

# **Fayette County Zoning Office**

PO Box 307/ 100 N. Court St. Suite 2  
Fayetteville, WV 25840

**Angela Gerald**

Zoning Enforcement Officer  
304-574-4320

Angela.gerald@fayettecountywv.gov

## **Public Notice**

**PLEASE TAKE NOTICE** That on the 5<sup>th</sup> day of June 2023 at a meeting of the Planning Commission of Fayette County, West Virginia, to be held in county commission meeting room, 1<sup>st</sup> floor, Fayette County Courthouse, Fayetteville, WV at 2:00 pm or as soon thereafter as the matter may be heard, the planning commission will hold a public hearing on the following amendment (changes in land classification) Copies of request can be found in Fayette County Zoning Office. 100 N. Court St. Suite 2. Fayetteville, WV 25840

**ALSO, PLEASE TAKE NOTICE**, that on the 14th day of June 2023 at a regular meeting of the County Commission of Fayette County, West Virginia, to be held in county commission meeting room, 1<sup>st</sup> floor, Fayette County Courthouse, Fayetteville, WV, thereof, at 9:00 am or as soon thereafter as the matter may be heard, the county commission will hold a public hearing on the following request for amendment (change in land classification).

**Z-537-23-1:** Request of Ashley Grennor and Vince Girolami (Owners) to change land classification from R-R (Rural-Residential District) to B-3 (Business, Tourism District) on property legally described as Surf 17.80 AC New River Cliff R/S By Survey 2-297, New Haven District

Fayette County Health Department  
5495 Maple Lane  
Fayetteville, WV 25840



# PERMIT



In accordance with Chapter 16, Code of West Virginia  
and Legislative Rule 64 CSR 18

Ashley Grennor  
5010 Baydell Avenue  
Oxon Hill, MD 20745

is hereby issued a permit to operate a  
**Campground**

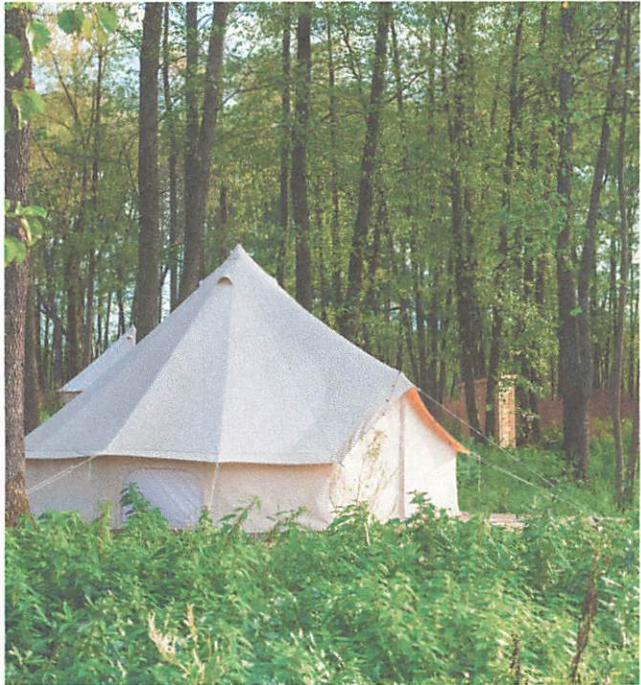
Known as and located at  
New River Tiny Resort  
97 Tomlin Road  
Fayetteville, WV 25840

This permit is the property of the Health Department, is not transferable, and must be surrendered on demand. Keep posted at all times in a conspicuous place.

Permit Number: -10-24-78  
Operation Type: Campground  
Date of Issue: 07/01/2023  
Expiration Date: 06/30/2024

*Jerin Harlan*





# Glamping Tents

Photos are examples only, exact tent/platform may vary  
 Bell Tents made of thick UV and fire resistant canvas on top of wooden platforms.  
 Sites would have electricity, but not water.  
 Water cooler with drinking water and mini fridge would be provided for guests.





