



TOWN OF VIENNA TOWN BUSINESS MATTERS



Help local athlete go for gold & get to 2018 Olympics

A member of Team USA women's skeleton national team and 2007

Madison High School graduate Veronica Day has the speed, determination, and work ethic to make it to PyeongChang, South Korea, in February to compete in the 2018 Winter Olympic Games. Day, who has a great shot of being on the Olympic skeleton team roster when it's announced in January, just needs a little hometown love and financial support to help make her Olympic dreams come true.

Hurtling downhill at breathtaking speeds, Day will seek to bring gold and glory to her hometown of Vienna - with your assistance.

WHAT CAN YOU, A LOCAL BUSINESS, DO?

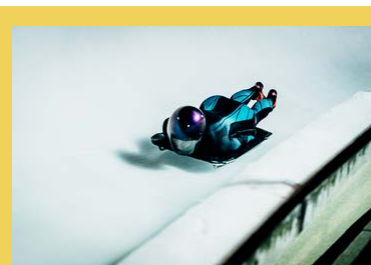


Your TBLC Team

- Friderike Butler, Chair
- Jim Brooke, Vice Chair
- Deepa Chakrapani
- Robert Holland
- Bob Leggett
- Victor Mendes
- Carey Williams

Town of Vienna Public Information Office

- Lynne DeWilde
- Adam Kincaid



Cheers for Peers

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Town of Vienna.

Local business owners are being asked to consider donating 10% of that day's sales (or more) to Veronica Day. Businesses might donate based on sales made all day long, for a portion of the day, or even through the whole weekend. The goal is to get lots of people in your business, increase your sales, and donate 10% of sales back to support **Veronica Day and her journey to Korea!**

If you are a business where it doesn't make sense (non-retail) to do a 10% day, you can be a sponsor:

- **Gold Medal Sponsor - \$250**
- **Silver Medal Sponsor - \$100**
- **Bronze Medal Sponsor - \$50**

Register to participate in Veronica Day Day [here](#) or [email](#) the Vienna Business Association (VBA).

Day will be "making the rounds" to participating businesses Saturday and Sunday, September 16 and 17, to take pics with and sign autographs for your customers. Participating businesses can sign up for a block of the skeleton superstar's time. This is a great opportunity to promote your business and get customers in your door while supporting a local athlete on her way to the 2018 Winter Games.

GREAT VISIBILITY! A complete list of all participating businesses and their donation percentage (or sponsor level) will be publicized through the Vienna Business Association's weekly emails and social media outlets and will be featured prominently on the front page of the VBA website.

**Public hearing:
Restaurant code
changes to be
considered**

have already pledged to support
Veronica Day:

Caffe Amouri
Chick-fil-A Tysons
Cycle Chi
Grass Roots Fitness
Skintelligence
SourceCore Studio
Stella & Dot

We'd love to share your good news and give you and other community-builders a big, happy shout-out here! Please send a brief email with information to TBLC Chair [Friderike Butler](#).

Let's work together, enjoy our beautiful Town, and make our business community as vibrant and enticing as we can! Feedback and ideas are always welcome!



While it may be true that “nothing’s ever easy,” the Town of Vienna is working to make things easier for prospective restaurant owners.

At 8 p.m. Wednesday, September 13, the Vienna Planning Commission will hold a public hearing at Town Hall to discuss staff recommendations designed to make doing business in Vienna even more appetizing for aspiring restaurant owners. Eventually, the Planning Commission will forward its recommendations to Town Council for consideration and adoption.

The proposed amendments to Section 18-72.2 of the Town’s Zoning Ordinance are related to existing requirements for restaurants and where they are permitted. In 1971, Town Council approved changes to the Town code to limit restaurants to freestanding buildings with at least 125 seats. The intent was to limit drive-in restaurants and encourage quality, sit-down restaurants. However, the result has been to limit options for small restaurants wishing to locate in Vienna.

Town staff is recommending that the requirement for a minimum number of seats for stand-alone buildings be dropped and that sit-down restaurants, carry-out service, and carry-out food businesses all be treated the same in the Town code. Additionally, the amendments will allow all retail uses and restaurants to locate on the ground floor of an office building.

If this topic whets your appetite, be sure to attend the September 13 public hearing and offer your feedback. Proposed changes may be reviewed at viennava.gov/restaurants.



*This newsletter is published by the
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Liaison Committee.*

Questions or suggestions?
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