

# ISLE of WIGHT

COUNTY IN VIRGINIA



*We have a story to tell...  
A year of full-circle achievement.*

*Photo by Michael White*

**ANNUAL REPORT**  
**2012**

# Message from the Chairman

## INDUSTRIAL DEVELOPMENT AUTHORITY

Dear Friends,

It has been my pleasure to serve on the Board of the Isle of Wight County Industrial Development Authority (IDA) for more than 20 years. The IDA is composed of seven members that are appointed by the Board of Supervisors to serve three-year terms. Our members are bankers, accountants, private business owners and federal government employees.

Historically, the IDA has been a support organization for the County's Department of Economic Development. Our goals are similar in that we want to promote economic and industrial growth in our community. In the past we issued industrial revenue bonds to industries locating or expanding in Isle of Wight. Today, we own large tracts of industrial land in Shirley T. Holland Intermodal Park, which are available for development. In September 2012, the IDA purchased a 50-acre parcel to expand Phase II of the intermodal park. This change in roles is driven by our geographic location to the Ports of Virginia. The growth of the ports and the growth of our intermodal park have gone hand in hand.

Despite the harsh economic times of 2011, our County has had a very successful year in 2012. Green Mountain Coffee Roasters (GMCR) closed on the purchase of a shell building in the intermodal park and began upfitting the building. GMCR held a job fair, in April and received about 1,200 applications. By the end of the year, GMCR began ramping up production and had over 125 employees.

International Paper (IP), which closed in 2010 resulting in the loss of more than 1,000 jobs, made a comeback with the renovation of its existing facility and held a grand opening of its new fluff paper mill in August of 2012. This partial reuse of the site resulted in a \$90 million investment and the creation of over 213 new jobs.

Additionally, ST Tissue announced in July of 2012, that it would invest \$60 million and create 85 new jobs using part of the International Paper facility to recycle waste paper into tissue for napkins and towels.

The combination of the three new businesses will account for more than the 1,000 jobs that were lost as a result of the closing of International Paper in 2010.

In addition, Isle of Wight County, which was designated by the Commonwealth of Virginia as an Enterprise Zone in 2011, continues to look for new businesses that can take advantage of the zoning. The areas that were designated include Shirley T. Holland Intermodal Park, Phases II and III, as well as the Camptown Area including the International Paper campus. This designation allows Isle of Wight to be more competitive in soliciting new businesses to those areas by providing state and local grants for new businesses making investments in real estate and creating new jobs.

One of the largest events of this year and the next decade for our County has to be the start of the U.S. Route 460 Corridor Improvements Project. This project will securely link the Shirley T. Holland Intermodal Park and its subsequent expansion to the Ports of Virginia and to the vast Interstate networks as it connects in the Petersburg area to I-95, I-85, and I-295.

The IDA looks forward to continuing to support the County to promote industrial and business growth as well as promoting employment opportunities for County citizens.

Sincerely,

**Ronald H. Pack**  
*Chairman, Isle of Wight County Industrial Development Authority*

**JANUARY  
2012**

**LUTER FAMILY YMCA HOLDS RIBBON CUTTING TO  
CELEBRATE \$1.8 M EXPANSION.**

# Mission Statements

## ECONOMIC DEVELOPMENT

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, programs and policies.
- Develop and enhance relationships with key economic development allies including the Hampton Roads Economic Development Alliance (HREDA) and the Virginia Economic Development Partnership (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 to 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

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.



## ECONOMIC DEVELOPMENT STAFF

Lisa T. Perry, *Director*  
Rachel M. Chieppa, *Rural Economic Development Manager*  
Kristine R. Sutphin, *Project Manager*  
Amy M. Ring, *Business Development Manager*  
Gloria B. Spratley, *Executive Assistant*

## INDUSTRIAL DEVELOPMENT AUTHORITY MEMBERS

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

## 2012 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

Alan E. Casteen, *Chairman* (Smithfield District)  
JoAnn W. Hall, *Vice-Chairman* (Hardy District)  
Rex Alphin (Carrsville District)  
Byron B. Bailey (Newport District)  
Delores M. Darden (Windsor District)

## COUNTY ADMINISTRATION

W. Douglas Caskey, *County Administrator*

## ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

P.O. Box 80, Isle of Wight, Virginia 23397  
(757) 356-1962

*InsideTheIsle.com*  
iwced@iwus.net

*The expansion doubled the size of the wellness center and child watch center, expanded the entrance and included new furniture and equipment.*

*"It's beautiful...It enhances the experience for both parents and kids."*

*- Pete Kovalcik, Executive Director*



# Business Development

## 2012 BY THE NUMBERS

2012 was another successful year for economic activity in Isle of Wight County. Two announcements resulted in \$67 million in capital investment and will create 85 jobs.

