

Proposal to Jarratt Town
Council
For Retaining Ownership of
Johns Manville Clubhouse

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Overview

The Town of Jarratt received the Johns Manville Clubhouse free of charge from Greenville County after the County received it free of charge from the Half Century Club and Georgia Pacific. The Town received the deed to the clubhouse and 5.16 +/- acres of land on _____. The clubhouse has a total of 5712 Sq. Ft. The property is located at 120 North Allen Road in Greenville County and not in the Corporate Town Limits. The property is assessed in the following amounts: Land Value - \$28,300.00; Building - \$138,200.00; for a total assessed value of \$166,500.00.

This amount will not save the Town of Jarratt and get us out of the financially devastating situation we find ourselves in after the failed Wilson BBQ project. It takes roughly \$238,000.00 a year to run the Town, the sale of the clubhouse will not even touch that amount. At the moment, other than taxes, the clubhouse is the only income generating property for the Town. It is also the only place for the Town to hold community events and entertainment (Bingo) also see services/products.

In the comprehensive plan, passed by council in 2014, on page thirty "Community Facilities," the plan for community facilities recommends the development of a community/youth center, a recreation area and a library. In supporting the recommendations of a community/youth center, the plan should include the service of indoor and outdoor recreation and a library in it. This could be a multiple function facility.

The JMC will build the Jarratt Community. What does Community mean to me and probably most people reading this proposal? A place to build unity and trust, going in the right direction together, partnership, building relationships, a group of people you can rely on.

There has not been a vote from the Jarratt Town Council to relinquish ownership of the clubhouse. The other two (2) proposals submitted for this public hearing held on November 15, 2016 are both unsolicited.

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1.0 Executive Summary

The Town of Jarratt is a nonprofit government entity. The JMC falls under this same nonprofit organization. The JMC will be a place where people of all ages and abilities will be able to come together and enjoy community activities and events. The JMC will be used as it has been in the past as a rental property for wedding receptions, family reunions, class reunions, birthday celebrations, wedding showers, baby showers, etc. It will also continue to be used for the location for the Town community events; Easter egg hunt, back to school event, fall festival, spring fling, weekly bingo, Christmas celebration, movie night, Valentine dance & dinner, Christmas dance & dinner, and any other events that can and should be added.

1.1 Objectives

The objectives of the JMC are:

To develop the clubhouse and property to house programs and events toward revitalizing the community.

1.2 Mission

The JMC aims to offer the building and grounds for rent to the community. To allow the members of the community an option of not having to travel out of town to have a nice rental building. To have a safe and secure location for children and adults to have fun in their community.

1.3 Keys to Success

Keys to success for the JMC will include:

1. Maintaining a reputable and untarnished reputation in the community.
2. Quality recreational services.
3. Community involvement.
4. Council involvement.
5. Creating a board to handle the JMC daily decisions: 15.2-1411 – Authority to appoint advisory boards, committees and commissions.

1.4 State Code of Virginia

Generally, the law prohibits the expenditure of public money for private purpose. Public money cannot be used for the purpose of acquiring property for the benefit of a private concern. A municipality cannot acquire property for the use of a private person or individual use of officers.

As a municipality, the officers and departments of administration in charge conduct its affairs for the benefit of inhabitants.

Property held by a municipality for strictly governmental purposes or which has been devoted to a special public use can be disposed of only under express legislative authority.

The discretionary power of use and disposal does not include the authority to donate or devote municipal property to a strictly private use.

Transfer or release of such property by a municipality to a private ownership without receiving in return some consideration of reasonably equivalent value would amount to a breach of trust. (municipal.uslegal.com/property)

15.2-2100 – Restrictions on selling certain property

Municipal Public Property

- A. Cannot be sold except by an ordinance passed by a recorded affirmative vote of three-fourths of all the members elected to the council.

1.5 Virginia Constitution

Article VII, Section 9 –No rights of a town in its public places shall be sold except by an ordinance or resolution passed by a recorded affirmative vote of three-fourths of all members elected to the governing body.

1.6 Petition Requesting the Town to Retain Ownership of JMC

Concerned residents and those in the surrounding communities have signed this petition because they all believe it is in the best interest of the Jarratt residents for the Town to retain ownership of the JMC.

2.0 Organization Summary

JMC will be a nonprofit organization formed to provide a place where people of all ages and abilities will be able to come together and enjoy extra circular activities in their own community. The programs and events offered will constantly evolve.

A board needs to be put in place to make decisions and recommendations to the town council. The Board would handle the day-to-day issues with the clubhouse, as a separate entity of the Town. The Board would give reports and updates to the Jarratt Town Council on a monthly basis. We recommend and request that the Jarratt Planning Commission as well as the council chair of the Planning & Development committee be appointed as such board.

2.1 Legal Entity

The JMC should be a nonprofit corporation owned by the Town of Jarratt.

