



180 W. Main Street, Suite 4  
Wytheville, VA 24382

Executive Director: Todd Wolford

[www.downtownwytheville.org](http://www.downtownwytheville.org)  
[exedir@downtownwytheville.org](mailto:exedir@downtownwytheville.org)

*Our vision is to make Downtown Wytheville the vibrant heart of the community and commerce for the region.*



## Live

Downtown Wytheville, the vibrant heart of the community and commerce, treasure of unique historic architecture and surrounding outdoor beauty is the perfect canvas upon which to create a masterpiece of revitalization. We invite you to experience our story and our quality of life.

## Play

Find some of the best places to visit, and experience the best Wytheville has to offer. Downtown Wytheville has events scheduled throughout the year and our local businesses host a wide array of activities. Don't forget to visit the 2 parks connecting Downtown. Come join in on the Fun!



## Work

Wytheville's growing revitalization movement has a long-term vision, creating a supportive atmosphere where businesses will succeed. Downtown Wytheville Incorporated is dedicated to helping you and your business become part of our community. Through our partnership with local government there is a broad menu of financial incentives, services and support to help get you started.

## Shop

You won't find big box stores, chain restaurants or long lines at the register in Downtown Wytheville. Instead, shop and eat at local, independent stores and eatery's — ranging from a coffee shop to a historic restaurant. While you are here, browse local shops that offer a variety of selections including home décor, Amish furniture, and distinct gifts. Discover quality, hand-made artisan items that you won't find anywhere else. And, most importantly, make a significant impact on our community by investing your money locally.

## **About Downtown Wytheville, Inc.**

Downtown Wytheville Incorporated is a non-profit organization formed in January of 2014 and comprised of dedicated community volunteers in partnership with town government and other interested organizations working to strengthen and revitalize the heart of our community.

The Board of Directors is made up of community leaders, business owners and interested residents who use their experience and expertise to coordinate revitalization efforts through the Main Street Four Point Approach®. Four standing committees create events, projects and programs — which engage businesses and the community at large.

### **Working Committees** - *Come join our team!*

**Organization Committee-** Establishing consensus and cooperation in the community by relationship building is the role of the Organization Committee. Through work with volunteers, communication with the public and development of support this committee creates a solid foundation upon which revitalization can take hold.

**Promotions Committee-** This committee creates the positive image that will rekindle community pride and improve consumer confidence in the commercial district. Planning of retail promotions, special events and marketing campaigns all communicate the potential and the reality of revitalization efforts.

**Design Committee-** Design involves getting Downtown into top physical shape and creating an inviting environment for shoppers, businesses and visitors. This committee focuses on the visual aspects of revitalization and paints a picture of what the future can be.

**Economic Vitality Committee-** The goal of this committee is to build a commercial district that responds to the needs of today's consumers. By identifying and reinforcing downtown's existing economic assets while also creating opportunities for diversity, the business community grows to meet identified needs.

**Special THANKS to our sponsors who make  
Downtown Wytheville events and programs possible!**

Your sponsorship fosters:

- Downtown Events and Activities
- Promoting and Marketing Downtown
- Recruiting and Retaining Downtown Businesses
- Highlighting the Arts and Heritage of Wytheville
- Preserving our Historic District

**Annual Sponsors**

First Community Bank  
State Farm Insurance, Tommy Hundley  
Wythe County Community Hospital  
Shentel  
Wytheville Office Supply  
Wytheville Moose Lodge

**Start-Up Wythe In Sponsors**

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WordSprint; Wytheville-Wythe-Bland Chamber of Commerce; Wythe County Community  
Hospital; Lacy, Campbell & Munique, P.C.; Piller Inc.; Somic America; Southwest Specialty Heat  
Treat; Adams & Delp, P.C.; Counts Drug Store; Cary Street Partners; Lester Insurance; Building  
& Design; Camerett Logistics; Community Animal Clinic; Farm Credit; State Farm Insurance;  
Jennifer Walters; Edward Jones, Ed Clyburn, AAMS; Edward Jones, Russell T. Jones, Financial  
Advisor