Economic Development staff also worked 11 prospect leads, three of which came from site selection consultants. Shirley T. Holland Intermodal Park was recommended seven times. Staff also hosted four unique site visits to other public and privately-owned properties.

## 2012 MARKETING MISSIONS

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 staff to connect with business prospects, site selection consultants and developers from all over the world, which translates into potential business development in the County. Staff also attended state association meetings, which provide educational and networking opportunities.

- VEDP Food Processors Marketing Mission – Southern CA
- Retail Industry Leaders Association (RILA) – Dallas, TX
- VEDA Spring & Fall Conferences and Annual Meeting
- American Planning Association VA Chapter Conference
- VA Business Incubators Association Conference (VBIA)

## COUNTY LOWERS MACHINERY & TOOLS TAX

In an effort to be more business friendly and to provide an incentive for businesses like Green Mountain Coffee Roasters to locate or expand in Isle of Wight, the Board of Supervisors voted to reduce the machinery and tools tax from \$.95/\$100 to \$.70/\$100 effective January 2012.

## IDA ACQUIRES ADDITIONAL LAND TO EXPAND PARK

In September 2012, the Industrial Development Authority (IDA) acquired the 47.7-acre Nixon property to expand Phase II of the Shirley T. Holland Intermodal Park. The IDA currently owns +/-300 acres in Phase II and 903 acres in Phase III, which is being rezoned for future industrial use.



## A MOUNTAIN OF OPPORTUNITY IN ISLE OF WIGHT



In October 2011, Green Mountain Coffee Roasters (GMCR) announced it would invest \$180 million and create 800 jobs with a new K-Cup manufacturing facility in Shirley T. Holland Intermodal Park. In January 2012, GMCR purchased the 329,000 square foot JDA spec building and began preparing for production. In April, GMCR hosted a job fair that attracted about 1,200 people. GMCR received preliminary site plan approval in June and began limited operations in the fall. By the end of 2012, the company had about 125 employees. At full capacity, the facility will produce a million single-serve cups per week, according to Marlene Bialecki, Director of Operations.

## ST TISSUE INVESTS \$60 MILLION & CREATES 85 JOBS AT PAPER MILL

On July 30, 2012, Governor Bob McDonnell announced that Tak Investments, Inc. would invest \$60 million to establish a recycled tissue plant in Isle of Wight County. The company subsidiary, ST Tissue, will recycle waste paper into tissue for napkins and towels using part of International Paper's Franklin mill. The project will create 85 new jobs. Governor McDonnell said, "Isle of Wight County is on a positive economic upswing, as this project brings the total jobs the region has gained since 2011 to more than 1,000.

"The new ST Tissue operation in Isle of Wight County will allow the company to access an expansive supply chain and take advantage of Virginia's transportation infrastructure and strategic Mid-Atlantic location," said Jim Cheng, Virginia Secretary of Commerce and Trade. "This project is a win-win for all involved, as ST Tissue will benefit from the mill's current assets as well as the region's available workforce, and Isle of Wight County and Franklin will gain a new corporate partner and 85 job opportunities."

**APRIL  
2012**

**GREEN MOUNTAIN COFFEE ROASTERS JOB FAIR  
ATTRACTS 1,200 PEOPLE.**

## SMALL BUSINESSES CONTRIBUTE TO THE CULTURE AND ECONOMY OF OUR COMMUNITY

The following small businesses opened in 2012:

- **Jeff's Sir Cakes-A-Lot** - custom cakes, artisan breads, baked goods - on the Boardwalk at Smithfield Station
- **Burgers Inc.** - burgers, hot dogs, sandwiches, salads and milkshakes - Cypress Plaza, Smithfield
- **The Paisley Pig** - Upscale Consignment Furniture and Home Décor - Historic Downtown Smithfield
- **J. Davis Salon** - modern, trendy and inviting salon offering hair and nail services - on the Boardwalk at Smithfield Station
- **Olympia Sports** - sports equipment, apparel, athletic footwear and accessories - Smithfield Plaza
- **Taste of Smithfield** is a restaurant and flagship ham shop in Historic Downtown Smithfield.
- **The Main Event by Emily & Cindy** is a one stop shop for special event design, décor and gifts for all occasions in Historic Downtown Smithfield.
- **Davis Drug** is an independent, veteran-owned pharmacy in Carrollton offering free delivery within Isle of Wight County.
- **Country Boys Barbecue**, an Isle of Wight County Fair favorite, opened a restaurant in Windsor serving vinegar-based barbecue, ribs and brisket.
- **Farmers Feed & Seed** - Distributor of Purina, Blue Seal, and Nutrena feed; large selection of Carhartt, lawn and garden supplies, plants and seed, animal supplies, and more - Route 460, Windsor.



