



ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT

2019 ANNUAL REPORT



LOCAL ROOTS GLOBAL REACH

MESSAGES

FROM OUR COUNTY OFFICIALS



WILLIAM M. MCCARTY
2019 CHAIRMAN, ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

Living in Isle of Wight County is both exciting and meaningful. We continue to grow in a managed and well-rounded fashion while maintaining an award-winning school division that's growing and developing to meet our community's needs. Partnerships and people make up our community's backbone. Working together for a strong and vibrant local economy along with our citizens, business owners, community leaders and volunteer agencies is what makes Isle of Wight unique and successful. As seen throughout this report, we remain a community of choice that cares about every aspect of the quality of life that our residents and businesses have grown to love. We'd be honored to have you experience the partnerships and people that make the County a truly exciting and meaningful place to put down roots.



RONALD H. PACK
CHAIRMAN, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT AUTHORITY

It has been my pleasure to serve on the Board of the Economic Development Authority (EDA) for nearly 30 years. The EDA is composed of seven members appointed by the Board of Supervisors. In 2019, the EDA welcomed two new members representing the Windsor District and the Town of Windsor. The EDA and the County's Department of Economic Development share the mutual goal of promoting commercial growth and job creation in our community. As a business owner in the hospitality sector, I meet visitors from far and wide who are immediately impressed with our County. This Annual Report is designed to inform and educate, to provide a glimpse under the hood of our economic engine — a continuing source of great pride for our community!



CHRISTOPHER A. MORELLO
DIRECTOR, ISLE OF WIGHT COUNTY ECONOMIC DEVELOPMENT

With what we hope you'll find an informative presentation, the Economic Development Department is privileged to document the many strong and positive aspects of Isle of Wight County's economic performance during 2019. The County and its two towns, Windsor and Smithfield, have long been regarded as excellent places to live, raise a family and take advantage of high-quality, wholesome recreation. Our Annual Report is partially a reflection of that cultural quality of life, with a concentration on insights into the commerce and trade that supports it and positively impacts the region and the Commonwealth. Isle of Wight, for many years, has remained on a population and economic output growth curve, and as you'll see within these pages, 2019 can be counted as another successful year of steady growth!

MISSION STATEMENTS

DEPARTMENT OF ECONOMIC DEVELOPMENT

To attract, retain and expand new business investment in Isle of Wight County and to provide quality employment opportunities for County citizens. Department staff assists the Economic Development Authority (EDA), 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.

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.

STAFF

ECONOMIC DEVELOPMENT

Chris Morello, Director
Kristi Sutphin, Economic Development Coordinator
Nicole Talton, Economic Development Coordinator
Gloria Spratley
Administrative Assistant

ECONOMIC DEVELOPMENT AUTHORITY

Ronald H. Pack, Chairman
Carroll Keen Jr., Vice-Chairman
Tony Ambrose
Diana Beale
James Ford
Tim Hillegass
Sharon Stallings

2019 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

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

COUNTY ADMINISTRATION

Randy R. Keaton,
County Administrator
Donald T. "Don" Robertson,
Assistant County Administrator

COVER PHOTOGRAPHY

Photo by: Todd Cairns

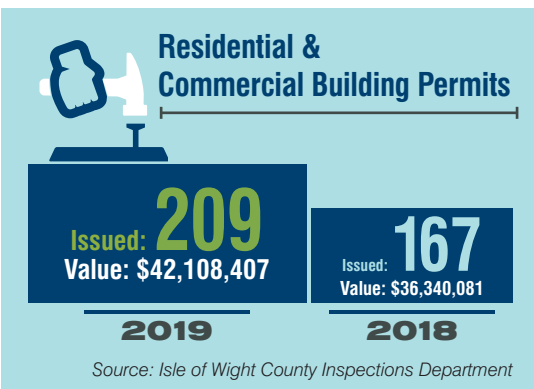
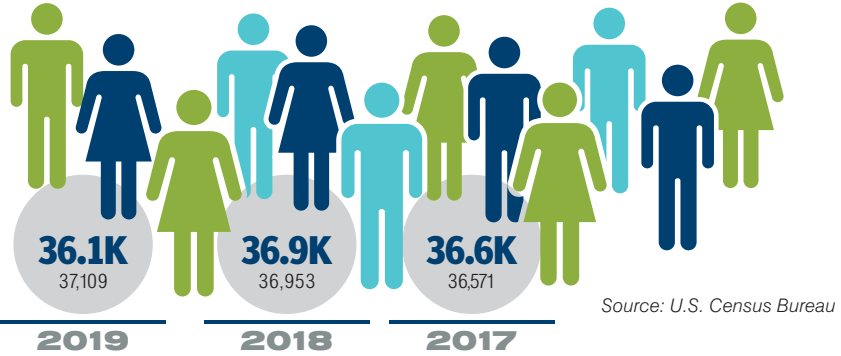
CONTACT US

