AGENDA

MIDDLESEX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
Electronic Zoom Meeting
Thursday, February 18, 2021
9:30 A.M.

Join from a PC, Mac, iPad, iPhone or Android device:
Please click this URL to join.
https://us02web.zoom.us/j/81851797909?pwd=ZXdxQTg4aDFDYlQvRWgyd2l0WmtHUT09
Passcode: 7584330

Or join by phone:
Dial (for higher quality, dial a number based on your current location):
US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or
1 253 215 8782 or +1 346 248 7799 or 888 788 0099 (Toll Free) or 877 853 5247 (Toll Free)
Webinar ID: 818 5179 7909
Passcode: 7584330

1. Call to Order, Attendance and Quorum Count

2. Electronic Meeting Notification

3. Approval of Agenda

4. Approval of Minutes – January 21, 2021

5. Treasurer's Report – Janet Riggs

6. Unfinished Business
   a. Deltaville Tap and Raw Bar Grant Update
   b. Cook's Corner Updates
      i. RCE Roof Repair
      ii. Developer Search
   c. EDA's Purchase Policy
   d. FY 2021-22 Budget Approval
   e. Transient Tax Request

7. New Business
   Electric Car Charging Stations

8. Economic Development & Tourism, Michelle Brown
   a. EDA Grant Applications
   b. Virginia River Realm Analytics
   c. Food Truck Initiative
   d. Middlesex Money Gift Card

9. Middlesex Broadband Authority Update, Kevin Gentry

10. Adjournment

Next Scheduled Meeting Date: Thursday, March 18, 2021

Minutes January 21, 2021
Economic Development Authority of Middlesex County Meeting
Electronically Hosted via Zoom from County Administrative Building, Saluda, VA

In attendance:
Gordon White, Chair
Janet Riggs, Vice-Chair & Treasurer
Celane Roden, Secretary
John Anzivino, Member
James Reed, Member
Tom Feigum, Member
Bill Cawthorn, Member
Michelle Brown, Economic Development & Tourism Coordinator
Shanae Hammond, Staff Clerk
Kevin Gentry, Director of Information Technology
Ryan Hudson, Deltaville Tap and Raw Bar

Call to Order: The virtual meeting (via Zoom) was called to order by Chairman Gordon White at 9:30 a.m. A quorum was established by roll call. Chairman White read provisions for electronic state and local government meetings, emphasizing full public access to the virtual meeting and availability to the public of the recorded meeting on the EDA website.

Quorum: A quorum was determined by roll call.

Approval of Agenda: Chairman White presented the agenda for review.
Action: Motion by Mr. White, seconded by Mrs. Roden, to adopt the agenda was approved unanimously by roll call.

Approval of Minutes: December minutes were presented.
Action: Motion by Mr. White, seconded by Mr. Anzivino, to accept the minutes was approved unanimously by roll call.

Financial Report: Mrs. Riggs presented the November Financial Report, reporting cash balance of $417,212.80; interest income of $100.09; CARES Act (flow through) income of $19,235.60; and no expenses. She also noted that the Water Authority plans to pay back the outstanding loan of $80,000 by the end of the year.

Action: Motion by Mr. White, seconded by Mr. Cawthorne to accept the financial report, was approved unanimously by roll call vote.

Unfinished Business: Deltaville Tap & Raw Bar Micro-Grant Update
Issue: The Authority approved a grant for this business and is subject to receipt of specific documentation including all required county permits. To date the restaurant, which opened on December 31, is operating with a temporary sewage handling and disposal (Pump and Haul) permit valid through the end of this month, backed by a bond and based on an active application, including professionally designed plans and specs for construction of a sewage disposal system

to include a fix to a flow splitting issue. As outlined in a recent Department of Health letter, by the end of this month the restaurant submits anticipated plan for the system with indicators that the sewage system will be completed by November 30, 2021 they will receive an extended temporary permit. The issue discussed today is how the current status of the sewage handling permit impacts the requirement for grant disbursal from EDA.

Discussion: Mr. Anzivino reported on behalf of the committee regarding issuance of check and potential conflict of commitment to help the business community while maintaining stewardship of dwindling resources. Until permit issues referenced above are resolved the Authority will have no assurance that the business will be able to remain healthy. Representing the restaurant, Ryan Hudson joined the meeting to report to the committee the current status from the partners, including discussion around their tenant status as it regards the septic system owned by the Deltaville Marina, their landlord. They had not received the recent Department of Health letter with impending deadline of 1/31/20 for an acceptable engineer plan, but during the meeting Mr. Hudson was able to secure an amended emailed copy from the Department which he said he would forward to the Authority. That Department, Hudson said, stated they will do all they can to work with Deltaville Marina and the Department to meet the deadline requirements.

Action: On behalf of the Committee, Mr. Anzivino offered and Mrs. Riggs seconded the following amended motion regarding the grant award:

I move that the Middlesex County EDA amend the December 10, 2020 grant award of $12,129.92 to Deltaville Tap and Raw Bar to include the following conditions:

1. Virginia Health Department, Virginia ABC Board and Middlesex County zoning and site plan requirements are met with appropriate written approvals by the prospective agencies provided to the EDA by the applicant prior to disbursement of EDA grant funds;

2. Deltaville Tap and Raw Bar shall hire four (4) additional employees as provided in their October 12, 2020 EDA application within two years of final grant disbursement and provide documentation to the EDA at time of hire for each employee;

3. Should Deltaville Raw Bar cease operation within Middlesex County within two (2) years or fail to hire four additional employees within two years of grant disbursement, Deltaville Tap and Raw Bar shall be liable for reimbursement of fifty per cent (50%) of the original grant amount to the Middlesex County Economic Development Authority;

4. In conjunction with Condition 1 above 50% of the EDA's grant funds awarded to Deltaville Tap and Raw Bar will be released upon receipt of formal approval of engineering plans for an alternative on site waste disposal system by the Virginia Health Department and 50% of the EDA's awarded grant funds will be released at the time of final inspection of the alternative onsite sewage system improvements and issuance of the final operations permit by the Virginia Department of Health and the final Certificate of Occupancy by the County of Middlesex;

5. EDA staff are authorized to issue payments as outlined in Condition 4 above through typical disbursement processes when documentation noted in Condition 1 is received from the applicant: and,

6. Applicant shall provide reports to the Middlesex EDA in accordance with the EDA's grant program guidelines.

The motion passed unanimously by roll call vote.