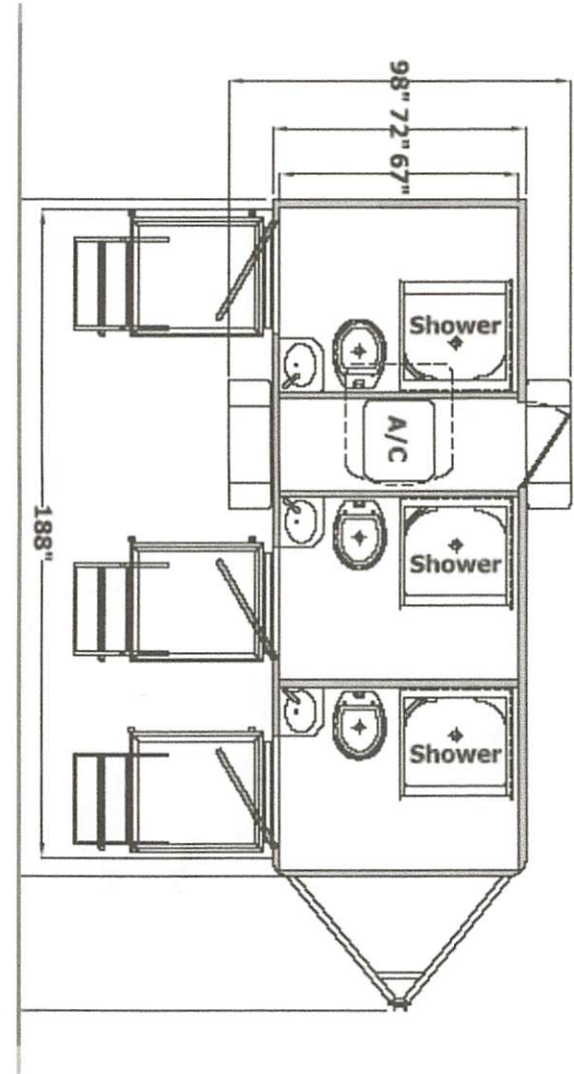
# Site Plan

Each yellow square represents a 1200sq ft camp site  
campsites are 50-80ft apart.

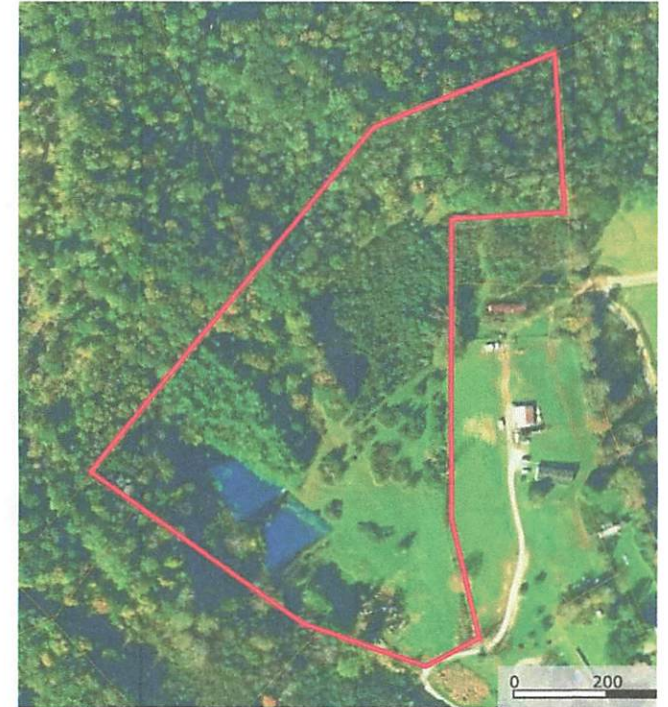
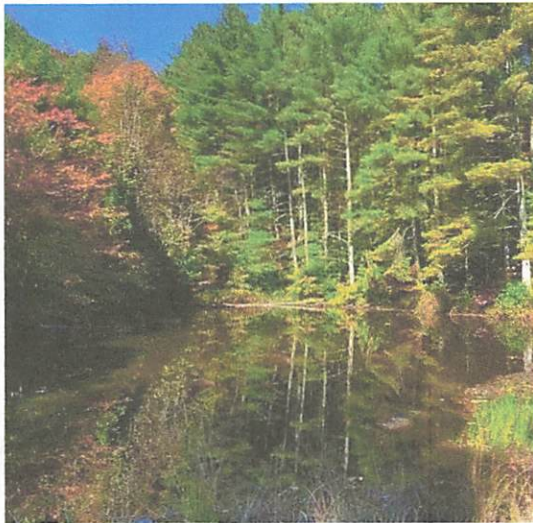


# Shower Trailer

Shower trailer photo as example only, exact unit may vary.  
 waste water contained in unit  
 Unit serviced twice weekly by provider







