



# ISLE OF WIGHT COUNTY, VIRGINIA

DEPARTMENT OF ECONOMIC DEVELOPMENT  
2017 ANNUAL REPORT



## MESSAGES

### FROM OUR COUNTY OFFICIALS



#### REX ALPHIN

2017 CHAIRMAN, ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

“Isle of Wight County – the mere name evokes images of beautiful countryside, deep-rooted communities and glorious landscapes. It is no wonder it continues to be the destination of choice for thousands of people who have planted their roots in its rich soil. One of the fastest-growing communities in all of Hampton Roads, Isle of Wight has long been known for its award-winning innovative school system, job opportunities offered by international companies throughout the county and an “open for business” atmosphere. Typical is this statement recently heard: ‘We moved here 20 years ago and never left. We love it here!’ We invite you to explore all aspects of our unique community and join us in the richness of life that Isle of Wight County offers!”



#### RONALD H. PACK

CHAIRMAN, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT AUTHORITY

“It has been my pleasure to serve on the Board of the Economic Development Authority (EDA) for over 30 years. The EDA is composed of seven members appointed by the Board of Supervisors and includes a banker, an accountant, private business owners and a federal government employee. The EDA owns more than 1,000 acres of land available for industrial and mixed-use development and supports economic growth as well as employment opportunities for county residents. The growth of The Port of Virginia continues to play a key role in the county’s success in attracting industrial prospects. In 2017, the EDA helped facilitate Virginia Enterprise Zone and local economic development incentive grants totaling just over \$97,000 to two companies.”



#### TOM ELDER

DIRECTOR, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT

“Isle of Wight County is extremely well positioned to attract new business growth in the industrial and retail sectors. We continue to market an abundance of land that is well positioned within the region and strategically located within 24 miles of The Port of Virginia, one of our greatest assets. Shirley T. Holland Intermodal Park offers an 82-acre permit-ready site to enhance the ability of developers to break ground on new projects in a timely and effective manner. To create additional permit-ready sites, infrastructure work continues at the park. We continue to be aggressive in our outreach efforts and workforce development initiatives and are leveraging relationships with our strategic partners on the local, regional and state levels to assist us in marketing the county’s incredible assets.”



Photo by Tina L. Hill

## MISSION STATEMENTS

### ECONOMIC DEVELOPMENT

The Department of Economic Development’s mission is to help attract, retain and expand new business investment in Isle of Wight County and to provide quality employment opportunities for county citizens. By attracting new industry sectors, the department seeks to diversify the county’s economic base.

The department provides staff assistance to the Economic Development Authority (EDA) and Economic Development Committee, administers the Enterprise Zone Program and provides funding to the Hampton Roads Economic Development Alliance (HREDA) and the Hampton Roads Small Business Development Center (HRSBDC). The department also assists the local farming and agricultural community. Overall, the Department of Economic Development is committed to creating a business-friendly environment where businesses can grow and prosper.

### Goals and Objectives

- Identify real estate opportunities for industrial and commercial development and investment.
- Execute a targeted marketing effort designed to attract new business investment.
- Help the business community benefit from public and private assistance services, programs and policies.
- Enhance relationships with key economic development allies including HREDA, Virginia Economic Development Partnership (VEDP), and Virginia Department of Agriculture and Consumer Services (VDACS).
- Develop a skilled local workforce.
- Promote the county as a desirable business location.
- Oversee an existing industry program to identify key business/agribusiness retention opportunities.
- Provide support to small and minority business entrepreneurs.
- Assist the farming community to achieve greater profitability.
- Cultivate initiatives to increase business development opportunities in the county’s rural communities.
- Support efforts to promote the county as a tourism and cultural destination.

### ECONOMIC DEVELOPMENT AUTHORITY

The Economic Development Authority, formerly the Industrial Development Authority,\* was created in 1968 to promote industrial growth in the county. As a support organization for the county’s Department of Economic Development, it may authorize the issuance of tax-exempt industrial bonds to industries locating or expanding their operations in Isle of Wight. Contributions made to the authority are used to promote industrial development and existing business to provide an adequate tax base for government services and to promote employment opportunities for county citizens.

\*In February 2015, the Industrial Development Authority was renamed Economic Development Authority.

## STAFF

### ECONOMIC DEVELOPMENT

**Tom Elder**, Director  
**Chris Morello**, Assistant Director  
**Kristi Sutphin**, Economic Development Coordinator  
**Gloria Spratley**, Administrative Assistant

### ECONOMIC DEVELOPMENT AUTHORITY

**Ronald H. Pack**, Chairman  
**Carroll Keen Jr.**, Vice-Chairman  
**Len Alphin**  
**Diana Beale**  
**James Ford**  
**Tim Hillegass**  
**Richard J. “Dick” Holland Jr.**

### 2017 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

**Rex W. Alphin**, Chairman (Carrsville District)  
**William M. McCarty**, Vice-Chairman (Newport District)  
**Rudolph Jefferson** (Hardy District)  
**Richard L. “Dick” Grice** (Smithfield District)  
**Joel C. Acree** (Windsor District)

### COUNTY ADMINISTRATION

**Randy R. Keaton**, County Administrator  
**Donald T. “Don” Robertson**, Assistant County Administrator

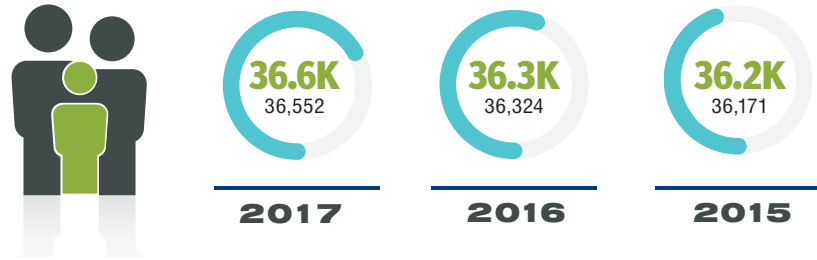
## CONTACT US

Local Roots, Global Reach  
**ISLE OF WIGHT COUNTY, VIRGINIA**  
 DEPARTMENT OF ECONOMIC DEVELOPMENT