Unfinished Business: Cook's Corner Issues
Issue: Due to economic complications from extended COVID-19 pandemic in the restaurant and hotel business the Cook's Corner Brewpub partners withdrew from the proposed brewpub development, leaving EDA with two immediate issues to address: significant roof damage and a new developer search.

RCE Roof/ Mold
Discussion: Mr. White reported two estimates and a third pending for roof patch work to stem further damage to the building. More than a patch is not advisable due to irreparable damage and decay to the roof. To begin discussion Mr. White offered a motion outlined in action below, seconded by Mr. Anzivino who recognized the need to stabilize the roof until future proposals for use of the property. Mrs. Riggs: The wood on the roof is not strong enough to support an individual's weight. Are the patches to be at the edges only? Mr. White: The concrete beams will support weight if needed. Mr. Feigum: I disagree with any action other than tearing the building down, stating with the decay and deficiencies the building needs to be totally rebuilt. Mr. White: We have a directive from the BOS to stabilize the roof. Mrs. Roden: Before we make major decisions regarding the building, such as tear down, we need to involve the Heritage Committee and others in the discussion, and we need to recognize that there was a very viable group of developers who were committed to this property. We do not yet know if there are others out there. Mr. Cawthorne: In 2022 property ownership reverts back to BOS if it remains undeveloped; we should use funds from the $100,000 set-aside by the BOS for this roof work. Anzivino: Moved, seconded by Mrs. Roden, to amend the motion below to include using the set-aside funds to cover the costs. Mr. White accepted the request. Mrs. Riggs: What is the advantage of patching? Mr. White: BOS request. Mr. Feigum: Is the black community still interested in the property and if not, how long will we let it rot? Mr. White: We do not know about the cafeteria building ... the white frame building has more history but we do not own it. It is not a good idea to pursue a tear down until we pursue future development. Mr. Croxton would like to "stay in the game" but he needs a partner to fund it. Mr. Cawthorne: Let's preserve it as best we can for a future plan. Mrs. Brown: There is electricity in the building that feeds other structures. Mr. Reed: We need to involve the black community and the Heritage Committee and preserve the property to return it back to BOS in 2022. Mr. White: We welcome the involvement of the black community and want to memorialize the properties heritage in appropriate ways.

Action: Mr. White moved, seconded by Mrs. Riggs, and amended by Mr. Anzivino, that the Chair and Vice Chair award a contract to patch the roof upon receipt of a third estimate added to the two already received for the work.

Roll call vote: Yes: White, Roden, Reed, Anzivino, Cawthorne. No: Feigum & Riggs

Property Marketing Plan & Developer Search - Mrs. Brown presented the marketing plan for recruitment of developers for the Cooks Corner property and reported movement is slow. She has spoken with developers and other economic development folks who may know of developers. Gloucester has shared commercial property information. She is compiling a list for developers to solicit and has placed it on the VEDP state property website. She has had multiple meetings with DCHD regarding the grant funding. To date we have until March 31 to secure development of the property at which time we have secured a potential developer the date can possibly be extended to June 30.
Mr. Feigum asked Mrs. Brown how her office lets businesses know of the availability of her services, such assisting Eckhard's in the closure and sale of their restaurant? Response is deferred to report below regarding Eckhard's.

New Business: Officer Election
Mr. Anzivino offered a slate of officers for the 2021 calendar year, seconded by Mr. Cawthorne: Re-election of Gordon White, President; Janet Riggs, Vice President and Treasurer; and, Celane Roden, Secretary
Unanimously approved by roll call vote. Mr. Anzivino thanked the officers for their work.

New Business: Approval of 2021 Meeting Dates
Mrs. Brown presented dates of third Thursday of each month for remainder of 2021 with a question about December since there is typically a holiday dinner instead of a December meeting. Mr. White moved adopt dates as presented for 2021, subject to adjustment, as needed, seconded by Mr. Cawthorne. Unanimously approved by roll call vote.

New Business: Review Purchasing Procedures
Issue: Mrs. Brown presented a draft EDA of Middlesex County Purchasing Policies and Procedures Manual for review.
Discussion: Postpone for February meeting for possible suggested changes from Mrs. Lewis, attorney.

New Business: EDA FY 2021-22 Budget and Transition Tax discussion
Issue: The transition tax rate has been raised from 2% to 5% by the Board of Supervisors with difference to be used for marketing, economic development and tourism.
Discussion: Mrs. Brown is the (DMO) designated marketing organization for tourism for the county, working in conjunction with state as the official tourism contact. As a requirement of the 3% additional tax, she has met with local lodging industry representatives and will schedule at least 2-3 meetings/year to learn how best to promote them. Mr. White reminded the Authority of the importance of this funding as our bond funds continue to diminish. He pointed to the need for BOS to direct this income to EDA so we can continue to effectively support tourism in the county.

Economic Development and Tourism Updates: Michelle Brown

Visit Middlesex Website Redo. Mrs. Brown and Mr. Gentry are working with CARES funding to update the Visit Middlesex website which is a subset of the county website with a totally different and much improved presence. It is the landing page for visitors specific to Middlesex vs the whole of Virginia's River Realm (VRR) area coverage. It will be finalized in March or April in time for spring and, hopefully, a virus free season.