# Location

97 Tomlin Rd, Fayetteville, WV



**Public Health**  
Prevent. Promote. Protect.

# Fayette County Health Department

5495 Maple Lane  
Fayetteville, WV 25840

Phone: 304-574-1617  
Fax: 304-574-1370

To whom it may concern,

The Fayette County Health Department approves the use of the Shower Trailer for New River Tiny Resort at 97 Tomlin Rd., Fayetteville WV 25840

Sincerely,



Amanda Skaggs

Sanitarian II

Fayette County Health Department



# *New River Tiny Resort Business Plan*

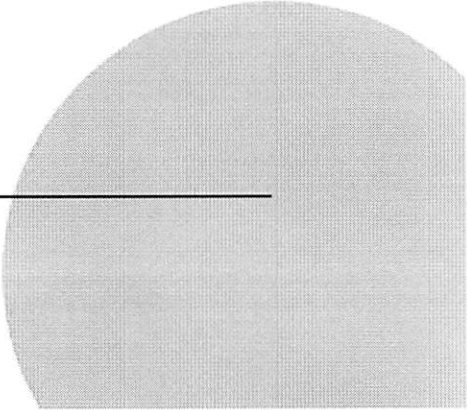




Below is the business plan for New River Tiny Resort. If you have any questions or concerns we're happy to discuss any time.

Sincerely,  
Ashley & Vince

Vince Girolami: 609-870-1987

Ashley Grennor: 404-374-2560



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# *Executive Summary*

## **Opportunity**

### **Opportunity**

We have been visiting the New River Gorge for years, usually once in the spring and again in the fall to spend time white water rafting and kayaking on the New and Gauley Rivers. Since being classified as a National Park, tourism has increased by more than 600,000 from 2020 to 2022 ranking #47 on list of most visited parks in 2021 with 1,682,720 visitors [[nps.gov](https://www.nps.gov)] creating a dramatic increase in demand for overnight accommodations.

### **Solution**

Our property will feature 6 Glamping sites that will be able to accommodate 2 guests each. We will encourage guests to come for the adventure and stay for relaxation with Glampsites situated in nature to feel secluded while being conveniently close to various amenities and adventure providers in the area. We will not allow van camping or RVs on the property to maximize guest privacy. Guests will be able to stay for a maximum of 10 consecutive days.

Check in time will be 4:00pm and check out time will be 11:00am. Check in and check out will be handled through CampSpot, allowing guest to use our online portal to notify us when they have checked in/checked out. They will have access to 24/7 communication with the owners via the built in text platform and will also have the option to call with questions/concerns.

We will have two part time staff members to clean and maintain the property (Additional details in the Team section)

1. Part Time House Keeping – will be responsible for cleaning each glamping tent between guests and during guest stays longer than 3 days upon request. They will also be responsible for attending to the restrooms to ensure they are clean and fully stocked.
  2. Part Time Property Manager – will be responsible for proactively checking tents for wear and tear, collecting trash, maintaining the grounds and daily safety checks of the property.
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## **Why Us?**

Ashley Grennor has owned businesses in the past and has a talent for process development and project management. She has spent the last four years sharpening these skills in her current role working for a rapidly growing startup. Vince Girolami is an Air Force Veteran with a background in leadership development and managing multi-million dollar construction projects. We have a passion for outdoor adventure and are excited to build a thriving business that will give us the opportunity to leverage our skills close to the things we love. We are currently based in Maryland and plan to relocate to Fayetteville in Spring 2025.



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# Opportunity

## Problem & Solution

We have been visiting the New River Gorge for years, usually once in the spring and again in the fall to spend time white water rafting and kayaking on the New and Gauley Rivers. When we first started visiting the area we were younger and excited to just have the opportunity to spend time on the river. We were happy to sleep on the ground under a tarp if it meant we could experience the best white water on the east coast and share a few beers with new friends around a campfire.

As we've gotten older, we value different things. We are still drawn by the adventure, but at the end of the adventure we value comfort. We don't mind the extra expense to trade waking up on the hard ground, covered in dew for a comfortable bed, AC and an automatic coffee maker.

We believe we aren't the only ones in this group: people that are still passionate about adventure, but less passionate about discomfort and willing to pay a premium for an elevated experience. We want to come for the adventure and stay for the relaxation.