**Zombie Bash Sponsors**

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**Zombie Bash Fun Run Sponsors**

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Chiropractic, Blue Ridge Nissan, Somic America, Guynn Furniture, Town of Wytheville, Marquee  
Cinemas

NOTE: *Information contained herein is not intended to be all-inclusive of every requirement for establishing a business. Competent legal counsel is recommended and may be required to ensure that all licenses, taxes, and other requirements for establishing and conducting business are met. Downtown Wytheville, Inc. assumes no liability for omissions or errors in the plans of any person resulting from use of this general guide to locating a business in Downtown Wytheville, Incorporated*

## Opening a Business in Downtown Wytheville

There are many things you will need to know about opening a business in Downtown Wytheville. Downtown Wytheville Incorporated (DTW) and the Town of Wytheville have collaborated on a number of efforts to improve the downtown, and to encourage economic and physical revitalization. The Downtown Wytheville, Inc. Board Members and Staff would be glad to help you by telling you about incentives and other opportunities available to new downtown businesses. They will also be glad to answer questions or guide you to the correct person to ask.

The Town of Wytheville staff would be glad to answer your questions about zoning, building permits, taxes, and incentives for new businesses such as façade improvement grants, tax rebates for certain businesses, building and sign permits rebates. Staff could also direct you to revolving loan funds available through the Joint Industrial Development Authority, and other sources.

Both DTW and the Town want you to be successful if you open a business in Downtown. Listed below are some of the things that you should be aware of as you begin to plan for your business downtown:

**Have a business Plan:** A conceptual, brief plan summarizing your business is very useful when meeting with property owners and financial institutions. Examples of topics in a business plan:

- A mission/vision statement
- Financial projections
- Marketing strategies
- Analysis of the competition
- Development plans
- Operation and management plans
- Explanation of your legal structure
- Insurance Coverage

Be aware of Zoning and Building Code Requirements before you sign a lease or buy a building:

**Zoning:** the proposed use (business, shop, office, etc.) must conform to the uses allowed in the B-2 DT Business Zone. Check with the Building Official or the Planning and Zoning Officials in the Town Municipal Building before

**Building Permits:** If your building needs work of any type whether it is building repair or construction, electrical, mechanical (heating and ventilating), or plumbing work be sure to check with the Building Official to see if you need a building permit. In most cases, you will need a building permit. The permit fees may be eligible for rebate, so be sure to ask before your contractor starts to work. You may also be eligible for façade improvement grants, again ask and investigate before you start work.

Major changes in the configuration, or size of the building, or changes in a sprinkler system or fire alarm system will require a building permit, and may require professional architect or engineer to prepare plans prior to obtaining a building permit.

## Helpful Business Tips

**Parking-** Be a friend to your neighbor and to your customers by saving parking spots on Main Street for paying customers. There are municipal lots on Monroe Street and Spring Street that offer free parking for you and your employees. Remember: Every spot available for customers is money in your business!

**Work with your downtown neighbors-** Downtown businesses benefit from working together versus competing. Taking advantage of the walkability and density downtown, business owners can help the downtown to be active by knowing the other businesses in downtown and encouraging customers to visit other places.

**Get on the Downtown Wytheville Email list-** Downtown Wytheville Inc. is actively working with business owners through special events, co-advertising, market data, etc. Being on the email list will help to keep you informed of many things about Downtown and also allow you to give feedback to our organization on how to better help your business. Contact Todd: [exedir@downtownwytheville.org](mailto:exedir@downtownwytheville.org)

**Hours of Operation-** What is best for your business? Downtown encourages you to think about Wytheville's half a million travelers every year. Most of their travel plans bring them to our town Thursday-Saturday and they are looking for things to do! Consider staying open late, especially on tourist days.

