

ISLE of WIGHT

COUNTY IN VIRGINIA



2010 Annual Report

ECONOMIC DEVELOPMENT STAFF

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*Business Development
Manager*

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Executive Assistant

INDUSTRIAL DEVELOPMENT AUTHORITY (IDA) MEMBERS

Ronald H. Pack
Chairman

Carroll Keen, Jr.
Vice-Chairman

Len Alphin

Diana Beale

James Ford

Tim Hillegass

**Richard J. "Dick"
Holland, Jr.**

ECONOMIC DEVELOPMENT MISSION STATEMENT

The mission of the Economic Development Department is to facilitate the attraction, retention and expansion of new business investment in Isle of Wight County and provide quality employment opportunities for County citizens. The Department seeks to diversify the County's economic base by attracting new industry sectors. The Department provides staff assistance to the Industrial Development Authority, Economic Development Committee and the PACE (Purchase of Agricultural & Conservation Easements) Committee in addition to providing funding to the HREDA (Hampton Roads Economic Development Alliance). The Department is also tasked with assisting the local farming and agricultural community. Furthermore, the Department of Economic Development is committed to the development and enhancement of a business friendly environment where businesses can grow and prosper.

Goals and Objectives

- Identify real estate opportunities for industrial and commercial development and investment.
- Develop and execute a targeted marketing effort designed to attract new business investment.
- Help the business community benefit from public and private assistance services, program and policies.
- Develop and enhance relationships with key economic development allies including HREDA and VEDP.
- Promote the County as a desirable business location.
- Establish and oversee an existing industry program to identify key business retention issues.
- Provide support to small and minority business entrepreneurs.
- Assist the farming community achieve greater profitability.
- Develop initiatives to increase business development opportunities in the County's rural communities.
- Develop and facilitate programs for the conservation of rural land.

INDUSTRIAL DEVELOPMENT AUTHORITY MISSION STATEMENT

The Industrial Development Authority was created in 1968 to promote industrial growth in the County. The Authority may authorize the issuance of tax-exempt industrial bonds to industries locating or expanding their operations in the County. The Authority acts as a support organization for the County's Department of Economic Development. Contributions made to the Authority are used to promote industrial development and the existence of business and industry to provide an adequate tax base for government services and to promote employment opportunities for County citizens.

Dear Friends,

It was my pleasure to serve as Chairman of the Board of Supervisors for Isle of Wight County during 2010. This past year was defined by the closing of International Paper and the economic recovery effort that began as a result. The progress that has been made would not have been possible without the Board and staff working collaboratively with each other, the Towns of Windsor and Smithfield, The City of Franklin and Southampton County, our Chamber of Commerce and business community, regional, state and federal allies and our citizens.

I can say without a doubt that this Board of Supervisors is committed to economic development, and we continue to support the efforts of our Economic Development Director and her staff. I am proud to report that the County's efforts to develop the Shirley T. Holland Intermodal Park to support future growth at the Port of Virginia are paying off. Despite the current economic slowdown, the park is on the radar screens of national developers and several major business prospects as evidenced by the fact that Isle of Wight County was the runner-up for a major manufacturing project in 2010. Additionally, economic development received 15 new prospect leads from its regional and state allies, which resulted in four site visits to the park in 2010. The County also continued land acquisition efforts and water rights for the future development of Phase III of the park.

In 2010 The County Board of Supervisors approved two new business incentive policies to enhance Economic Development's business attraction and retention programs. In an effort to stimulate the growth of the commercial and retail industry sector, replace the loss of tax revenue and jobs, curtail the leakage of retail dollars, and diversify the County's revenue base, the Board of Supervisors established a Commercial and/or Mixed-Use Incentive Policy, which applies to new developments of a specific size and investment. The Small Business Incentive Policy is for existing businesses with 20 or fewer employees and less than \$1 million in gross annual sales. Approximately 90% of Isle of Wight County businesses could be eligible for this program. Incentives include: a technology grant for website development, a job creation grant and expansion of the Corridor Improvement Grant into the Windsor Development Service District (WDSD).

