

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, October 21, 2021

Box Office Brewery Conference Room, 6 – 6:45 pm

Participants

Mary Beth Price, Alliance Chair, Box Office Brewery
Kelly Sager, Sager Real Estate
Sue Haynes, Clementine Vintage and Skyline Paintball
Marylisa Lichens, New York Life Insurance Company
Waverly Cogsdale, Town Manager
Kath Stanley, Alliance Secretary, Lydia's Clothes Closet

Notes from Meeting

Small Business Saturday – November 17th

The two-page ad featuring participating businesses who paid for an ad will be in the Courier in November. The Traipse application will be active so individuals can track their progress in visiting small businesses in the Valley.

December Activity

The holiday parade will be December 4th. Marty White was not at the meeting to provide an update, but Waverly said he had submitted the application to VDOT for Route 11 for the parade.

The Alliance will support the Frosty Frenzy again this year where businesses are encouraged to include a snowman in their window decorations. With the parade on December 4th, windows should be done before then.

Upcoming Events – Note all are Highlighted in weekly email from the Chamber

Shenandoah County Public Schools want to showcase all local business owners who also happen to be proud SCPS graduates. In line with that, the business will be provided a sticker **to highlight the incredible resources and people of Shenandoah County who have benefited from the education they received right here at home. Interested and eligible businesses should** contact [Jessica Sager](#), SCPS Coordinator of School and Community Relations, for more information and to receive your Proud SCPS Graduate sticker.

[4th Annual Economic Development Breakfast](#)

26 Oct 2021 7:45 AM

The Yellow Barn, 470 Caverns Road, Mt. Jackson

Small Business Development Center – Lord Fairfax, Business Webinars

[Work Opportunity Tax Credit \(WOTC\) Info Session](#)

October 26 @ 10:00 am - 11:30 am

[ONLINE](#)

Need Employees? Join the RRSBDC on Tuesday, October 26 from 10:00 - 11:00 AM for an interactive virtual information session as we unpack the latest guidance on the Work Opportunity Tax Credit (WOTC) from Tom Tanner, RRSBDC Lead Advisor and IRS credentialed Enrolled Agent. The Work Opportunity Tax Credit (WOTC) is a Federal tax credit available to employers for hiring individuals from certain targeted groups who have consistently faced significant barriers to employment. Your business can receive up to \$9,600...

[Craft Beverage Finance – What You Need To Know Before Speaking With Your Banker](#)

October 28 @ 9:00 am - 10:00 am

[ONLINE](#)

It takes significant financial wherewithal to enter and succeed in the competitive craft beverage industry, but it's not always clear what it takes to raise capital. In this webinar, Virginia SBDC Craft Beverage Assistance Manager Chris Van Orden will ask Jason Sleeman, VP of Craft Beverage Lending at United Community Bank, what he looks for when working with craft beverage clients. The free-flowing conversation will touch on key ratios, benchmarking, revenue projections, and other important information that you'll want to...

[Learn the Basics of Google Ads](#)

October 28 @ 10:00 am - 11:00 am

[ONLINE](#)

Let's talk about Google Ads and how to get started! In this workshop you will learn how to reach more customers and grow your business with Google Ads. In this session we'll talk about: How to create an account and set up an ad campaign How to write great ads, refine keywords, and include ad extensions.

Canva: Easy Graphic Design Tool for Your Business

October 28 @ 12:00 pm - 1:30 pm

ONLINE

Canva can be a great tool for your small business. From creating attractive and on trend social media posts to developing a suite of branding items, Canva has lots of templates and design ideas for even beginners. This free to low cost tool can make your branding pop. This training will give a tour of basics and point you to some of the premium features in the tool.

Business After Hours

November 16th

5:30 – 7:00pm

Triplett Tech

5375 S Main Street

Mt Jackson

Women's Leadership Symposium

November 19th

8:30am – 3:00pm

Shenandoah Center

Bryce Resort

\$35 includes breakfast and lunch

Town Update

The Town will be sponsoring a Veteran's Day Parade

There are about 500 tickets left for the November 6th Grilled Cheese and Tomato Soup Festival. There will be 12 participating businesses offering their version of this classic goodness.

ShenGo – the local transit shuttle, kicked off October 4th. The shuttle goes through Strasburg to allow for stops at the Manor, Queen Street Diner and several on King Street. A paper schedule is available from VRT that manages the busses or the Chamber.

Business Updates/Issues

Mary Beth will try to get a speaker to talk on possible changes to the Federal Tax Code when the reconciliation bill passes.

Frederick County is working with VRBO and AirBnB to have these business collect lodging taxes from guests and submit the funds to the proper locality. Kath Stanley mentioned that AirBnB currently collects State lodging taxes as well as lodging taxes for Shenandoah County. Could pursue for the town.

The Box Office Brewery will be hosting a New Years Eve Celebration, featuring Robbie Limon's band. The festivities will be from 8pm – 12:30 am.

Marylisa Lichens suggested the Alliance may want to sponsor a Halloween Parade in 2022. She thought it could be held on Queen Street and at the end of the parade there would be activities for children to enjoy. She said this would not be a formal parade but just an opportunity for the children to show off their costumes.

Minimum wage increases to \$11 an hour on January 1, 2022.

Next Meeting: November 18, 2021, Box Office Brewery Conference Room 6 – 7 pm

**Chair: Mary Beth Price
Vice-Chair: Abby Walters
Secretary: Kath Stanley
Chamber Liaison: Sharon Baroncelli, President/CEO**