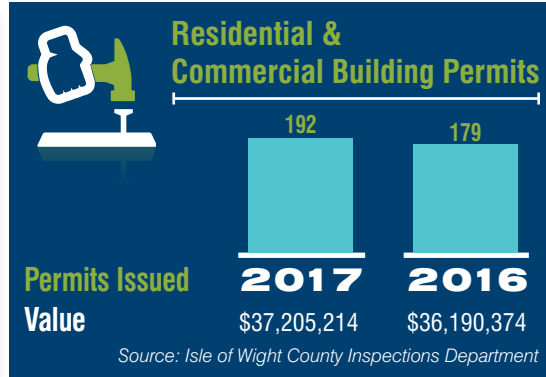
P.O. Box 80, Isle of Wight, VA 23397  
 757.356.1962  
 InsideTheIsle.com  
 iwced@iwus.net

# STATISTICS & DEMOGRAPHICS

## Population Estimate



Source: U.S. Census Bureau



Source: Isle of Wight County Inspections Department

## Income



**\$32,090**



AVERAGE PER CAPITA

**\$66,835**



MEDIAN HOUSEHOLD

Source: U.S. Census Bureau, American Community Survey 2012-2016

## Home Value and Sale Prices



Sources: U.S. Census Bureau, Rein MLS, Residential Databank

### New Business Licenses

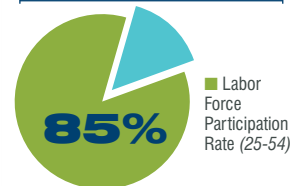
	2017	2016
Isle of Wight County	196	162
Town of Smithfield	51	56
Town of Windsor	14	30
<b>TOTAL</b>	<b>261</b>	<b>248</b>

Sources: Isle of Wight County, Town of Smithfield, Town of Windsor

## Workforce

Prime-Age Workforce (25-54) **13,540**

Civilian Labor Force **18,750**



Sources: U.S. Census Bureau, Federal Reserve Bank of St. Louis, Virginia Employment Commission



## Major Private Sector Employers (50+ Employees)

1. The Smithfield Packing Co.
2. Keurig Green Mountain
3. International Paper
4. Cost Plus World Market
5. Food Lion
6. C.R. England
7. Packers Sanitation Services
8. Smithfield Foods
9. Farm Fresh
10. Riverside Health System
11. Peninsula Metropolitan YMCA
12. ST Tissue
13. Isle of Wight Academy
14. Premium Pet Health
15. Consulate Health Care of Windsor

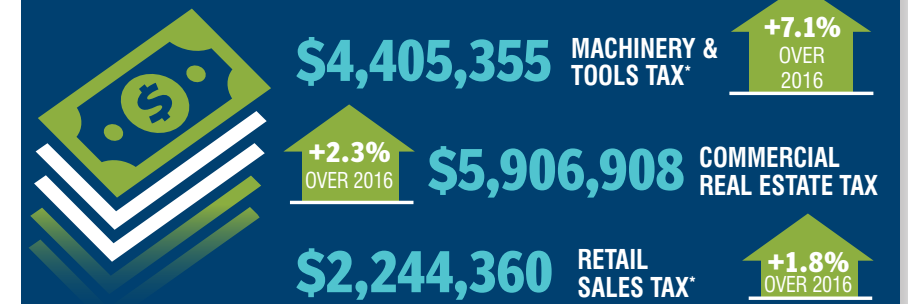
Source: Virginia Employment Commission, 3rd Quarter 2017

## Average Weekly Wage By Industry

	Isle of Wight	Virginia
Finance & Insurance	\$992	\$1,602
Management of Companies & Enterprises	\$2,559	\$1,961
Manufacturing	\$830	\$1,086
Professional, Scientific & Technical Services	\$1,196	\$1,885
Transportation & Warehousing	\$791	\$988
<b>Total, All Industries</b>	<b>\$765</b>	<b>\$1,052</b>

Source: Virginia Employment Commission, Quarterly Census of Employment & Wages, 3Q 2017

## Tax Revenue Highlights Fiscal Year 2017



\*Effective M&T tax revenue  
Source: Isle of Wight County Commissioner of Revenue

## Largest Employment by Industry

	Employees	%
Manufacturing	3,160	30.2%
Accommodation & Food Services	875	8.4%
Retail Trade	864	8.3%
Health Care & Social Assistance	656	6.3%
Wholesale Trade	587	5.6%
Administrative, Support, Waste Mgmt. & Remediation	501	4.8%
Construction	481	4.6%
Transportation & Warehousing	475	4.5%
Other Services (Except Public Administration)	380	3.6%
Professional, Scientific & Technical Services	359	3.4%
Management of Companies & Enterprises	221	2.1%
Finance & Insurance	211	2.0%
Agriculture, Forestry, Fishing & Hunting	196	1.9%
<b>Public Sector</b>		
Government (Federal, State, Local)	1,462	14%

