



When our businesses succeed so does our community

The Strasburg Business Alliance will foster economic growth and prosperity in the Strasburg community. The Alliance will positively and actively promote local businesses and community interests through networking, advocacy, events and education.

Monthly Meeting

Thursday, December 17, 2020

Virtual 6 – 7pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery
Abby Walters, Alliance Vice Chair, Sager Real Estate
Doreen Ricard, One Stop Studio Shop
Brandy Boies, Town of Strasburg and Lord Fairfax Community College
David Brewster, Appalachian Physical Therapy
Sharon Baroncelli, Shenandoah County Chamber of Commerce, President/CEO
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

New Member

Appalachian Physical Therapy has opened in the Stoney Point center. David Brewster and his business were welcomed to the community and the Alliance.

Business and Nonprofit Grant Opportunities

Sharon Baroncelli said the period for taking in applications for grants from the County has passed. There may be more opportunities with the passage of the next COVID stimulus bill being discussed by Congress. Sharon clarified the next bill was providing more money into the Paycheck Protection Program. Sharon also shared that she had not heard of any businesses in distress, but had heard of individuals in need.

The funding associated with the state's "Rebuild Virginia" project is still available and applications for this funding are still being accepted.

Shop Local Initiative

Sharon said the County Chamber has prepared and published three videos supporting the Shop Local initiative. All are on Facebook. Sharon encouraged all small businesses to share the videos. Sharon also mentioned the County's Tourism Office has prepared a video that will be presented in the Northern Virginia and DC markets to encourage folks to come to the Valley. Finally, Brandy Boies, Strasburg Mayor, has been making and publishing videos on Strasburg local businesses. These are done by request and have been well received in the community. After the holidays she will focus her videos on services that support wellness.

Promotion Committee

Welcome Bags: Sharon said 69 county businesses provided information and coupons for the welcome bags. The bags had been distributed to Strasburg. There was a question on how new residents would learn about the bags. Marybeth said she would follow up on this.

Frosty Contest: Brandy presented a different approach for judging the Frosty entrants. She would take pictures and have residents of a Senior Facility vote. She asked if the Alliance had any objections and she wanted to make sure she had a current list of entrants. All thought this was a great idea, no objections, but suggested any business with a Frosty on display would be in the contest.

Increasing Membership: Sharon will provide Marybeth Price with the Chamber's Prospective Member kits to give to new businesses opened in Strasburg. Marybeth agreed to visit Burg Nutrition with the information. There is a new bakery, sandwich shop in the Emporium named Bretzels. Sharon said she has been talking to the Emporium Manager to get more of the vendors to join the County Chamber.

Mayfest

There was not a meeting in December, but there will be one the first Thursday of January at 2:00 at Box Office Brewery. Abby Walters received the redesigned logo from Joey Ricard, One Stop Studio. With the logo, advertising can begin. All hopeful that by May large events will be allowed.

Strasburg Bricks

The Town of Strasburg will be selling the commemorative brick, which will be placed in the sidewalks east of the stop light at the East King and Massanutten Streets intersection. Olivia Hilton posted this on Facebook. Proceeds will go to the Strasburg Business Alliance to help fund events. All Strasburg Alliance Members should share Olivia's posts from Discover Strasburg about the Brick Sale. If a person has a comment about not receiving a purchased brick from previous sales, the business sharing the post should let Olivia know.

Other Information

Hotel Strasburg is for sale.

David Brewster shared a "Pour Town" passport he picked up in Pennsylvania. This encouraged folks to visit all the local breweries. Marybeth said this was similar to the "Spirit Trail" brochure that is available. The Spirit Trail brochure has a person take a picture of breweries or wineries visited and

can receive a T-shirt with proof of visits to five establishments. Sharon said there is potential to have a future passport that would cover shopping, restaurants and bars too.

Marybeth mentioned she had an email from Don Hindman about the “Rails to Trails” project. This initiative is going well and is expected to be a good draw to the county. The trail will be from Strasburg to New Market. Marybeth said she would share the email with the group.

Sharon said the County Chamber would not be holding the annual chamber awards ceremony in January. They will be presenting a “State of the Chamber” program for the membership.

Next Meeting

January 21

6 – 7 pm

Virtual – Registration Required (Watch for County Chamber’s Weekly Email)

Chair: Mary Beth Price

Vice-Chair: Abby Walters

Secretary: Kath Stanley, Lydia’s Clothes Closet

Chamber Liaison: Sharon Baroncelli, President/CEO