**Get Involved-** The best way to know what is happening Downtown is to be involved. Downtown Wytheville, Inc. is a volunteer organization that needs you! Visit our website to see how you can help. [www.downtownwytheville.org](http://www.downtownwytheville.org)

**Negative Signs-** Downtown has a very unique feel to visitors. Make sure your business is welcoming and friendly. One easy way to offend customers is by having unprofessional and negative signs displayed. Some examples are: No Public Restrooms, No Soliciting, etc.

## Incentives

In an effort to enhance the local business environment and promote a healthy local economy, the Town of Wytheville offers access to a variety of economic development incentives. New businesses and/or property owners may be eligible for grants to offset local meals taxes, lodging taxes, business license taxes, building permit fees, and real property taxes.

Also available are grants for building rehabilitation and job creation, revolving loan funds and tax credits for rehabilitation of historic buildings and business development training and assistance.

The following highlights these incentives. The basic eligibility requirements can be found at [www.downtownwytheville.org](http://www.downtownwytheville.org). If you have questions or would like more information about how to apply, please contact:

Brian Freeman- Assistant Director of Planning & Development  
276-223-3450 [bfreeman@wytheville.org](mailto:bfreeman@wytheville.org)

## Town of Wytheville Incentives

Enterprise Zone State Incentives Real Property Investment Grant  
Job Creation Grant  
Enterprise Zone Local Incentives Restaurants & Eateries Grant  
Lodging Establishment Grant  
Building Permit Fee Rebate Program  
Water & Sewer Availability Fee Rebate Program  
Rehabilitated Properties Tax Incentives Commercial Structure  
Historic Residential  
Non-Historic Multi-Family

Tourism Zone Incentives BPOL Tax Rebate  
Building Permit Fees  
Subdivision Fee Waiver  
Utility Connection Fee Waiver  
Technology Zone Local Incentives Business License Tax Rebates & Waivers  
JIDA - Revolving Loan Fund Entrepreneur Microloans  
"5 & 10" Loan Program  
Special Project Loans  
Downtown Wytheville Incorporated Site Selection  
Promotional Events

For more information on each incentive visit:

<http://downtownwytheville.com/do-business/#start-a-business>

## Property Owner Requirements for Building Projects in The Town of Wytheville

### Building Permit Requirements:

Generally, effective May 1, 2016, in accordance with the 2012 Virginia Uniform Statewide Building Code, to obtain a building permit and subsequent Certificate of Occupancy upon completion, the following documents and documentation shall be submitted:

- A. Site plans, with platted property lines, showing the proposed building location with dimensions from the building to property lines, all water lines (domestic and fire protection), sewer lines, septic system locations and dimensions (including drain fields), if applicable.
- B. Erosion and Sediment Control Plans and Storm water Management Plans complete with narratives and calculations by the appropriate professional. See No. 5 and No. 6 below.
- C. Building plans with complete architectural, structural, mechanical, electrical and plumbing plans sealed by the appropriate professional licensed to practice in Virginia. (This requirement is, generally, not applicable to one and two family residential structures. Larger, more complex residential structures may be required to be sealed by a professional.)
- D. Fire protection details including fire-rated wall, floor and roof systems, fire and smoke partitions, sprinkler systems, fire alarm systems, range hood suppression systems, etc., in accordance with the Uniform Statewide Building Code and the NFIPA.
- E. All building structural drawings shall indicate the Ground Snow Load (Pg.), Minimum Snow Load (Pm), Flat Roof Snow Load (Pf), Snow Exposure Factor (Ce), Snow Load Importance Factor (Is) and Thermal Factor, (Ct).  
All buildings and structures shall be designed to accommodate snow loads as defined in ASCE 7-10, however, the minimum snow load (Pm) shall be no less than 25 psf. Please note that this minimum snow load will normally result in an INCREASE in the calculated (factored) flat roof

snow load (Pf). Minimum snow loads (Pm) shall be used in conjunction with all appropriate drift loads that are determined on the basis of calculations using the flat roof snow load (Pf).