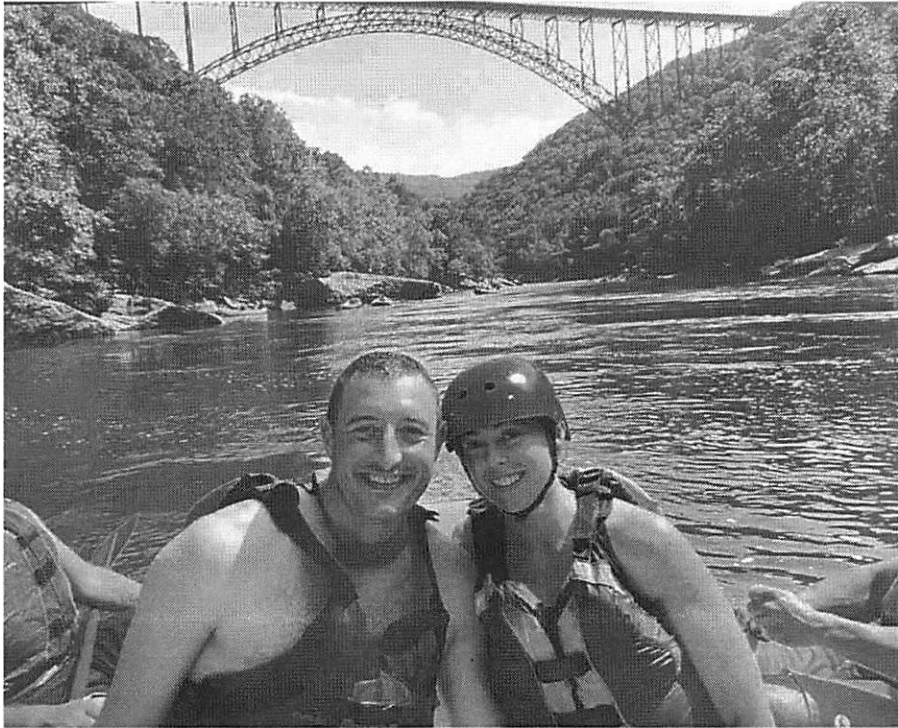
### Solution

Our property will feature 6 Glamping sites that will be able to accommodate 2 guests each. We will encourage guests to come for the adventure and stay for relaxation with Glampsites situated in nature while being conveniently close to various amenities and adventure providers in the area. We will not allow van camping or RVs on the property to maximize guest privacy. Guests will be able to stay for a maximum of 10 consecutive days. Unlike our competitors we will focus on quality over quantity to maximize the experience in nature.

The New River Gorge is a beautiful place where people can come have these outdoor adventures and more. We've spent so many nights around the fire after a long day on the river talking to people about their experiences and daydreams. We feel passionately that we can build a place that will speak to these people and give them the experience they've been dreaming of: A cozy place to relax after a hard day of adventure.

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## Team



Ashley Grennor graduated from Georgia State University with a degree in Sociology in 2007 and went on to have a very non-traditional career path. She spent 8 years working in Engineering Configuration Control at the Watts Bar Nuclear Plant, working to bring the nation's first new nuclear generation in 20 years online.

After the project was completed, she moved on to start her own business providing Digital Marketing and Social Media Management solutions for small businesses, primarily in the Real Estate Investing niche. Later, she founded Refill Coffee Cart in Knoxville, TN (a mobile coffee shop serving a full menu of espresso beverages at offices and events) and Knox Carriage Company (providing horse drawn carriage rides in the foothills of Tennessee).

Most recently, a Sr. Culinary Project Manager for the Mediterranean fast casual startup, CAVA. She has worked directly with the CEO and Founder during several rounds of funding, an acquisition and rapid growth from 70 to 250 restaurants over the last 4 years. As part of her role she developed processes to support the company's rapid expansion; Most notably the Product Innovation Process designed to take menu concepts from Idea to launch. On average she manages 25-30 projects at a time that span multiple departments and include product innovation, risk mitigation and process development/strategy.

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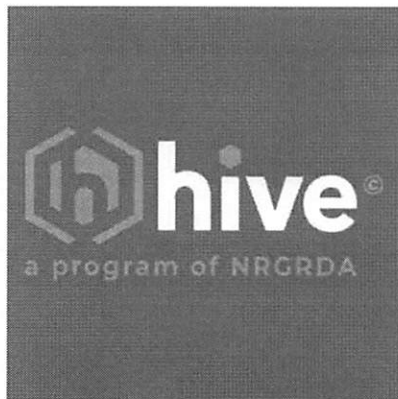
Vincent Girolami has been an active member of the Air Force for the last 19 years and will retire in July, 2023.

Vincent's current assignment is as a Construction Program Manager. Here, he oversees numerous multi-million dollar construction projects and assists with preparation and management of the section's \$8.9 Million dollar budget.