DEPARTMENT OF ECONOMIC DEVELOPMENT

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

ECONOMIC AND WORKFORCE TRENDS

Population Estimates



Major Private Sector Employers

1. Smithfield Foods & related entities
2. Keurig Dr Pepper
3. International Paper
4. Cost Plus World Market
5. Food Lion
6. ST Tissue
7. Riverside Health System
8. Isle of Wight Academy
9. Kroger
10. Town of Smithfield
11. Peninsula Metropolitan YMCA
12. Smithfield Station

Source: Virginia Employment Commission, 3Q 2019

Average Weekly Wage By Industry

	Isle of Wight	Virginia
Finance & Insurance	\$1,005	\$1,712
Management of Companies & Enterprises	\$2,766	\$2,107
Manufacturing	\$935	\$1,146
Professional, Scientific & Technical Services	\$1,192	\$2,006
Transportation & Warehousing	\$854	\$989
Average, All Industries	\$817	\$1,107

Source: Virginia Employment Commission, Quarterly Census of Employment & Wages, 3Q 2019

	2019	2018
Isle of Wight County	180	219
Town of Smithfield	61	73
Town of Windsor	25	31
TOTAL	266	323

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

Income

\$35,344
AVERAGE PER CAPITA

\$71,376
MEDIAN HOUSEHOLD

Source: U.S. Census Bureau, 2018 American Community Survey 5-Year Estimates

Home Value and Sale Prices

\$262,300
2018 MEDIAN HOME VALUE

\$296,398
2019 AVERAGE SALE PRICE/EXISTING HOMES
+1.33% OVER 2018

\$368,952
2019 AVERAGE SALE PRICE/NEW CONSTRUCTION HOMES
-4.37% LESS THAN 2018

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

Isle of Wight Farm Characteristics 2017

Number of Farms	237
Land in Farms (acres)	80,672
Average Size of Farm (acres)	340
Market Value of Products Sold	\$64,223,000

Source: U.S. Census of Agriculture 2017

Prime-Age Population & Labor Force

Prime-Age Population (25-54) **13,750**

Civilian Labor Force **19,443**

84% Labor Force Participation Rate (25-54)

Sources: U.S. Census Bureau 2013-2017 5-year estimates, U.S. Bureau of Labor Statistics 2019 annual average

Largest Employment by Industry

Description	Employees	%	Employees	%
Private Sector	2019		2018	
Manufacturing (Incl. food processing & packaging; processing of paper, wood & agricultural products)	3,386	29.9%	3,310	30.7%
Retail Trade	918	8.1%	860	8.0%
Accommodation & Food Services	908	8.0%	860	8.0%
Health Care & Social Assistance	703	6.2%	670	6.2%
Other Services (Except Public Administration)	630	5.6%	420	3.9%
Transportation & Warehousing	604	5.3%	520	4.8%
Administrative, Support, Waste Management & Remediation	533	4.7%	450	4.2%
Construction	453	4.0%	470	4.4%
Professional, Scientific & Technical Services	361	3.2%	370	3.5%
Management of Companies & Enterprises	235	2.1%	250	2.3%
Agriculture, Forestry, Fishing & Hunting	225	2.0%	210	1.9%
Finance & Insurance	213	1.9%	210	1.9%
Public Sector				
Government (Federal, State, Local)	1,590	14.0%	1,420	13.1%

Source: Economic Modeling Specialists International, Q1 2020 dataset, industries with employment > 200, percentage of county employees across all industries