Virginia's River Realm Update: Mrs. Brown shared VRR promos connecting the area's small towns to VRR. New landing pages were shared, separate pages for each of the great small towns in Middlesex, with listings of interest to visitors specific to each. The VRR blog includes a bucket list for the new year of COVID-friendly things to do in the Realm: outdoor music, oysters, ballgames, history, walking, on the beaches, campgrounds, etc.

Eckhard's Follow up: Upon learning about the closure of Eckhard's Mrs. Brown contacted the owners. From her most recent conversations with Don Marvin, Mrs. Brown has learned they are yet unsure about future plans for the restaurant. With two positive COVID cases in November the owners made the decision to close for the winter and are now working on a decision on reopening in the spring or retiring and selling the restaurant. They have asked her to place the business on the VEDP state property website for sale but may still open in spring. Mrs. Brown, in response to Mr. Feigum's inquiry above, informed the Authority that while the owners were not aware of the availability of her assistance, contacting the business directly is the most effective way in which she offers to help businesses.

Broadband: Mr. Gentry reported that the county is still awaiting determination of the grant applications, expected soon. CARES broadband restrictions are relaxed, and the county will now be able to use CARES funds to set up wireless on towers in Jamaica. They are working on the RFP and hope to release it soon for contractor selection. Service will be available in Jamaica by the end of 2021. Starlink (low orbit satellite) is another possible broadband solution in the future. The Broadband Authority zoom meeting this evening is open to the public.

Adjournment: Motion by Anzivino, seconded by Riggs to adjourn. Passed unanimously.

Next Scheduled Meeting: February 18, 2021

Submitted by:

_____

Celane Roden, Secretary

Approved by:

_____

Gordon White, President

Middlesex Economic Development Authority
Balance Sheet
As of January 31, 2021

		Jan 31, 21
ASSETS		
Current Assets		
Checking/Savings		
1000 · Checking-EVB 6704		80,745.03
1001 · Checking-EVB 2991		57,779.37
1002 · Checking-EVB 2997		57,779.38
1003 · Checking-EVB 3000		57,779.38
1004 · Checking-EVB 7221		57,767.98
1005 · CD 30357648		21,226.49
1006 · CD 30357651		21,102.82
1007 · CD 30357657		21,300.32
1008 · CD 30357660		20,859.74
1009 · CD 30357663		21,225.63
Total Checking/Savings		417,566.14
Total Current Assets		417,566.14
Fixed Assets		
1300 · Land - Cooks Corner		11,155.00
Total Fixed Assets		11,155.00
Other Assets		
1101 · Deferred Inflows		
1110 · Rappahannock Westminster	83,558.18	
1113 · Cape Henry School	21,221.01	
1114 · YMCA	5,709.38	
Total 1101 · Deferred Inflows		110,488.57
1500 · Loan-Middlesex Water Authority		80,000.00
Total Other Assets		190,488.57
TOTAL ASSETS		**619,209.71**
LIABILITIES & EQUITY		
Liabilities		
Long Term Liabilities		
2000 · Deferred Outflows		
2005 · Reserve for Cooks Corner Roof	100,000.00	
Total 2000 · Deferred Outflows		100,000.00
Total Long Term Liabilities		100,000.00
Total Liabilities		100,000.00
Equity		
3900 · Retained Earnings		499,653.56
Net Income		19,556.15
Total Equity		519,209.71
TOTAL LIABILITIES & EQUITY		**619,209.71**

Middlesex Economic Development Authority
Profit & Loss
January 2021

	Jan 21		Jul '20 - Jan 21
Income			
4000 · Fees		0.00	33,168.32
4100 · Interest			
4110 · Checking	24.52		166.64
4120 · CD	161.20		902.28
4130 · Savings	67.07		492.11
Total 4100 · Interest		252.79	1,561.03
4200 · Other Income			
4201 · CARES Act	0.00		74,612.20
Total 4200 · Other Income		0.00	74,612.20
Total Income		252.79	109,341.55
Expense			
5200 · Other Expenses			
5210 · Grants	0.00		15,023.53
5214 · Supplies	0.00		149.67
Total 5200 · Other Expenses		0.00	15,173.20
6100 · Other Expense			
6110 · CARES Act Grants	0.00		74,612.20
Total 6100 · Other Expense		0.00	74,612.20
Total Expense		0.00	89,785.40
Net Income		252.79	19,556.15

Economic Development Authority

GRANT ACCEPTANCE AGREEMENT

Congratulations!

The Middlesex County Economic Development is pleased to award the **Deltaville Tap and Raw Bar** an EDA grant in the amount of **$12,129.92** for the reimbursement of the hood range equipment for their restaurant at the new 274 Bucks View Lane, Deltaville, VA location.

The EDA unanimously approved the grant request of $12,129.92 on November 19, 2020.

EDA will issue payment upon the following conditions:

- Receipt of a copy of the VA Health Department's Food Establishment Permit
- Receipt of a copy of the VA ABC License
- Receipt of a copy of Middlesex County's Building Inspector's Occupancy Permit
- Receipt of a copy of VA Health Department's Approval of Well & Septic
- Copy of the Lease with Deltaville Boatyard

With the acceptance of this grant Deltaville Tap and Raw Bar agrees to these performance measures:

- Hire 4 additional (FTE) full-time equivalent employees within 2 years of grant disbursement (as stated in the application)
- Provide documentation to the EDA at the time of hire for each employee
- Should Deltaville Tap and Raw Bar cease to operate within Middlesex County within 2 years or fail to hire 4 FTE within 2 years of grant disbursement, Deltaville Tap and Raw Bar shall be liable for reimbursement of fifty percent (50%) of the original grant amount to the Middlesex County Economic Development Authority.
- In conjunction with the above required permits, 50% payment of the EDA grant will be released upon approval of the TEMPORARY Pump and Haul waste disposal system from the VA Health Department through November 30, 2021 and Middlesex County's TEMPORARY Certificate of Occupancy through November 30, 2021. The last 50% payment of the EDA grant will be authorized once FINAL Operation Permits are received for sewage disposal by both the VA Health Department and Middlesex County.