The County's Isle Be Green public education campaign on recycling and the prevention of litter won two awards in 2010. The program was recognized by both the National Association of Counties (NACo) and the Virginia Association of Counties (VACo). The County received one of only 16 NACo Best in Category Achievement Awards, and was one of 14 to receive a VACo Achievement Award this year. The program began in August of 2009 after the County recognized that plastic bag litter is an environmental hazard, as well as a nuisance and financial burden to local farmers. Since the program began, over 14,000 pounds (over one million plastic bags) have been collected, and the County is saving money on landfill tipping fees.

The pages that follow contain detailed information regarding the fiscal strength of the County, and some of the most significant events of the year in Economic Development, Rural Development and Community Development/Planning.

The Board of Supervisors and County staff strive to make Isle of Wight "A Community of Choice, Committed to Excellence." Thank you for your interest and your continued support.

Sincerely,

Phillip A. Bradshaw



ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

Phillip A. Bradshaw
Chairman
(Carrsville District)

Thomas J. Wright, III
Vice-Chairman
(Windsor District)

Alan E. Casteen
Supervisor
(Smithfield District)

Stan D. Clark
Supervisor
(Newport District)

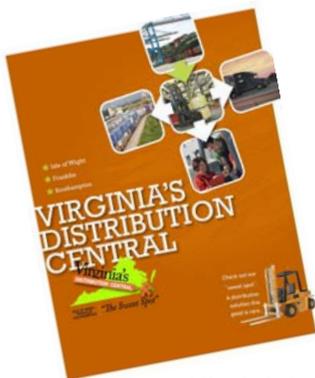
JoAnn Hall
Supervisor
(Hardy District)

COUNTY ADMINISTRATION

W. Douglas Caskey
County Administrator

Isle of Wight County Target Industries

- Advanced Manufacturing
- Renewable Energy
- Plastics
- Wholesale Packaging
- Distribution & Logistics
- Agribusiness (nursery, equine & food processing industries)



Virginia's Distribution Central "The Sweet Spot"

In April of 2010, Isle of Wight County partnered with the City of Franklin and Southampton County with assistance from the Virginia Economic Development Partnership (VEDP) to launch a campaign to market industrial buildings and sites in Western Hampton Roads touted to be the best location opportunities for global logistic solutions on the Eastern Seaboard. Campaign materials included a brochure and an ad in *InBound Logistics* magazine.

2010 Marketing Missions and Conferences

Economic Development staff participated in marketing missions and trade shows with our regional and state economic development partners the Hampton Roads Economic Development Alliance (HREDA) and the Virginia Economic Development Partnership (VEDP). These activities allow the department to connect with business prospects, site selection consultants and developers from all over the world, which translates into potential business development in Isle of Wight County. Additionally, staff actively participates in Virginia Economic Developers Association (VEDA) meetings, which provide educational and networking opportunities for economic development practitioners.

- Retail Industry Leaders Association (Orlando, FL)
- VEDA Spring Conference (Williamsburg, VA)
- Farnborough Air Show w/ HREDA (United Kingdom)
- VEDA Membership Meeting (Charlottesville, VA)
- VEDA Fall Conference (Virginia Beach, VA)
- Virginia Business Incubation Association Annual Conference (Staunton, VA)
- VEDA Annual Meeting (Richmond, VA)

INDUSTRIAL DEVELOPMENT

Shirley T. Holland Intermodal Park

Shirley T. Holland Intermodal Park is a 1,500-acre, publicly-owned and master-planned intermodal park designed for light to moderate industrial uses, such as warehousing/distribution operations and technology-driven manufacturing. Since 2000, private industry has invested over \$81 million and created 400+ jobs in the park.



