

Local Roots, Global Reach

## ISLE OF WIGHT COUNTY, VIRGINIA

### LOCAL ROOTS GLOBAL REACH

ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

## 2015 ANNUAL REPORT



# MESSAGES

## FROM OUR COUNTY OFFICIALS



### REX ALPHIN

2015 CHAIRMAN, ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

"Isle of Wight remains one of the most-sought out destinations in all of Hampton Roads. It is 316 square miles of green space bookended by international companies, between which lie richness of community, glorious landscapes and that quality of life for which many are searching. Harboring a school system that has consistently placed in the top 20 of the Commonwealth, we offer an uncommon mixture of an excellent business-friendly climate, superb employment opportunities, quick access to amenities and gorgeous home sites. We graciously welcome you to this stupendous place we call our home — Isle of Wight County."



### RON PACK

CHAIRMAN, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT AUTHORITY

"In 2015, the Industrial Development Authority was renamed Economic Development Authority, broadening its role beyond the traditional industrial scope with regards to business attraction. The EDA continues to support business growth and employment opportunities for County citizens. In 2015, the EDA helped facilitate Virginia Enterprise Zone and local incentive grants totaling nearly \$445,000 to four companies."



### TOM ELDER

DIRECTOR, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT

"Economic development in Hampton Roads continues to push in our direction, and Isle of Wight County is extremely well-positioned to attract new business growth in the industrial, retail and residential sectors. We continue to market abundant land strategically located within 24 miles of The Port of Virginia, one of our greatest assets. Planned infrastructure improvements to Shirley T. Holland Intermodal Park include a series of permit-ready sites so developers can break ground on new projects without delay. We continue our aggressive outreach efforts and are constantly engaging our regional and State partners to help us market the County's incredible assets. The economic development team looks forward to tremendous growth opportunities in 2016."

## 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 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.

### INDUSTRIAL 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  
Amy Ring, 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.

### 2015 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

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

### COUNTY ADMINISTRATION

Anne F. Seward, Former County Administrator  
(Oct. 2013 - Dec. 2015)

## CONTACT US



Local Roots, Global Reach

**ISLE OF WIGHT**  
COUNTY, VIRGINIA

DEPARTMENT OF ECONOMIC DEVELOPMENT

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iwced@iwus.net



PHOTO BY MIKE O'SHELL





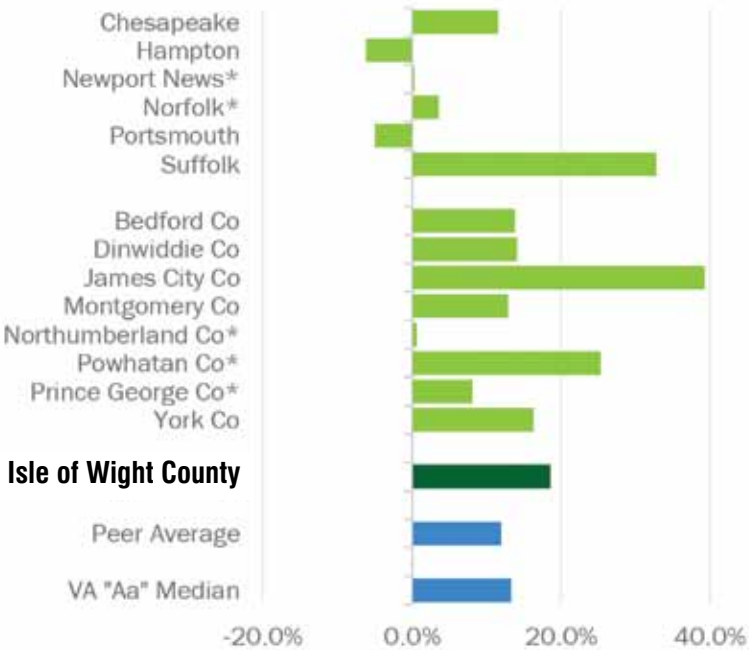
Population Estimate

2015: 36,438

2014: 36,172

Source: Weldon Cooper Center for Public Service

Population Growth (2000-2010 Census) Peer Comparative



\*2014 Data  
Source: Census; Moody's Municipal Financial Ratio Analysis 2015 Data unless otherwise notated



Major Private Sector Employers  
(100+ Employees)

1. The Smithfield Packing Co.
2. Keurig Green Mountain Inc.
3. International Paper
4. Food Lion
5. C.R. England Inc.
6. Packers Sanitation Services Inc.
7. Cost Plus World Market
8. Smithfield Foods
9. Riverside Regional Medical Center
10. Farm Fresh

Source: Virginia Employment Commission, 2nd Quarter 2015



New Business  
Licenses

	2015	2014
Isle of Wight County	154	133
Town of Smithfield	70	61
Town of Windsor	31	24

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

Isle of Wight County Employment By Sector

Manufacturing	28.5%
Retail Trade	8.3%
Accommodation and Food Services	7.7%
Health Care and Social Assistance	7.5%
Wholesale Trade	6.2%
Transportation and Warehousing	5.0%
Public Administration	5.0%
Construction	4.2%
Administrative and Support and Waste Management	4.1%
Professional, Scientific and Technical Services	3.6%
Other Services (except Public Administration)	3.5%
Finance and Insurance	2.0%
Agriculture, Forestry, Fishing and Hunting	1.9%
Management of Companies and Enterprises	1.7%
Arts, Entertainment and Recreation	0.8%
Real Estate and Rental and Leasing	0.8%
Information	0.2%