### TARGET INDUSTRIES

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

### PRIVATE SECTOR MAJOR EMPLOYERS (100+ Employees)

- Smithfield Packing Co.
- International Paper
- Riverside Regional Medical Center
- Food Lion
- Packers Sanitation Service
- Cost Plus World Market
- Smithfield Foods (Fortune 500 Company)
- CR England, Inc.
- Farm Fresh

Source: Virginia Employment Commission, 3rd Quarter 2012

### LABOR FORCE 2012

Civilian Labor Force: 18,746  
Unemployment Rate: 6.0%

Quarterly Census of Employment and Wages - All Industries

Number of Businesses: 739  
Number of Employees: 10,132  
Weekly Wage: \$684

Source: Virginia Employment Commission, 3rd Quarter 2012

Job seekers lined up for an opportunity to apply for a job at Green Mountain.

"We were very humbled by the experience."

- Marlene Bialecki, Director of Operations,  
Green Mountain Coffee Roasters



Photo courtesy of the Suffolk News-Herald

# Business Retention

## OVERVIEW

Through its business retention efforts, Economic Development staff communicated with over 200 businesses in 2012. Staff interacts with existing businesses via face-to-face visits, phone calls, emails, electronic newsletters, educational and networking events, the department website, Facebook and Twitter. Staff meets with both new and established businesses throughout the year providing information on the programs and services available to County businesses:

- Business Outreach and Advocacy
- Expansion & Relocation Assistance
- Business Resources, Networking and Education
- Small Business Marketing Opportunities & Incentive Programs

## BUSINESS OUTREACH & ADVOCACY

In March of 2012 Economic Development launched a Facebook page. This tool is used to communicate community and development information, events and statistics to businesses and residents.

Staff created a new business welcome packet that includes a welcome letter, mission statement and staff roster, community profile, annual report, bidders' list application and a small business resource guide. These packets are handed out in the Commissioner of Revenue offices when a new business license is issued.

## EXPANSION & RELOCATION ASSISTANCE

Economic Development maintains a database of commercial properties available for sale or lease and assists the local real estate brokerage community by marketing the properties and making recommendations for both large and small business prospects based on project requirements.

## RESOURCES, NETWORKING & EDUCATION

April 4 – Economic Development hosted an *Entrepreneur Express Workshop* presented by the Virginia Department of Business Assistance, featuring presentations on business planning, financing and marketing.

June 7 – Economic Development co-hosted the 2<sup>nd</sup> *Annual Business Appreciation Luncheon* with the Isle of Wight-Smithfield-Windsor Chamber of Commerce as part of the Commonwealth's annual Business Appreciation Week celebration. Marlene Bialecki, Director of Operations for Green Mountain Coffee Roasters' Windsor facility, was the keynote speaker.



September 20 & 26 – Economic Development hosted a *Government Procurement Workshop and Lab* with the Virginia Department of Business Assistance. The workshop was for businesses that sell products or services to the Commonwealth of Virginia.

## SMALL BUSINESS MARKETING OPPORTUNITIES & INCENTIVE PROGRAMS

Seven businesses participated in the Small Business Close-Up segment at the Isle of Wight County Board of Supervisors meeting sponsored by Economic Development and the Isle of Wight-Smithfield-Windsor Chamber of Commerce. Twelve businesses were featured in the *Small Business Spotlight* in Economic Development's monthly newsletter *Inside the Isle*.

**JUNE  
2012**

**“AMAZING GRACE” KEEN IS AWARDED THE INAUGURAL  
DISTINGUISHED COMMUNITY SERVICE AWARD**

## BELLA FABRICS NAMED 2012 ENTREPRENEUR OF THE YEAR

Lisa Steele, owner of Bella Fabrics, was named 2012 Entrepreneur of the Year by the Isle of Wight County Department of Economic Development at the Virginia Business Appreciation Week Luncheon held June 7, 2012 at the Smithfield Center.

Bella Fabrics opened in the Eagle Harbor Shopping Center in August 2008 and expanded in 2010. Offering unique, high-end, quilting quality fabric lines, sewing advice, a variety of quilting and sewing classes and special events, this shop has filled a niche that was needed in the community. Customers come from all over Hampton Roads to attend sewing classes and events.

In late 2010, Ms. Steele met U.S. Army Master Sergeant Clara Vargas, and Bella Fabrics got involved with an Army service project in Afghanistan called *Clara's Calling*. The program's mission is to teach over 4,000 widowed Afghan women in their community how to sew. The hope of this mission is that the women can learn how to provide the basic necessities for themselves and their children. Bella Fabrics began a collection drive for fabric, basic supplies like thread needles, scissors, patterns, buttons, elastic, etc. Because of the overwhelming success of the effort, Clara's Calling is now supported by shops all across the US and one in New Zealand.

