



# LOCAL ROOTS GLOBAL REACH

ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

## 2016 ANNUAL REPORT



ISLE OF WIGHT  
COUNTY, VIRGINIA



# MESSAGES

## FROM OUR COUNTY OFFICIALS



### REX ALPHIN

2016 CHAIRMAN, ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

"Isle of Wight County 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 an award-winning 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. These are just a few of the reasons why Isle of Wight remains one of the most sought-out destinations in all of Hampton Roads. We graciously welcome you to put down roots in this place we call our home."



### RONALD H. PACK

CHAIRMAN, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT AUTHORITY

"The Economic Development Authority (EDA) supports the County by promoting industrial and business growth as well as employment opportunities for County citizens. The Port of Virginia's growth continues to play a key role in the County's success. In 2016, the EDA helped facilitate Virginia Enterprise Zone and local incentive grants totaling just over \$580,560 to four 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's strategically located within 24 miles of The Port of Virginia, one of our greatest assets. At the Shirley T. Holland Intermodal Park, infrastructure improvements are underway to create a series of permit-ready sites that will enhance developers' ability to quickly break ground on new projects. We continue to be aggressive in our outreach efforts and workforce development initiatives and are leveraging relationships with our strategic partners on both the regional and State levels to assist us in marketing the County's incredible assets. The economic development team looks forward to tremendous growth opportunities in the coming year."

## 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.

### 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  
Amy Ring, Assistant Director (Dec. 2010 – Dec. 2016)  
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.

### 2016 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

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

### COUNTY ADMINISTRATION

Randy R. Keaton, County Administrator  
(Sept. 2016 – Present)  
Sanford "Sandy" Wanner, Interim County Administrator  
(Feb. 2016 – Aug. 2016)

## CONTACT US



Local Roots, Global Reach

ISLE OF WIGHT  
COUNTY, VIRGINIA

DEPARTMENT OF ECONOMIC DEVELOPMENT

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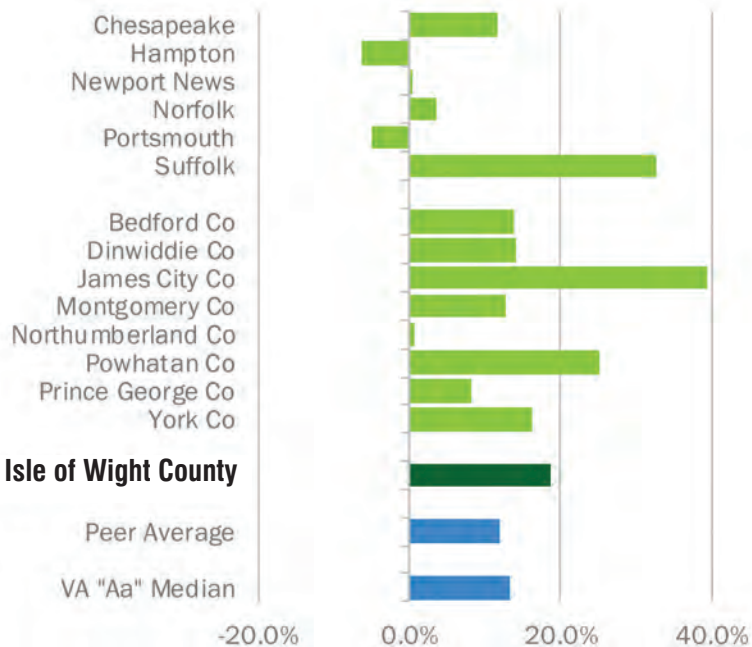
Population Estimate

2016: 36,596

2015: 36,393

Source: U.S. Census Bureau

Population Growth (2000-2010 Census) Peer Comparative



Source: Moody's Municipal Financial Ratio Analysis



Major Private Sector Employers  
(100+ Employees)

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

Source: Virginia Employment Commission, 3rd Quarter 2016



New Business  
Licenses

	2016	2015
Isle of Wight County	162	154
Town of Smithfield	56	70
Town of Windsor	29	31
TOTAL	246	255

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

Isle of Wight County Employment By Sector

	Industry average	%
Manufacturing	3,108	28.9%
Retail Trade	870	8.1%
Accommodation and Food Services	866	8.1%
Health Care and Social Assistance	825	7.7%
Public Administration	538	5.0%
Transportation and Warehousing	534	5.0%
Administrative and Support and Waste Management	509	4.7%
Construction	492	4.6%
Professional, Scientific and Technical Services	387	3.6%
Other Services (except Public Administration)	377	3.5%
Finance and Insurance	217	2.0%
Agriculture, Forestry, Fishing and Hunting	190	1.8%
Management of Companies and Enterprises	184	1.7%
Arts, Entertainment and Recreation	87	0.8%
Real Estate and Rental and Leasing	84	0.8%
Information	23	0.2%