Source: Virginia Employment Commission, 2nd Quarter 2015



Revenue Increases  
Fiscal Year 2015

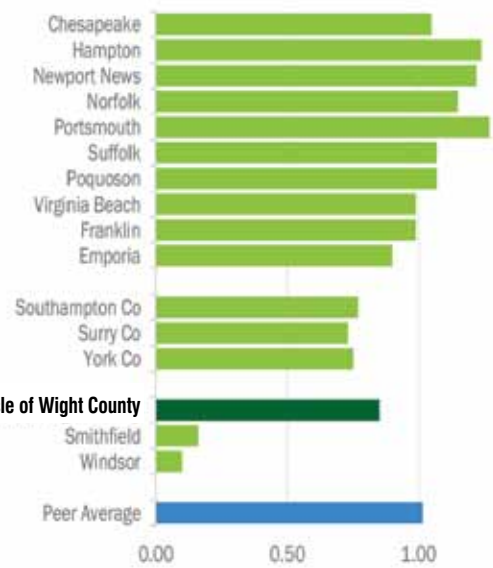
\$4,052,509 (+15% over 2014):  
Machinery & Tools Tax

\$5,703,887 (+17.3% over 2014):  
Commercial Real Estate Tax

\$2,128,364 (+5.3% over 2014):  
Retail Sales Tax

Source: Isle of Wight County Commissioner of Revenue

Real Estate Tax Rate  
Peer Comparative



Source: FY2016 Approved Budget Documents



Income

\$31,247:

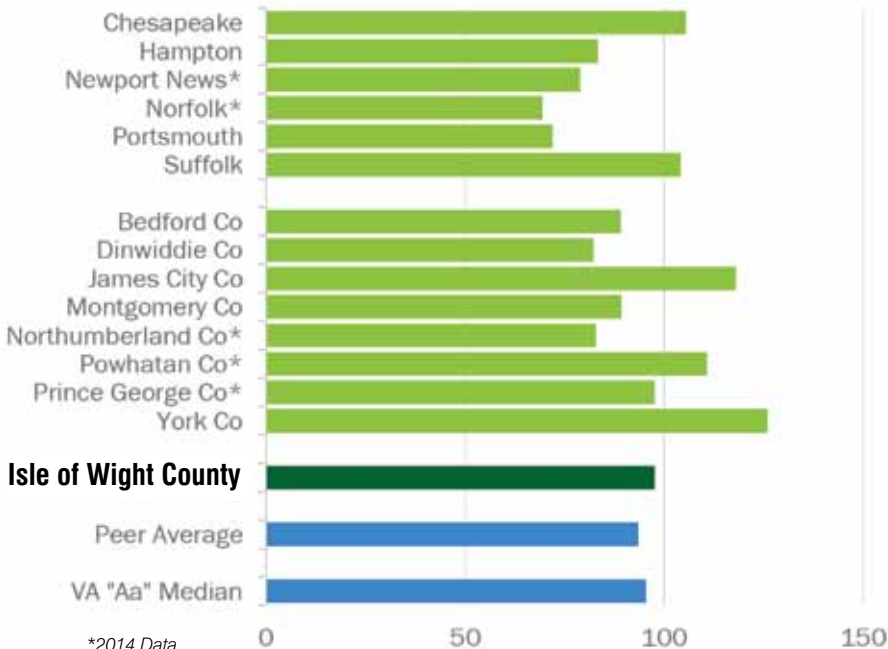
Average Per Capita

\$65,910:

Median Household

Source: U.S. Census Bureau,  
American Community Survey  
2010-2014

Median Family Income as a % of State (2010 Census)



\*2014 Data  
Source: Census; Moody's Municipal Financial Ratio Analysis 2015 Data unless otherwise notated



Residential & Commercial Building Permits

	2015	2014
Permits Issued	141	136
Value	\$37,900,431	\$31,526,899

Source: Isle of Wight County Inspections Department



Home Value and Sale Prices

\$245,400: 2014 Median Home Value

\$244,408: 2015 Average Sale Price/Existing Homes (+10.5% over 2014)

\$338,777: 2015 Average Sale Price/New Construction Homes (-1.8% over 2014)

Sources: U.S. Census Bureau; Residential Databank



POSITIONING ISLE OF WIGHT TO COMPETE

TARGET INDUSTRIES

➤ Agriculture, forestry, fishing and hunting

➤ Manufacturing

➤ Transportation and warehousing

➤ Construction

➤ Management of companies and enterprise

➤ Professional and technical services

➤ Finance and insurance

➤ Administrative and waste services

➤ Real estate, rental and leasing

➤ Health care and social assistance

➤ Accommodation and food services

➤ Retail trade

STRATEGIC PARTNERS

➤ Virginia Economic Development Partnership (VEDP)

➤ The Port of Virginia

➤ Virginia Department of Agriculture and Consumer Services (VDACS)

➤ Virginia Department of Small Business and Supplier Diversity (SBSD)

➤ Virginia Department of Housing and Community Development (DHCD)

➤ Hampton Roads Economic Development Alliance (HREDA)

➤ Hampton Roads Small Business Development Center (HRSBDC)

➤ Isle of Wight-Smithfield-Windsor Chamber of Commerce

2015 New Prospect Activity

Economic Development had an active pipeline of new prospects with leads from the VEDP, HREDA, commercial real estate brokers and developers, and directly from companies. In addition to recommending buildings and sites for each of these prospects, staff completed detailed Requests for Information (RFIs) for six inquiries.