### **Street Entrance Permits**

- **Residential Entrance:** An entrance permit will be required for all entrances constructed in or from the Town's right of way. There is a \$50.00 residential entrance permit fee, plus a \$50.00 deposit that will be refunded upon satisfactory completion of the entrance construction as determined by the Town Engineer and the Director of Public Works.
- **Commercial Entrance:** An entrance permit will be required for all entrances constructed in or from the Town's right of way. There is a \$500.00 commercial entrance permit fee and a \$500.00 deposit that is refundable upon satisfactory completion of the entrance construction as determined by the Town Engineer and the Director of Public Works.

### **Erosion and Sediment Control:**

All construction which involves land disturbing activities shall have an Erosion and Sediment Control (E & S) Plan and narrative. Plan review will not begin until all fees are paid, a complete plan and narrative is transmitted to the Engineering Department, and the appropriate paperwork and receipt are issued by the Deputy Clerk.

### **Storm Water Management Plans:**

All construction activities that change the nature of or increase the impervious surfaces on a site shall have a Storm water Management Plan. The Plan shall be approved prior to any construction activity.

### **Paving Permit:**

A paving permit shall be obtained and paid prior to paving any unpaved area. If the paving equals at least 5,000 square feet, a Storm water Management Plan shall be submitted and approved as indicated in No. 6 above.

### **Tree Removal:**

Trees on the public right of way shall not be removed for building construction or entrance construction without review and approval of the Town's Tree Advisory Committee.

### **Change of Use:**

If, for instance, the building you have chosen to buy or lease has been used as an office building and you plan to open a restaurant, this would constitute a "change of use" and the building code requirement for occupancy, egress, construction, etc. could be significantly different. Be sure to check with the Town Building Official for change of use. You may need to employ an architect or engineer to prepare plans that meet the code provisions for the new use.

### **Restaurants:**

If you plan to open a restaurant of any type, be sure that you are aware of all the requirements for cooking food commercially. Commercial cooking equipment may require upgrades to electrical and plumbing service. In most cases food preparation will require a range hood with significant exhaust capabilities and fire suppression. You will also very likely need a grease trap

on the sewer line. Be sure to also check with the VA Department of Health about their requirements.

### **Signs:**

You will need a sign to help people find you. The Town does have regulations governing the size, type, and number of signs permitted. Be sure to discuss your proposed sign with the Building Official and obtain a sign permit prior to ordering it. Downtown Wytheville's Design Committee will also be glad assist you with your sign. If your sign meets the guidelines established by the Design Committee and if the Committee approves it, your sign permit fees will be rebated by the Town.

**If your business is located on Main Street and it fronts on a sidewalk there are a number of Town Ordinances that must be followed:** If you are not sure about any of the following, please call the Town office at (276) 223-3333 and/or the Police department at (276) 223-3300. and ask:

- There are specific requirements for loading and unloading that block sidewalks or the street. Please be sure you or your vendors are complying with these requirements when you load or unload equipment or merchandise.
- With certain exceptions, you should **not** post signs on public property or on the right of way. (Sandwich signs 2' x 3' are permitted in the Downtown area, but there are very specific requirements).
- Trash and Garbage Collection is the responsibility of the Business Owner. Trash and Garbage must not be deposited on the Right of Way or on public Alleys.
- SNOW and ICE removal on sidewalks in front of your business is YOUR responsibility. Please be prepared to remove snow and ice from these sidewalks.
- Parking vehicles along the street right of way exceeding 22 feet is not permitted, and you will be ticketed for parking these large vehicles unless you have prior permission from the Town Police Department.
- If you must perform construction or excavations in or on the sidewalk or street right of way, you must place appropriate barricades to protect the public. **Please contact the Town and the Town Police Department before performing work on the sidewalk and in the street right of way.**

