

BizNews

a monthly communication from economic development

JUNE 2009



New sculpture planned for Gainsboro Library invites visitors to take a seat on the art!

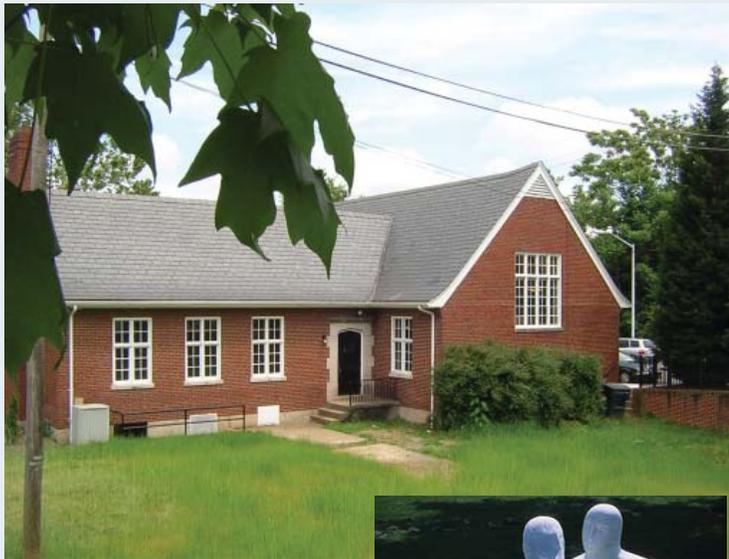
Denver artist's 'Bench People' series designed to be accessible, interactive

The City of Roanoke and the Roanoke Arts Commission announce the selection of Madeline Wiener of Denver, Colo., by a citizen panel to create an outdoor sculpture for the newly remodeled Gainsboro Branch Library. City Council approved the selection at its meeting May 4.

Wiener's proposal for a work titled "Reading Garden" was selected from four finalists who came to Roanoke for interviews with the panel. Those finalists were chosen from a pool of 85 responses to a Request for Qualifications. The sculptural elements will be installed in the garden area outside the library by late October 2009. Carved from Indiana

Limestone this functional art will be derivative of Wiener's "Bench People," universal figures which provide multiple seating areas. In a nod to the library location, the two figures will hold open books, and other seating areas will be made of carved stacks of books.

Wiener calls the Gainsboro Library "a wonderful venue for me to create interactive sculpture that suggests a place to read and interact as well as to create figurative sculptures that anyone can relate to." She will hold workshops at the library at the beginning of the process to determine what titles or references the community would like to see inscribed onto the books. At the time of installation, she will show a film detailing the process of creating the work and invite participants to help with the final polish of the pieces. She will also bring chips that have been carved from the original stone used in the work and the public will be able to file or paint their own chips to take home as a memento of the larger artwork.



This fall, the Gainsboro Branch Library will install a sculpture titled "Reading Garden." It will be an example of artist Madeline Wiener's "Bench People" series, such as the work pictured at right that sits in Loveland, Colorado's Benson Park.



www.madelinewiener.com

A graduate of the New York School of Visual Arts, Wiener has exhibited in numerous museums and her public commissions can be seen across the United States and as far abroad as India. Her work has been included in many national publications including *Stone in America* and *Sculpture Review Magazine*. She also teaches and lectures, and founded the *Marble Symposium* in Colorado.

According to Carla Lewis, Gainsboro branch librarian and a member of the citizen selection panel, "Ms. Wiener's work will be a significant addition to the library and the community. As interactive art it will also provide a space for reading and contemplation."

The public art program is funded by a Percent for Art Ordinance, established by the city as a way to fund public art in Roanoke's neighbor-

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DRIVING BUSINESS

The Business of Parking and How Park Roanoke Can Help

Compact downtown districts such as those found in downtown Roanoke offer their own set of rewards and challenges to localities that are engaged in their revitalization efforts. Roanoke is no exception and the city has not been shy in embracing the role of parking in supporting success.

As part of the mix for success, PARK Roanoke will be contributing a monthly BizNews column under the headline "Driving Business." The goal of this column is simple: to share information, raise awareness, and discuss programs, plans and commentary about parking and its role in the development of our healthy downtown.

Interestingly enough, parking is really not about cars. It is about people. We will share with you the various parking programs we offer and seek your input on ideas to improve, helping us grow together. We will not be shy about how we do business and what it means to you as a patron. We will discuss catalyst projects and how connecting the dots makes for a richer downtown experience.