Chart at right shows prospect activity by industry type.

2015 Marketing Missions, Conferences and Special Events

Economic Development staff participated in several targeted outreach events:

TOTAL REACH

36

consultants

Site Selection Consultant Missions

- Atlanta, Georgia
- Cleveland, Ohio
- New York/New Jersey
- Site Selection Consultants Hampton Roads Tour

Trade Shows & Professional Conferences

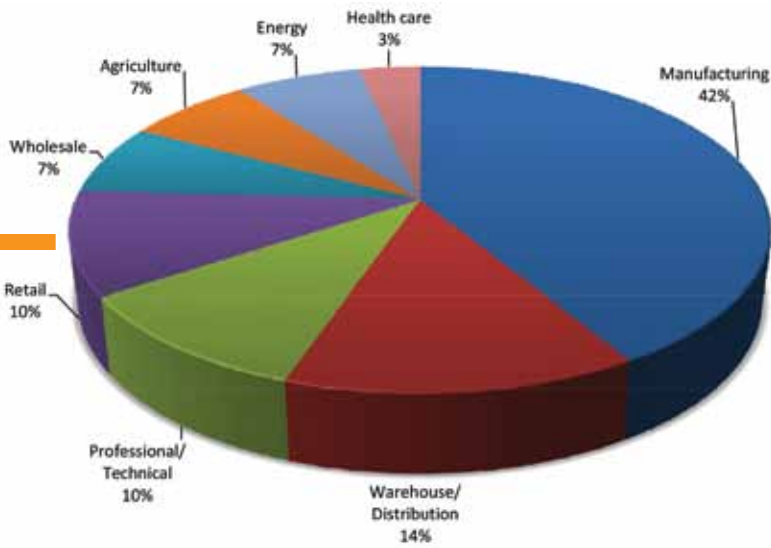
- Governor's Conference on Agricultural Trade
- RECon – The Global Retail Real Estate Convention
- Virginia Economic Developers Association Conferences

Commercial Real Estate Outreach Events

- S.L. Nusbaum Tour of Hampton Roads – 75 attendees
- Industrial Site Tour Isle of Wight and Franklin/Southampton – 21 attendees



90+ ATTENDEES IN 2015



**Redesigned Website Launched**  
In September 2015, the Economic Development Department launched its redesigned website [www.insidetheisle.com](http://www.insidetheisle.com). The modern, mobile-friendly website offers enhanced features that target site selection consultants, as well as new and existing businesses that want to explore growth opportunities in Isle of Wight County. The site provides a one-stop source of information, demographics, links, business resources and contacts. It also features a new section dedicated to the development of Shirley T. Holland Intermodal Park.



**Community Profile Shows Regional Resilience**  
Isle of Wight County was featured along with the City of Franklin and Southampton County in the December issue of Virginia Business. The communities are forging innovative economic development endeavors and embracing new corporate and residential citizens while remaining committed to their agricultural roots.



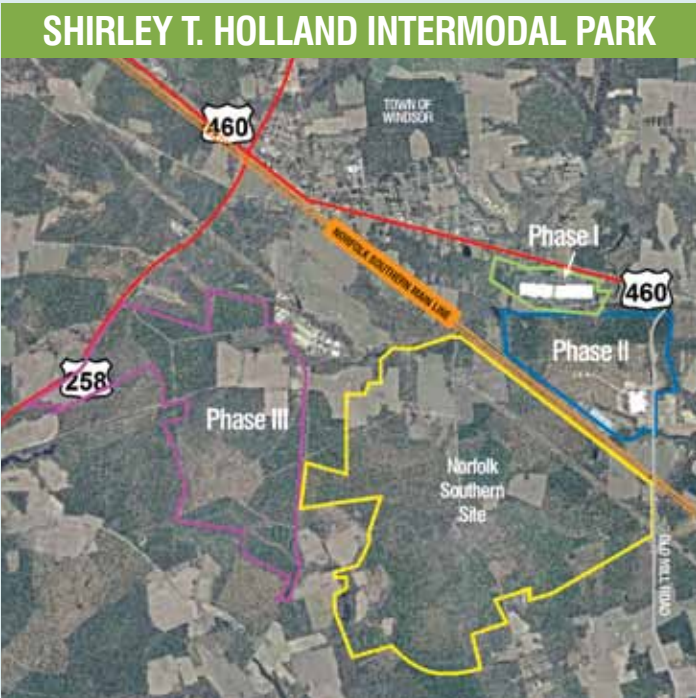
**Shirley T. Holland Intermodal Park Brochure**  
promotes the industrial development opportunities within the 1,500-acre, County-owned intermodal park. It features maps, an aerial of the park, park highlights, and information on location advantages, incentives, labor and utilities.

Selling Isle of Wight:  
ECONOMIC DEVELOPMENT ENHANCES MARKETING TOOLS



**Newport Development District Retail Brochure**  
promotes retail development opportunities in the Newport Development Service District (DSD) in northern Isle of Wight County, the fastest-growing area in the County. The DSD is one of three strategic growth areas in the County designated as a principal residential, commercial and employment center. Currently, nearly 2,000 new residential units and more than 1.1 million square feet of retail, commercial and office developments are approved in the Newport DSD.