Bella Fabrics is located at 13478 Carrolton Blvd. in the Eagle Harbor Shopping Center in Carrolton. For more information call 757-238-7747 or visit [www.bellafabricsva.com](http://www.bellafabricsva.com)

## BUSINESS EXPANSIONS

Smithfield True Value expanded into a brand new facility adjacent to its existing storefront on South Church Street. The owners celebrated a grand opening in May 2012.

Accelerated Financial Solutions, which operates a satellite call center at the Monette Office Park, purchased the waterfront complex, which includes three buildings and a radio tower. The goal is to ultimately relocate its headquarters to the facility and to lease space to additional office users.

Charles Williams Self-Storage, located in Isle of Wight Industrial Park, expanded its facility by adding a new 10-unit storage building.



Lisa Steele, owner of Bella Fabrics, (right) accepts the 2012 Entrepreneur of the Year Award from Lisa Perry, Isle of Wight County Economic Development Director.



*Keen was honored for her lifelong commitment to improving the county.*

*"I just get involved when I see a need ...  
and I don't quit when I know what I'm trying to do is right."*

*- Grace Keen*

Photo courtesy of Carolyn Keen.

# August 17, 2012

## INTERNATIONAL PAPER RETURNS

With the re-opening of the International Paper mill in June 2012, Isle of Wight County has almost come full circle since 2010 when the company shuttered the 100+ year old mill.

International Paper's return to Isle of Wight County with a \$90 million investment and 220+ jobs was a BIG deal in 2012. It represented something the company has never done before –repurposing and reopening a closed mill.

Seeing the steam rising from the stacks once again is a healthy indicator of the activity and optimism surrounding the commissioning ceremony with state and local officials and mill employees that took place on August 17, 2012. "I'm delighted to be here to celebrate, said Virginia Governor Bob McDonnell. "Getting people back to work is the essence of what we do."

Many of the employees were rehired from the former paper mill operation. Governor McDonnell described this skilled and available workforce as the "driving force" behind the decision to bring International Paper back to the region.

At full production, the facility is expected to produce 840 tons of high-quality fluff pulp per day. The pulp is used in absorbent products, such as diapers. There is a continuous supply of southern pine, which is well suited for absorbent materials, within a 70-mile radius of the facility.

And, since 100 percent of the mill's production is planned for overseas markets, the close proximity of the Port of Virginia was another factor in IP's decision to re-open the mill.

The mill's reinvestment was the 7th largest project announcement in 2011 and contributed to the Commonwealth of Virginia winning a Silver Shovel Award for Economic Development Excellence from Site Selection Magazine in 2012.

"The ripple effect to the community is substantial. What began as an International Paper reinvestment has led to the ST Tissue co-location on the same campus," said Lisa Perry, Director of Economic Development for Isle of Wight County. "We are hopeful for future cooperation to attract additional companies to the site."





*“What remained in Franklin was the character of this tremendous workforce. More than 200 employees aligned around a single goal - to bring the Franklin Mill operation back on line. This is a reminder that U.S. manufacturing can and will play a lead role in the global economy.”*

*- John Faraci, International Paper Chairman & CEO*



*Governor Bob McDonnell congratulates Al Casteen, 2012 Chairman of the Isle of Wight County Board of Supervisors, on the re-opening of the mill.*

*- Photos by Michaele White*

# Rural Development

## ISLE BE GREEN PLASTIC BAG RECYCLING PROGRAM



Isle Be Green started in 2009 as a plastic bag recycling initiative. It is an effort to reduce plastic bag litter not only in our farm fields, but throughout the community because having clean and visibly appealing landscape encourages tourism and new business investment. This pilot project was the first of its kind in the Commonwealth and has served as a model for other localities.

Isle Be Green is promoted at various events throughout the County, including Healthy Kids Day in the Park and the Great American Cleanup bag exchange/giveaway. The program turned trash to treasure at a tent at the Isle of Wight County Fair, and Economic Development produced a 2013 calendar to promote the County's recycling opportunities. The calendar featured recycling tips and artwork from students at several elementary schools.

Over the years the program has gained momentum and ultimately has become the County's recycling initiative. In essence, Isle Be Green is the one-stop-shop for all things recycling in Isle of Wight County.

For more information visit, [www.islebegreen.com](http://www.islebegreen.com).