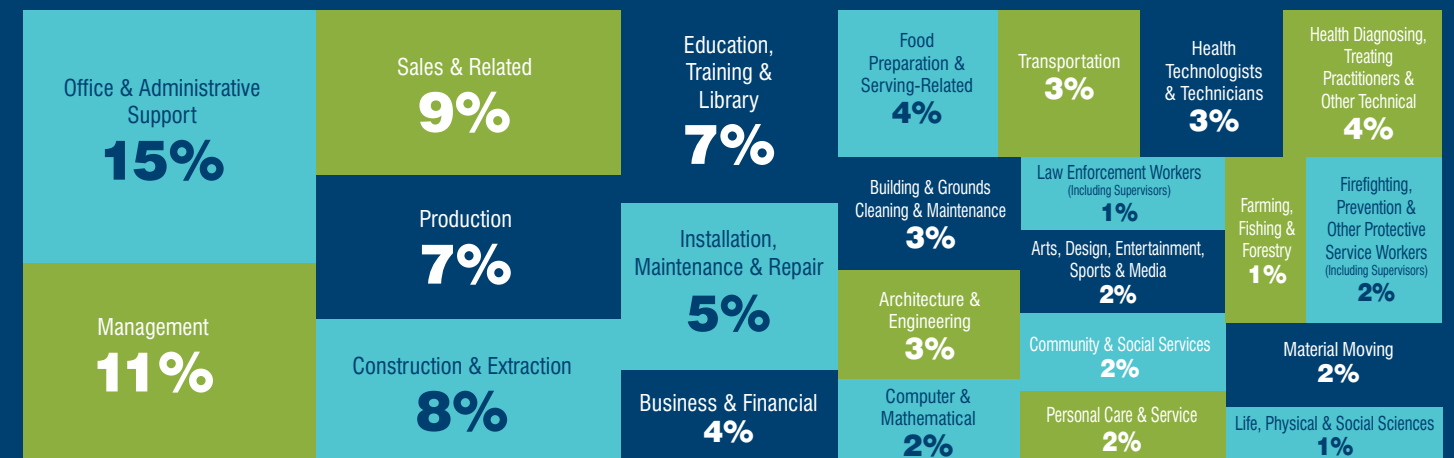
■ Employment in transportation and warehousing is 30% more concentrated in Isle of Wight than within the nation.

■ Employment in manufacturing is 3 times more concentrated in Isle of Wight County than the nation.

Source: Economic Modeling Specialists International (EMSI), 2017.4 Class of Worker

## Employment by Occupations

PRIMARY JOBS HELD BY RESIDENTS 16 YEARS AND OLDER IN ISLE OF WIGHT



Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates

# ISLE OF WIGHT: ATTRACTING ECONOMIC VITALITY

## Target Industries



## Strategic Partners

- Virginia Economic Development Partnership (VEDP)
- Hampton Roads Economic Development Alliance (HREDA)
- Opportunity Inc., Hampton Roads' Workforce Development Board
- The Port of Virginia
- Hampton Roads Small Business Development Center (HRSBDC)
- Virginia Department of Agriculture and Consumer Services (VDACS)
- Hampton Roads Planning District Commission (HRPDC)
- Virginia Department of Small Business and Supplier Diversity (SBSD)
- Isle of Wight-Smithfield-Windsor Chamber of Commerce
- Virginia Department of Housing and Community Development (DHCD)

## PILLARS OF THE ECONOMY: Manufacturing, Wholesale Trade & Agriculture

Manufacturing is the leading industry sector in employment in Isle of Wight and produces over \$1.6 billion in sales. These sales are largely driven by Smithfield Foods and represent approximately 55 percent of all industry sales within the county. This is followed by wholesale trade, which captures 7 percent of all sales within the local economy. These two industries are the largest within the Isle of Wight County economy, representing 25 percent and 12 percent respectively.

About 37 percent of the county's land is actively farmed, making agriculture a significant part of county life. In 2016, Isle of Wight produced \$54.2 million in sales within the agriculture, forestry, fishing and hunting sector. This is nearly a 20 percent increase over the 2012 Census of Agriculture and represents about 2 percent of the county's sales.

Source: Economic Modeling Specialists International, Q1 2018 Class of Worker

## County Awarded Planning Grant for Former School

Isle of Wight County successfully garnered a Community Development Block Grant (CDBG) Planning Grant, administered through the Commonwealth's DHCD, to study the potential adaptive reuse of the former James River Christian Academy (JRCA) property at 14353 Benns Church Blvd. in Smithfield. As part of a cooperative partnership with the landowner, the \$30,000 grant will be used to fund, among other items, a market analysis/feasibility study to help determine the best possible reuses of the 24.8-acre property, as well as existing structures formerly used by JRCA.



The U.S. Department of Housing and Urban Development's CDBG program is a long-standing initiative designed to stimulate and assist re-development, especially projects focused on local economic development initiatives and expanded housing opportunities.

## 2017 MARKETING MISSIONS, TRADE SHOWS, CONFERENCES AND EVENTS

Economic Development staff participated in a variety of targeted outreach events:



### Marketing & Site Selection Consultant Missions

- California Marketing Missions with Camoin Associates
- Charlotte/Greensboro Marketing Mission with VEDP
- Toronto/Montreal Marketing Mission with HREDA

### Outreach Events and Trade Shows

- Site Consultant Dinner/Reception with HREDA/VEDP/Port of Virginia
- Port of Virginia Economic Development Team Event
- HREDA Top Golf Networking Event
- 5th Annual Tour of Hampton Roads Real Estate Networking Reception
- Port Day at ODU Monarchs Football Game
- Norfolk Southern Marketing Retreat



## Isle of Wight Participates in Supply Chain Conference

In February 2017, Tom Elder, Economic Development Director, attended the Retail Industry Leaders Association (RILA) Supply Chain Conference in Orlando along with representatives from VEDP, The Port of Virginia, HREDA and the City of Suffolk. The conference is the leading event for retail and consumer product executives in logistics, distribution and supply chain management. It brings together representatives of all major retail and consumer product segments, along with relevant solutions providers, to create an educational and networking opportunity.

## State Conferences/Professional Development

- Governor's Conference on Agricultural Trade
- Virginia Economic Developers Association (VEDA) conferences
- Virginia Agribusiness Council Annual Conference

## Virginia Agritourism Conference

Tourism and Economic Development staff, along with the owners of two Isle of Wight agritourism businesses, toured farms and attended the Virginia Agritourism Conference held in Richmond in April 2017. Break-out session topics included social media strategy, event planning and management, navigating agritourism through local government, legal issues and financing, and marketing opportunities through Virginia Tourism. The conference concluded with a presentation from destination business expert, Jon Schallert of The Schallert Group, on building agritourism into a consumer destination.