2.2 Organization History

The JMC was established 1942 by Johns Manville Corporation for the employees of the Johns Manville plant located in Jarratt, Virginia. It was a place for the employees to go after work and relax. The building and property was conveyed to the Quarter Century Club, which owned and operated the facility until about 2013. During the years of operation, they hosted dances with live music, weekly bingo, and rented the building out for receptions, showers, luncheons, etc.

3.0 Services

The JMC will provide the following activities and services to the community:

1. Easter egg hunt
2. Valentines Dance & Dinner
3. Spring Fling
4. Weekly Bingo
5. Movie night
6. Christmas dance

7. Christmas parade ending at the clubhouse with Santa and lighting of a Christmas tree
8. Annual community outreach (October) Fall Festival
9. Back to school drive (August)
10. Spring Fling (April)
11. Annual Thanksgiving feed – donations only (November)
12. Annual citizens appreciation lunch
13. Farmers' Market
14. Annual car show
15. Corn hole tournaments
16. Daddy and daughter dance (February)
17. Children's flower plantings (May)
18. Memorial Day celebration (May)
19. New Year's Eve celebration (December)
20. 4th of July
21. Arbor day celebration (April)
22. Arts, crafts and antiques show

4.0 Market Analysis Summary

There are 638 residents in the Town of Jarratt according to the 2010 Census; 502 on the Greenville County side and 136 on the Sussex side. The median income for a household is \$49,737.00 and the per capita income is \$24,260.00 per the Income Data 2008-2012 (Source: U. S. Bureau of the Census.) The JMC will be focused on the recreational needs of the Jarratt Community as well as the rental of the property.

4.1 Market Segmentation

Using a broad definition of our market, every family (household) in the Jarratt community and surrounding communities.

4.2 Target Market Segment Strategy

Most nonprofits are not visible enough to the community that may be interested in the programs and services offered. The JMC and Town of Jarratt must mount an aggressive advertising campaign.

The organization must work in conjunction with other community centers, schools and businesses to incent the knowledge of what is offered.

4.3 Service Providers Analysis

There are no options in Jarratt for entertainment. The people that want the JMC to succeed want to change that situation by adding weekly bingo through-out the year, movie night during the summer months, dances, etc.

4.3.1 Alternatives and Usage Patterns

The purpose of the JMC Outreach programs are:

- To provide an alternative to traveling out of town
- Bring the community together
- Give the community a better quality of life

The Town of Jarratt is in a unique position to provide the community all of the above qualities.

5.0 Strategy and Implementation Summary

Through the focus on entertainment to both adults and children, JMC is positioned as a premier source of enjoyment for the entire community. JMC offerings will include a diverse range of programs, events and activities on a rotated calendar basis, ensuring a fresh experience for even the most frequent attendees.

5.1 Competitive Edge

JMC will have the ability to provide internal and external people in the community with high-quality entertainment, programs and services. There is no competition within the corporate limits of Jarratt. The JMC will offer a less expensive alternative to the Golden Leaf in Emporia.

The JMC rental has the ability to host weddings, showers, birthday parties, family reunions, class reunions, luncheons, etc. in competition with the only two (2) other rental buildings in the area due to the fact it has something neither of them have; character and charm. Neither of those sites have the beautiful stone fireplace, which is a focal point of the JMC. The twenty-two foot wooden bar is also a focal point on the opposite end of the building. A 19.9 x 12 foot covered BBQ area is a large draw for family reunions and birthday party rentals. Once the building is restored, the ceiling beams will be exposed to the original design. The fireplace, exposed beams, bar and BBQ area will all have a strong pull on anyone that is looking for a rental building for a memory-making event. The JMC has the appeal of inside and outside areas for every season. The JMC has a capacity of 213 or less which will handle most wedding ceremonies or showers/receptions. There is also the nostalgia of the building; so many people held their receptions in the JMC, they will be more than ready to rent the building for their children's receptions.

Also, refer to Kurt Whitehead's analysis that was submitted to council September 2016.

5.2 Marketing Strategy

The marketing strategy will attempt to successfully communicate the unique value the programs, entertainment and services offer to the community. It will continue to identify the needs and wants of the community and to communicate with this audience in the most effective and positive manner possible. Facebook, Twitter, and a JMC webpage with a link on the Town website will be a large portion of marketing.

5.3 Fundraising Strategy

JMC will need to spend efforts on the commitment of Town Council members, Board members and community volunteers to raise funds through corporate and individual contributors throughout the area. This includes leveraging the resources of corporate sponsors and initiating a program where businesses are partnered with specific areas of need. Sponsors and Donors will be recognized in numerous ways for the valuable role they play in the JMC organization.

5.3.1 Funding Forecast

Rental sales for on weekend rental only and the pay-per-day fee. Sales also will come from lot rentals for the Outreach Fall Festival & Spring Fling, Bingo, Dances & Dinners, soliciting donations from businesses and individuals, etc.

JMC plans to increase events and activities in the next couple of years to have functions in the evenings of the weekdays.

A gofundme.com account has be started and will launch the week of 11-07-16.