## ELEMENTARY SCHOOLS' PLASTIC BAG RECYCLING CONTEST NETS 10,519 POUNDS OF PLASTIC

For the third year in a row, Windsor Elementary won the plastic bag recycling contest with a total of 5,723 pounds of plastic collected! Windsor received \$600 cash to go toward a "green" project for the school! Carrollton Elementary finished second with 3,486 pounds of plastic and will receive a Trex bench. Hardy Elementary finished third with 1,048 pounds of plastic. Westside Elementary was fourth with 261.5 pounds of plastic. All elementary schools received a Trex birdhouse for participating in the program.

## KEEP VIRGINIA BEAUTIFUL GRANT

In 2012, Isle of Wight County was awarded a \$750 grant for cigarette litter prevention from Keep Virginia Beautiful's "30 Grants In 30 Days" program. The program focuses greater resources and attention on organizations and individual localities throughout the Commonwealth and how issues of litter prevention, recycling, waste reduction, beautification and education are addressed.

Isle of Wight County recognized the significant contribution that cigarettes make to the overall amount of litter in the community and used the grant to place cigarette receptacles throughout the Town of Smithfield as a pilot program by partnering with local businesses. The County created educational materials about cigarette litter and its effects on the environment, tourism, and economic development. The County also purchased portable ash trays to distribute at events attended by Isle Be Green representatives. The goal is to clean up cigarette litter by focusing on one sector of the County at a time.

## COOKING & CONSERVATION WORKSHOPS

**"What's Cookin' in Your Kitchen" Workshop** — Economic Development, the Extension Office, and the Isle of Wight Ruritans sponsored a workshop on the regulations, requirements and opportunities for starting a food business with speakers from the Health Department, the Virginia Department of Agriculture, and the United States Department of Agriculture.

**Conservation Easements 101**—Economic Development, the Extension Office, the Virginia Department of Forestry, the Virginia Outdoors Foundation, and the Isle of Wight Ruritan Club sponsored a workshop on the basics of donating an easement, including entities to donate to and potential tax benefits. The workshop featured a local property owner speaking about his experience donating an easement.

**Rain Barrels**—The Towns of Smithfield and Windsor, Isle of Wight County, and the Western Tidewater Master Gardeners sponsored two rain barrel workshops to teach residents about water conservation by making their own rain barrel. The workshops were held at Windsor Hardware and The Smithfield Center and drew 24 participants.

**AUGUST  
2012**

**DEE DEE DARDEN NAMED MONSANTO'S AMERICA'S FARMERS MOM OF THE YEAR FOR THE SOUTHEAST REGION.**

## FARM BROCHURE INVITES VISITORS TO ENJOY A TASTE OF LIFE ON THE FARM

Economic Development partnered with Tourism to produce a Farm Tour Brochure to promote Isle of Wight's locally-



owned farms that give the County its rich rural flavor. Take a tour, buy some locally-grown fresh produce and learn more about where your food comes from! Get lost in a pumpkin maze, bump along on a hay ride, touch the soft wool of an alpaca, or simply enjoy the natural beauty of the rural setting. These farms of Isle of Wight County welcome visitors and shoppers alike. Brochures are available in the Economic Development office and at the Smithfield & Isle of Wight Visitor Center in downtown Smithfield.

## VIRGINIA FARMERS DIRECT MARKETING ASSOCIATION

In 1980, the Virginia Farmers Direct Marketing Association (VFDMA) was formed to encourage and promote direct marketing in Virginia. Through annual conferences and trade shows, farm tours, workshops, and special promotional events, VFDMA members are provided the opportunity to network with other direct marketers while learning the latest production and marketing techniques. Association members are a diverse group of large and small farmers producing an array of farm-fresh products such as *fresh fruits and vegetables, organic herbs, honey, meat and dairy products, Christmas trees, farm experiences, tours, fine dining, bed and breakfasts, and many other value-added products.* Their products are marketed in a variety of ways: pick-your-own, on-farm markets, roadside stands, farmers markets, and directly to restaurants and specialty stores. Many direct marketing operations also offer educational and entertaining programs for their customers and their local school systems. Rachel Chiappa, Rural Economic Development Manager, is currently serving as President of VFDMA.

## PACE PROGRAM

Isle of Wight County was awarded \$110,952 for FY 2012 in matching funding by the Virginia Department of Agriculture and Consumer Services (VDACS) for the Purchase of Agricultural and Forestal Conservation Easements (PACE) Program. This is the fifth round of funding for this program, and Isle of Wight is pleased to have received funding in each of the grant rounds. With previous years' grant funds of over \$1 million, the County was able to acquire the first conservation easements on over 900 acres of farm and forestland in February of 2010. The PACE Program is a voluntary land preservation program whereby landowners apply to have their development rights purchased by the County. In exchange, landowners agree not to develop their property through the use of a conservation easement placed on the land in perpetuity.