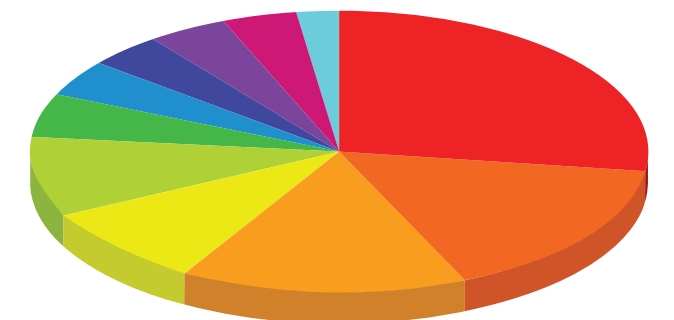
## 2017 New Prospect Activity

In addition to working with existing business projects, Economic Development was actively engaged throughout the year with VEDP, HREDA, site selection consultants, commercial real estate brokers and developers, and various companies directly on new prospects interested in the county.



- 26 industrial prospect inquiries
- 6 completed Requests for Information (RFIs)
- 7 industrial site visits

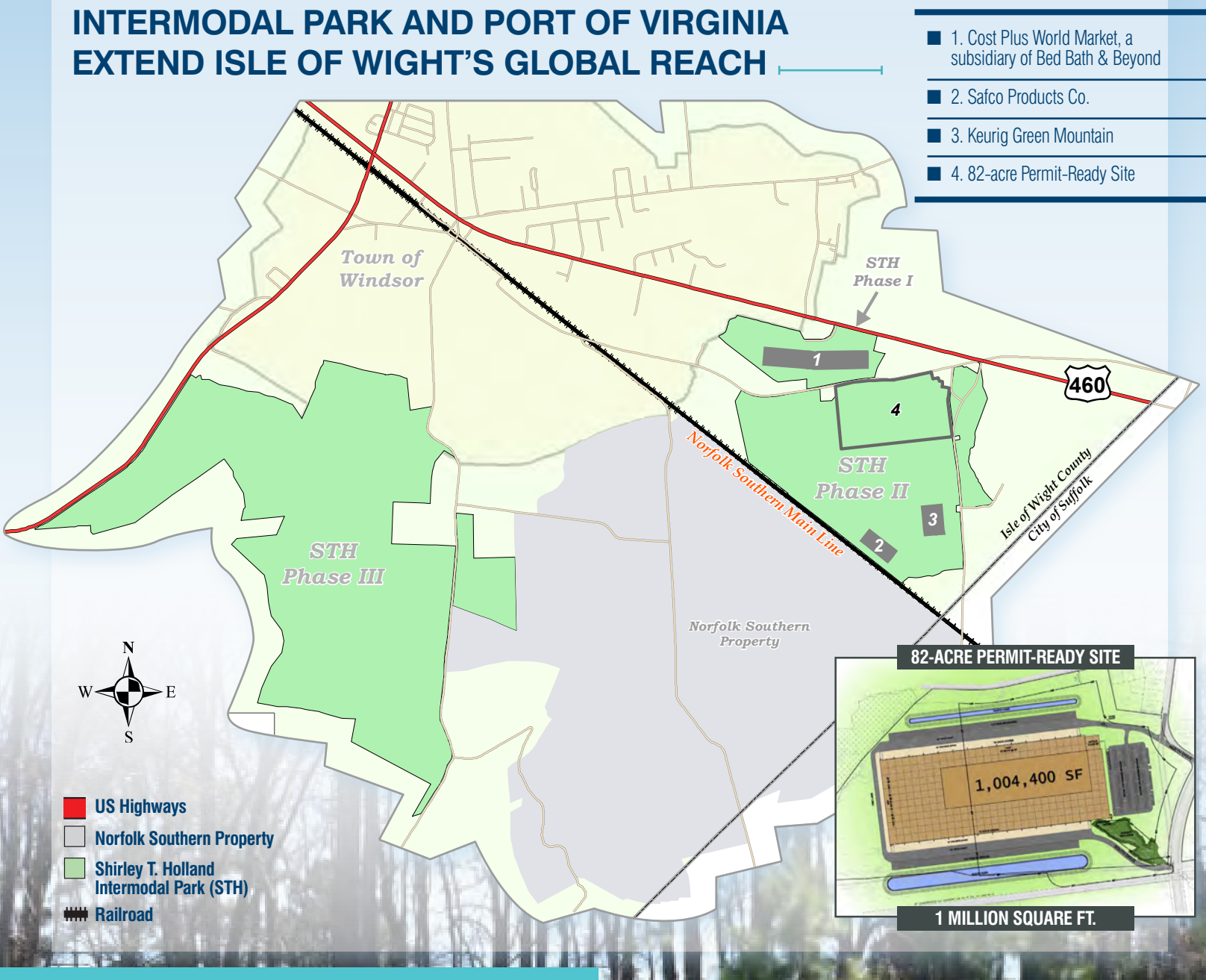
## Prospect Activity by Industry Type



- 27% Manufacturing
- 16% Retail Trade
- 15% Other
- 13% Wholesale Trade
- 9% Agriculture/Forestry
- 5% Accommodation & Food Services
- 4% Utilities
- 4% Arts, Entertainment & Recreation
- 4% Healthcare/Social Assistance
- 4% Construction
- 2% Transportation & Warehousing

Chart (above) shows prospect activity by industry type. Percentages were rounded to the nearest whole number and do not total 100.

## INTERMODAL PARK AND PORT OF VIRGINIA EXTEND ISLE OF WIGHT'S GLOBAL REACH



### Shirley T. Holland Intermodal Park Affordable, Strategic Location

Strategically located for port-related businesses, the county-owned Shirley T. Holland Intermodal Park provides affordable sites close to The Port of Virginia.