A return visit to an EDA Board Meeting (third Thursday of the month) is requested at the 6 month anniversary of the grant's award date to give the final report in person or by zoom. If you publicly announce receipt of this grant, please recognize the donor as Middlesex County Economic Development Authority.

We appreciate photo opportunities for the EDA press release. If you are having any difficulties during your relocation phase, please do not hesitate to contact the EDA or Michelle Brown for assistance.

If you are unable to attend a meeting, please mail the report to Michelle Brown at 877 General Puller Hwy. Saluda, VA 23149 or email m.brown@co.middlesex.va.us

The Report should include:

- The new location business plan. Discuss financial projections, actual sales, marketing, operations review, management team, etc.
- How the partnership with Deltaville Marina is progressing?
- Update on the installation of the sewer disposal system.
- How much revenue was generated in meals tax since opening?
- Discuss D T & R employee hires since opening. Provide documentation of 4 hires within 2 years of grant disbursement.
- Have there been any new developments/projects since the grant award?
- What was the biggest impact made to the County as a result of the grant and the relocation?

By acceptance of the EDA grant, I will provide the documentation for payment, a follow-up report and the performance measures required by the grant funding on the 6 month anniversary of the award date of the grant (November 19, 2020.) Please see the above criteria that should be included in your report.

Signature: _____

Company: Deltaville Tap and Raw Bar, Ryan Hudson, owner

Date: 2/6/2021 6 Month Return Date: May 20, 2021

Small Purchase Policy

Middlesex County Economic Development Authority

Recognizing that the Authority may be required to make purchases of goods and services and that proper stewardship of the Authority's funds represents one of the greatest responsibilities of the Middlesex County Economic Development Authority (hereinafter "Authority"), hereby establishes the following policy regarding small purchases:

As set forth in the Virginia Public Procurement Act, Section 2.2-4303 of the Code of Virginia, the Board of Directors of the Authority hereby establish that two officers of the Authority, (typically the Chairman and the Treasurer), acting together, may at their discretion, make purchases and approve contracts under the Authority's Small Purchase Policy when circumstances do not allow time for a vote of the full Authority.

Purchases made and contracts awarded under the Small Purchase Policy will not require competitive sealed bids nor competitive negotiation for single purchases or term contracts for goods, non-professional and professional services if the aggregate or the sum of all phases is not expected to exceed $12,500.

The following small purchase procedures shall provide for competition wherever practicable to achieve the lowest cost to the Authority for the highest quality goods, services and sales or leases, and are hereby established to guide this policy.

(1) Purchases in amounts of less than $2,500 shall not require solicitation of bids.

(2) Purchases of more than $2,500 but of less than $12,500 shall require solicitation of at least two written bids

(3) Purchases exceeding $12,500 shall not be covered by this policy and shall require at least two competitive sealed bids or negotiations subject to approval by the full Authority.

(4) The Authority may negotiate with offerors to determine the most qualified, responsive and suitable provider at the best price for the best quality goods, services and/or lease or sale.

This policy shall be considered a Rule under Article VII of the By Laws of the Authority

August 17, 2017

Dominion Energy

Actions Speak Louder

Smart Charging Infrastructure Pilot Program

FREQUENTLY ASKED QUESTIONS

Program Background

Q: Why did Dominion Energy Virginia create the Smart Charging Infrastructure Pilot Program?

We are delivering for our customers, with bold targets for reducing carbon, adding renewable energy resources and transforming the electric grid for more reliable service that meets our customers' evolving needs. The Pilot Program will support electric vehicle (EV) adoption in Virginia and will inform the design of managed charging programs and other EV customer offerings in the future.

Q: What is the Smart Charging Infrastructure Pilot Program?

The Smart Charging Infrastructure Pilot Program provides incentives for smart electric vehicle (EV) charging infrastructure and data collection. The Program offers rebates to help cover the costs of "make-ready" infrastructure along with the purchase and installation of approved EV charging equipment by Dominion Energy Virginia's non-residential customers.

Q: Why should I participate in the Pilot Program?

Electric Vehicles (EVs) cost less to operate than traditional internal combustion cars and have no tailpipe emissions. EV owners can calculate financial savings and compare CO2 emissions for gas and electric cars over a year of driving using our educational portal ChooseEV.

Your organization can play an important role in expanding Virginia's charging network to accommodate the growing number of EVs on the road. Hosting charging stations at your organization provides a critical service to EV drivers and can have business benefits, such as increased sales, higher tenant retention, higher tenant and resident satisfaction, enhance your public image, and demonstrate your sustainability efforts.

The Pilot Program's rebates reduce upfront costs for charging infrastructure and EV charging equipment to help you become a charging station site host.

Q: Who owns the charging stations?

You will own the charging stations.

Q: Who is responsible for operations and maintenance of the charging stations?

You will be responsible for operation and maintenance of the charging stations and the associated costs.

Q: How long will the program be offered?

The Pilot Program will be available in the Fall of 2020 and continue until the Pilot Program reaches capacity. Rebates will be available on a first come, first serve basis, while funding lasts.

Q: How can I get in touch with the Pilot Program?

You can speak to a Pilot Program representative by emailing DominionEnergySCIP@guidehouse.com or calling 1-833-644-0830 during business hours (M-F from 8am to 5pm EST).

Q: What does it mean that my charger will be managed or "smart"?

"Smart" charging equipment enables charging stations to communicate with the charging network and provide charging utilization data to site hosts and Dominion Energy Virginia. Smart charging equipment also has the functionality to provide future grid services. The Pilot Program's incentives for "smart" charging equipment will support EV adoption while minimizing the impacts of EV charging on the grid.

Q: What is "Make-Ready" Infrastructure?