## PACE COMMITTEE MEMBERS

Jimmy Oliver, *Oliver Farms LLC*, Chairman  
Tom Alphin, *Commonwealth Gin*, Vice-Chairman  
Bryan Babb, *Babb Farms Inc.*  
Pete Carr, *Farmers Bank*  
Kevin Sutton, *Colonial Farm Credit*

### Ex-Officio & Non-Voting Members

Scott Bachman, *Virginia Department of Forestry*  
Beverly Walkup, *Director of Planning & Zoning*  
Tara Outland-Williams, *District Manager, Peanut Soil and Water Conservation District (SWCD)*  
Janet Spencer, *Extension Agent, Virginia Cooperative Extension*  
Rachel M. Chiappa, *Rural Economic Development Manager, Committee Secretary & PACE Program Administrator*

Tommy and Dee Dee Darden own and operate Darden's Country Store and run a family farm.

"It's a real honor to be recognized for doing what you love to do."

- Dee Dee Darden



Dee Dee Darden, center. Photo courtesy of the Suffolk News-Herald.

# Community Development & Planning

## ECONOMIC DEVELOPMENT STRATEGIC PLAN UPDATE

Economic Development kicked off its Strategic Plan Update with a community stakeholder meeting in July 2012. The purpose of the update was to review past findings and examine how things have changed in the last twelve years since the [last Strategic Plan was adopted in 2000](#). In order to accurately portray the community's vision for its economic future, the plan update process sought to engage stakeholders from different sectors of the local economy, including industrial, commercial, real estate, community organizations, and County residents.

The meeting included presentations by Rob McClintock and Brian Kroll from the Virginia Economic Development Partnership followed by a group exercise in which participants were asked to identify the County's strengths, weaknesses, opportunities and threats for the County's future economic development.

The purpose of the second stakeholders meeting was to use the results of the SWOT (strengths, weaknesses, opportunities, and threats) exercise conducted at the first meeting to develop a vision for the future of economic development as well as goals, objectives and an action plan. Visioning allows a community to imagine the future it wants and plan how to achieve it. A vision is important to the Strategic Plan, because it: seeks to shape the future based on shared community values; guides decision making; and promotes community buy-in for implementation of the plan.

The stakeholders formed several smaller groups to facilitate interaction among others and to address each of the following questions:

- 1) Identify Shared Values – If we are successful at everything we are trying to accomplish today, what words would you use to describe our community in five years? (What do we want to preserve, create and change in the community?)
- 2) Create a list of goals that will achieve the values to be contained in the community vision.
- 3) List objectives with specific action steps to implement goals.

A final draft plan was completed in November 2012 and is available on the Economic Development website.

## ZONING ORDINANCE CHANGES

In conjunction with the recommendations of the Small Business Committee (SBC), the Planning & Zoning staff has continued to review the development standards in the current Zoning Ordinance to identify certain Code requirements, which may hamper business development efforts within the County. In addition to the recommendations of the SBC, staff has continued to reevaluate the Zoning Ordinance and has identified other sections and/or subsections which may warrant amendments in order to promote business development and retention within the County.

## ROUTE 460 CORRIDOR MASTER PLANNING BEGINS

The County's Department of Planning and Zoning initiated the Route 460 Corridor Master Plan in the fall of 2012, implementing a recommendation in the County's Comprehensive Plan. By providing a direct link between the Ports of Virginia, Interstate 95, and the County's Intermodal Park, the Route 460 corridor is a critical component in the County's economic development strategy. The study will be conducted in-house, using existing staff resources and expertise.

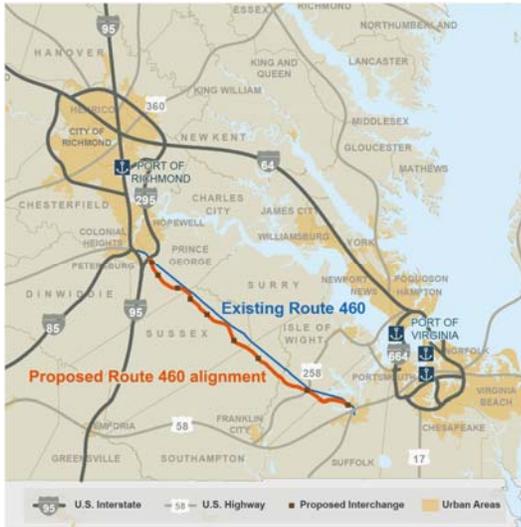
This planning initiative includes a review of the existing boundaries and the currently proposed future land uses for the Zuni Village Center and the Windsor Development Service District (DSD) as well as the connecting corridor from both a technical and a community perspective to determine if any revisions or changes to the boundaries or land uses would be appropriate at this time. After determining a final boundary and land use configuration, County Staff will work with the community to develop transportation, market, and livability recommendations and priorities for the area.