Shirley T. Holland Intermodal Park Offers Great Location and Affordability

Strategically located for port-related businesses, the County-owned 1,500-acre Shirley T. Holland Intermodal Park provides affordable sites close to the Port of Virginia.

Park Highlights

- More than 1,000 acres competitively priced in two phases
- Permit-ready sites under design in Phase II
- Limited Industrial (LI) 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
- Easy access to a regional workforce of more than 830,000 people
- Incentives include: VA Enterprise Zone, Foreign Trade Zone and Port Grants
- Park tenants: Cost Plus World Market, Keurig Green Mountain and Safco Products Co.

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). The site is also adjacent to U.S. Route 460 and lies within 5 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 accessibility on the 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

In the Headlines

Permit-Ready Site Work Underway

Isle of Wight initiated the design of its “permit-ready” site in 2015 to accommodate up to a 350,000-square-foot building in Shirley T. Holland Intermodal Park Phase II. A permit-ready site allows the client to begin construction immediately, which makes the site more attractive to buyers because it reduces risks and project completion time. The permit-ready site project components include engineering and design, environmental and soil analysis, permits, clearing, grading and drainage work. The estimated timeline for completing the site is 12-18 months. The County’s first permit-ready site, which will be within a 5-minute drive to the Route 58/460 interchange, will offer public water and sewer, gas and electric power, and fiber-optic cable.

Water Line Extension from Suffolk Moves Forward

The County made significant headway in 2015 in the design of a new

water line that will ultimately provide up to 2 million gallons of water per day from the City of Suffolk to the Shirley T. Holland Intermodal Park and surrounding community. This new water supply will serve the needs of future businesses in the park that are seeking a reliable supply of municipally treated, potable water. The new water line is slated for completion in 2018.

Investor Group Led by JAB Holding Co. to Acquire Keurig

Keurig Green Mountain, which operates a 329,000-square-foot K-cup production facility at Shirley T. Holland Intermodal Park in Windsor, announced in December 2015 it would be sold to an investor group led by JAB Holding. Keurig Green Mountain will be privately owned and will continue to be operated independently by the company’s management team and employees. Keurig Green Mountain will remain headquartered in Waterbury, Vermont.

“Keurig Green Mountain represents a major step forward in the

creation of our global coffee platform. It is a fantastic company that uniquely brings together premium coffee brands and new beverage dispensing technologies like the famous Keurig single-serve machine.”  
- Bart Becht, Chairman, JAB Holding Co.

World Market Invests in its Virginia Distribution Center

In 2015, Cost Plus World Market completed substantial upgrades to its 1.1 million-square-foot facility in Shirley T. Holland Intermodal Park. Improvements to its Virginia Distribution Center include expanding the climate-controlled chocolate room and installing a new sorting and racking system to improve operational efficiencies.

“As our company continues to grow and we open new stores, the World Market Supply Chain must evolve. The capital improvements will allow the Virginia Distribution Center to support additional stores while staying within the current building footprint.”  
- Wayne Davis, General Manager, Cost Plus World Market

Port of Virginia Amps Up the Volume

The Port of Virginia set a new annual record for container cargo volume in 2015 handling more than 2.5 million Twenty-Foot Equivalent Units (TEUs) in 2015, a 6.5 percent increase over 2014. Isle of Wight County is currently home to several significant Port of Virginia users that are also some of the County’s largest employers and tax payers, making the port a critical component of the local economy.

Isle of Wight Port Users:

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

The Scoular Co. Named Shipper of the Year

The Scoular Co., a leading user of The Port of Virginia’s barge service to Richmond, received the port’s 2015 Shipper of the Year award. The award recognizes a port user that has gone above and beyond the course of normal business to help the port grow both commercially and operationally.

“Scoular’s job creation, its investment in Virginia, its strategic use of both the barge and the Port of Richmond show a real commitment to Virginia and made it the ideal choice for Shipper of the Year,” said John F. Reinhart, CEO and executive director of the Virginia Port Authority.

“The Scoular Co. is honored to receive this award,” said John Messerich, Scoular’s senior vice president. “Our collaborative partnership with the port has created innovative solutions that are allowing us to make investments in agricultural export container-loading facilities that serve the increasing food and feed demand in Asia.”

Scoular operates an agricultural container-loading facility in the Town of Windsor.

Virginia Ranks No. 2 on East Coast Among Exporters of Agricultural Goods

Virginia’s agricultural and forestry exports reached \$3.19 billion in 2015, strengthening its position as the second-largest exporter of agricultural goods on the East Coast, and narrowing the gap between the Commonwealth and first-place Georgia. This is exciting news for Isle of Wight County where agriculture and forestry are among the County’s target industrial sectors.

The top destination for Virginia farm and forestry products was China, which imported more than \$694 million, followed by Canada at \$291 million and Switzerland at \$204 million. The value of exports to all three countries has increased since 2014.

The top export products were soybeans and soybean products, pork, lumber and logs, leaf tobacco, poultry, and processed foods and beverages, including wine.

Gov. Terry McAuliffe said he wants to make Virginia the East Coast capital for agricultural and forest products.

Isle of Wight County’s Rural Economy

Approximately 37% of the County’s land is actively farmed, making agriculture a significant part of Isle of Wight County life, both as a major industry and as a chief component of the County’s rural character.