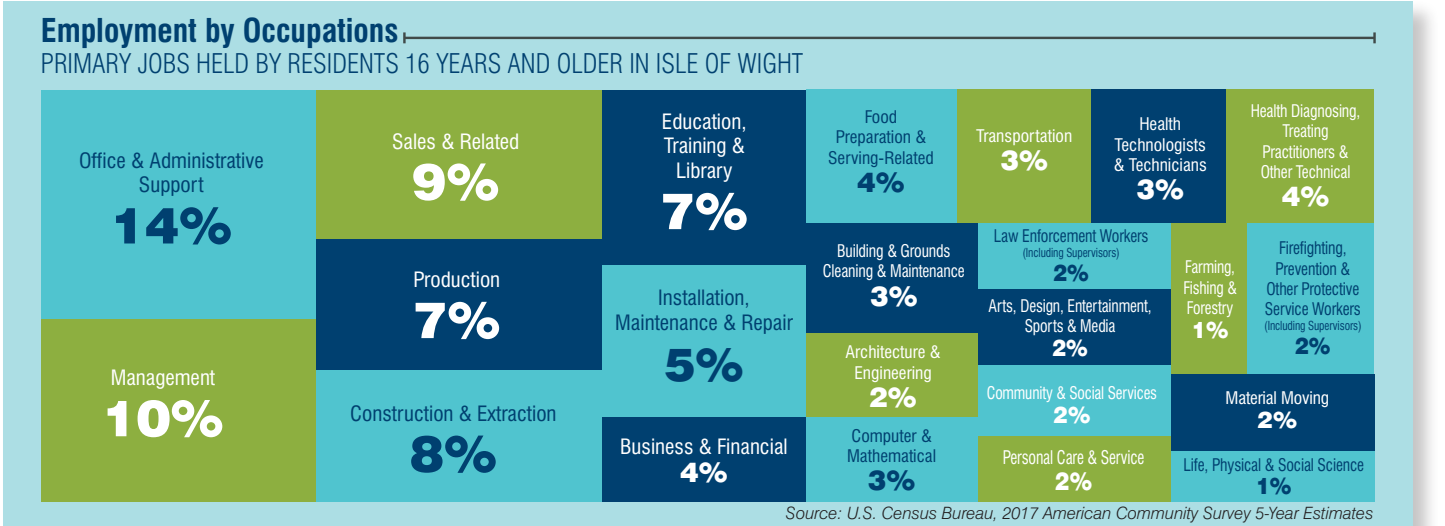
Tax Revenue Highlights Fiscal Year 2019

\$5,188,622
MACHINERY & TOOLS TAX* **+16.9% OVER 2018**

\$6,115,630
COMMERCIAL REAL ESTATE TAX **+0.003% OVER 2018**

\$2,398,946
RETAIL SALES TAX **+1.3% OVER 2018**

Source: Isle of Wight County Commissioner of Revenue



ISLE OF WIGHT:
PARTNERS WORKING TOGETHER MAKE LOCAL ECONOMY VIBRANT

Target Industries



MANUFACTURING



FOOD & BEVERAGE PROCESSING



TRANSPORTATION & WAREHOUSING



PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES



MANAGEMENT OF COMPANIES & ENTERPRISES

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)

■ Eastern Virginia Regional Industrial Facility Authority (EVRIFA)

■ Hampton Roads Workforce Council

■ Hampton Roads Small Business Development Center (HRSBDC)

■ Hampton Roads Planning District Commission (HRPDC)

■ Paul D. Camp Community College

■ Isle of Wight Chamber of Commerce

■ Blackwater Regional Library

■ Town of Smithfield

■ Town of Windsor

IOW Joins EVRIFA

While the County is no stranger to inter-governmental relationships, joining the Eastern Virginia Regional Industrial Facility Authority (EVRIFA) was an historic first with respect to multijurisdictional economic development partnering. Regional industrial facility authorities are authorized under state law to create a voluntary mechanism for interlocal cooperation on appropriate projects, especially ones the host locality may not be able to support on its own.

The idea is to raise the region's economic game by entering a new level of collaboration — very attractive to large prospective firms wanting to expand into the region. Shortly after seven Peninsula localities had created the Authority, the County's Board of Supervisors adopted an ordinance in June 2019 to join EVRIFA, placing a supervisor and an Economic Development Authority representative on the EVRIFA Board of Directors.