Phase I hosts the 1.1 million square-foot Cost Plus World Market Virginia Distribution Center. Phase II is 325 +/- shovel-ready acres and includes the 330,000 square-foot JDA speculative warehouse/distribution facility and Safco Products Company's 302,000 square-foot distribution facility. In May 2010, Phase II was officially designated as a Foreign Trade Zone (FTZ #20). Phase III consists of 985 +/- acres. The park is located off U.S. Route 460 just 45 miles from I-95 & I-85. APM Terminals and The Port of Virginia's Portsmouth and Norfolk terminals are within 35 miles. Rail service is provided by Norfolk Southern.

Summary of 2010 Prospect Activity for Shirley T. Holland Intermodal Park

Prospect leads from HREDA and VEDP: 15

Number of Site Visits: 4

of Times JDA Spec Building recommended: 12

of Times S.T. Holland Intermodal Park recommended: 3

Isle of Wight Industrial Park

The Isle of Wight Industrial Park (IWIP) located off of Benns Church Boulevard/Route 10 in Smithfield is a privately-developed, 75-acre industrial park zoned Limited Industrial (LI). The park currently has 10 businesses. In 2010, Spring Lake Bottled Water expanded into a new 7,500 square-foot office/warehouse building, enabling the company to bottle its water on site. Three more similar buildings are proposed and will be available for lease. Monster Storage LLC received preliminary site plan approval to develop 36 units of contractor warehouses totaling 23,760 square feet on an approximately 2 acre site. Several sites and buildings in the park are available for sale or lease.

INCENTIVES

Virginia Enterprise Zone Legislation

Following the announcement of the International Paper mill closing, Isle of Wight County began pursuing legislation to expand the Franklin/Southampton Enterprise Zone, which was approved in late 2009. This legislation, which was approved by the Virginia General Assembly in early 2011, will allow Isle of Wight to apply to expand the zone to include 6.37 square miles in southern Isle of Wight, which includes the closed International Paper mill site. If final approval is received from the Virginia Department of Housing and Community Development (VHCD), Isle of Wight will have ability to designate up to 3,800 acres of industrial property as an Enterprise Zone.

County Board Adopts New Commercial/Mixed-Use Incentive Policy

In response to the closing of the International Paper mill, the Isle of Wight County Board of Supervisors approved a Commercial/Mixed-Use Incentive Policy to stimulate the growth of the commercial and retail industry sector, replace the loss of tax revenue and jobs, curtail the leakage of retail dollars, and diversify the County's revenue base. The policy applies to the following types of developments:

- a. New development consisting of commercial/retail square footage in excess of 80,000 square feet with a minimum net new taxable investment in new construction of \$20,000,000.
- b. New corporate office development/expansion with an employment base of twenty-five (25) or more new full-time equivalent employees (FTE) and a minimum net new taxable investment of \$25,000,000.
- c. New multi-family residential developed in conjunction with commercial development, consisting of one hundred (100) or more multi-family residential units and a net new taxable investment of \$20,000,000.

WORKFORCE DEVELOPMENT

The closing of the International Paper mill and the loss of 1,100 jobs defined 2010 for Isle of Wight County. Immediately following the October 2009 announcement, the focus was on assistance to displaced workers in the form of Federal Trade Adjustment Assistance from the U.S. Department of Labor and the Workforce Investment Act. Paul D. Camp Community College also offered training classes for workers wanting to obtain new skill sets for new employment opportunities. An informal survey conducted by Randy Betz, Director of the PDCCC Workforce Development Center, indicates that a minimum of 422 displaced workers have found new employment. Additionally, at least nine have either started a new business or expanded an existing business. Betz is a community resident and former mill employee who gathered this data by routinely asking his former colleagues for employment updates.

WIRED Grant for Paul D. Camp Community College

Demand for the Port of Virginia is set to increase when the Panama Canal expansion is complete. In order to prepare the local workforce for future jobs, Paul D. Camp Community College began offering a career studies certificate for warehouse and distribution operations. The program is funded by the Department of Labor WIRED Grant through the Workforce Investment Board, Opportunity, Inc. The nine-credit-hour certification program includes both classroom and hands-on instruction with equipment used in warehouses. Several Isle of Wight businesses including: Cost Plus World Market, Safco Products Company, International Paper Company and Smithfield Foods donated equipment, materials, labor and financial support for the program.