Isle of Wight Farm Characteristics in 2012

Number of Farms	213
Acres in Farm Land	75,642
Average Size of Farm	355 acres
Market Value of Products Sold	\$45,625,000

Source: U.S. Census of Agriculture 2012

Major Crops/Livestock	Virginia Ranking
Cotton	3rd
Peanuts	3rd
Hogs	4th
Soybeans	7th
Wheat	9th

Source: U.S. Census of Agriculture 2012



PHOTO BY JEN CARY





## Business Outreach Program

The Economic Development staff meets with new and established businesses throughout the year and provides information on available programs and services.

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

**Marketing** ■ Economic Development helps promote local businesses with a Small Business Spotlight feature in the monthly newsletter. Staff also developed a free Online Business Directory on the Economic Development website to highlight and support local business and retail services within the County.

**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 2015, the SBDC directly helped 11 clients in Isle of Wight.

**Expansion and Relocation Assistance** ■ Staff maintains a database of available commercial properties and assists new and expanding businesses find the best location for their business. In 2015, staff researched sites and buildings for 45 companies.

**Networking and Education** ■ Staff promotes regional small business workshops and also hosts events with State and regional partners.

### Incentive Grants Awarded

#### ST Tissue LLC Awarded Local Enterprise Zone Incentives

In 2015, ST Tissue LLC, a recycled tissue manufacturer co-located on the International Paper property, was awarded local Enterprise Zone machinery and tools tax and job creation grants totaling \$76,650.

**\$445,000**  
APPROVED LOCAL  
INCENTIVES/GRANTS  
AWARDED IN 2015

#### Economic Development Incentive Grant

In 2015, Keurig Green Mountain, Franklin Lumber, ST Tissue and Montague Farms received Economic Development Incentive Grants (EDIG) totaling \$368,200. 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 up to five years value of the machinery and tools taxes they have paid.

### Workforce Development Initiative Launched

Isle of Wight County Economic Development and Isle of Wight County Schools partnered to launch a workforce development working group. The goal is to create a countywide program that supports the workforce training efforts of new and existing businesses to position Isle of Wight County as the premier destination for business growth. Smithfield Foods, Keurig Green Mountain, International Paper and Cost Plus World Market provided feedback on skillsets needed for employment. New programs such as Opportunity Inc.'s Career Access Network and the schools' STEM initiative were identified and promoted.

#### Workforce Development Working Group Participants

- Isle of Wight County Economic Development
- Isle of Wight County Schools
- Paul D. Camp Community College
- The Pruden Center for Industry and Technology
- Opportunity Inc.
- Blackwater Regional Library
- Isle of Wight-Smithfield-Windsor Chamber of Commerce
- Smithfield Foods
- Keurig Green Mountain
- International Paper
- Cost Plus World Market

### In the Headlines

#### Smithfield Foods CEO C. Larry Pope Retires at Year-End 2015

In November 2015, Smithfield Foods announced that C. Larry Pope, chief executive officer, would retire at year's end after 35 years with the company. Kenneth M. Sullivan, Smithfield's president and chief operating officer, succeeded him. 2014 and 2015 were the two best years in Smithfield's history for financial performance.

*"It's been a great ride."* – Larry Pope, CEO of Smithfield Foods

#### East Coast Emergency Vehicles Moves to Isle of Wight Industrial Park

East Coast Emergency Vehicles LLC, an emergency lighting and equipment products distributor and installer for police, fire and emergency vehicles, leased 5,000 square feet in Isle of Wight Industrial Park. The company, which has been in business since 2005, has six local and three out-of-state employees. It will invest \$400,000 in the first year of operation.

*"We chose to move to Isle of Wight to increase our installation business on the west side of the Hampton Roads area."* – Rick Allen, general manager of East Coast Emergency Vehicles

#### Windsor Pharmacy Sells to CVS

In December, the family-owned and -operated Windsor Pharmacy closed and reopened as CVS Pharmacy, a national retail chain. Windsor Pharmacy had been in business since October 1973.

*"We think it's the best choice for the community and our customers."* – Bob Parsons, owner of Windsor Pharmacy, on his retirement after 40+ years in the business

#### New Smithfield nursing home embraces 'household model'

Riverside Health System celebrated the grand opening and dedication of its new wing at Riverside Healthy Living Community-Smithfield in December 2015. Named "Willow Creek," the wing replaces the 34-year-old Riverside Convalescent Center with 32 beds, compared to 92 at the old facility. Riverside invested about \$8 million on the project, which is the third such facility in the state. It is based on a new "household model" that aims to make an institution feel more like a home.

*"Household life is spontaneous and full of new experiences. But above all, the household concept recognizes and fosters those values that every human needs and cherishes — dignity, respect, love and privacy."* – Bob Bryant, senior vice president of Lifelong Health for Riverside

### Isle of Wight Celebrates Businesses & Entrepreneurial Communities

Isle of Wight County, along with the Commonwealth of Virginia, celebrated Business Appreciation Month in May. Economic Development awarded its annual Entrepreneur of the Year Award to Shannon Kokot of M.A.M.A.S Creative Sweets in Windsor. At its annual meeting, the Isle of Wight-Smithfield-Windsor Chamber of Commerce named Davis Drug of Carrollton its Small Business of the Year.



**SMALL  
BUSINESSES  
CONTRIBUTE TO  
COMMUNITY  
IN A BIG WAY**

Economic Development staff promoted and attended eight ribbon-cutting ceremonies hosted by the Isle of Wight-Smithfield-Windsor Chamber of Commerce in Carrollton, Smithfield and Windsor throughout 2015.