### **Licenses & Taxes**

The Town of Wytheville requires a business license. The license is based on the gross receipts of your business. You must file an application and pay the license tax by March 1 of each year. A new business must obtain a license prior to the date it begins operation. License processing generally takes approximately 3 to 5 business days. The license tax imposed on a person engaged in retail sales is seventeen cents (17¢) per one hundred dollars of gross receipts, but not less than thirty dollars (\$30). <http://www.wytheville.org/townoffice/business.php>

**Prepared Food and Beverage Tax** – Every restaurant, caterer, convenience store, grocery delicatessen, etc., engaged in the business of selling prepared food in the Town of Wytheville must register with the Department of Financial Services, collect the tax, and file the appropriate returns on a monthly basis. The tax rate is 7% of the total cost of the prepared food. This is often referred to as the "Meals Tax."

**Transient Occupancy Tax** - Every hotel, motel, or other lodging place that, for compensation, furnishes lodging to any person on a transient basis, (30 consecutive days or less), must collect the appropriate transient tax. Registration with the Town of Wytheville required and returns must be filed on a monthly basis. The tax rate is 7% of the hotel bill.

## **Virginia State Taxes**

**Retail Sales Tax** - This sales tax is imposed on the gross receipts from retail sales of tangible personal property. The seller collects the tax from the customer. The tax rate is 5.3% (4.3% state and 1% local). You must register with the Department of Taxation to obtain a Certificate of Registration and file reports and the tax monthly.

For additional information and assistance: Virginia Department of Taxation, Richmond, VA 04-367-8037 <http://www.tax.virginia.gov>

**Virginia Unemployment Taxes** - Virginia, in addition to the federal government, levies a tax on employees' wages. The tax is paid by the employer into a state fund from which unemployment benefits are paid.

For additional information and assistance:

Virginia Employment Commission, Roanoke, VA 877-664-2566 <http://www.vec.virginia.gov>

## **Workers' Compensation**

Any employer who has three or more regular employees is required to furnish workers' compensation insurance coverage at no cost to the employees. The insurance may be purchased through a private insurance company or the employer can apply to be self-insured to:

Virginia Workers' Compensation Commission, Richmond, VA  
877-664-2566 <http://vwc.state.va.us>

## **Federal Taxes**

**Employee Income Taxes**- Employers are required to withhold Social Security, (FICA), taxes and income tax from the wages of employees. The taxes should be filed quarterly on Federal Form #941 and deposited in any authorized bank with coupon #8109, (or electronically filed).

**Federal Unemployment Taxes**- This federal tax, known as FUTA, is assessed on the employer only. An annual tax return, Form #940, must be filed by Jan. 31. Quarterly deposits can be made to any authorized bank using coupon #8109, (or electronically deposited).

For additional information and assistance:

Internal Revenue Service, Roanoke VA

1-800-829-1040 (Assistance)

1-800-829-3676 (Tax Forms)

<http://www.irs.gov>

## **Start-Up Financial Help**

The Joint Industrial Development Authority has Revolving Loans available.

1. Entrepreneur Microloans: Up to \$5,000 for up to 18 months at below prevailing prime interest rate.
2. The "5 & 10" Loan Program: Offers loans up to \$50,000 for five or ten years.
3. Special Project Loans: Available for larger projects on a merit-based application process. To qualify, a business must be located in the JIDA target area and provide a business plan with income projections and comprehensive financial information.

**JIDA of Wythe County**, 190 South First Street, Wytheville, Virginia 24382 276-223-3370 (phone), 276-200-4168 (fax), [office@wytheida.org](mailto:office@wytheida.org)

## **Contact Information**

**Tax and Fee Information** contact the Town Treasurer Mike Stephens: (276) 223-3335

**Planning & Zoning information** contact Assistant Town Manager Steve Moore: (276) 223-3352

**Building Permit/Building Code information** contact Building Official Charles Vanatter: (276) 223-3339

**Incentives for the Downtown area** contact Brian Freeman: (276) 223-3450