

THE B-CONOMIST

A NEWSLETTER FOR BRIDGEWATER'S BUSINESS COMMUNITY

FALL 2024

Grant Opportunity

VDACS (the Virginia Department of Agriculture and Consumer Services) is accepting applications **this month** for its AFID grant program. According to VDACS, AFID grants pay out up to \$50,000 on a 1:1 matching program for

“Capital projects at new and existing food hubs, farmers’ markets, commercial kitchens and other value-added facilities such as those used for processing and packaging meats, dairy products, produce, or other Virginia-grown products.”

That description is a little legalistic, so we have compiled a list of some projects which have received funding elsewhere in the past:

- \$25,000 toward a brewery and pub focusing on locally sourced products;
- \$25,000 toward a flash-freezer to be used in selling locally produced goods;
- \$25,000 toward a food-cart project which would offer local fruits and vegetables;
- \$25,000 toward a sunflower-oil tank, to be used in a potato chip plant;
- \$50,000 toward a shared commercial kitchen, and
- \$33,333 toward a meat smoker and freezer.

If you have any ideas for your Bridgewater business (within corporate limits), shoot us a quick email at bconomist@bridgewater.town. Only government entities can apply, but we would love to consider ideas you may have.



VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES

Exciting Shop Local Initiative

Introducing River Roos- a new and exciting *shop local* program in Bridgewater. We are currently accepting Bridgewater merchants into the program. Email bconomist@bridgewater.town today to sign up!



Why join?

1. **There is no fee to participate.**
2. **\$\$\$:** Drive more business into your store by accepting Bridgewater River Roos eGift cards.
3. **Increase Visibility:** Be part of the Community Card Catalog of Local Bridgewater Businesses!
4. **Exclusive:** Bridgewater River Roos can ONLY be used at participating in-town merchants.
5. **Easy:** No special technology or administration required to participate (must accept Mastercard and be able to key in the transaction like a phone order).
6. **No administration burden:** Redeemed funds are automatically paid to you via your usual Mastercard processor.
7. **Special Introductory Offer:** F&M Bank has teamed up with the Town of Bridgewater to offer a **50% match** up to \$50 for River Roos purchasers. That means anyone who buys a \$50 River Roos eGift card actually gets \$75 to spend at Bridgewater businesses, and they'll receive an additional \$50 if they buy a card of \$100 or more.

You can find more information about River Roos on the Town website or by calling 540-908-4212.

Business Directory

Bridgewater's annual Halloween at Oakdale Park is scheduled for Saturday, October 26 from 2:00 to 4:00 pm.



Participants are welcome! Registrants are invited to set up their stations between 1:00 and 2:00 pm. Stations must provide their own supplies (tables, canopy, decorations, candy). Each group may choose to dress up and decorate their booth before passing out candy. Prizes will be given for the stations with the best Halloween decorations and costumes!

If your group or business would like to participate in this fun (and very popular) event, please email halloween@bridgewater.town with your group/business name, email address, and phone number. We hope to see you there!

Midtown Signage

You've probably noticed the attractive "Midtown" signage at 425 and 429 North Main Street. If your business is in Midtown—the area between Generations Park and Quality Street—and you would like one of these signs, let us know. To the extent funding remains, we will purchase one for you. The only catch is that the new sign must be your only ground sign.

The Midtown area was neglected for decades, but we're working hard bring it to life.



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Business Directory

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AUTOMOTIVE CONSTRUCTION EDUCATION FINANCIAL & LEGAL FITNESS & RECREATION

Free Marketing Opportunity

If your business is in Bridgewater and you've not already filled out a form to be listed on the Town's website, please **take a quick moment to complete this [Google Form](#)**.

Christmas Parade

[Registration](#) is now open for the 2024 Christmas Parade! A huge thanks goes to Dynamic Aviation for planning this festive event again this year. Sign up today!

A festive poster for the Town of Bridgewater Christmas Parade. The background is dark with a border of green pine branches, red ornaments, and white stars. A red star is at the top center. The text "Town Of Bridgewater" is in white. "CHRISTMAS" is in large red letters, and "Parade" is in white cursive. Below that, "Presented By Dynamic Aviation" is in white, with a globe icon. The date "Saturday DECEMBER 7TH" is in red. The times "3:00 | Parade Line Up" and "4:00 | Parade Begins" are in white. The "ENTRY FEES" section lists "FLOATS | \$20", "ANTIQUE CARS & CLUBS | \$40", and "SCHOOLS & MARCHING BANDS | FREE". At the bottom, it says "More info coming soon!".



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