#### Park Highlights

- More than 1,000 acres competitively priced
  - ▶ 82-acre permit-ready site in Phase II
  - ▶ Master planning underway in Phase III
  - ▶ Transportation planning underway in all phases
- Industrial zoning
- Easily accessible to interstates 95, 85, 64, 264 and 664
- Water, sewer, electricity, natural gas and fiber-optic services available
- Proven fast-track site plan review and permitting process
- Access to a regional workforce of more than 830,000 people

- Incentives include: VA Enterprise Zone, Foreign Trade Zone and Port Grants
- Park tenants: Keurig Green Mountain, Safco Products Co. and Cost Plus World Market, a subsidiary of Bed Bath & Beyond

#### Location Advantages

- 24 miles to The Port of Virginia
- Easy access to local interstates (30 minutes to I-64 and I-664; 46 miles to I-95 and I-85). Site also adjacent to U.S. Route 460 and within 10 minutes of U.S. Route 58.
- 39 miles to Norfolk International Airport; 40 miles to the Newport News/Williamsburg International Airport; 15 miles to Franklin Municipal Airport
- Direct rail access possible to adjacent Norfolk Southern Rail Heartland Corridor
- Nearly flat topography reduces on-site development costs
- One of the lowest real estate tax rates in Hampton Roads

### 82-Acre Permit-Ready Site Available in Shirley T. Holland Intermodal Park

Design and engineering work are completed and permits have been issued for stormwater, water and sewer, grading and entrance road master plans, creating an 82-acre, permit-ready site within Phase II of the Shirley T. Holland Intermodal Park. A permit-ready site allows the client to begin construction immediately, making the site more attractive to buyers because it reduces risks, costs and project completion time.

### The Port of Virginia – Mid-Atlantic Global Gateway

#### Port has Record Volume Year, Begins VIG Expansion

In 2017, The Port of Virginia handled more than 2.84 million 20-foot equivalent units (TEUs) which set a new annual record for container cargo volume. This represents a 7 percent increase over 2016's total, which was also a record year. The Port of Virginia also began work on a \$320 million expansion project at Virginia International Gateway (VIG) that will nearly double the terminal's annual cargo handling capability. When complete, the Port's overall annual container capacity will increase by 40 percent, or 1 million container units, by 2020.



#### Isle of Wight Port Users

Isle of Wight County is currently home to several significant Port users that are also some of the county's largest employers and tax payers, making the Port a critical component of the local economy.

- Keurig Green Mountain
- Cost Plus World Market
- Smithfield Foods
- International Paper
- ST Tissue
- Montague Farms
- The Scouler Co.
- Commonwealth Gin
- Safco Products Co.

#### Foreign Trade Zone

Due to its strategic mid-Atlantic location, Virginia is the best choice for Foreign Trade Zone (FTZ) activities. Companies locating in FTZ 20 can benefit from advanced distribution networks and easy, reliable access to shipping channels, highways, railways and airways. FTZs are areas which are geographically inside the United States but are legally considered outside its customs territory. Companies that locate in FTZs can benefit by using special procedures to encourage U.S. activity by reducing, eliminating or delaying duties.

Shirley T. Holland Intermodal Park is a "Magnet Site," meaning the site is already designated for FTZ benefits and allows for expedited final approvals from U.S. Customs.

### Virginia Ranks No. 4 on East Coast Among Agricultural Goods Exporters

# \$2.68 BILLION

2017 AGRICULTURE AND FORESTRY EXPORTS VALUE

#### Top Virginia Agriculture/Forestry Exports in 2017

Soybeans	\$597.6 Million
Wood Products (lumber, logs, wood pellets)	\$394.7 Million
Leaf Tobacco	\$297.1 Million
Soy Meal	\$180.9 Million
Poultry	\$144.5 Million
Soybean Oil	\$115.3 Million
Pork	\$113.9 Million

Source: Global Trade Atlas

### Agriculture & Forestry have Economic Impact in Virginia

# \$91 BILLION

In August 2017, Governor Terry McAuliffe announced that a new comprehensive study shows Virginia's agriculture and forestry industries contribute \$91 billion annually to the Commonwealth's economy. This represents a 30 percent increase from the most recent study, released in 2013, which showed an annual economic impact of \$70 billion. The total employment impact of these industries also increased by approximately 7 percent, from 414,700 to 442,200 jobs, representing approximately 9 percent of total employment in the Commonwealth.

The study, based on 2015 data, was led by Dr. Terry Rephann of the Weldon Cooper Center for Public Service at the University of Virginia. It found that agriculture accounts for \$70 billion of the \$91 billion total, and forestry contributes \$21 billion.

### Agriculture & Forestry in Isle of Wight County

# \$2.72 BILLION

IN ECONOMIC IMPACT



# 5,100 JOBS

# ISLE OF WIGHT HELPS BUSINESSES ESTABLISH HEALTHY ROOTS

## IN THE HEADLINES



### RITE AID OPENS IN CARROLLTON

Rite Aid's newest store in Isle of Wight County, located at 13554 Carrollton Blvd., opened in January 2017. The newly constructed, free-standing 11,000-square-foot store features the latest pharmacy services and an enhanced selection of wellness products. The store also features the highly popular "Wellness Store" design.



### THE SKY'S THE LIMIT FOR BLUE SKY DISTILLERY

Blue Sky Distillery, a micro-distillery, celebrated its grand opening with a ribbon cutting and open house in February 2017. Based in Carrollton, it has production operations co-located within the Spring Lake Bottled Water Co. in Isle of Wight Industrial Park in Smithfield.

Blue Sky Distillery produces **DOG STAR Vodka**, a smooth premium vodka handcrafted in small batches with wheat from a farm near Williamsburg. It was recently approved for the Virginia's Finest Trademark Program, which promotes top-quality Virginia agriculture and specialty food and beverage products.

In August, Blue Sky expanded its operations to include a distillery store and tasting room. Through the store, the distillery is permitted to sell all spirits it produces to bars, restaurants and customers. Blue Sky also sells merchandise and allows free tastings. In October, the distillery released its newest product, **Blackbeard's Point Premium Silver Rum**.

### ARROWHEAD ENVIRONMENTAL NAMED TO ROARING 20 LIST



Arrowhead Environmental Services of Windsor was named to the eighth annual Roaring 20 awards program by Inside Business, The Hampton Roads Business Journal. The award honors 20 of Hampton Roads' most dynamic and fastest-growing businesses.

Arrowhead Environmental Services, owned by Mike Luter, has been in business since April 2006. The company is a full-service, turn-key environmental contractor providing tank cleaning, confined space entry systems, chemical transfers and remediation services.

The company has 26 employees, and its future goals include expanding its service area and hiring new employees locally, providing more training and expanding the company's service offerings.