So look for us in the July edition of Biz News as we explore just about everything you wanted (or didn't want) to know about parking.

PARK Roanoke is located at 117 Church Ave. in downtown Roanoke. Call 540.343.0585 for all your parking needs.



Spotlight on Business: Silver Tears Campers

Roanoke's new, fun and well-kept secret combines nostalgia with practicality

by Lisa Soltis

While visiting Black Dog Salvage the other day, I ran across something new and different in the Roanoke Valley. A camper's paradise, made by a local company many need to know: Silver Tears Campers. Located in the Roanoke Industrial Center at 1009 Service Ave., owner John Davis has taken a concept extremely popular in California and added his creative juices. Thus, the teardrop camper debuts.

With a body consisting of mahogany plywood and solid ash woods, the camper resembles the American highway hit from the 1940s, the "woody wagon."

The camper weighs approximately 910 pounds (depending on customized features) and measures 74 inches in width by 11 feet, 6 inches in length. The exterior includes aluminum awning style windows with screens, rain gutters over the windows, and custom 15-inch "Smoothies" wheels with custom color and a ZODI high volume portable hot water shower system. Interior features include a 47-inch-by-72-inch bed, custom cabinetry with inset doors, drawers and book-matched fiddleback olive ash veneers, a hidden hatch under cushions for storage and to secure the port-a-potty, electronics options and a roof vent with a three-speed temperature control.

And let's not forget the galley made of a curly hard maple countertop with rosewood and cherry inlay, cupboard space with sliding doors,



a stainless steel ice box with drain for food and beverage storage and a seven-gallon fresh water tank with on-demand water pump.

According to the Silver Tears Web site, the camper "expands the personal statement into a road epic. Unencumbered, you'll travel light, but smart, with everything you need, and nothing you don't." It also suggests that you can tow one of these campers with a Mini! And the beauty of this gem is that it is locally manufactured.

John Davis is a Roanoke native and is known for his quality, custom-made furniture. With the furniture market slow right now, Silver Tears is well underway, and the exciting news is John has more ideas on the horizon.

For additional information, visit <http://www.silvertearscampers.com> or contact John at 540.427.3370.

Roanoke Regional Chamber invites nominations for its 23rd Annual Small Business Awards

Know a great small business that deserves some recognition? Nominate that business for the Roanoke Regional Chamber of Commerce's 23rd Annual Small Business Awards. Businesses must be at least three years old in order to be eligible, and will be recognized in the following categories:

- construction/real estate;
- manufacturing; micro-business (five or fewer employees);
- nonprofit arts and culture;
- nonprofit health and human services;
- technology;
- business-to-business services;
- business to consumer services;

- wholesale/retail; and
- legacy (continuous operation for 50-plus years).

Nominees will be sent an application packet that must be completed in order to be recognized. (Financial data is not required.) All applicants and their nominators will be recognized at a dinner ceremony on Thursday, Oct. 1, attended by some 650 members of the community.

The deadline to submit nominations for this year's event in June 26! For more information contact the Chamber at 540.983.0700 or sbdc@roanokechamber.org.

Upcoming Training Events

Tuesday, June 2 • 8 a.m. - noon
ECONOMIC SUMMIT 2009

The Sixth Annual Economic Summit will put the economic picture into focus with Dr. Terry Rephan of U.Va.'s Weldon Cooper Center updating attendees on economic trends in the region. Sen. Mark Warner and Congressman Bob Goodlatte have been invited to discuss the impact of the stimulus package, and keynote speaker Dr. Steve Swavely of Farr Associates will explore how organizations can help employees navigate through difficult economic times.

Location: Hotel Roanoke & Conference Center.

Cost: \$49/Chamber members; \$65/non-members. Continental breakfast included.

Information/Registration: Tori Williams, 540.983.0700, ext. 229, or twilliams@roanokechamber.org.

Wednesday, June 3 • 6 - 7 p.m., with
Social Reception at 7:15

DRI's 49TH ANNUAL MEETING

Guest speakers will be Darren Jackson, CEO of Advance Auto Parts; and Jim Wade, President of Advance Auto Parts.

Location: Taubman Museum of Art.

Cost: \$30; \$25 for downtown residents or students.