Vincent started his career in Emergency Management, gaining experience in disaster recovery. In 2008, he transitioned to a Weapons of Mass Destruction Civil Support Team where he lead the Survey & Reconisinance section of seven people. While assigned to the CST, he gained certification as a HAZMAT Technician, Rope Rescue and Confined Space Rescue Techenician, and advanced specialized training in identification, analysis, and response to terrorist use of WMDs. He regularly worked with the ATF, FBI, DOE, Secret Service, and local aw enforcement agencies. Vincent respond to many unknown substance calls where he led members into the "hot zone" to identify potential treats. His unit was selected to participate in several Presidential Inaugurations where they worked hand-in-hand with the Secret Service to ensure the safety of the President and millions of attendees. In 2014, he became a leadership instructor for the Air Force. in four years, Vincent graduated over 300 students and gained 3,000+ hours of teaching experience. He then moved to the Washington, DC area to work on the National Guard Air Staff. He managed the deployments 8,900 AF Civil Engineers and construction workers for three years.

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## Advisors



The Hive is a program of the New River Gorge Regional Development Authority who's mission is to connect entrepreneurs with the resources and expertise they need to grow successful companies. They have partnered with us to provide business advising, technical assistance, access to Makerspace, and connections to a statewide network of resources.



Blythe Russian is the Park Operations Superintendent with NOVA Parks. She has provided great insights on staffing, job descriptions and day to day operations of various cabin and camping arrangements.

NOVA Parks represents three counties and three cities -- Arlington County, Fairfax County, Loudoun County, the City of Alexandria, the City of Falls Church and the City of Fairfax.





## **Job Descriptions:**

**Property Manager/Maintenance:** Position performs a variety of manual labor jobs with varying degree of skill needed to assist with the maintenance of park grounds, equipment, and facilities including:

- Daily safety checks of the property
- Mow grass using a variety of equipment which may include push mowers, tractors and/or specialized lawn equipment.
- Perform various landscape maintenance to include weeding, mulching edging and raking
- Operate small engine equipment such as chain saws, backpack blowers and line trimmers.
- Pick up litter and debris.
- Perform facility maintenance such as repairing and staining picnic tables, installing and repairing fences, replacing light bulbs, and preparing for special events.
- Assist with repair and/or maintenance of electrical, plumbing and HVAC systems.

**House Keeper:** performs a variety of manual labor tasks with varying degree of skill needed to assist with the cleaning and maintenance of the Glamping Sites, including cleaning interiors, exterior deck space, and laundry.

- Perform custodial duties including, but not limited to: vacuuming/sweeping, appliance cleaning, window washing, bed-making, laundry, etc.
- Practice safe handling and usage of cleaning chemicals
- Pick up litter and debris.
- Perform facility maintenance such as minor repairs, replacing light bulbs, and preparing for special events.
- Clean & organize maintenance supplies
- Clean restrooms
- Report any maintenance needs or hazards to Maintenance

**Admin/Guest Experience:** Responsible for greeting visitors, handling inquiries, and providing information and assistance, and informing patrons of rules and regulations.

- Reply to all online guest inquiries in a timely manner
  - Answers telephone and directs inquiries
  - Facilitates laundry service and any other outside vendor coordination
  - Prepares materials for guest upgrades
  - Maintains consumable inventory including toilet paper, shampoo, etc.
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# Execution

## Operations

### Location & Facilities:

The initial phase of the plan includes purchasing the land, Rezoning and setting up the Glamping sites. During the initial phase we will open with a restroom/shower trailer in lieu of a bathhouse. This will help us generate revenue to cover the cost of the property and fund a feasibility study to determine the best place for a permanent septic system. (photo is for example only, exact unit may be slightly different)





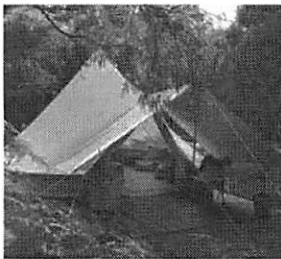
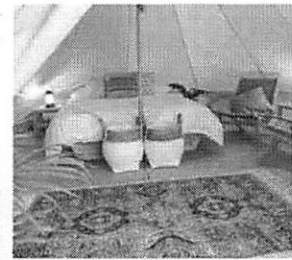
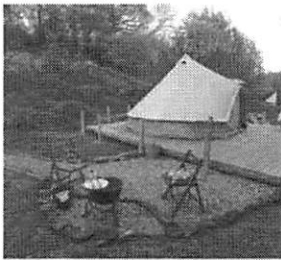
### **Vision Boards:**

Below are a few vision boards with high-level/conceptual exterior, interior and common area ideas. The center of the design will always be luxury in nature.

