former Cards & Cones).



MEMORANDUM

TO: Beverly R. Cameron, City Manager
FROM: Chuck Johnston, Director of Community Planning & Building
DATE: August 20, 2014
SUBJECT: Building Statistics

The following provides information for building activity in the City. Looking at the first month of the fiscal year, the number of new single family homes has declined compared to last year, while the number of single family renovations has increased. Conversely, the number of new commercial projects is equal to last year, with renovations slightly decreasing. Inspections have slightly increased.

	July 2014	July 2013	FY to Date July 2014	FY to Date July 2013
<u>Single Family Residential Permits</u>				
<i>New Building</i>	2	4	2	4
<i>New Plumbing/Electrical/Mechanical/Other</i>	1	1	1	1
<i>Certificates of Occupancy</i>	3	3	3	3
Existing Building	18	13	18	13
Existing Plumbing/Electrical/Mechanical/Other	39	34	39	34
<u>Multifamily/Commercial Permits</u>				
<i>New Building</i>	1	1	1	1
<i>New Plumbing/Electrical/Mechanical/Other</i>	9	5	9	5
<i>Certificates of Occupancy</i>	2	6	2	6
Existing Building	28	29	28	29
Existing Plumbing/Electrical/Mechanical/Other	44	47	44	47
Occupancy Permits for Existing Buildings	15	6	15	6
<u>Inspections Performed</u> Building and Site	660	621	660	621

Tap fees have increase from this month last year because of the type of projects that came in this month.

UTILITY FEES COLLECTED –

Water Tap	\$ 4,700.00	\$ 0.00	\$ 4,700.00	\$ 0.00
Water Availability	<u>\$ 29,610.00</u>	<u>\$ 13,000.00</u>	<u>\$ 29,610.00</u>	<u>\$ 13,000.00</u>
SUB TOTAL	\$ 34,310.00	\$ 13,000.00	\$ 34,310.00	\$ 13,000.00
Sewer Tap	\$ 10,200.00	\$ 0.00	\$ 10,200.00	\$ 0.00
Sewer Availability	<u>\$ 58,510.00</u>	<u>\$ 20,000.00</u>	<u>\$ 58,510.00</u>	<u>\$ 20,000.00</u>
SUB TOTAL	\$ 68,710.00	\$ 20,000.00	\$ 68,710.00	\$ 20,000.00
<u>TOTAL</u>	\$ 103,020.00	\$ 33,000.00	\$ 103,020.00	\$ 33,000.00