Source: Virginia Employment Commission, 2nd Quarter 2016



Revenue Increases Fiscal Year 2016

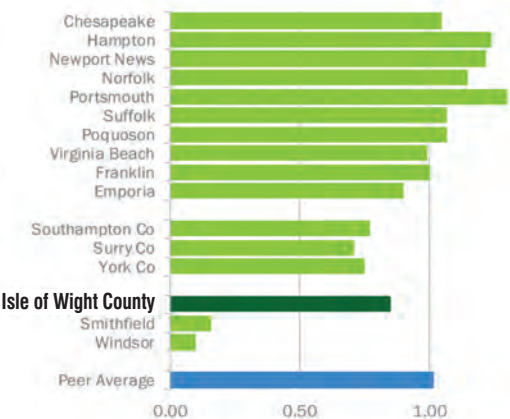
\$4,112,821 (+2.3% over 2015):  
Machinery & Tools Tax

\$5,776,156 (+1.5% over 2015):  
Commercial Real Estate Tax

\$2,204,263 (+3.6% over 2015):  
Retail Sales Tax

Source: Isle of Wight County Commissioner of Revenue

Real Estate Tax Rate Peer Comparative



Source: Moody's Municipal Financial Ratio Analysis



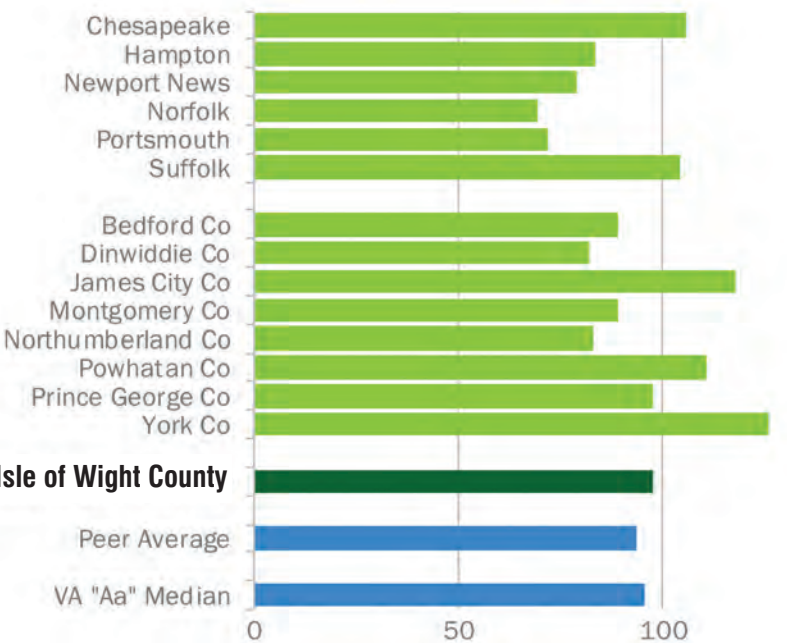
Income

\$31,460:  
Average Per Capita

\$65,741:  
Median Household

Source: U.S. Census Bureau,  
American Community Survey  
2011-2015

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



Source: U.S. Census Bureau, Moody's Municipal Financial Ratio Analysis



Home Value and Sale Prices

\$243,000: 2015 Median Home Value

\$264,004: 2016 Average Sale Price/Existing Homes (+8.0% over 2015)

\$364,322: 2016 Average Sale Price/New Construction Homes (+7.5% over 2015)

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



Residential & Commercial Building Permits

	2016	2015
Permits Issued	179	141
Value	\$36,190,374	\$37,900,431

Source: Isle of Wight County Inspections Department



ISLE OF WIGHT: POISED AND POSITIONED 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

2016 NEW PROSPECT ACTIVITY

In addition to working with existing business projects, Economic Development had an active pipeline of new prospects with leads from VEDP, HREDA, site selection consultants, commercial real estate brokers and developers, and directly from companies.

- 34 total new prospect inquiries:
- 19 industrial prospect inquiries
  - 5 completed Requests for Information (RFIs)
  - 8 industrial site visits

Chart at right shows prospect activity by industry type.

County Awarded State Grant for Intermodal Park

Isle of Wight County was awarded a state grant through the new Virginia Business Ready Sites Program (VBRSP) to assist with the industrial site assessment for about 985 acres in Phase III of Shirley T. Holland Intermodal Park.

The VBRSP, administered by VEDP, is a discretionary program established to help Virginia localities develop and market their existing industrial or commercial sites to prospective businesses. This is designed to enhance the Commonwealth's infrastructure and promote its competitive business environment.

Isle of Wight is one of 22 communities across the Commonwealth that received funding.