### READY, SET, GO! COUNTY BUSINESSES COMPETE IN LOGISTXGAMES

Teams of employees from Keurig Green Mountain and Cost Plus World Market competed in the fourth annual **Hampton Roads LogistXGames** in Suffolk to benefit the logistics and warehousing industries. The event raises money to promote workforce development programs through local community college scholarships. Team Keurig placed second again this year. The Cost Plus team competed for the first time and received the Spirit Award.

### BUSINESSES & ENTREPRENEURIAL COMMUNITIES BOOST SMALL TOWN, LOCAL EXPERIENCE FOR ALL CELEBRATING BUSINESS

Isle of Wight County, along with the Commonwealth of Virginia, celebrated **Business Appreciation Month** in June 2017. Economic Development hosted its second annual Business Appreciation Reception at the Cypress Creek Clubhouse in Smithfield to celebrate local businesses. Attendees enjoyed a barbeque dinner catered by Country Boy's BBQ of Windsor, wine and beer poured by Mike Adams of Bon Vivant Market and music by Johnny Northon: The One Man Acoustical Jam.



### CHRIS CHRISTOU, THE COCKEYED ROOSTER CAFÉ NAMED ENTREPRENEUR AND BUSINESS OF THE YEAR

Chris Christou, owner/operator of The Cockeyed Rooster Cafe, a Smithfield restaurant serving breakfast, brunch and lunch, received the **2017 Entrepreneur of the Year** award from the Isle of Wight County Department of Economic Development during Virginia's Business Appreciation Month.

Christou has been in the restaurant business for nearly 40 years, and The Cockeyed Rooster Café is his sixth successful restaurant. He previously owned the Belgian Waffle and Steakhouse in Newport News for 30 years.

The restaurant business is his passion, and he thrives on the daily challenges presented. He is a hands-on owner who often works alongside staff on the cook's line, busing tables, washing dishes or delivering meals.

The Cockeyed Rooster opened in July 2015 filling a unique niche in Smithfield with made-from-scratch menu items and affordable prices in a comfortable, friendly atmosphere.

Active in the community, Christou supports numerous local events, charitable and civic organizations, churches and schools through sponsorships and fundraising activities at the restaurant.

"I would like to express my sincere appreciation and thanks to Isle of Wight Economic Development for selecting me as the 2017 Entrepreneur of the Year," said Christou. "This award is a tremendous honor, and I am truly humbled. Today I am more committed than ever to this great community that has brought me so much joy and success."

Additionally, The Cockeyed Rooster Cafe was named **2017 Business of the Year** by the Isle of Wight-Smithfield-Windsor Chamber of Commerce during its annual meeting. The restaurant was honored for leading an influx of successful new restaurants in Smithfield, and contributing to local organizations and causes.



### SMITHFIELD AND WINDSOR WELCOME NEW RESTAURANTS

Smithfield and Isle of Wight County celebrated the opening of **QDaddy's Pitmaster BBQ** with a ribbon-cutting ceremony in January 2017. QDaddy's is a "family-owned second-generation pit-master joint throwing down slow-smoked meaty morsels hot out of the Southern Pride smoker." The menu features pulled-pork entrees, sandwiches, sliders and chicken tenders, with sides of broccoli salad, bacon coleslaw and hand-cut fries.



The Town of Windsor welcomed its first Mexican restaurant in May 2017. **Costa del Sol Mexican Restaurant & Cantina** offers an expansive menu of authentic Mexican food, plus your favorite Margaritas and more!



**Cure Coffeehouse** celebrated the grand opening of its downtown Smithfield location in September 2017. Cure serves Counter Culture coffee, a rotating menu of unique flavored lattes, craft beer and wine, along with breakfast, brunch and lunch. Mike Aston and Chris Shelton, childhood best friends from Smithfield, opened their flagship Norfolk location in 2011 and have rapidly expanded. The coffee shop is the first of its kind in the area.

## COUNTY AWARDS INCENTIVE GRANTS \$97,195

Approved local incentives/grants awarded in 2017

### ST TISSUE LLC AWARDED LOCAL ENTERPRISE ZONE INCENTIVES

In 2017, ST Tissue LLC, a recycled tissue manufacturer co-located on the International Paper property, was awarded local Enterprise Zone machinery and tools tax grants totaling \$92,295. In September 2016, the company announced expansion plans that would create 50 new jobs and add a new tissue machine and hard-wound towel line to increase existing capacity by more than 45,000 tons annually.

### MONTAGUE FARMS RECEIVES ECONOMIC DEVELOPMENT INCENTIVE GRANT

In 2017, Montague Farms received an Economic Development Incentive Grant (EDIG) for \$4,900. Incentive grants enhance Isle of Wight's ability to encourage new businesses to locate in the county, and to influence existing businesses to remain or expand their operations. The Board of Supervisors may grant qualified prospective businesses or developers a cash grant of up to five years' value of the taxes they have paid.

### WORKFORCE DEVELOPMENT INITIATIVES

#### ACT WORK READY COMMUNITIES – ROAD TO FULL CERTIFICATION



As part of its workforce development initiatives, Isle of Wight County Economic Development applied to participate in the American College Testing Work Ready Communities Program. Program certification, which is nationally recognized and conferred by the Commonwealth of Virginia and ACT, signifies the job-ready skill sets of the current, transitioning and emergent workforce. This helps the county link, align and match its workforce development efforts for economic growth and competitiveness.

To become certified, the county must achieve benchmarks in three areas of performance: high school graduation rate, number of National Career Readiness Certificate (NCRC) credentials attained in the county and number of employers recognizing the NCRC.

## BUSINESS OUTREACH PROGRAM



### WE STAY CONNECTED!

The Economic Development staff builds relationships by meeting with new and established businesses throughout the year and provides information on available programs and services tailored to the specific needs of each business.

■ **Business Outreach and Advocacy:** Staff reaches out to businesses via face-to-face meetings, new business welcome packets, phone calls, emails, events, newsletters, its website and social media. Staff helps businesses navigate the development/permitting process by coordinating monthly pre-application meetings to allow applicants to get timely feedback on projects from Planning and Zoning, Inspections, Utilities, Stormwater and Economic Development representatives.

