



Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA

EXISTING BUSINESS PROGRAM GUIDE

Strengthening Isle of Wight County – One Business at a Time

We consider your business to be one of Isle of Wight County's most valuable assets. The Economic Development staff is here to address your needs and concerns. It is our goal to help existing businesses thrive, become more competitive and expand within our community. The fact is, national research shows that 60-80% of all new jobs are created by existing businesses and that means when you thrive, so does Isle of Wight County. Therefore, we're committed to the retention and expansion of enterprises within Isle of Wight County — office, industrial, retail, hospitality and others. If you own a business, Economic Development is here for you.

Business Outreach

We strive to retain your business by staying apprised of key issues and concerns affecting your success. Through visitations, phone calls, mail and email correspondence, and social media, our staff can:

- Learn about your business and identify issues and opportunities to provide support
- Inform businesses about new developments and seminars

Business Liaison

A very important part of our role is to act as a liaison between county businesses and county agencies and business resource organizations to optimize communication.

Business Resources

The department maintains close ties with a wide range of professionals and companies that provide counseling and support services. Our network of consultants is available to provide advice on a variety of topics, including:

- Writing a Business Plan
- Financing Alternatives
- Workforce Training Assistance
- Selling to the Commonwealth
- Website development/Social Media

Business Education and Networking

Our department partners with other economic development related agencies to provide educational opportunities throughout the year. These networking events have proven to be extremely successful in educating local businesses, fostering business awareness and creating business opportunities.

Marketing Opportunities

Do you need assistance promoting your business? Economic Development offers several FREE opportunities to market your business:

- Small Business Spotlight Feature in monthly Economic Development newsletter
- Facebook Promotion
- One-on-One analysis of available marketing opportunities unique to your business.

Expansion and Relocation Assistance

Is your business growing and in need of additional space? Using our comprehensive database of available office, commercial and industrial land and buildings, we can quickly identify and assess potential locations for your business.

Business Incentives

A variety of incentives could be available to businesses locating in Isle of Wight County depending on the level of investment or location.

- Façades Improvement Matching Grants (Downtown Smithfield)
- Tourism Zone Incentives (Windsor)
- Virginia Enterprise Zone Incentives
- Virginia Port Tax Credits
- Foreign Trade Zone Incentives
- Economic Development Incentive Grant
- Rehabilitated Real Estate Tax Exemption

Our mission is to encourage existing businesses to remain and grow in Isle of Wight County. For more information about our services, contact: **Kristi Sutphin, Economic Development Coordinator**, at (757) 365-6249 or Email: iwced@iwus.net