Selling Isle of Wight

Community Outreach

In 2016, Economic Development staff promoted its services and updated its internal stakeholders – County residents and business leaders – on new developments taking place throughout the County by visiting various local civic leagues, Rotary, Ruritan and Kiwanis clubs and the Chamber Student Leadership Institute.



**New Twist on USB Sticks**  
Economic Development uses Local Roots, Global Reach branded USB sticks to provide marketing materials and site information to site selection consultants, prospective businesses and other business partners.



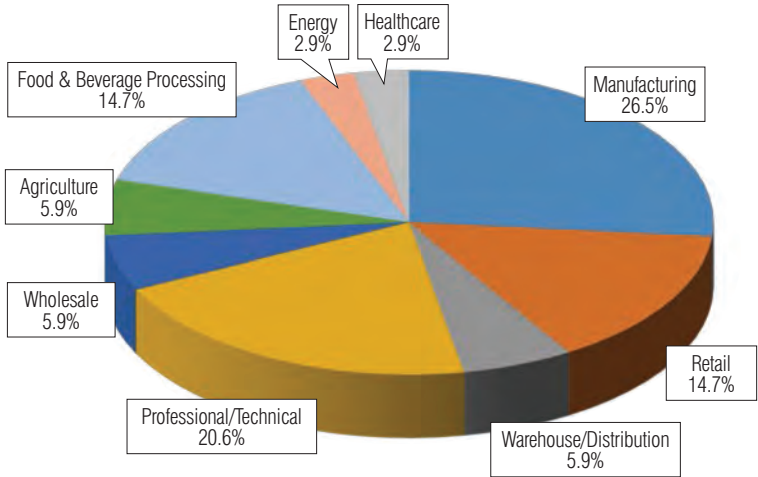
County Launches Local Business List on Website

To promote and support local business and retail services within the County, Economic Development launched an online Local Business List. This searchable database located at [www.insidetheisle.com](http://www.insidetheisle.com) is categorized by products and services and is free for all County businesses.



Trade Show Banner Pops Up

Economic Development debuted a new pop-up banner at the Tour of Hampton Roads event in October.



2016 Marketing Missions, Trade Shows, Conferences and Special Events

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

Marketing & Site Selection Consultant Missions

- Chicago Marketing Mission
- Atlanta Consultant Event with VEDP



TOTAL REACH  
**16**  
consultants

Outreach Events

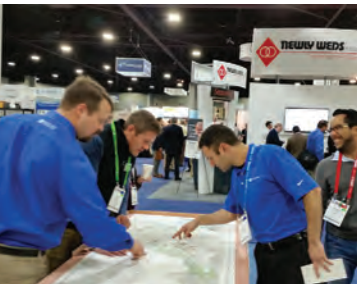
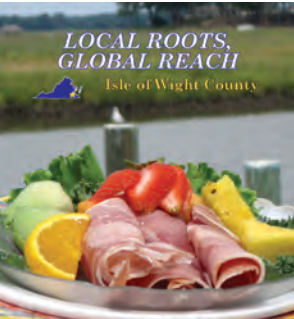
- VEDP FAM Tour (left) 15 attendees
- Tour of Hampton Roads 125 attendees
- Port of Virginia Event at Harbor Park

County Hosts Global Reach Event

As part of its outreach efforts to existing businesses, Economic Development partnered with the Virginia Economic Development Partnership International Trade Division, The Port of Virginia and the Virginia Department of Agriculture and Consumer Services to host a Global Reach Program. The program was an opportunity to network and educate local manufacturing and distribution companies on import/export programs and incentives available through these state agencies.

Trade Shows

County Promotes Agricultural Development at Trade Show



Economic Development staff promoted Isle of Wight County and the Commonwealth of Virginia at the 2016 International Production & Processing Expo (IPPE) in Atlanta. The show, which featured more than 1,300 exhibitors and 30,000 visitors from all over the world, is the largest annual trade show for the poultry, meat and feed industries. In addition to education and networking opportunities, this annual show focuses on bringing together buyers and sellers of the latest technology of products and services in the industry. Isle of Wight was one of seven Virginia localities participating with VDACS.

Isle of Wight Participates in Retail Logistics Conference



Tom Elder, Economic Development Director, attended the Retail Industrial Leaders Association Logistics Conference 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 and brings together representatives of all major retail and consumer product segments, along with relevant solutions providers, to create an educational and networking opportunity. Nearly 1,400 attended.

Recruiting Retail: ICSC Holds Virginia Idea Exchange Event



Economic Development staff attended an International Council of Shopping Centers one-stop retail event that promoted education, networking and deal-making. The goal was to gain information about current industry trends and to attract national retailers to expand into Isle of Wight.

Virginia, Maryland Staff Converge for Agribusiness Conference

Economic Development staff and VDACS representatives joined Maryland Agribusiness Marketing and Economic Development professionals to visit a robotic dairy – the epitome of technology and agriculture intersecting – and Clear Spring Dairy to learn about challenges for small agribusinesses during a joint annual agribusiness conference.