PRIVATE SECTOR MAJOR EMPLOYERS (100+ Employees)

- Gwaltney of Smithfield
- Kaiser Contract Cleaning Specialists
- Food Lion
- Cost Plus World Market
- Riverside Regional Medical Center
- Smithfield Foods*
- Alphastaff Inc.
- CR England, Inc.
- Farm Fresh

**Fortune 500 Company
Source: Virginia Employment Commission, 4th Quarter 2010*

LABOR FORCE 2010

Civilian Labor Force:
19,148

Unemployment Rate:
7.1%

Quarterly Census of Employment and Wages All Industries (Est.)

Number of Businesses:
728

Number of Employees:
10,081

Average Weekly Wage:
\$777.00

Source: Virginia Employment Commission

Welcome New Businesses

In 2010, 109 net new businesses opened in Isle of Wight County. The Town of Windsor had a net gain of 10 new businesses. The Town of Smithfield also welcomed a number of new businesses throughout the year. Many of these businesses were small and/or home-based. The Isle of Wight-Smithfield-Windsor Chamber of Commerce hosted ribbon cuttings for: Tropical Smoothie Café, La Dolce Vita Salon and Spa, Curves, Pariser Dermatology and Serenity Spa Salon.

Sentara St. Luke's Grand Opening



The new Sentara St. Luke's state-of-the-art medical campus located off of Brewer's Neck Boulevard in Carrollton includes a two-story, 52,000 square foot building which houses Sentara's urgent care, advanced imaging and laboratory services, physical therapy, primary care and specialty physicians. The facility officially opened to patients on January 18, 2010 and held a grand opening on February 27, 2010. The facility has over 30 employees and also has a meeting room available to community groups.

Painted Garden Gallery featured in *Victoria Magazine*

Robbie Perrotti Younger, owner of the Painted Garden Gallery in Historic Downtown Smithfield, was featured in the Jan/Feb 2010 issue of *Victoria* magazine. Ironically, Younger was reading an issue of *Victoria* magazine back in 1994 when she was inspired to live out her dream of becoming an artist. The gallery has been open since 2000.



Smithfield Designates Arts & Cultural District

In July 2010, the Smithfield Town Council created an arts and cultural district overlay to the existing Historic District boundaries, which offers incentives to attract arts businesses to the downtown commercial district. Incentives include: waivers of business license taxes and fees on a sliding scale of 100% for the first year, 50% in year two, and 25% in year three; Zoning permit fees waivers and fees waived for a-frame or sandwich board signs. The initiative was proposed by Smithfield 2020, a project team that identifies and champions ideas, initiatives and projects that attempt to improve the economic and cultural vitality of the Historic District.

RingO's Donuts named 2010 Entrepreneur of the Year



J. Kirk Ring, owner of RingO's Donuts in Smithfield, was named 2010 Entrepreneur of the Year during the state's Business Appreciation Week celebration in May 2010. "I am honored and humbled that RingO's Donuts has been selected to receive Isle of Wight County's Entrepreneur of the Year award. The support that RingO's Donuts has received during our first year has been tremendous, and we look forward to continuing to grow and build upon our relationship with the community in the years to come," said Ring.

RingO's opened in March of 2009 at 1200 S. Church Street. Ring, a former banker, is now a baker rising at 3 a.m. to make the donuts. Just two months after opening, RingO's was selling more donuts per day than projected and running out. Ring keeps it simple by focusing on making and selling fresh, handmade yeast and cake doughnuts and offering Daily Donut Specials, yummy honey buns and cinnamon twists. Ring has added a few tables and chairs at the request of customers and a large picture window so that children can see how the donuts are made.

Mike Duman Auto Superstore Opens For Business

Mike Duman Auto Superstore opened a Carrollton location in the former Williams Auto Mart at 14214 Carrollton Blvd. (Route 17) in October 2010. Mike Duman is celebrating 30 years in business and also has used and new car locations in the Cities of Suffolk and Franklin.