Information/Registration: Call Downtown Roanoke Inc. at 540.342.2028, or visit www.downtownroanoke.org.

Tuesday, June 9 • 4 - 5:30 p.m.
BUSINESS BASICS

Interested in starting your own business and need guidance on how to begin? Learn what it takes to be a successful entrepreneur at this seminar for prospective business owners. Learn about business plans, marketing strategies, forms of organizationa, and more.

Location: Roanoke Regional Chamber of Commerce, 210 S. Jefferson St.

Cost: \$10/person. Prepayment and registration required by Monday, June 8.

Information/Registration: Call 540.983.0717, ext. 239, or e-mail sbdc@roanokechamber.org.

Wednesday, June 24 • 6 - 8:30 p.m.
THE PERRY F. KENDIG AWARDS

Event includes awards presentations, performance by the Northwest Jazz Band, and a live art auction featuring collaborative work of more than 40 local artists.

Location: Taubman Museum of Art.

Cost: \$75/person.

Information/Registration: Call Lois Acheson at The Arts Council of the Blue Ridge, at 540.342.5790, ext. 4, or e-mail info@theartscouncil.org.

Boxley Materials earns Green Star Certification

Boxley Materials has won a Green Star Certification for environmental achievement from the National Ready Mixed Concrete Association. The company was recognized for an Environmental Management System (EMS) team that includes employees from all levels —from vice president to loader operator — for maximum buy-in and environmental goal attainment. The plant installed energy-efficient light bulbs and instituted a policy to turn off lights and computers when not in use. In addition, the facility uses 100 percent recycled wash water for drum rinsing and washout.



Roanoke City Manager Darlene Burcham speaks with Boxley Materials CEO and President Ab Boxley following an announcement of the company's Green Star Certification award from the National Ready Mixed Concrete Association.

Boxley's Roanoke ready mixed plant became the first facility in Virginia to be awarded NRMCA's Green Star Certification, and only the 11th plant nationwide to receive this environmental recognition. City Manager Darlene Burcham spoke at a May 27 press conference celebrating Boxley's award.

sculpture • from page 1

hoods and public places to reflect its vibrancy and heritage. The fund is comprised of one percent of the budgets of certain projects in the city's capital improvement program. Funding for "Reading Garden" was based on capital projects completed in the 2007-2008 fiscal year. Public art policies and decisions are guided by the 15 volunteer members of the Roanoke Arts Commission, with final approval from City Council. To find out more about the Public Art Program, please contact Susan Jennings, Public Art Coordinator, at 540.853.5652. More information is available at www.roanokeva.gov/publicart.

Featured BizLink

'Selling to the Commonwealth'

The Commonwealth of Virginia spends almost \$5 billion in goods, services, and construction annually. To help Virginia businesses access these opportunities, the Department of Business Assistance has developed "Selling to the Commonwealth" to provide Web resources, vendor training, technical assistance, and organized buyer/supplier networking events. A bimonthly newsletter, Supplier-Buyer Exchange, and a networking events calendar are available online at www.dba.virginia.gov.

Attention, job seekers!

The Summer Job Fair sponsored by the City of Roanoke, Roanoke County, WDBJ7, National College, The Renick Group and Express Employment Professionals will be held on Wednesday, June 17, from 9 a.m. to noon at the Roanoke Civic Center Exhibit Hall. Employers, educational institution and entrepreneurial organizations are encouraged to participate. The job fair is free for exhibitors and job seekers. All interested exhibitors must e-mail Stuart Mease at stuart.mease@roanokeva.gov to reserve a booth.

This series of job fairs has generated between 800 and 1,000 attendees and more than 50 exhibitors. For more information, e-mail Stuart Mease at stuart.mease@roanokeva.gov or call

NCTC Job Board now available

Members of the NewVa Corridor Technology Council (NCTC) can now post jobs for free, easily manage their open positions, and track applicants. However, the most interesting feature of the new NCTC Job Board is it will push your job listings to many popular Web sites. So, users of Google, craigslist, myspace and LinkedIn will now see your job openings, in addition to NCTC Web site visitors.

This is a free resource for NCTC members only. To learn more about the organization, visit <http://www.thetechnologycouncil.com> or go directly to the job board at www.jobs.thetechnologycouncil.com.