Reuse Study of Former Academy Continues

The Economic Development Department continued to lead this cross-departmental effort to study and determine the best potential community-oriented uses for the former James

River Christian Academy campus. A market and feasibility study surveyed the community services landscape, analyzing current “supply and demand” for these vital services with fiscal support from a Community Development Block Grant Planning Grant obtained through the Commonwealth’s Department of Housing and Community Development.

If a partnership between the County and the landowner continues forward in 2020, the study’s results will be augmented with more in-depth community surveys to help narrow the list of best-use candidates, as well as engineering and architectural studies to ensure optimal site and building redevelopment scenarios are considered.

Major Economic Boosters:

Manufacturing, Management, Transportation & Warehousing and Agriculture

Manufacturing is the leading industry sector in employment in Isle of Wight and produces nearly \$1.78 billion in sales. Manufacturing sales represent about 58.8 percent of Isle of Wight’s 2019 industry sales total and is largely driven by Smithfield Foods. Moreover, manufacturing accounts for more than 72 percent of exported sales — goods and services purchased by outside

entities from within the County — causing the flow of almost \$1.55 billion in the economy.

Management of companies and enterprises continues to have a strong presence in Isle of Wight. The industry accounts for 7.3 percent of all industry sales and is the second largest sector in exported sales at 7.2 percent. In 2019, wholesale trade accounted for 6.4 percent of total industry sales.

Transportation & Warehousing generate nearly \$100.1 million in total sales for the County. This industry makes nearly 60 percent more in-region sales than exported sales. Exported sales for this industry are \$38.8 million, where in-region sales are \$61.8 million.

Agriculture is a significant part of County life and culture, with about 85 percent of the County’s land zoned as Rural Agricultural Conservation. Isle of Wight produced \$61.9 million in sales within the agriculture, forestry, fishing and hunting sector. This is an increase of 1.8 percent over the previous year and accounts for 2 percent of all industry sales.

Source: Economic Modeling Specialists International, 2020.1

2019 MARKETING MISSIONS, EVENTS AND CONFERENCES
ECONOMIC DEVELOPMENT STAFF PARTICIPATED IN A VARIETY OF TARGETED OUTREACH EVENTS

Multistate Southeast Marketing Mission

In May 2019, Economic Development Director Chris Morello participated with HREDA, the Port of Virginia and other Hampton Roads economic development representatives to call on site-selection consultants in Charlotte, N.C., Greenville, S.C., and Atlanta, Ga., to gain their important industry expansion insights. HREDA and the Port of Virginia also hosted a special event in Atlanta featuring consultants and corporate contacts in the shipping, logistics and distribution industries. The aim was to learn more about their businesses and highlight the attractiveness of Hampton Roads for their expansion opportunities.

Outreach and Event Sponsorships

- Tidewater News Job Fair
- County overview for PM & Partner Marketing Consulting (regional site selection consultant)
- Hampton Roads Real Estate Market Review & Forecast
- LogistXGames
- Realtor Day in Isle of Wight
- Food and Beverage writers tour
- Tour of Hampton Roads

State Conferences/Professional Development

- IEDC Annual Conference (International Economic Development Council)
- VEDA Conferences (Virginia Economic Developers Association)
- Virginia Agribusiness Council Annual Conference
- Virginia/Maryland Agriculture Development Officers Meeting
- Virginia Education and Workforce Conference
- VMA Annual Maritime Banquet (Virginia Maritime Association)
- Virginia Governor’s Housing Conference

From Hams to Hot Dogs: Writers Tour Smithfield Innovation Center

Journalists from three national food publications visited the Smithfield Culinary Innovation Center as part of a media tour to showcase the growing food and beverage industry in Hampton Roads. Representatives from

Smithfield Foods provided a company overview, a product showcase from hams to hot dogs and a tour of the Innovation Center. The Hampton Roads Economic Development Alliance (HREDA) facilitated the tour.