Accelerated Financial Solutions recognized by *Inc. Magazine*



Inc. Magazine has named Accelerated Financial Solutions in Smithfield to its prestigious Inc. 5000 list, which ranks the fastest growing private companies. AFS, a financial services company focused on debt recovery and management, achieved 145% growth in a three-year period between 2006 and 2009. The Smithfield office and call center opened in

October at the Monette Parkway Office Campus and currently has about 20 employees with plans to hire a total of 30 at this location.

Economic Development is your Business 411

The Isle of Wight County Department of Economic Development is a resource to all County businesses. In addition to business attraction efforts, the department specializes in business retention, which includes outreach and advocacy, expansion and relocation assistance, and business networking and education. If you need help with marketing, financing, workforce, business planning, etc., Economic Development can put you in touch with local, regional and state agencies that can address your needs.

American K-9 Interdiction— a Business Retention Case Study



American K9 Interdiction LLC (AK9), the Country's only private company that trains dogs for the Department of Defense and the nation's largest private kennel had been leasing space in the Carrollton area of the County since 2006. But in 2009, with a multi-million dollar federal contract and an annual growth rate of 1,000% over the previous year, the company purchased property in a rural part of the County in hopes of expanding. When they hit some roadblocks, they backed out of the deal and considered moving the operation to South Carolina, where they maintain another facility. The County Board of Supervisors asked the Economic Development Director to step in to assist AK9 in identifying another suitable location. In

late 2009, the County Board of Supervisors sold AK9 a 51-acre former detention home called Camp Washington in the Walters area of the County and approved a special use permit to build 200 kennels, office/warehouse space, a bunk house and an obstacle course. The company began operating at the new facility in June 2010 and in December received approval to expand by adding another 200 kennels. American K-9 has invested \$2 million in its new facility and has 42 employees. "Our new facility has significantly enhanced our opportunities for corporate growth, continuity of operation and training capabilities for our clients," said Nigel Rhodes, Chief Operating Officer. Not only was Economic Development instrumental in helping the company expand within the County, but this decision was a creative re-use for a property that was unproductive and unsightly.

Business Seminars

In January 2010, staff launched a new business education seminar series called "**Monday Matters.**" The seminars featured both general business topics such as marketing and green topics such as recycling. Three seminars were held attracting 33 attendees. The department hopes to continue this effort in the future and increase attendance.

Economic Development partnered with the Isle of Wight-Smithfield-Windsor Chamber to host an Entrepreneur Express Workshop, which is a program of the Virginia Department of Business Assistance. Approximately 35 people attended the workshop, which was held in September at the Smithfield Center. Topics included: How to Start and Operate a Business, Marketing for Money, Selling to the Commonwealth, and Avoiding Start-Up Hiccups.

Small Business Marketing Opportunities

In July 2010, Economic Development launched a monthly newsletter, which features a small business spotlight, business news, agricultural development and Isle Be Green news and business resources. The department invites small businesses to participate in the **Small Business Spotlight** feature by submitting a brief write-up about the business and a logo or photo. This is a free marketing opportunity for businesses. Not only does the newsletter go out to a list of 400 businesses and development partners, it is also posted on the Economic Development website and Twitter.



Additionally, Economic Development has partnered with the Chamber to present a **Small Business Close-Up** at the monthly meetings of the Isle of Wight County Board of Supervisors. This gives small businesses an opportunity to do a 3-5 minute presentation about their products and services before the Board. These meetings are later rebroadcast on the local cable channel and the County website.

Small Business Incentive Policy Adopted

The Economic Development Department created a Small Business Incentive Policy, which was approved by the County Board of Supervisors in November 2010. Funding is not yet in place. This program will be for businesses with 20 or fewer employees and less than \$1 million in gross annual sales. Approximately 90% of Isle of Wight County businesses could be eligible to participate. Incentives include: a technology grant for website development, a job creation grant and expansion of the Corridor Improvement Grant into the Windsor Development Service District (WDSD).

