



# TOWN OF VIENNA TOWN BUSINESS MATTERS

SMALL BUSINESS | NOV  
SATURDAY® | 25

#SHOPSMALL AND SHOW LOVE AT  
**VIENNA VIRGINIA**



**Your TBLC Team**  
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Jim Brooke, Vice Chair  
Deepa Chakrapani  
Robert Holland  
Bob Leggett  
Victor Mendes  
Carey Williams

**Town of Vienna Public Information Office**  
Lynne DeWilde  
Adam Kincaid

### Three opportunities to ring in holiday sales

The Town Business Liaison Committee (TBLC) and Vienna Business Association (VBA) are tag-teaming the holiday season and offering local merchants three opportunities to boost - and promote - holiday sales.

Businesses can promote their **Vienna Small Business Saturday special offers** via the VBA website. Simply click on the link at [viennabusiness.org](http://viennabusiness.org) to submit your deals; this opportunity is open to all Town businesses, regardless of whether or not you're a VBA member. The deadline to submit

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### Cheers for Peers

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](#).

The TBLC is hosting a **holiday window decorating competition** and encouraging merchants to entice shoppers with charming displays. Window displays should be up in time for Small Business Saturday; judging will take place November

26, with the winner and finalists announced at the Church Street Holiday Stroll November 27. The mayor will donate an hour as a guest employee to help the winning business with the holiday rush. Let the TBLC know by [email](#) by November 20 that you are participating.

The TBLC also encourages businesses in the Church Street area to **keep your doors open until 9 p.m. Monday, November 27**, the night of Vienna's Church Street Holiday Stroll. [Send](#) by November 20 any special incentives (sales, refreshments, entertainment, crafts) you're offering that evening, and the Town will share that information on its social media pages.

More information about these holiday opportunities can be found in the left-hand navigation bar [here](#).

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### Mayor @ Your Service hits the road

Sip on history and Town lore when Mayor Laurie DiRocco takes the November



Mayor @ Your Service on the road. Join the mayor and her panel of local "veter-inns" at 7:30 p.m. Tuesday, November 14, at the Vienna Inn to partake in the establishment's rich history. We bet you'll learn something about Vienna you didn't know!



### Public hearing: Council to consider restaurant code changes

At its November 13 meeting, Town Council will hold a public hearing

and consider Planning Commission-recommended code changes that will make doing business in Vienna even more appetizing for aspiring restaurant owners. The meeting will begin at 8 p.m.

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. The recommendations include doing away with the minimum-number-of-seats requirement for stand-alone buildings and treating sit-down, carry-out service, and carry-out food businesses all the same in the Town code. Additionally, the amendments would allow all retail uses and restaurants to locate on the ground floor of an office building.

Proposed changes may be reviewed at [viennava.gov/restaurants](http://viennava.gov/restaurants).

### Church Street Holiday Stroll

Join the Town of Vienna and Historic Vienna, Inc. as we ring in the merriest season of the year at the annual Church Street Holiday Stroll from 6-9 p.m. Monday, November 27.

Church Street, from Mill to Lawyers Road, will be closed to vehicular traffic from 5-9 p.m.; a portion of Mill Street may be closed for event activities as well. Traffic will be redirected around the event.



*This newsletter is published by the Town of Vienna's Town Business Liaison Committee.*

Questions or suggestions?  
[pio@viennava.gov](mailto:pio@viennava.gov) or 703-255-6361

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