The expected completion date for the Master Plan is late 2013 or early 2014. The boundaries, land uses, and recommendations will be incorporated into a Master Plan and adopted, as an appendix, into the County's Comprehensive Plan.

Planning Staff is seeking public input during the planning process. More information on the Route 460 Corridor Master Plan can be found at <http://www.co.isle-of-wight.va.us/planning-and-zoning> or by calling Richard Rudnicki, AICP, Planner II, at 365-6276.

**SEPTEMBER  
2012**

**ISLE OF WIGHT COUNTY SCHOOLS BREAKS GROUND ON  
115,000 SF GEORGIE D. TYLER MIDDLE SCHOOL.**



## U.S. ROUTE 460 CORRIDOR IMPROVEMENT PROJECT

In October 2012, Governor Bob McDonnell announced that the Commonwealth of Virginia had selected US 460 Mobility Partners to finance, design and build the new Route 460, a 55-mile, four-lane divided, limited-access highway from Suffolk to Petersburg that will parallel the existing Route 460. A financial agreement on the \$1.4 billion public-private partnership was signed in December 2012.

Design and right-of-way acquisition will take place in 2013. Construction on the new Route 460, which will be a toll road, is set to begin in 2014. The road is projected to open in 2018. The new road will reduce congestion, provide an emergency evacuation route, and will spur job creation and economic development for the Hampton Roads region and the Commonwealth of Virginia, which includes accommodating great freight traffic from the Port of Virginia.

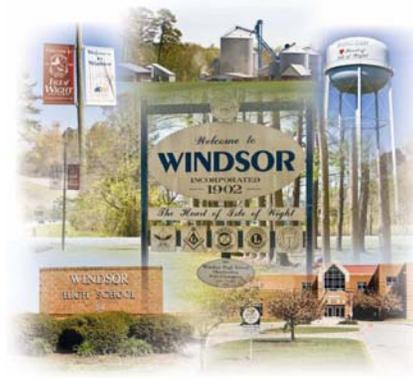
One of the seven interchanges will be at Route 258 in Windsor, which will provide direct access to the Shirley T. Holland Intermodal Park.

To follow the progress on the Route 460 Corridor Improvement Project, visit: <http://route460ppta.org/>.

## CASH PROFFER STUDY UPDATE

The Planning Commission commenced its review of the updated Cash Proffer Study via a kick-off joint meeting with the Board of Supervisors in September 2012, at which time the Board referred the Study to the Commission for review and recommendation. Review of the updated Study includes updated cash residential and commercial proffer amounts for the existing four (4) categories consisting of schools, parks and recreation, fire and rescue, and government buildings, and adds a new separate category for law enforcement and libraries (previously included in the government buildings category). The updated Study was prepared by TischlerBise, Fiscal, Economic & Planning Consultants, and also includes separate analysis for potential transportation and utility cash proffer categories.

The updated Study is tentatively scheduled for final approval in fall 2013.



## WINDSOR MAYOR WINS PLANNING AWARD

Town of Windsor Mayor Carita Richardson won the 2012 Citizens Planning and Education Association of Virginia Award (CPEAV a.k.a. PlanVirginia) for Citizen Planner of the Year for her work as a Council-member and Mayor on the Town's Land Use Ordinance and beautification/sidewalks projects. She was nominated by the Windsor Planning Commission and Staff.

*"It's been a long time coming but it's here...  
This school will be built."*

*- Robert Eley, Chairman, Isle of Wight County School Board*



Photo Courtesy of Isle of Wight County Schools

# Quality of Life

## SMITHFIELD WINS FOUR NATIONAL AWARDS

The Town of Smithfield was awarded three prestigious national America in Bloom Awards at the National Symposium in Fayetteville, Arkansas on Sept. 22, 2012. The awards were for the following:

- 1st Place Award Population Category - 8,001-13,000
- Special Award for Historic Walking Tour
- Heritage Preservation Award

This was the first year Smithfield entered the contest. The effort was spearheaded by the Smithfield/Isle of Wight/Windsor Chamber of Commerce, The Chamber's 2011 Leadership Class, Russell Parrish who chaired a hard-working AIB Committee, several local businesses, the Women's Club of Smithfield, local Girl Scout troops, the Smithfield & Isle of Wight Tourism Bureau and countless volunteers.

America in Bloom promotes nationwide beautification through education and community involvement by encouraging the use of flowers, plants, trees, and other environmental and lifestyle enhancements. America in Bloom is an all-volunteer non-profit 501(c)(3) organization. Communities are judged in seven categories: **Heritage/Preservation, Floral Displays, Overall Impression, Environmental Efforts, Community Involvement, Landscaped Areas & Urban Forestry.** America in Bloom provides a framework for continuous improvements in communities. It encourages quality of life, community improvement, civic pride, educational and community engagement, inspiration and friendly competition!