Isle Be Green Plastic Bag Recycling Campaign

Isle of Wight County's agricultural community has been greatly impacted by plastic bag litter. The plastic becomes entangled in crops, mainly cotton, and contaminates it. This "trash" cannot be eliminated through the ginning process causing the grade, or quality, of the cotton to be reduced. The County is also aware that a calf died after ingesting a plastic bag, which was littered onto a farmer's pasture. Plastic bag litter also has negative impacts on the health of the Chesapeake Bay, economic activity, and the aesthetic appeal of local communities throughout Hampton Roads.

In 2009, the County was awarded various grants from the Virginia Department of Environmental Quality (DEQ), the Retail Alliance, and the South Hampton Roads Resource, Conservation, and Development Council to implement the Isle Be Green Plastic Bag Recycling Program. In addition to the grants, the County also focused on obtaining sponsorship for the implementation of this program.

The overall purpose of the program is to reduce plastic bag litter by increasing the recycling of grocery shopping bags and encouraging consumers to increase the use of reusable bags in Isle of Wight County. Isle of Wight County, through several educational strategies, continues to increase awareness of the negative impacts of litter, namely plastic bags, to the community, environment, and agriculture. By focusing on educating all citizens of the community, particularly the elementary school children, Isle of Wight County feels that it can alter citizens' behavior guiding them towards being more environmentally friendly.



Since the kick-off event in August, 2009, the County residents, school children, County businesses, civic organizations, the Town of Windsor, and many more have recycled over 1 million plastic bags. That equates to over 14,000 pounds of plastic!

As a result of our successful pilot project, the state of Virginia has mirrored the County's campaign through the Keep Virginia Beautiful initiative called "A Bag's Life." The creation of this initiative is a testament to the hard work Isle of Wight County residents have done to divert plastic from the waste stream, the environment, and the farm fields.

Additionally, in 2010 Isle Be Green was the recipient of a Virginia Association of Counties (VACO) Achievement Award as well as a National Association of Counties (NACO) Achievement Award. The program was also a Best in Category winner for NACO.

Economic Development and General Services continue to partner to direct environmental educational outreach efforts for the County including dissemination of information at green events, farm day for the County's second graders, art classes utilizing recycled materials, environmental programs at local libraries, plastic bag recycling drives at the County's elementary schools, and management of the Isle Be Green website (www.islebegreen.com). This program has become more than just a plastic bag recycling campaign. It has become a green campaign for all things recycling in Isle of Wight County.

Be sure to visit the website, www.islebegreen.com, which has updated information about the program, collection data, and information on special events. Become a follower on Twitter at www.twitter.com/IsleBeGreen.

PACE Program Update

The Purchase of Agricultural and Forestal Conservation Easements (PACE) Program is a voluntary program that allows landowners to enter into agreements to sell the development potential of qualifying property to the County while maintaining the right to farm and forest the land.

Isle of Wight County's PACE Program received approximately \$1 million in matching funding from the Virginia Department of Agriculture and Consumer Services' (VDACS) Office of Farmland Preservation to preserve working farm and forest land through the Program.

In 2010, the County closed on the first round of applications from the 2007 application period protecting approximately 930 acres of farm and forest land, much of which was contiguous. This purchase prevented over one hundred development rights from potentially being exercised in the future. The landowners retain their right to farm, forest, and live on their lands, which have been in the family for over a century.

The purchase of these eight parcels signifies the progress that this program has made since its inception in 2005. Unfortunately, due to funding restraints there is no clear path moving forward with future purchases at this time.

There continues to be overwhelming interest in the program, which has shown the strong commitment to preserving the businesses of farming and forestry in the County. Although the County is not able to purchase all of the development rights on every application received, it is very encouraging to see the extremely large interest in the program. The County is very excited at the opportunities for partnerships with local landowners to preserve the quality of life that all citizens enjoy.

For information about this program visit www.iwus.net/agriculture.