Proposals Currently Being Accepted on City Properties for Sale

The City of Roanoke is accepting proposals on two existing properties. Proposals need to include intended use of the property, improvements the purchaser plans to make to the property, and a suggested price. Submit your proposal to Lisa Soltis, Economic Development Specialist, 117 W. Church Ave., Roanoke, VA 24011, or e-mail lisa.soltis@roanokeva.gov.

1 Former Villa Heights Recreation Center
2750 Hoover Street, NW
Built in 1925 with 5,186 s.f.
Tax ID: 2430601



2 Former Buena Vista Recreation Center
1030 Penmar Avenue, SE
Built in 1870 with 10,783 s.f.
Tax ID: n/a



TechNite draws record crowd

May 21 brought the largest crowd ever to the NewVa Corridor Technology Council's annual TechNite. With more than 400 members and guests in attendance, it is evident there is ample energy and growth around the region's technology community. The evening featured the presentation of the first-ever People's Choice Award along with five other awards.

Congratulations to the following:

- ADMMicro – Rising Star Award
- James Rancourt, Polymer Solutions – Entrepreneur Award
- Neil Wilkin, Optical Cable Corporation – NewVa Leadership Award
- Attaain Inc. – Innovation Award
- Molly Bullington (Burton Center for Arts and Technology) and Georgette Yakman (Pulaski County High School) – Educator Award
- Wireless MedCARE – People's Choice Award

DEVELOPMENT OPPORTUNITY NEAR I-581

The City of Roanoke is owner of this prime, approximately 15-acre commercial property and will work with you to develop a stand-alone facility to meet your needs. The property is less than a half-mile from an interstate interchange, is highly visible from I-581, and is located in Enterprise Zone Two, an area granting incentives and fee rebates.

the property, improvements the purchaser plans to make to the property, and suggested price. Submit your proposal to Lisa Soltis, Economic Development Specialist, 117 W. Church Ave., Roanoke, VA 24011, or e-mail lisa.soltis@roanokeva.gov. For more information, contact the Office of Economic Development at 540.853.2715.

Applicable Enterprise Zone Two Incentives —

- **Fire, Water and Sewer Hookup Grants:** Grants for fire, water and sewer hookup fees.
- **Building Permit and Comprehensive Development Review Fee Rebates:** A rebate up to 100 percent of Building Permit fees and Comprehensive Development Plan Review fees based on new building construction investment and/or building rehabilitation investment.
- **Job Creation Grant:** Qualifying businesses located within an Enterprise Zone may be entitled to \$500 - \$800 for all new positions created over four. (Please note: retail does not qualify.)
- **Real Property Investment Grants:** Businesses located in an Enterprise Zone may be eligible for a grant of up to 20 percent of qualified zone minimum investment of \$250,000. The real property improvement grant for projects costing less than \$5 million is limited to \$125,000 over a five-year period. Projects costing \$2 million or more may collect grants up to \$250,000 over a five-year period.

Proposals for this property are currently being accepted and must include intended use of



Property at a Glance:

- Premier location featuring interstate frontage and visibility
- 15-acre site
- I-581/US 220 frontage
- 76,000 vehicles a day
- Public water and sewer service
- Convenience to retail centers, downtown, hotels and Roanoke Regional Airport
- Enterprise Zone benefits



RCIT: Roanoke Centre for Industry and Technology

- 440 acres designed for light manufacturing
- Enterprise Zone location, with City of Roanoke and state incentives
- Located on Highway 460 close to I-81 and I-581
- Home to regional, national and multinational corporations
- Water, sewer and fiber-optic cable available
- Protective covenants to ensure investment

Six sites available —

- 4 graded and ready to go
- Ranging from 7.4 to 31 acres

For information, contact Lisa Soltis, lisa.soltis@roanokeva.gov; 853.1694.



Roanoke Connect database: www.roanokeva.gov/connect

Roanoke Connect, an online database of job seekers and employers, has amassed more than 3,600 unsolicited individuals during its two years of existence. During that period, more than 80 success stories have been identified by job seekers. Some 120 employers access the free site and database. Approximately 20 percent of the database exists from 40 states around the country, and another 20-plus percent are individuals in Virginia, but not in the greater Roanoke region.

If you are a job seeker, go to the site and complete a profile. If you are an employer and would like to access the site, e-mail Stuart Mease at stuart.mease@roanokeva.gov.

VOTE for Roanoke!

Kiplinger.com is currently conducting its 2009 Readers' Choice Best Cities Poll. Cast your vote for the Star City today by accessing <http://www.kiplinger.com/money/bestcities/vote.php>.