"Make-ready" infrastructure represents all the underlying electrical infrastructure that supports a charging station. This includes service connection upgrades between the local substation and transformer and electric vehicle (EV) supply infrastructure between the meter and service panel.

Infrastructure upgrades can require significant upfront investment to accommodate EV charging stations; the Pilot Program's rebate reduces the upfront costs to make the site ready for the charging station installation. Please see figure below.

Eligibility and Program Benefits

Q: What kind of charging stations are eligible in the program?

The Pilot Program will provide rebates for Level 2 and fast charging stations found on the **Qualified Vendor List**.

- **Level 2:**
  240V charging stations capable of recharging an electric vehicle (EV) battery in 4 to 8 hours.
- **DC Fast Charging:**
  Higher powered charging stations (> 49kW) capable of charging an electric vehicle (EV) battery to 80% capacity in as little as 30 minutes.

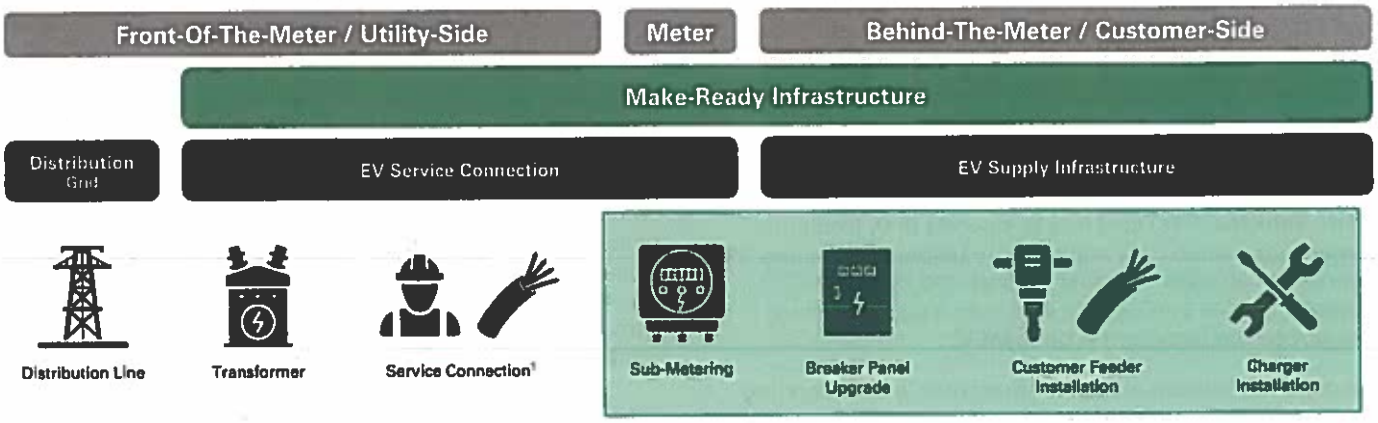
Dominion Energy Virginia customers that meet the following criteria can be eligible for the installed charging equipment:

- **Multi-family:**
  Multi-unit housing communities (e.g. apartment complexes, condominiums, etc.) for use by residents in common areas
- **Workplace:**
  Places of work for use by employees and public
- **DC Fast Charging:**
  Sites with 24/7 public access and are capable of hosting higher powered DC fast charging stations, ideally located in dense areas
- **Transit:**
  Transit agencies for use by electric transit buses

Q: What rebate amount am I eligible for?

Rebates vary depending on level of charging and necessary make-ready infrastructure at your site. Rebate amount will not exceed the total cost of the project. Maximum available rebate amounts are provided below.

Make-Ready Infrastructure



Program Rebates

		Multi Family	Workplace	DCFC	Transit
Make Ready Rebate	*Utility Infrastructure* (per site)	$-	$-	$35,000	$35,000
	Customer Infrastructure (per site)	$9,000	$9,000	$33,000	$33,000
	Network Fee (per charger)	$2,000	$2,000	$5,000	$5,000
Smart Charger Rebate	*Equipment* (per charger)	$4,000	$2,700	$36,000	$53,000
	Chargers per Site	Min = 1 Max = 4	Min = 1 Max = 10	Min = 2 Max = 4	Min = 1 Max = 6

Q: What are the Terms and Conditions?

Full terms and conditions can be found here: Terms and Conditions

Example terms and conditions include:

- You must have your charging station installed and communicating prior to receiving your rebate
- You must install the charging station according to local code requirements
- You will need to grant Dominion Energy access to your charging utilization data

Q: Can I stack rebates from the Pilot Program with other incentive programs?

Customers may stack incentives from other existing federal or state incentive programs when applicable. We recommend speaking with a tax professional for guidance on any tax-related incentives.

Pilot Program Participation

Q: What should I consider when planning my EV charging station?

You can reference the Pilot Program's Participation Guide for a summary of key factors to consider when making your participation decision.

Examples include:

- How regularly will electric vehicles visit your site?
- How many charging stations would be ideal for your site?
- Where on your property will the charging station will be located? Is there electrical access and is there space to have designated electric vehicle parking for charging station use?
- What level charging station best meets your electric vehicle charging use case?
  - Level 2
  - DC Fast Charge
- Does your organization have an electric vehicle champion/lead that can oversee the charging station development, rebate application and communicate with Dominion Energy?

Q: Can I charge drivers to recoup costs of charging station operations?

Yes, your organization can bill drivers for charging station services subject to any applicable laws or regulations.

Q: What is the Pilot Program responsible for?

- Support customers through technical questions throughout application process

  Email: DominionEnergySCIP@guidehouse.com

  Phone: 1-833-644-0830
- Confirm customer information and eligibility
- Provide feedback on submitted site plan
- Provide approval prior to construction
- Verify project completion
- Distribute rebate payment

Q: How do I participate in the Pilot Program?

Review Pilot Program information and start your application.