State Conferences/Professional Development

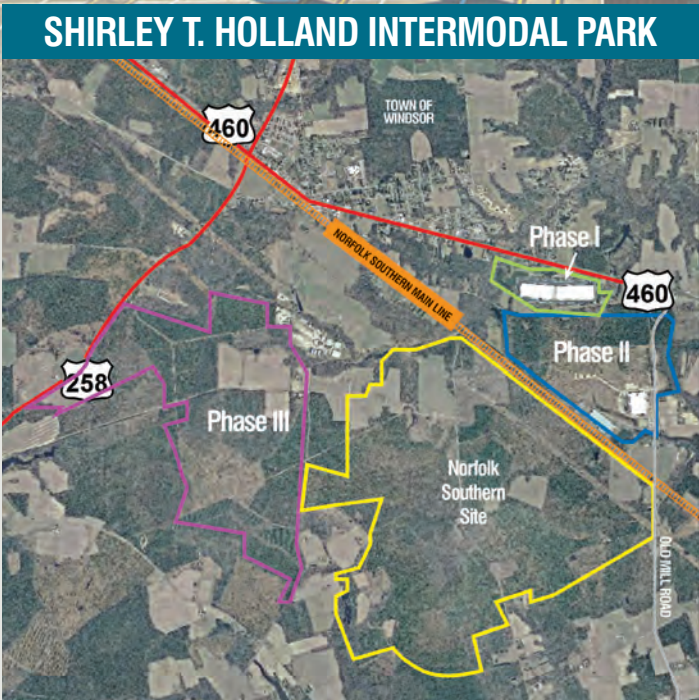
- Governor's Conference on Agricultural Trade
- Virginia Conference on World Trade
- Inside Business Real Estate Re:Port Conference
- Virginia Economic Developers Association Conferences
- American Planning Association Conference – Virginia Chapter





# INTERMODAL PARK AND PORT OF VIRGINIA BROADEN WORLDWIDE REACH FOR ISLE OF WIGHT

## SHIRLEY T. HOLLAND INTERMODAL PARK



## PHASE II CONCEPT



## Shirley T. Holland Intermodal Park Strategically Located and Affordable

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 and I-85). 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

## Permit-Ready Site Work Underway

Design and engineering work continued on a “permit-ready” site to accommodate a 350,000- to 1 million-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.

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

### Port has Record Volume Year, Announces Expansion at VIG

In 2016, The Port of Virginia handled more than 2.65 million Twenty-Foot Equivalent Units, or TEUs, which set a new annual record for container cargo volume. This represents a 4.2 percent increase over 2015’s total, which was also a record year. The Port of Virginia also signed a new, long-term lease for Virginia International Gateway (VIG) that clears the way for the port to begin work on a \$320 million project to build the terminal’s second phase, doubling the annual capacity to 2 million TEUs at the deep-water container terminal.

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

## Port of Virginia’s ICE Designation Creates Synergy Among Industries Located in Foreign Trade Zone

The Port of Virginia was selected to be a delivery point, or exchange port, under the International Coffee Exchange (ICE) U.S. Coffee “C” futures contract that went into effect in September 2016. The region’s burgeoning coffee roasting, packing and handling industry is one example of how port users are “clustering” to create synergies to capitalize on the growth and momentum of being in a Foreign Trade Zone. The ICE designation allows owners of exchange-graded coffee imports coming to Virginia and stored in local, exchange-licensed warehouses to be delivered against the Coffee “C” futures contract.

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

Agricultural and forestry exports were valued at \$2.77 billion in 2016 and, by volume, accounted for more than half of containerized exports moving through The Port of Virginia.

Virginia’s top three export markets in 2016 were China, Canada and Switzerland. China imported more than \$691 million in agricultural purchases, while Canada totaled more than \$296 million and Switzerland imported more than \$191 million in 2016. These countries and others are purchasing various Virginia agricultural commodities, wood products, seafood, and specialty food and beverage items.

According to a 2013 economic impact study conducted by the Weldon Cooper Center for Public Service at the University of Virginia, agriculture and forestry are two of Virginia’s largest industries with a combined economic impact of \$70 billion annually. Agriculture generates more than \$52 billion per annum, while forestry induces more than \$17 billion. The industries also provide more than 400,000 jobs.