■ **Marketing:** Economic Development features local businesses in its monthly newsletter, provides an Online Business List on the Economic Development website, prepares press releases for the media on openings and expansions, and shares social media posts. Staff can also provide one-on-one analysis of marketing opportunities and make business-to-business connections.

■ **Business Resources:** Staff maintains close ties with professionals who provide counseling and support services. Economic Development continues to help financially support the Small Business Development Center of Hampton Roads, which provides business planning, marketing and financial planning services to startups and existing businesses. In 2017, the SBDC directly helped 12 clients in Isle of Wight.

■ **Expansion and Relocation Assistance:** Staff maintains a database of available commercial properties and assists new and expanding businesses in finding locations that meet their requirements.

■ **Networking and Education:** Staff promotes regional small business workshops and also hosts events with state and regional partners. In 2017, workshop topics included QuickBooks, Customer Service, Entrepreneur Express, eVA Hands-on Lab and Employment Law.

# COMMUNITY'S ROBUST ROOTS HELP QUALITY OF LIFE FLOURISH



Isle of Wight County offers award-winning schools, post-graduate technical training opportunities, low taxes, and a variety of lifestyle choices ranging from main street communities to working farms.

Photo by Ginger K. Hill

## SMITHFIELD FOODS DONATES \$3 MILLION TO SCHOOLS

The new Career and Technical Education (CTE) Program at Isle of Wight County Schools is designed to equip county students with skills to prepare them for "college, career and life." These courses are designed not only to teach specific technical skills, but also the more elusive, much sought after "soft" skills, such as problem solving, critical thinking and teamwork.

Aligned with the CTE courses, in February 2017, Smithfield Foods Inc. announced a \$3 million donation to Isle of Wight County Schools to help fund the Smithfield Foods Legacy Project, a multimillion dollar innovative and multifaceted educational program. This gift fulfills the division's capital campaign for an educational plan benefiting both Smithfield High School

and Windsor High School. The donation will provide for new facilities at Smithfield High School including a fieldhouse for the Junior ROTC program.



## STUDENTS DIG AGRICULTURAL LAND LAB

Isle of Wight County Schools' new Agriculture Land Lab is a working farm that is unique to the area and part of the new CTE program. Since September 2017, students in grades 9-12 have literally built the farm behind Windsor Elementary School from the ground up with guidance from agriculture teacher Jason Brittle and farm manager Daniel Judkins.

Students are getting hands-on experience taking care of chickens and rabbits, growing lettuce, cabbage, onions and broccoli, building fences to house goats and beef cows, installing water lines and driving a tractor. Some of the greens produced are used by the new culinary arts program to provide meals for the high school football teams and ca-

tering events. Local farmers and businesses have been instrumental in donating animals and supplies to get the farm up and running.

## OFFICIALS BREAK GROUND ON PARK-TO-PARK TRAIL

In November 2017, Isle of Wight County and VDOT officials broke ground on the construction of a 3-mile walking and bike path along Battery Park Road and Nike Park Road. The trail will ultimately connect Windsor Castle Park in Smithfield to Nike Park in Carrollton.



## NEW KAYAK LAUNCH OPENS

County officials opened a new kayak launch at Nike Park in July 2017. Free to the public and open during the park's regular hours, the launch allows everyone to explore the natural beauty, plus the twists and turns of Jones Creek.

**93.8%** on-time graduation rate tops state average  
**87%** of 2017 graduates earned industry credentials  
**100%** accredited and overall SOL scores surpass state scores

# TOURISM AND COMMUNITY EVENTS



Photo by Teresa Frantz

## FEEL THE LOVE IN SMITHFIELD AND ISLE OF WIGHT COUNTY

In December 2017, Smithfield and Isle of Wight County officials dedicated their very own LOVEwork sculpture at the Smithfield Center. LOVEwork is a statewide branding initiative sponsored by Virginia Tourism Corp. and designed to promote family-friendly vacation experiences in Virginia and the "Virginia is for Lovers" message.

The sculpture was designed by resident Meagan Pugh as part of a contest sponsored by Smithfield & Isle of Wight Tourism. She described her design as "inspired by what we are best known for... ham, well bacon. I envision our LOVEwork to be in the 'pop art' vein and interactive. Visitors can take photos of their friends and family 'taking a big bite' out of a slice of bacon (while taking a big bite out of all there is to do in Smithfield). It might even be the world's largest bacon statue!"

## COUNTRY NIGHTS, CARNIVAL LIGHTS – ISLE OF WIGHT COUNTY FAIR

**28,831**

PEOPLE ATTENDED THE 24<sup>TH</sup> ANNUAL COUNTY FAIR IN SEPTEMBER 2017

This multiple award-winning fair celebrates the county's rich, local agriculture and features rides, music, food, crafts, animals and more. It competed against 67 fairs and festivals across Virginia.

- **Best in Show:** 2017 Website Advertising and Fair Shirts
- **1<sup>st</sup> Place:** Billboard, Photo Essay Board, Poster, Radio Advertisements, Fair Shirts, Promotional Advertising, Merchandise and Website Advertisements
- **2<sup>nd</sup> Place:** Three ribbons
- **3<sup>rd</sup> Place:** Seven ribbons

Source: Virginia Association of Fairs

## TRIO OF ANNUAL FESTIVALS GENERATE LOCAL ECONOMIC IMPACT

Since 2012, 34,300 people have attended Smithfield VA Events festivals including:

- Smithfield BOB Fest – January
- Smithfield Wine & Brew Fest – April
- Smithfield Bacon, Bourbon, Beach Music Fest - October

**\$1,931**  
HOTEL NIGHTS SOLD

**\$1M+ MILLION**  
LOCAL ECONOMIC IMPACT

**\$692,441**  
DONATED BACK TO THE LOCAL COMMUNITY



Photo by Bobby Clontz

## 2016 TOURISM IMPACT

**\$39.9 MILLION**  
FROM LOCAL TOURISM EXPENDITURES

**+4.4%**  
FROM 2015

**399**  
TOURISM-SUPPORTED JOBS

**+3.8%**  
FROM 2015

**\$923,690**  
LOCAL TAXES GENERATED

**+6.4%**  
FROM 2015

**80,000** PEOPLE VISITED  
SMITHFIELD FARMERS MARKET

**16,000+** PEOPLE VISITED  
SMITHFIELD & ISLE OF WIGHT COUNTY VISITOR CENTER

Source: Virginia Tourism Corp. and Smithfield & Isle of Wight Tourism



### Distinguished Budget Presentation

Isle of Wight County earned the Distinguished Budget Presentation Award from Virginia Government Finance Officers' Association (VGFOA).  
*(for fiscal year beginning July 1, 2017)*



### Public Schools' Ranking

Isle of Wight County Public Schools, based on test scores, ranked 2nd in South Hampton Roads and 33rd overall in Virginia.