The County also welcomed these retailers:





County Celebrates Openings of New Community Facilities

County officials cut the ribbon on three new community facilities in 2015. The Isle of Wight County Health Department celebrated its newly remodeled space in the former Smithfield Medical Center on South Church Street, Smithfield. The brand new Isle of Wight Volunteer Rescue Squad building on Great Springs Road in Smithfield is four



times larger than the old facility and boasts new offices, one kitchen, an event space for 300, a giant garage for the emergency vehicles, a study, workout room, TV room, 10 bunkrooms and the only FAA-designated helicopter pad in the County. The Mary W. Wells Senior Center at Nike Park in Carrollton celebrated a recent remodel. The center provides a social outlet during the week for seniors to gather and play games, watch television, have lunch and even go on field trips.

Carrsville Elementary School Receives Award

Carrsville Elementary School is among 109 schools to earn the 2015 Board of Education Excellence Award, the second-tier honor in the Virginia Index Performance (VIP) program. “It is a true honor to be named as one of the recipients of this award because it represents the hard work of our entire faculty, staff and student body,” said former CES Principal Laura Matthews.

91.6%

on-time graduation rate  
tops state average

+

Overall SOL scores  
surpass state scores

School Division Certified Platinum in Green Schools Challenge

For the third year in a row, Isle of Wight County Schools has been certified platinum in the 2015 Virginia School Board Association's (VSBA) Green Schools Challenge. “The recognition of Isle of Wight County Schools as one of the top school divisions in Virginia is an outstanding accomplishment,” said Division Superintendent Dr. Jim Thornton. “Being energy efficient and making environmentally sound decisions are a responsibility we owe to our community. In addition, providing our students with a school environment that is healthy, comfortable and conducive to learning is an obligation we take very seriously.”

New Housing Developments Break Ground



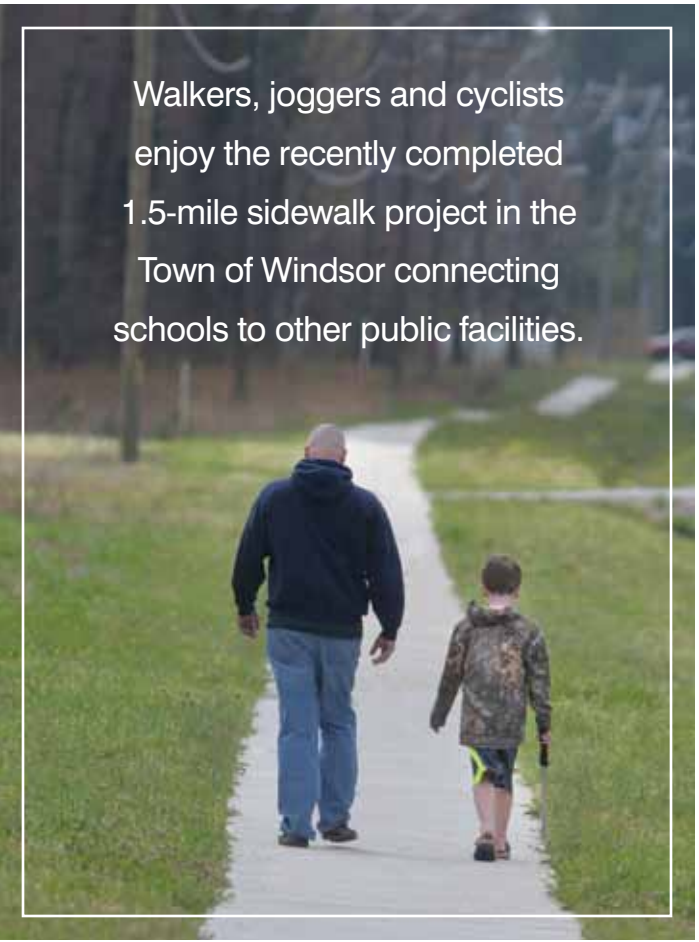
Bann's Grant

East West Communities, the award-winning developer of Gatling Pointe, Founders Pointe and Eagle Harbor, began construction in Spring 2015 on 79 single-family homes and 20 townhomes in Bann's Grant. The model home opened in December, and approximately 18 lots were under contract by the end of the year. The new community will include a pool, playground, clubhouse and walking trails.



Eagle Harbor Apartments

The Breeden Co. broke ground on the third phase of the Eagle Harbor Apartments in Carrollton. This enriched lifestyle community will feature 208 one-, two- and three-bedroom luxury apartments and 64 detached garages on 15.93 acres only blocks from the James River and Batten Bay. Individual units boast open floor plans, designer kitchens and upscale interior elements, while community amenities include a 24-hour health and fitness center, putting green, tanning bed, sand volleyball court, playground, resort-style pool and clubhouse, and more.



Walkers, joggers and cyclists  
enjoy the recently completed  
1.5-mile sidewalk project in the  
Town of Windsor connecting  
schools to other public facilities.

PHOTOS ON THIS PAGE BY HARRY GERWIEN

Tourism and Community Events



2014 TOURISM IMPACT

**\$37.4 million** Local tourism expenditures  
**374** Tourism-supported jobs  
**\$821,684** Local taxes generated

Source: U.S. Tourism Association, August 2015



Trio of Annual Festivals  
Generate Local  
Economic Impact

Since 2012, **18,050** people have attended Smithfield VA Festivals' signature events including:

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

**971** hotel nights sold  
**\$2.4 million** spent  
**\$326,500** Donated back to local community



Boots  
& Roots  
Isle of Wight  
County Fair

**29,337 people attended** the 22nd annual  
**County Fair in September 2015** This multiaward-winning fair celebrates the County's rich, local agriculture and features rides, music, food, crafts, animals and more.