VOTE TODAY & Tell Your Friends ~ MyRetailRoanoke.com

Please take a few moments to access <http://www.myretailroanoke.com> to cast votes for retailers you would like to come to Roanoke. As of May 27, 2009, 3,928 voters have registered, casting 23,546 votes for 623 different retailers. The process is easy and gives you an opportunity for input to help shape the future of retail in Roanoke.



MyRetailRoanoke.com
City of Roanoke, VA

There are currently:
30 registered users
42 retailers
125 ballots cast

Through this Web site, consumers may identify up to 10 retailers that they would like to see in Roanoke. There is power in numbers, so please be sure to spread the word about MyRetailRoanoke.com.

The information gathered at MyRetailRoanoke.com will only be used to help us build better business opportunities to attract businesses — nothing else. Your personal information will remain private.

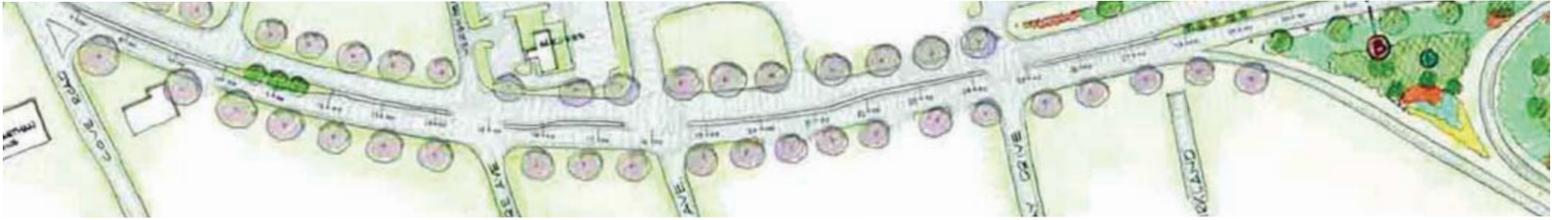
If you have any questions about MyRetailRoanoke.com, contact Lisa Soltis by e-mail at lisa.soltis@roanokeva.gov.

Retailer Rankings: Top Ten Retailers

Retailer Name	Votes
TruGreen	9
Trade Pro	8
Banana Republic	8
Tommy's Shoes	8
Anthropologie	7
Cherished Factory	7
Chick-fil-A	7
Crate and Barrel	7
J Crew	7
Apple	7

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BRITE

Beautify Roanoke Interchanges Through Enhancement

Economic Development, Public Works Department team up on initiative to improve Roanoke's Interstate interchanges

BRITE is a public-private partnership creating beautiful landscaping vignettes along the I-581/U.S. 220 interchanges in the City of Roanoke through the generosity of corporate sponsorships. Sponsorships are for five years and may be in the form of cash or through in-kind materials. Sponsors will be acknowledged through signage placed at the vignette. BRITE will enhance the appearance of the I-581/U.S. 220 corridor while assisting to improve the city's business climate.

There are a number of benefits in becoming a BRITE sponsor:

- Company or organization name prominently displayed with aesthetically pleasing landscapes
- Sustainable landscapes designed by local landscape architects
- Attractive sandblasted wood signs unique with your corporate or organization logo
- High visibility/name recognition with high volume of motorists
- Maintenance and improvements managed by city staff
- Tax benefits (a portion of the sponsorship is tax deductible)
- Recognition of sustainable practices through sponsorship mention on the City of Roanoke's Clean & Green Campaign Web site
- Sponsorship mention in BizNews

There are two sponsorship levels, pre-determined by the Virginia Department of Transportation. The \$10,000 (Silver Star) Level applies to all interchanges south of Elm Avenue. Traffic levels in this corridor remain high at up to 63,000 vehicles per day; however, traffic counts tend to be lower south of the Downtown Roanoke. The \$20,000 (Gold Star) Level applies to all interchanges north of Elm Avenue. These interchanges experience the highest traffic levels in Roanoke with upward of 74,000 vehicles per day and are premier sites for corporate or organization sponsorship.

To learn more about the BRITE program, please visit www.roanokeva.gov/brite or contact Bob Bengtson, Director of Public Works, at 540.853.2865. For sponsorship information, contact Lisa Soltis at the City of Roanoke Office of Economic Development at 540.853.1694.