*“Export sales account for 75 percent of our total sales, and we’re always looking for new international customers so that we can increase our production and support more Virginia farms.”*

– Tom Taliaferro, operations manager, Montague Farms,  
a soybean producer in Windsor

## Top Virginia Agriculture/Forestry Exports in 2016

Soybeans	\$701,677,734
Wood Products (logs, lumber, veneer, etc.)	\$270,895,053
Leaf Tobacco	\$264,159,138
Pork & Pork Offal	\$238,960,478
Soy Meal	\$176,266,358
Miscellaneous Processed Food & Beverage	\$168,951,904
Poultry	\$151,811,501
Wood fuel (pellets, chips, etc.)	\$123,851,317
Soybean Oil	\$112,757,620
Animal Feed	\$55,491,895
Corn	\$51,553,524
Peanuts (raw)	\$48,907,308

Source: Virginia Department of Agriculture and Consumer Services

## Agriculture is a Major Part of County’s Rural Makeup

Approximately 37 percent 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 Virginia Ranking

Peanuts*	2nd
Soybeans**	4th
Wheat**	9th

Source: U.S. Department of Agriculture (\*2015 harvested acres, \*\*2016 harvested acres)





**WE  
STAY  
CONNECTED!**

## Business Outreach Program

The Economic Development staff builds relationships by meeting with new and established businesses throughout the year. They also provide 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, websites 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.

In 2016 staff, with help from other County departments, conducted a Business Climate Survey to better understand local business' opinions on market conditions, development issues and the costs of doing business in the County. The survey's goal was to use the results to guide better policy making and program design that will result in sustainable, long-term economic growth. Most businesses that took the survey generated positive feedback.

**Marketing** ■ Economic Development promotes local businesses in its monthly newsletter. In 2016, staff launched a free Online Business List 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 2016, the SBDC directly helped 18 clients in Isle of Wight.

**Expansion and Relocation Assistance** ■ Staff maintains a database of available commercial properties and assists new and expanding businesses to find locations that meet their requirements. In 2016, staff researched sites and buildings for 50 businesses.

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

## In the Headlines

### ST Tissue Invests \$35 Million to Expand Operations



In September 2016, Gov. Terry McAuliffe announced that ST Tissue LLC, a manufacturer of high-quality tissue, towel and napkin products, would invest \$35 million to expand its manufacturing operation. The company will add a new tissue machine and hard-wound towel

line that will increase existing capacity by more than 45,000 tons annually. Virginia successfully competed against Wisconsin for the project, which will create 50 new jobs. ST Tissue began operations on the International Paper site in 2013.

*"Virginia is one of the most forward-thinking states in terms of cultivating its business ecosystem.*

*We witnessed it firsthand as we built our mill in Isle of Wight in 2013 – the location, the workforce, the incentives from the state and local communities. It all adds up to a big advantage for Virginia when vying to attract new business. The state, and especially the community in Isle of Wight and Franklin, welcomed this opportunity with open arms...."*

*– Sahil Tak, Vice President, ST Tissue LLC*

**\$35 million**  
INVESTMENT AND  
**50 NEW JOBS**

### Woodland Solar Farm Powers Up



Isle of Wight County's first solar farm powered up in December 2016. Woodland Solar features 79,648 panels on more than 100 acres of farmland owned by the Oliver family. The \$44 million facility in Smithfield,

is owned by Dominion Virginia Power and took about six months to build. The project created about 200 construction jobs. The 19-megawatt facility will power roughly 4,700 homes.

### Game on for Keurig Green Mountain



In June, a team from Keurig Green Mountain in Windsor placed second in the third annual LogistXGames in Chesapeake. Hosted by CBRE Hampton

Roads and LogistXGames, the games promote the local logistics industry and raise money to promote workforce development through local community colleges scholarships. Keurig also won first place in the best decorated box competition.

## Carrollton Welcomes New Restaurants and Retailers

### The Virginia Co., Main Catch Bar & Grill Expand Dining Offerings

November was a notable month for area foodies as The Virginia Company restaurant and the Main Catch Bar & Grill opened for business.



Main Catch, located in the Carrollton Cove Shoppes on Route 17, is an extension of a bartending and catering business owned by Victoria Ogbonna and Gary Howard. The restaurant specializes in fresh seafood dishes made to order.

The Virginia Company, owned by Kevin and Jessica Blair, provides an alternate dining experience to help "fill a void" in the market in Isle of Wight County. The relaxed establishment, open until midnight, serves fine food and an extensive wine selection at a reasonable price.



"I am very passionate about the restaurant industry," says Kevin Blair. "The Virginia Company is a concept [restaurant] I have wanted to open for five years. The staff and I all feel that we are building something very special in Carrollton that we can all be very proud of."

### National Retailers Open in Eagle Harbor

Eagle Harbor in Carrollton continues to be the fastest-growing area of Isle of Wight County. In 2016, two national retailers – Verizon Wireless and 7-Eleven – opened new stores. Construction also began on a new 11,000-square-foot Rite Aid, which was slated for a January 2017 opening.