COUNTY FAIR AWARDS

1ST PLACE

Fair T-Shirt, Magazine Article, Photo Essay,  
Flier, Poster, Website and Fair Map  
~ Virginia Association of Fairs Conference

2ND PLACE

2015 Fair Commercial  
~ International Association of Fairs Conference



62,000  
people visited the  
Smithfield  
Farmers Market

The Smithfield Farmers Market is open Saturday mornings between March and October. It also features specialty markets, including an evening Christmas Craft and Food Market.

SMITHFIELD FARMERS  
MARKET AWARDS

Gold Award for Best  
Farmer's Market  
~ Coastal Virginia Magazine

Ranked in the Top 101  
Farmers Markets in America  
~ TheDailyMeal.com

62,500

People attended annual  
community events in  
Historic Downtown Smithfield  
(excluding Smithfield VA Events  
fests and Farmers Markets)

16,450

People visited the Smithfield  
and Isle of Wight County  
Visitor Center

AWARDS & RECOGNITION

Town of Smithfield – Award-winning  
community in Isle of Wight County

Genuine Smithfield: No. 1 Day-Trip  
Destination from Williamsburg  
~ Smithfield and Isle of Wight  
Tourism

Smithfield and Isle of Wight Visitor  
Center – Certificate of Excellence  
(5-star website rating)  
~ TripAdvisor

Smithfield Gourmet Bakery –  
Among the Top 10 Places to Get  
Ham in Virginia  
~ onlyinyourstate.com

Smithfield Station – Among the  
Top 15 Restaurants in Virginia with  
Jaw-Dropping Views While You Eat  
~ onlyinyourstate.com

ISLE OF WIGHT'S TOWN OF  
SMITHFIELD MAKES THE LIST

Top 12 Perfectly Picturesque Towns  
in Virginia

13 Happiest Cities in Virginia

Top 15 Safest and Most Peaceful  
Places to Live in Virginia

Top 13 Small Towns in Virginia with  
the Most Amazing Restaurants  
~ onlyinyourstate.com

Third Best Town in Virginia to Raise  
a Family  
~ local.niche.com



# 2015 COUNTY AWARDS

Isle of Wight County, 2015 Virginia

Association of Counties (VACo)