PACE COMMITTEE MEMBERS

Tom Alphin
Commonwealth Gin

Bryan Babb
Babb Farms Inc.

Pete Carr
Farmers Bank

Dee Dee Darden
Darden's Country Store and Farm

Jimmy Oliver
Oliver Farms LLC

EX-OFFICIO AND NON-VOTING MEMBERS

Bryan Alexander
VA Department of Forestry

Scott Bachman
VA Department of Forestry

Rachel M. Chieppa
*Committee Secretary
Rural Economic
Development Manager
PACE Program
Administrator*

Neil Clark
TAREC

Tara Outland-Williams
*District Manager
Peanut SWCD*

Amy M. Ring
*Assistant Director
Planning and Zoning*

Janet Spencer
*Extension Agent
VA Cooperative
Extension*



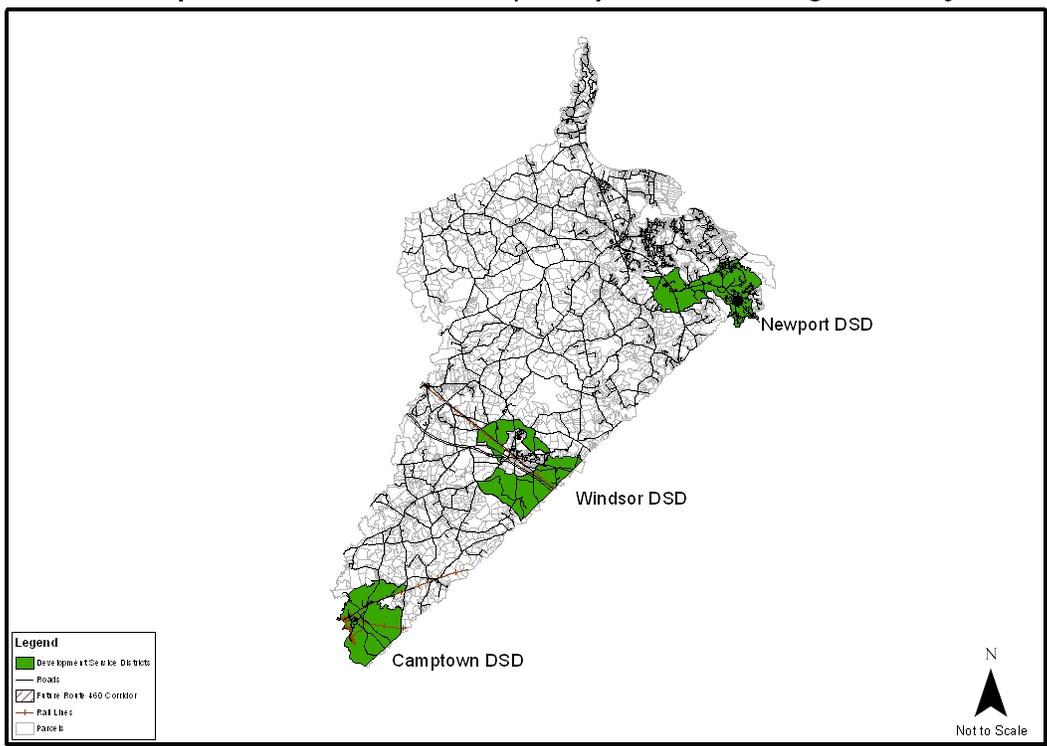
The County proactively pursued its own economic recovery program in 2010 by actively engaging its small businesses and existing industry on how to better cultivate a business-friendly climate. Based on the feedback from the newly formed Small Business Committee as well as local area developers, the County Planning and Zoning Department and Economic Development Department successfully implemented a suite of business incentives designed to further the economic vitality of the County. These strategies include a new Economic Development Incentive Policy for Commercial and Mixed Use Development, a small business incentive program, more concise landscaping standards, more flexible signage requirements, and a set of streamlined land development application requirements that will ease the regulatory burden on business while ensuring continued quality of future development.