- Pilot Terms and Conditions
- Pilot Program Fact Sheet
- Pilot Program Participation Guide

If you have questions, you can speak to a Pilot Program representative by sending us an email.

- **Email:** DominionEnergySCIP@guidehouse.com
- **Phone:** 1-833-644-0830

Q: Where do I apply?

You can apply upon program launch through the Web-based Application Portal.

Become a Site Host in 6 Easy Steps:

1. **Apply Upon Program Launch**
2. **Submit Program Forms**
3. **Confirm Participation**
4. **Install Charging Station**
5. **Verify Completion**
6. **Receive Rebate Payment**

How to Set Up a Public Electric Vehicle Charging Station, the Fast Charging Edition

By Sami Grover, Updated May 05, 2020

As electric vehicle use spreads, demand for more—and faster—charging stations will grow too.

So far, when businesses have looked at installing electric vehicle charging, most have opted to go for slower, Level 2 charging which provides most vehicles with about 20 miles of charge in an hour. (A little more for Tesla destination chargers.) As the number of electric vehicles grows, however, and as their range/battery capacity increases, there's a high likelihood that drivers will have more demand for faster-charging options too. It's one thing, after all, to sit around for an hour or so to "fill up" your 80-mile Nissan Leaf. It's quite another if you need to replenish 200+/300+ miles of range in your Tesla or Chevy Bolt.

So what does it take to install a DC fast charging station that's open to the public? We got on the phone with Chris Bowyer, Director of Building Operations at The Alliance Center in the Lower Downtown (LoDo) neighborhood of Denver, to find out. The Alliance Center—which offers LEED Platinum-certified office space to 50 mission-driven organizations—recently took the plunge and installed a ChargePoint Express 200 50kw charging station in its parking lot, which it made available to the general public.

Considerations in Choosing What Type of Station

As Chris explained, however, the original plan was actually to go with a slower, Level 2 station: "As an innovator in the sustainability industry, we wanted to capitalize on the growth in electric vehicle use and provide a resource for tenants, visitors and the community around us. Given that most users were likely to be tenants who spend their whole day here, our original plan was to install some slower, Level 2 charging stations that tenants' employees could use to fill up while they work. When we applied for a Charge Ahead Colorado grant managed by the Regional Air Quality Council and funded by the Colorado Department of Transportation to help pay for it, however, we didn't get the Level 2 funding. But they strongly encouraged us to go for Level 3."

When the unit was installed, it was the first Level 3 charging station in LoDo. That has since changed, as REI also installed two DC fast chargers, as well as two Level 2 charging stations, about 1.5 miles away. Nevertheless, Chris sees the addition of the charging station as an important piece of infrastructure—not just for tenants and guests of the building, but for the surrounding community too:
"As soon as we started exploring the possibility of adding charging stations, we were adamant that it should be for everyone. I don't care if you live in Grand Junction and just want to plug in to get what you need to get home. Come by, charge up, and pop in and say hello while you are at it."

Cost of Purchase and Installation of a Level 3 Station

The total cost of purchase and installation came in at around $50,000, says Chris, with $16,000 of that coming from the Department of Transportation grant. But The Alliance Center saw this as an important investment in staying ahead of the sustainability game. Crucially, because The Alliance Center wanted the unit to be highly visible to people who might not otherwise know about or visit their offices, the organization decided to go with a networked charging station from ChargePoint. That means it appears on the ChargePoint app, can be monitored and diagnosed for any downtime or faults, and also communicates whether it is currently available or in use by another driver.
This networked option also allows The Alliance Center to charge for use—a feature that just about covers the cost of electricity, and also incentivizes drivers to move on once they have charged as much as they need to. The cost, currently, is $8.50 for a two-hour session, with a $1 discount for tenants of the building. The Alliance Center also pays ChargePoint both an annual operational fee and a small percentage of each charging session, but Chris says that the fees are relatively nominal compared to the overall project cost.

Choosing a Site for the Fast Charging Station

In terms of where to locate the unit on the property, Chris explains that it really wasn't as much of a headache as you might think:
"We had to make sure we were near to one of our main electrical rooms, as this reduced the need for trenching and wiring—which can add significant cost and hassle—and we also had to coordinate with our utility to ensure that demand for charging didn't overpower the transformers for that particular block. Realistically, though, that was only about a 15-minute conversation on the phone, and a few emails back and forth."

Why More Businesses should Provide Charging Stations

So far, the station has seen steady use—with about 20 charging sessions in the first month since installation. As Chris points out, however, and as I have noted in my own posts about range and range anxiety, a charging station like this serves an important utility even when it's not in use:
"Confidence is a major piece to it. Even if most EV drivers charge at home most of the time, we need to have charging stations available so folks know they can get home if they get caught in a pinch. If there isn't network availability, adoption will not continue. Truthfully, stations like this might be a giant paperweight in 20 years time—range will just be so big that it won't be needed. But it's important that they are here now so that folks feel secure in opting for an EV."
That's a point I would strongly agree with, and I would say that, by adding charging stations in convenient locations, it also makes it possible for folks to buy electric vehicles with only as much range as they realistically need—a critical component of making sure that electric vehicles deliver fully on their environmental potential.

It's early days to say whether or not the station has directly influenced any tenants' or neighbors' decision to buy an electric vehicle (some evidence does suggest workplace charging significantly boosts sales), but existing drivers are certainly happy. Madeline Bachner, Program Director at The Cottonwood Institute, puts it this way:

"I am excited about the rapidly improving EV industry and its growing popularity. It feels good to know that my workspace and employer are on board with this important trend and support it by investing in a charging station. I love my EV and knowing that the infrastructure for charging it is growing so rapidly makes me feel even better about my decision to drive one and the forward progress of EVs and alternative fuel transportation! The Alliance Center also has amazing support for secure bike storage and access to public transit, which I use on a regular basis as well."