Achievement Award for central  
permitting and development

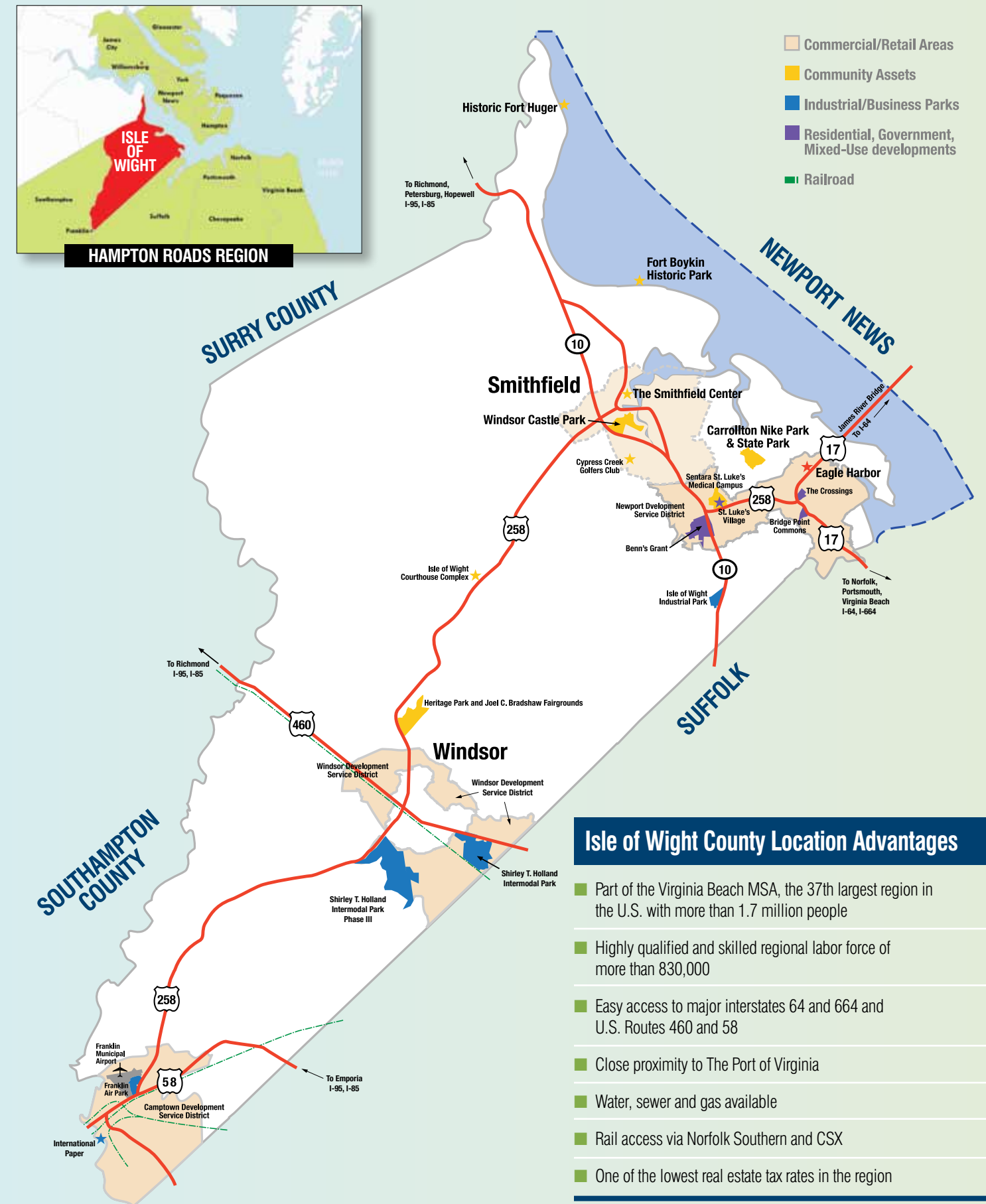
service improvements

Isle of Wight County Public Schools,  
based on test scores, ranked 1st in  
South Hampton Roads and 16th overall  
in Virginia – SchoolDigger

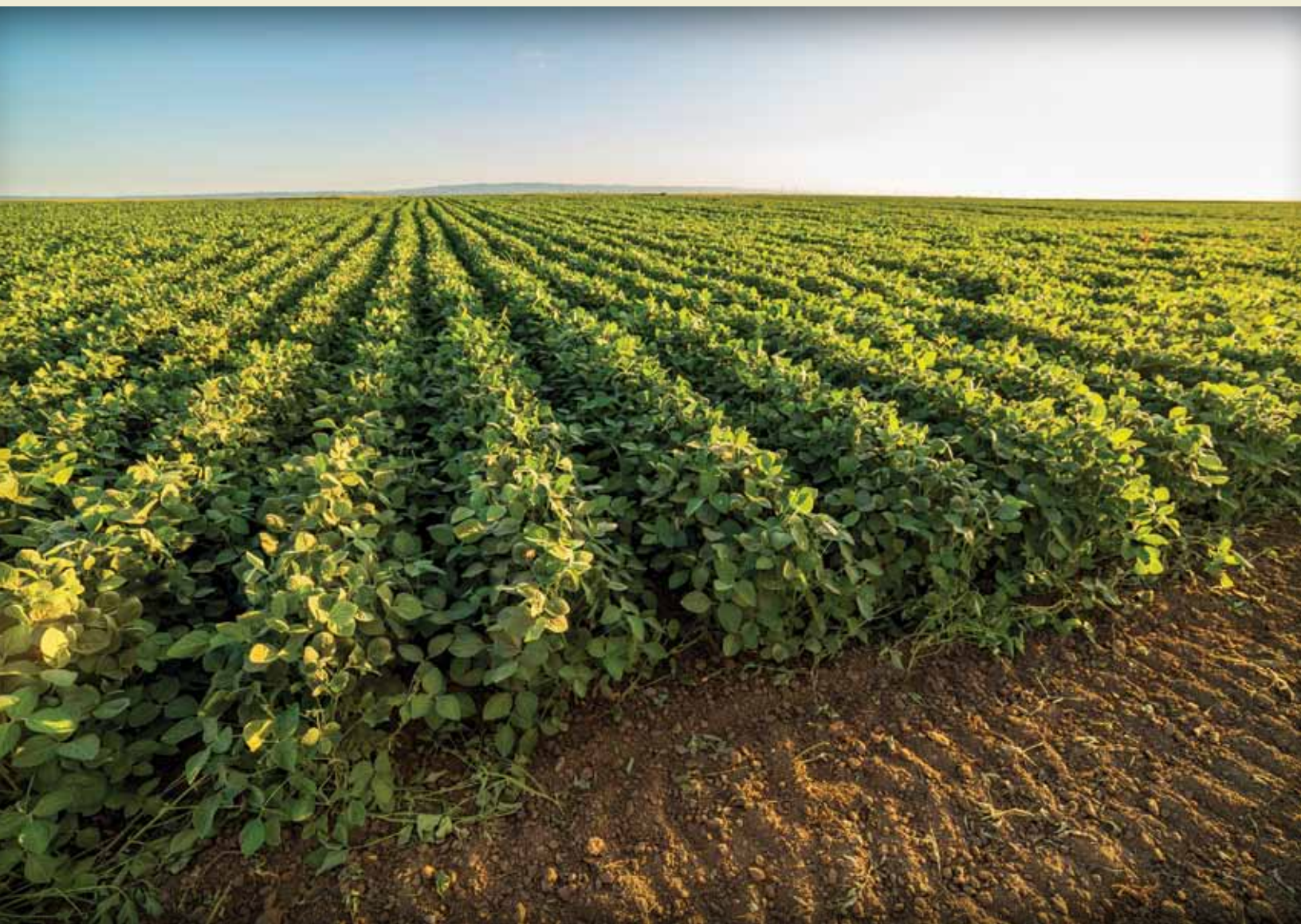
Carrsville Elementary School, 2015  
Board of Education Excellence Award,  
the second-tier honor in the Virginia  
Index Performance (VIP) program



PHOTO BY SHIRLEY WHITENACK







Local Roots, Global Reach

# ISLE OF WIGHT COUNTY, VIRGINIA

ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

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