Strategic Growth Areas

As part of its community-wide vision, the County has designated three strategic growth areas called Development Service Districts, or DSDs. The three DSDs are located around and close to the existing population centers of Carrollton, Windsor, and Camptown. The benefits of these strategic growth areas include:

- Existing and planned public water and sewer facilities
- Ready access to the region’s transportation network, including Route 17, Route 258, Route 460, and Route 58 as well as two rail lines, which provide direct connections to the Virginia Ports
- Proximity to the nearby population centers of Smithfield, Windsor, Franklin, Newport News, and Hampton as well as the rest of the Hampton Roads region
- Planned, future growth opportunities including a mix of residential, commercial and industrial land uses

Development Service Districts (DSDs) for Isle of Wight County



The County’s three strategically located DSDs are Newport, Windsor and Camptown. The DSD locations correspond with the location of the County’s major transportation corridors, existing population centers and existing or planned public sewer and water service areas. The DSD map shows the location of each.

Groundbreaking held for new fire station

The Smithfield Volunteer Fire Department held a groundbreaking on May 5, 2010 at its new South Church Street location. Members of the County Board of Supervisors and Smithfield Town Council along with the Fire Chief helped toss the first shovels of dirt. The station is set to be complete in the summer of 2011.

Founders Pointe hosts Homearama Spring Showcase of Homes



The Spring Homearama 2010 Showcase of Homes by the Tidewater Builders Association (TBA) was held May 8-23, 2010 at Founders Pointe. This was the first time Isle of Wight County has ever hosted a Homearama event, and was TBA's first spring show in the event's 28-year history. More than 30,000 people toured the eight fully-furnished and landscaped homes, each showcasing current trends in home decorating, construction, and design. Seven out of

eight homes that were featured were sold within five months following the show for an average price of \$582,086.

Windsor Castle Park Grand Opening

The Honorable Robert F. McDonnell, Governor of Virginia, was in Smithfield on Saturday, May 22, 2010 to participate in the grand opening dedication of the new Windsor Castle Park. Approximately 500 people attended the event.



Located in the heart of downtown Smithfield, Windsor Castle Park is a 209.8 acre riverside park which features a woodland trail system, picnic and play areas, a dog park, kayak and canoe launch, scenic overlook and the Windsor Castle Historic Site. The park, at 301 Jericho Road, is owned by the Town of Smithfield. Windsor Castle Farm was originally part of a 1,450 acre parcel patented in 1637 by Arthur Smith and is situated on a knoll overlooking the Pagan River. The farm was purchased with the intention of preserving the rich historic heritage of the Castle, as well as providing a passive public park on the estate grounds. The purchase of 162 acres of farmland was made possible through the generous contribution of Mr. Joseph W. Luter, III. Another 46 acres was gifted to the town by Mr. and Mrs. Lewis McMurrin.

Animal Shelter Groundbreaking



County officials broke ground on a new animal shelter on November 30, 2010. The new 4,800 square-foot facility will include 36 indoor/outdoor kennels, plus three (3)

double indoor/outdoor kennels for dogs awaiting new homes; for cats: 30 cages initially, with capacity for 60 cages; a welcoming lobby area with two (2) get acquainted rooms, a food prep room and office space. The new facility will be located on Poor House Road is expected to be operational by late July 2011.

DEMOGRAPHICS

Population:
35,270 (2010)

Households:
10,489

Median Household Income (2009):
\$62,573

Median Age:
41.5

Education:
High School Graduate 30.5%
Some College 21.0%
Associate's Degree 8.5%
Bachelor's degree 15.7%
Graduate/Professional Degree 9.3%

2010 Retail Sales:
\$193,079,662

Existing Single Family Home Median Sale Price:
\$256,000

Building Permits
Residential: 267
Value: \$28,407,285

Commercial: 14
Value: \$9,972,800

Sources: 2010 Census, U.S. Census Bureau 05-09 ACS, Virginia Employment Commission; VA Dept. of Taxation; Residential Databank; Isle of Wight County Dept. of Permits & Inspections