## Businesses & Entrepreneurial Communities Boost Small Town, Local Experience for All

### Wharf Hill Brewing Co., Lee Duncan, Named Business and Entrepreneur of the Year



The Isle of Wight-Smithfield-Windsor Chamber of Commerce named **Wharf Hill Brewing Co. Business of the Year**. WHBC – a casual restaurant, brewery and bar in Historic Downtown Smithfield that opened April 1, 2015 – has helped invigorate downtown especially in the evenings by attracting a young crowd and foot traffic. The full-service brewpub also has been supportive of many community organizations.

The Isle of Wight County Department of Economic Development chose its owner,

**W. Lee Duncan**, as the **2016 Entrepreneur of the Year**.

"I'm honored to receive this award on behalf of an old restaurant master, a fat happy brewer and a bean-pole owner. Long live Smithfield, our staff and fermented beverages everywhere!" says Duncan.

### An Authentic Venture: Finley's General Store

In November 2016, Finley's General Store opened in a charming Victorian at 327 Main St. in Smithfield. Far from a touristy reproduction of an old store offering mass-produced items, this general store is authentically appointed with everything from an original brick fireplace and antique cash register to vintage signage, baskets and jars.



Finley's, run by Cheryl Ketcham with help from her family and friends, features many items available at the weekly farmers' markets, including fresh produce and eggs. It specializes in and sells made-in-Virginia items such as jams, jellies, honey, sauces, lotions, soaps and candy.

Named in honor of Ketcham's father who grew up on a farm, the family-run shop helps support local farmers by offering them a place to sell their wares year-round.

"I wanted to create a friendly, old-fashioned place with unique items ... hopefully a very cozy place, where people feel at home – think grandma's kitchen," says Ketcham.

## Local Veterinary Clinic Celebrates Gold Anniversary

In January 1966, Dr. Ryland B. Edwards Jr. opened the Oaks Veterinary Clinic in Smithfield and named it after the family farm. Over the next 50 years, the business expanded to include two specialized areas of care for small and large animals. Today, the clinic has five vets, three licensed vet technicians and support staff that provide quality care for area animals.

## County Awards Incentive Grants

### Economic Development Incentives, Enterprise Zone Grants Boost Business

In 2016 ST Tissue LLC, a recycled tissue manufacturer co-located on the International Paper property, and Keurig Green Mountain, a coffee roasting and distribution facility in Shirley T. Holland Intermodal Park, were awarded local Enterprise Zone machinery and tools tax grants.

Keurig Green Mountain and ST Tissue – along with Franklin Lumber and Montague Farms – also received Economic Development Incentive Grants. EDIGs 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.

**\$580,000+**  
APPROVED LOCAL  
INCENTIVES/GRANTS  
AWARDED IN 2016



PHOTO COURTESY OF SMITHFIELD FOODS

## Workforce Development Initiatives Support Training

The Department of Economic Development continues to engage with local, regional and state workforce development partners through the Isle of Wight County Workforce Development Working Group, which was formed in 2015. This countywide program supports the workforce

training efforts of new and existing businesses to position Isle of Wight County as the premier destination for business growth.

Staff is also engaged in the Regional Workforce Development Council hosted by Paul D. Camp Community College's Division of Workforce Development; participates in two business service committees lead by Opportunity Inc., Hampton Roads' workforce development board; and serves on the Isle of Wight County Schools' Career and Technical Education Committee.



Joseph W. Luter Jr. Sports Complex Breaks Ground



The Town of Smithfield held a groundbreaking ceremony in December 2016 for a new sports complex to be named in honor of Joseph W. Luter Jr. The complex, which is being built

by R.A.D. Sports, sits on a 37.2-acre site on Main Street and will feature five baseball fields, a football and soccer field, and parking. Joseph W. Luter III donated \$2 million, Smithfield Foods donated \$1 million and Farmers Bank donated \$175,000 for the project. The new facility could be open in time to play ball in fall 2017.

Founders Pointe Shows Off New Custom Homes at Parade of Homes



East West Partners and Founders Pointe hosted the Peninsula Housing & Builders Association's Parade of Homes in October 2016. More than 8,000 people toured eight showcase model homes with exciting new floor plans, innovative special features and popular new home

trends along a new lakefront cul-de-sac. The homes included traditional, coastal and craftsman cottage styles and ranged in price from the upper \$400,000s to more than \$700,000.

East West Partners, a Hampton Roads' community developer for more than 28 years, started Founders Pointe, a luxury, waterfront community in Isle of Wight County, just over 10 years ago. More than 200 families enjoy living in this master-planned community overlooking Batten Bay with distant views across the James River. Founders Pointe previously hosted the Tidewater Builders Association Homearama in spring 2010.