In October 2012, Smithfield was named one of "America's Prettiest Painted Places!" and won the "small town" award in the Southeast Region! This award was sponsored by the Paint Quality Institute, whose mission is to educate the public about quality paints and coatings.



## SMITHFIELD FARMERS MARKET 10TH ANNIVERSARY



**smithfield  
farmers market**

*hams, harvest, hospitality & heart*

The Smithfield Farmers Market celebrated its 10th anniversary during the 2012 season with a new market manager, Cheryl Ketchum, and a new logo. There were 74 vendors participating, and 30 markets were held

beginning in March. Sales in 2012 increased 80% over 2010 and average attendance at the market has increased 62.6% since 2011. "The Farmers Market is such a wonderful event that brings together the community to enjoy fresh fruits and vegetables, baked goods, cheese and meats, barbecue, crafts and more from our area, along with live music and kid's activities," said Ketchum.

## SMITHFIELD LITTLE THEATRE CELEBRATES 50 YEARS

The Smithfield Little Theatre, which was formed by community members in 1962, celebrated its 50th anniversary in 2012. The first performance, "The Cat and the Canary" was performed at the former Smithfield High School location on James Street, and over the years, the theatre group was housed in the Smithfield Community Hall and then an old cotton gin warehouse on Commerce Street, until 2001 when it found a permanent home adjacent to the Smithfield Center.



**SEPTEMBER  
2012**

**THE ISLE OF WIGHT COUNTY FAIR SETS A RECORD  
FOR ATTENDANCE—33,740 PEOPLE.**

## ISLE OF WIGHT SCHOOLS IN THE COMMUNITY

Isle of Wight County Schools works to fully engage the community through volunteer programs and sustainable business partnerships that align with the goals of the division. Preparing students for excellence in the 21st century is a collaborative effort that requires the help of many and the division appreciates the active involvement from the community. Business Partners such as Smithfield Foods, Safco, Farmers Bank, Green Mountain Coffee and Tractor Supply Co. continue to help the division exceed its goals every year. Additionally, the Education Foundation for Isle of Wight County Schools supports the schools and teachers with funds for programs that otherwise would not be possible.



*"Steamboat Swillie," by Catherine Minga  
located at Smithfield Station, 415 S. Church Street*

## SMITHFIELD'S PORCINE PARADE

The Town of Smithfield gained a new tourist attraction in 2012. The "Porcine Parade" features eight life-size statues of market hogs, painted by local artists. This public/private partnership uses the best known symbol of the "Ham Capital of the World" to celebrate the agricultural roots and cultural history of the Town of Smithfield. Donated by generous sponsors and selected by a jury of the Isle of Wight Arts League, these unique statues became permanent in June 2012. The Porcine Parade is a project of Smithfield 2020, a non-profit organization sponsored by Historic Smithfield, Inc. and established to impact the economic and cultural vitality of the Downtown Smithfield Historic District.

Grab a Porcine Parade map and brochure at the Visitor Center and take a stroll through town to savor each work of art.

*"County Fair attendance has nearly tripled over the last five years, increasing annually from the 12,500 people who attended in 2008."*

*- Darlene Keyt, Fair Coordinator*



## DEMOGRAPHICS

**Population:** 36,180 (July 2012 estimate)  
**Households:** 13,528  
**Median Household Income:** \$64,925 (2011)  
**Median Age:** 43.5  
**Education:** High School Graduate or Higher – 86.0%  
(population 25 years and over)

**2012 Retail Sales:** \$201,168,634

**2012 Residential Sales:**  
**New Construction Average Sale Price:** \$297,404  
**Existing Home Median Sale Price:** \$230,000

**Building Permits 2012**  
**Residential Permits:** 96 issued  
**Value:** \$18,141,648

*Sources: Weldon Cooper Center, U.S. Census Bureau 07-11 ACS; VA Dept. of Taxation; Residential Databank*

## WINDSOR YOUNG PEOPLE'S ORGANIZATION (YPO)

The Windsor Young Professionals Organization is an organization for young professionals that live, work, or are involved in the Town of Windsor. The YPO provides networking opportunities and an opportunity for young professionals to get involved in the Town. The organization began meeting in the summer of 2012. For more information, visit the Windsor YPO on Facebook.



**ISLE OF WIGHT COUNTY  
DEPARTMENT OF  
ECONOMIC DEVELOPMENT**

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***ISLE of WIGHT***  
***COUNTY IN VIRGINIA***