– SchoolDigger.com



### 2017 Board of Education Distinguished Achievement

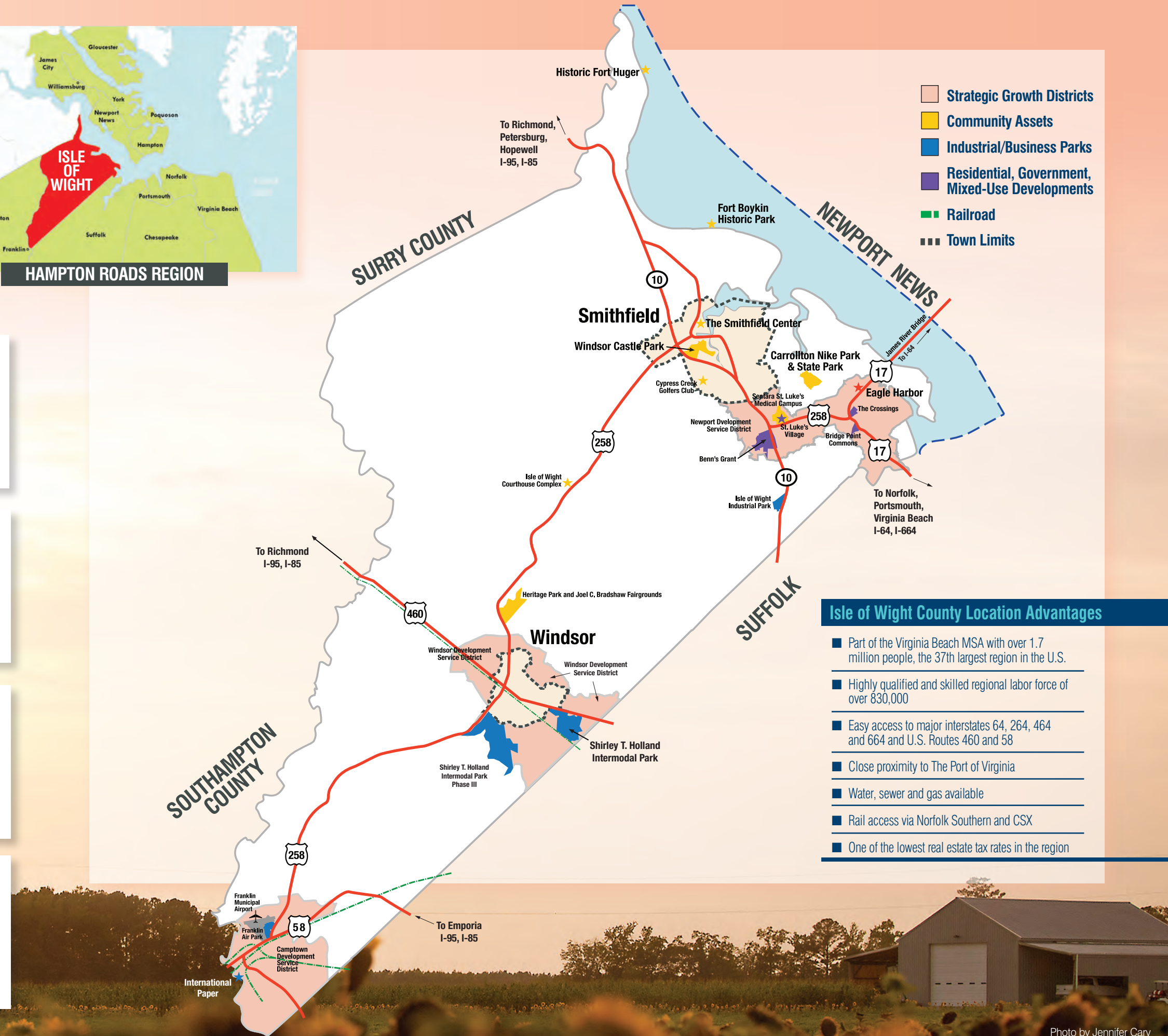
Carrsville Elementary School earned the 2017 Board of Education Distinguished Achievement Award.



### Top 100 Towns in Virginia

The towns of Smithfield and Windsor ranked 19th and 24th, respectively, in the top 100 Towns in Virginia to open a small business.

– Lendedu.com



- Strategic Growth Districts
- Community Assets
- Industrial/Business Parks
- Residential, Government, Mixed-Use Developments
- Railroad
- Town Limits

### Isle of Wight County Location Advantages

- Part of the Virginia Beach MSA with over 1.7 million people, the 37th largest region in the U.S.
- Highly qualified and skilled regional labor force of over 830,000
- Easy access to major interstates 64, 264, 464 and 664 and U.S. Routes 460 and 58
- Close proximity to The Port of Virginia
- Water, sewer and gas available
- Rail access via Norfolk Southern and CSX
- One of the lowest real estate tax rates in the region

Photo by Jennifer Cary





Local Roots, Global Reach

# ISLE OF WIGHT COUNTY, VIRGINIA

**DEPARTMENT OF ECONOMIC DEVELOPMENT**

P.O. BOX 80, ISLE OF WIGHT, VIRGINIA 23397 | 757.356.1962

PHOTO BY MIKE O'SHELL PHOTOGRAPHY