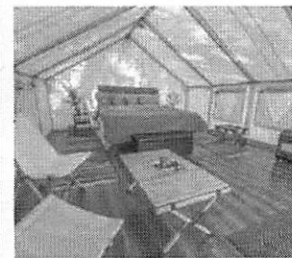
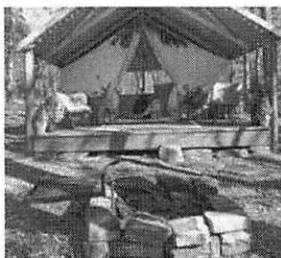
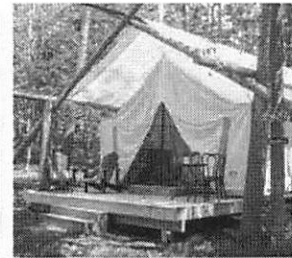
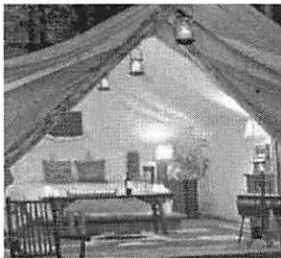
### **Glamping:**

We are considering two types of tents for our Glamp Sites: Bell Tents and Safari Tents. Both are made of thick UV and fire resistant canvas and feature windows that are covered with mosquito netting. The interiors would be furnished with a king side bed, sitting area, small refrigerator, water cooler and more.

### **Bell Tents**



### **Safari Tents**



### **Guest Experience:**

In the spirit of giving guests a luxury experience in nature we will build several areas around the property for guests to spend time and incorporate unique "surprise and delight" elements. Think: hammocks in the woods, swings around a fire pit, and other areas where people can go to sit quietly in nature or spend time with friends and family.



Mosquito control is a topic that is top of mind for us to provide the best experience possible for guests. We will plan to incorporate CO2 traps throughout the property to help control the mosquito population without the use of chemicals that could harm pollinators. We'll also provide guests with complimentary citronella candles and other tools they can use to ward off pests.

### **Technology**

#### **Campspot**

Campspot is a property management software delivers a modern booking experience that your guests and team will love. Created *by* campground owners *for* owners, Campspot's powerful features save owners time by being a central place for booking, automatic reservation optimization, managing housekeeping and maintenance tasks, built in up-sells, interactive campground map and more. They charge 3% of each booking, which gets passed on to guests as a "reservation fee" making the platform completely free for us.

#### **Minoan:**

To really fall in love with a product, you have to experience it in your everyday life. Minoan is a dynamic, easy to use ecosystem of products that will allow us to purchase furnishings, decor, bedding and more and at a deep discount. They then facilitate a "shop your stay" experience where guests can scan a QR code in their space to shop various items they've loved during their stay. Minoan will handle all shipping and customer service and we split the profit of any sales 50/50.

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# Marketing & Sales

## Marketing Plan

We will leverage a variety of marketing strategies with a heavy focus on digital marketing and guest loyalty campaigns. We've budgeted 3% of revenue for marketing efforts.

### Strategy:

We will create a marketing strategy to target people who have traveled to the region previously to encourage/incentivize them to book travel in advance for the next season or encourage them to travel again in the off season.

We love technology and plan to leverage online booking to our benefit. Many overnight accommodations in the New River Gorge do not have system for online booking or have systems that are difficult to use and rely on booking via phone. Our target demographic values the ability to book online; having an online process that is easy to use will prove to be a huge differentiator. Our website will feature a landing page accessible from any marketing Call To Action (CTA) that will easily guide guests through the booking process, increasing conversions and appealing to our primary target audience.

We will also list our property on popular travel booking websites such as Travelocity, AirBNB and VRBO to leverage their traffic and gain exposure to guests that may start their search on one of these sites. While we will likely book some reservations through these third party sites, our goal will be to build awareness of our brand and ultimately drive traffic back to our company booking site.

### Milestones Table

Milestone	Due Date	Who's Responsible	Details
Purchase Land	Completed	Ashley	
Submit Rezoning Application	May 05, 2023	Ashley	
Rezoning	June 14, 2023	Ashley	
Open for business	August 15, 2023		