Children's Natural Playscape Opens at Windsor Castle Park



This children's playscape, which opened in November 2016, gets youngsters into the natural environment for a truly interactive experience. Not your run-of-the-mill playground, it features a 30-foot slide, rock climbing, a pebble harp, crawl-through tunnels and a balance log

maze. Windsor Castle Park is a 208-acre riverside park in the heart of downtown Smithfield that encompasses a woodland trail system, picnic and open area space, a dog park, kayak/canoe launch, fishing pier, mountain bike path, scenic overlooks and the historic manor house – Windsor Castle.

In 1637 Windsor Castle Farm was originally part of a 1,450-acre

land patent granted to Arthur Smith, an ancestor of the town's founder, Arthur Smith IV. The purchase of land for the creation of this park was made possible through the generous contribution of Joseph W. Luter III, founder and former CEO of Smithfield Foods.

New Housing Developments = New Residents Moving In



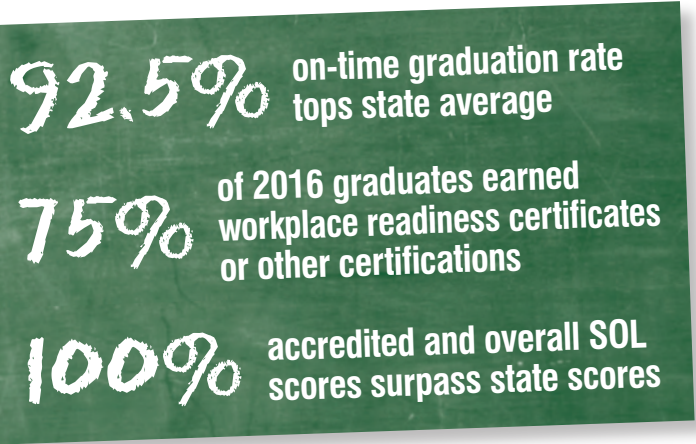
Bennis Grant, Isle of Wight's newest single-family and condo community, welcomed its first residents in 2016. Developed by East West Communities, Bennis Grant was the fifth ranked subdivision in Hampton Roads based on number of closings. Additional phases are under construction.

Nest on 17, Carrollton's newest apartment community, is also still under construction, but it has welcomed its first residents and has preleased 104 units. This enriched lifestyle community, developed by The Breeden Co., features 208 one-, two- and three-bedroom luxury apartments only blocks from the James River and Batten Bay.

Isle of Wight Schools Embrace Project-Based Learning

Beginning with the 2016-2017 school year, Isle of Wight County Schools began transitioning from traditional teaching methods to a project-based instructional style, also known as "deeper learning." At Smithfield and Windsor high schools, the school system created "makerspaces" and replaced student lockers with seating areas to promote more communication and collaboration. Twenty-three new career and technical education courses were added to the curriculum.

This new way of learning does away with lectures, worksheets and routine exams and instead allows students to learn various topics by doing projects that incorporate basic academic skills and promote the five Cs: critical thinking, creativity, collaboration, communication and citizenship.



STEM Program Receives Grant

Isle of Wight County Schools received a \$10,000 grant from America's Farmers Grow Rural Education, sponsored by the Monsanto Fund, to be used for the Girls Gone Geek program. The program is designed to encourage K-8 girls to explore a variety of STEM (Science, Technology, Engineering and Math) topics and promote STEM professional development programs for teachers.

Tourism and Community Events



**2016 TOURISM IMPACT**  
**\$38.3 million** Local tourism expenditures  
**384** Tourism-supported jobs  
**\$867,980** Local taxes generated  
*Source: Virginia Tourism Corp.*

Trio of Annual Festivals Generate Local Economic Impact

Since 2012, **25,800** people have attended Smithfield VA Events signature festivals including:

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

**1,433** hotel nights sold  
**\$1 million** or so spent annually  
**\$504,233** donated back to local community



**30,168** people attended the 23rd annual County Fair in September 2016 This multiaward-winning fair celebrates the County's rich, local agriculture and features rides, music, food, crafts, animals and more. The 2016 fair attracted one of the largest crowds in fair history and a record number 1,787 people attended the Truck & Tractor Pull.

**COUNTY FAIR AWARDS**  
**Best in Show:** 2016 Website  
**1st place:** Billboard, Flier, Fair Booklet & Website Advertisements  
Five **2nd place** ribbons  
Three **3rd place** ribbons  
~ Virginia Association of Fairs Conference  
...  
**2nd place:** 2016 Fair Radio Advertisement  
**3rd place:** Unique Advertising Specialties/Merchandise/Souvenirs  
~ International Association of Fairs Conference



**80,000** 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  
Best Farmers Market (in the region)  
~ Virginia Living Magazine

**127,000+** people attended annual community events in Historic Downtown Smithfield and Isle of Wight County\*  
\*excluding Smithfield VA Events fests, the County Fair and Farmers Markets