Ultimately, says Chris, the entire experience has been positive for The Alliance Center, and the organization may even add more stations if and when demand grows. He strongly recommends that other organizations take the plunge, too, whether that's Level 2, DC Fast Charging, or even simply an outlet in the wall:

"I would encourage EV stations wherever people can do it. It's going to increase adoption of EVs, which reduces greenhouse gases, which is our highest priority as an organization. Wherever we can continue that adoption, we are going to do so."

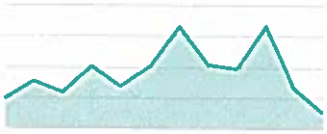
REPORT FOR JAN 1, 2021 - JAN 31, 2021

VIRGINIA'S RIVER REALM

WEBSITE ANALTICS

TOTAL SESSIONS

4,028

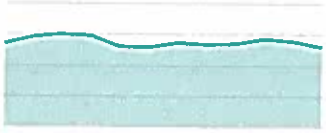


Previous period -60%

Previous year -57%

BOUNCE RATE

65.12%

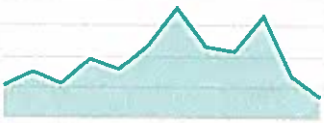


Previous period -7%

Previous year -19%

NUMBER OF PAGEVIEWS

8,619

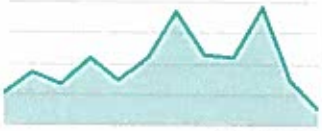


Previous period -50%

Previous year -40%

UNIQUE USERS

3,330



Previous period -62%

Previous year -61%

TOP PAGES BY PAGEVIEWS

Page Path	Pageviews
/	625
/virginias-river-realm-bucket-list	454
/about-vrr/	402
/things-to-do/	272
/event/	248
/48-hour-girls-getaway	245
/8-great-small-towns-virginias-river-realm/	221
/kilmarnock/	220
/virginias-river-realm-winter-escape	218
/business-directory/	185

NEW VS RETURNING

Visitor Type	Users
New Visitor	3,186
Returning Visitor	500

SOURCE / MEDIUM BY SESSIONS

Source / Medium	Sessions
google / organic	2,117
(direct) / (none)	1,269
m.facebook.com / referral	167
kilmarnockva.com / referral	75
l.facebook.com / referral	61
bing / organic	37
facebook.com / referral	24
instagram.com / referral	22
yahoo / organic	22
shuckapalooza.com / referral	18

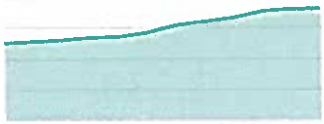
TOP CITIES BY SESSIONS

City	Sessions
(not set)	514
Virginia Beach	447
Washington	213
Richmond	161
Irvington	85
Tuckahoe	75
Chesapeake	64
Ashburn	62
Kilmarnock	54
Portsmouth	51

FACEBOOK INSIGHTS

FANS COUNT

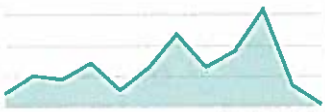
10,748



Previous period	Previous year
0%	44%

ENGAGED USERS

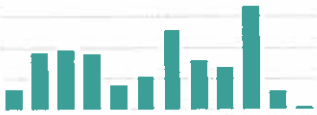
1,549



Previous period	Previous year
-85%	-72%

PAGE IMPRESSIONS

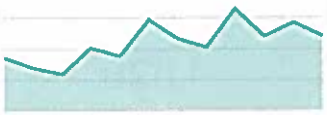
43,173



Previous period	Previous year
-83%	-53%

PAGE ENGAGEMENT RATE

3.59%



Previous period	Previous year
-16%	-40%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate		Total Reactions		Post Comments		Post Shares	
 We are home to some amazing people! We got this note last week from Carolyn of Dug In Farms: "To say I'm thrilled is an understatement! Today a wonderful surprise happened. The representatives	7.84%	+7.84%	51	+51	15	+15	10	+10
 Say "you are outta here" to 2020. Best wishes for smooth sailing into 2021! #theriveriscallingyou #8greatsmalltowns #wanderlove Virginia IsforLovers (id:	7.69%	+7.69%	7	+7	0	=	0	=
 There's still time to go! (id: 802459276539242_3617674285017713)	7.05%	+7.05%	56	+56	0	=	3	+3
 Where are we? Virginia's River Realm is set along 465 miles of shoreline. We are home to eight great small towns and hundreds of unique attractions . Oysters, back roads, secret coves, sunsets, and	6.64%	+6.64%	8	+8	0	=	4	+4
 New year's resolution: More waterfront dining. : @bridgemmac (id: 802459276539242_3584707768314365)	6.08%	+6.08%	48	+48	0	=	3	+3
 Plenty of open space for you to experience in the River Realm! (id: 802459276539242_3583187708466371)	5.75%	+5.75%	23	+23	3	+3	1	+1
 Deltaville Tap and Raw Bar's new location at Deltaville Marina. Cozy and warm with natural sunlight, waterfront views and spicy shrimp gumbo soup makes for a beautiful January weekend!	5.70%	+5.70%	54	+54	3	+3	10	+10
 Don't forget your mittens during your winter visit to Virginia's River Realm ☺ (id: 802459276539242_3627774977340977)	5.30%	+5.30%	38	+38	0	=	5	+5
 Here's news worth shouting about! (id: 802459276539242_3599192350199240)	5.27%	+5.27%	14	+14	1	+1	0	=
 Get out and stretch your legs with us! Thank you for spreading the word! (id: 802459276539242_3619304481521360)	5.25%	+5.25%	12	+12	0	=	0	=
 A must-see in the River Realm: the Giant Corkscrews at The Dog and Oyster Vineyard. Park your car on the way in to pose with these towering works of art. You haven't seen anything like them,	4.83%	+4.83%	25	+25	3	+3	2	+2