We will offer annual membership for the clubhouse in the amount of \$400.00; this would entitle the member to:

* \$200.00 off of one rental during a twelve (12) month period – if the member does not rent the clubhouse during the twelve (12) month period, the discount is lost; unless the date they wanted has already been booked.

* 10% off of ticket prices of Town sponsored events during that twelve (12) month period, excluding bingo.

The JMC should utilize volunteer labor when available, as well as donations of materials and supplies.

The JMC will take up the offer of Warden Younce from GRCC to use the work force inmates to help with the labor needs as well as challenge other facilities to offer the same as GRCC.

We will also be applying for a grant to off-set some expenses. We already have some donated and/or reduced priced paint and/or paint supplies. We will honor all of the businesses and individuals that donate items to the clubhouse with:

- Their name on a plaque inside the building so all can see their good deeds.
- A luncheon in their honor, once the clubhouse renovations are complete.

5.4 Milestones

The accompanying table lists important program milestones. The milestone schedule indicates the emphasis on planning for implementation. There will have to be follow-up meetings several times throughout the operation process to discuss any variances and course of corrections. These milestones will not be a one-man operation - the full Board will be involved in every aspect of the operating of JMC.

Table: Milestones

Milestone	Start Date	End Date	Budget Forecast	Actual Amount	Comments
Fundraising Campaign	Immediately	Never			Ongoing
Sewer from Road to Building	First Project				Lowes & Home Depot
Water from Road to Building	First Project				Lowes & Home Depot
ADA compliant	First Project				

Restrooms					
ADA compliant Entrance (Main)					Needs repairs – is compliant now
Replace Roof					
Replace Rotten Roof Wood					
Repair Wall Cracks					
Pressure Wash Exterior Walls					
Re-glaze Windows					
Replace Front Entrance Doors					
Paint Exterior Walls					Paint has already been donated
Paint Interior Walls					
Repair Window Headers					
Replace Gutters					
Rework Wheelchair Ramp					
Crawl Space Doors Replaced					
Replace Fence around HVAC					
Front Deck Cleaned/Repaired					
Install back Deck for exit to exterior of Building					
Install Deck at Southside exit Doors					
Kitchen Exhaust System					
Remove all old Electrical that is not in use					The old wiring was never removed when the new 400amp system was installed
Repair Wall Cracks					2-17-16; inspector stated these are no big deal-just cosmetic
Replace Mortar in Chimney					
Purchase Refrigerator					
Purchase Stove					
Purchase Freezer					
Purchase Kitchen Sink					

Refinish Kitchen Cabinets					
Coatroom Organized for Storage					
Toilets – Ladies RR					
Toilets – Men’s RR					
2 Sinks – Ladies RR					
2 Sinks – Men’s RR					
Greenery in Front					

6.0 Management Summary

The initial management team should consist of the JMC Board, the number will be six (6). More will be added if needed.

The JMC Board will consist of the five (5) members of the Jarratt Zoning and Planning Commission and the Chair of the Development & Planning Committee of the Council, if Jarratt Town Council agrees with the recommendations of the Jarratt Zoning and Planning Commission and this proposal. Setting up the board in this manner two (2) Jarratt Council members would always be members of the JMC board.

Once the Board is appointed, a set of By-Laws will be adopted.

6.1 Personnel Plan

The Board will be a non-paid position.

The majority of the workforce will be on a volunteer basis.

7.0 Annexation

The majority of the people in the Jarratt Town limits would like the JMC in the town limits. It has been stated that annexation to very expensive and not worth the cost.

There is another way to establish a change in boundary lines, 15.2-3106; Establishment by agreement – Whenever any two or more localities wish to relocate or change the boundary line between them, the governing bodies of such localities may, by agreement, establish, relocate or change such boundary line between them. All we have to do is have an agreement with Greenville County, each governing body shall advertise its intention to approve the agreement for two weeks and hold one public hearing. The town is the only property owner that would be affected by this agreement. After the agreement is adopted by the affected localities, each shall petition the circuit court for one of the affected localities to approve the boundary agreement.

8.0 Financial Plan

JMC will be funded through cash flow, grants, gofundme.com and individual & corporate donation revenues. This means the JMC may have to grow more slowly than some would like, but this makes sure that no money is borrowed and no tax money is used.

8.1 Important Assumptions

The financial plan depends on important assumptions; first and foremost there are no more articles talking about the town selling the JMC. Every time one of those articles runs, the donations stop

flowing. It takes time to start the donations coming back to the JMC, then another article runs and it starts up all over again.

8.2 Break-even Analysis

The break-even analysis is based on the ongoing costs we incur to keep JMC running. At this point, this cannot be figured because we have no data on expenses.

8.3 Projected Surplus or Deficit

The surplus indicates positive revenues flowing into JMC. Expenses will be minimal as we are able to rely on existing resources (donations), volunteers, and the community support.

8.4 Cash Flow

Management of cash flow is critical to JMC's success.