**19,833** People visited the Smithfield and Isle of Wight County Visitor Center

AWARDS & RECOGNITION

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

Smithfield and Isle of Wight Visitor Center – Award of Excellence  
~ 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

11 Small Towns in Virginia Where Everyone Knows Your Name  
~ onlyinyourstate.com



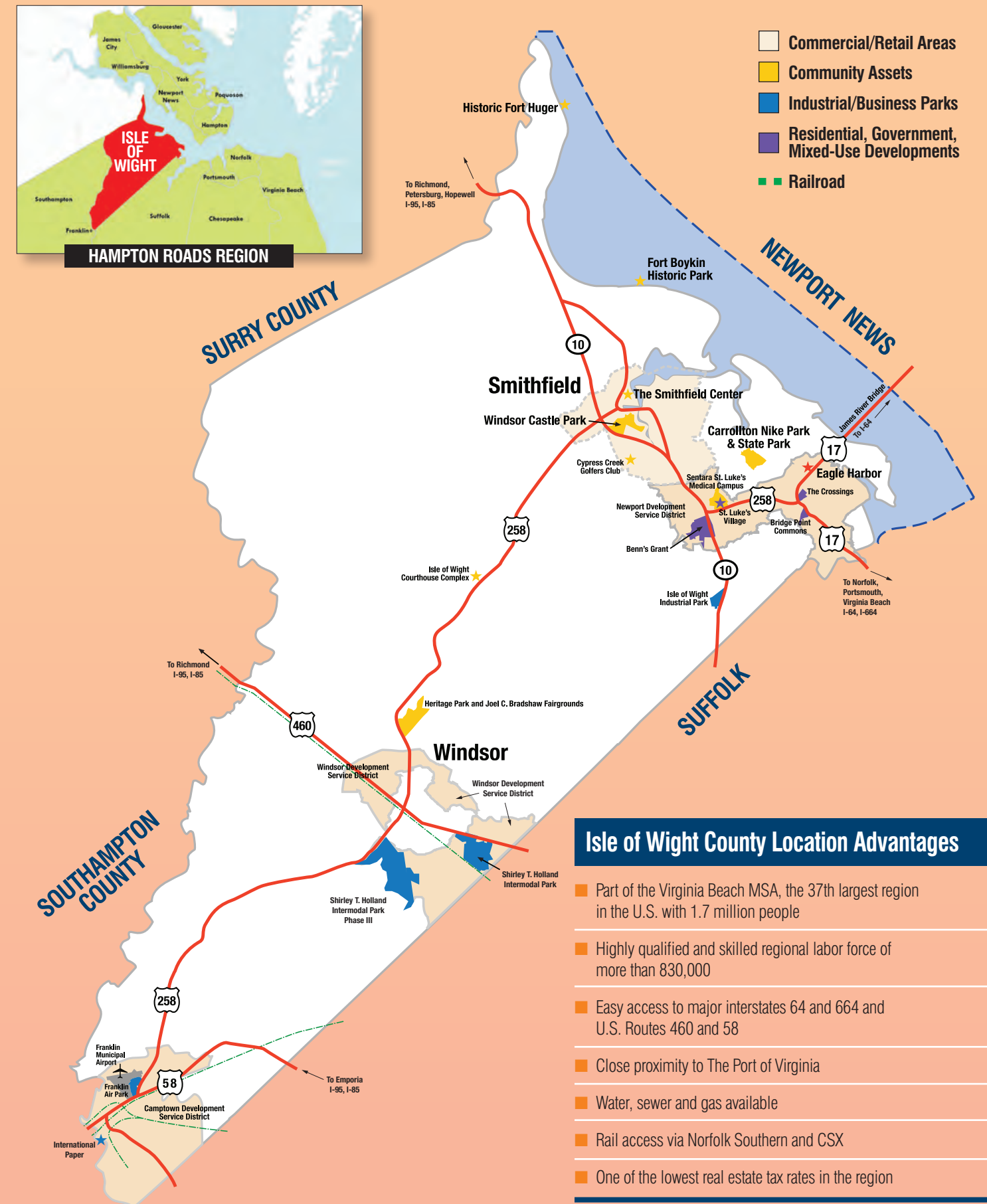
# 2016 COUNTY AWARDS

Isle of Wight County earned the Distinguished Budget Presentation Award from Virginia Government Finance Officers' Association (VGFOA) (for fiscal year beginning July 1, 2016)

Isle of Wight County Public Schools, based on test scores, ranked 1st in South Hampton Roads and 17th overall in Virginia – SchoolDigger.com

Carrollton Elementary School earned the 2016 Virginia Board of Education Distinguished Achievement Award

Isle of Wight County ranked 8th in Virginia based on the amount of investment in the local economy -- SmartAsset.com







Local Roots, Global Reach

# ISLE OF WIGHT COUNTY, VIRGINIA

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PHOTO BY JENNIFER CARY