INSTAGRAM INSIGHTS

FOLLOWERS

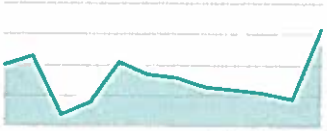
0

Previous period 100%

Previous year 100%

COMMENTS

32

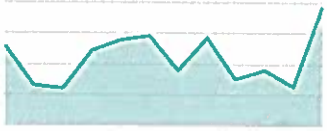


Previous period 256%

Previous year 167%

LIKES

1,161



Previous period 202%

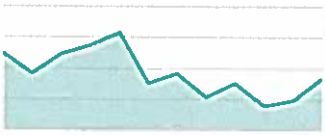
Previous year 328%

POST COUNT

17

PROFILE VIEWS

334

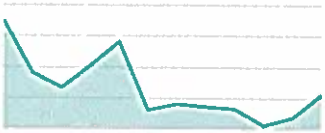


Previous period 76%

Previous year 106%

WEBSITE CLICKS

28



Previous period 211%

Previous year 180%

ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes		Comments		Engagement	
A must-see in the River Realm: the Giant Corkscrews at @dogandoystervineyard. Park your car on the way in to pose with those towering works of art. You haven't seen anything like them, we promise! When you're done, follow the signs to a gray and white building in the middle of the vineyard is divided into two experiences: "Sip" is a	124	+124	5	+5	133	+133
A cul-de-sac on the river. ☺ ▯: @aerial_virginia	101	+101	3	+3	107	+107
Winter in the River Realm is fun, according to @southernswissy. ▯❄▯ . . . . . ▯ @travelsoswiss . . . . . #virgiasriverrealm #findyourshoreline #rappahannockriver #visitvirginia #virginiaisforoysterlovers #oysterlovers #roadtripguide #virginiaisforlovers #eastcoasttravels #southernblogger #southerntravels #vafoodie	92	+92	2	+2	96	+96
Deltaville Tap and Raw Bar's new location at Deltaville Marina. Cozy and warm with natural sunlight, waterfront views and spicy shrimp gumbo soup makes for a beautiful January weekend! #lifeisgood♥ #middlesexcova #deltavilleva @dvlrawbar	90	+90	1	+1	91	+91
Come for the river and enjoy waterfront dining. ▯: @bridgemmac @merroir_topping	89	+89	0	=	90	+90
Not a bad place to "pop the question" (hint, hint). ▯: @ashley_hall_photo_nnk	88	+88	6	+6	95	+95
Don't forget your mittens during your winter visit to Virginia's River Realm ☺ . . . . . #virginiasriverrealm #findyourshoreline #rappahannockriver #visitvirginia #virginiaisforoysterlovers #oysterlovers #roadtripguide #virginiaisforlovers #eastcoasttravels #southernblogger #southerntravels #vafoodie #oystergram	83	+83	7	+7	90	+90
Planning out a year of family fun? We've got the classics here like Deltaville Deltas baseball games! The season begins in May. The semi-pro Deltas team plays in a small old-fashioned stadium with seats enclosed by crab pot netting for a genuinely coastal vibe. You'll find local food favorites from the concession stands. ▯See more in our	67	+67	0	=	70	+70
The River Realm Bucket List continues: Get away from the noise and haste of the city and get some fresh air. Start with Belle Isle State Park. Here, you can spend days kayaking and hiking trails. Spend nights roasting hot dogs and s'mores by the fire before you fall asleep to the sounds of the river. ▯Get more social-distance-friendly	65	+65	0	=	67	+67
January blahs? Get out and walk the Piankatank River Golf Course property. Complete with river views, babbling creeks, wildlife, some exercise and a lift of the spirit. For a little treat, Order take out (only) at the Club's Steamboat Restaurant. @piankatankrivergolfclub #januaryblahsnomore #virginiasriverrealm	61	+61	2	+2	66	+66
Where are we? Virginia's River Realm is set along 465 miles of shoreline. We are home to eight great small towns and hundreds of unique attractions. Oysters, back roads, secret coves, sunsets, and friendly faces are plentiful here. Tag a friend in the comments who should come visit with you soon. Together, you can catch your breath,	57	+57	0	=	59	+59

EMAIL MARKETING

LIST MEMBER COUNT

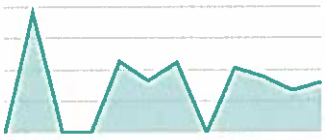
5,957

UNSUBSCRIBE COUNT

262

UNIQUE OPEN RATE

15.92%

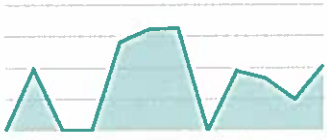


Previous period 19%

Previous year 100%

USERS WHO CLICKED RATE

3.10%



Previous period 110%

Previous year 100%

TOTAL CLICKS

Popular Links	Total Clicks
https://www.virginiasriverrealm.com/virginias-river-realm-bucket-list/#...	72
https://www.virginiasriverrealm.com/virginias-river-realm-winter-escape...	67
https://www.virginiasriverrealm.com/virginias-river-realm-bucket-list/#o...	34
http://www.virginiasriverrealm.com/things-to-do/	24
https://www.virginiasriverrealm.com/virginias-river-realm-winter-escape...	24
http://www.virginiasriverrealm.com/ways-to-stay/	22
http://www.virginiasriverrealm.com/dining/	21
http://www.virginiasriverrealm.com/event/	13
https://www.virginiasriverrealm.com/virginias-river-realm-bucket-list/#h...	11
http://www.virginiasriverrealm.com/about-vrr/	6

TOP CAMPAIGNS (UNIQUE OPEN RATE)

Campaign	
Bucket List - 1/20/2021 (id: 2f1b44da...	18.94%
Winter Escape - 1/25/2021 (id: 06117...	17.96%
Bucket List - 1/24/2021 - [RESEND] (i...	9.74%

POWERED BY dashthis