2019 New Prospect Activity

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

+ 32

TOTAL NEW PROSPECT INQUIRIES

■ 10 industrial prospect inquiries

■ 4 completed Requests for Information (RFIs)

■ 2 industrial site visits

Prospect Activity by Industry Type

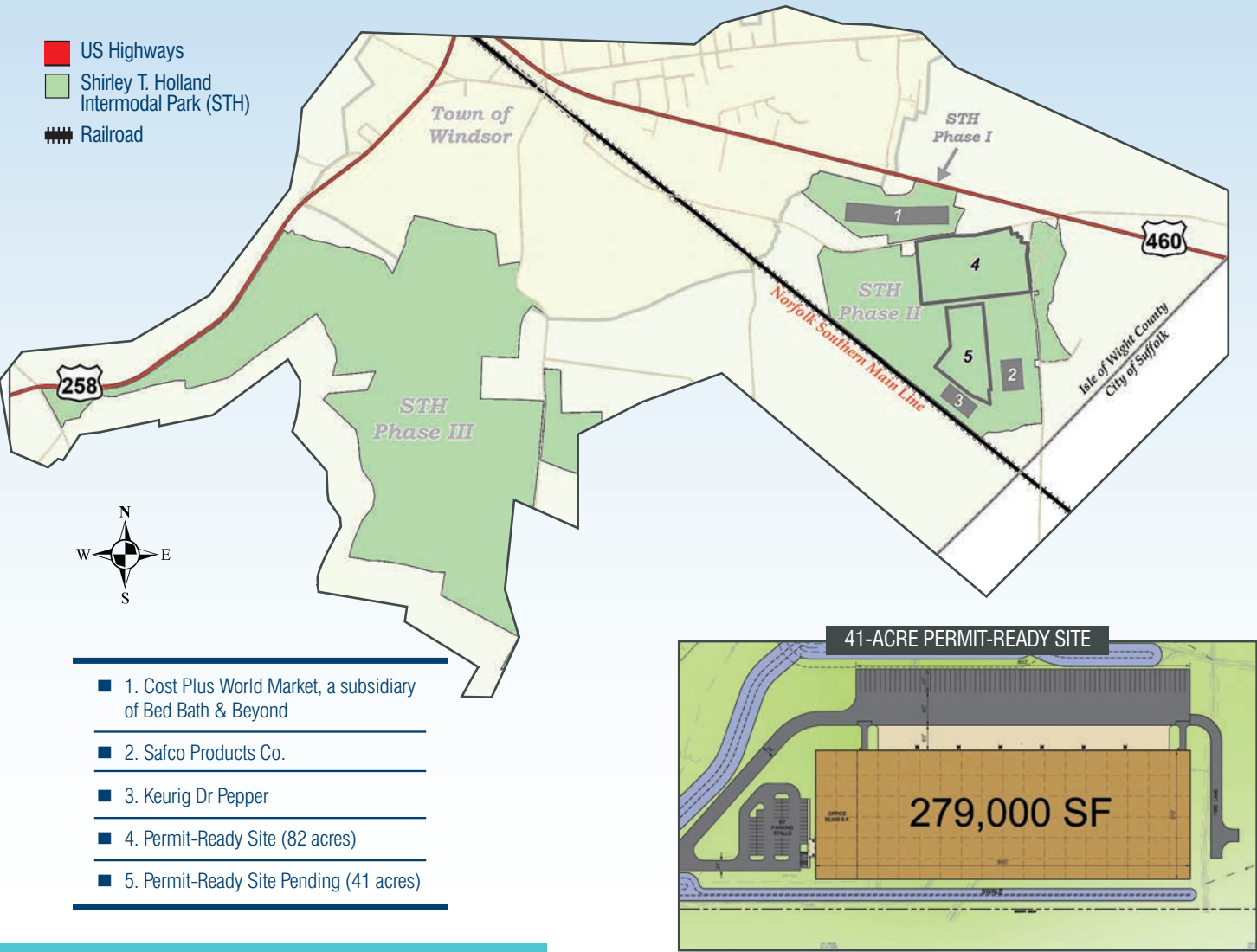
Industry Type	Percentage
TRANSPORTATION & WAREHOUSING	18%
AGRICULTURE	15%
MANUFACTURING	12%
PROFESSIONAL, SCIENTIFIC, TECHNICAL	12%
OTHER	9%
CONSTRUCTION	6%
ADMINISTRATIVE/SUPPORT, ETC.	6%
UTILITIES	6%
GOVERNMENT	3%
ARTS, ENTERTAINMENT & RECREATION	3%
EDUCATION SUPPORT SERVICES	3%
INFORMATION	3%

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

6 2019 ISLE OF WIGHT ANNUAL REPORT

LOCAL ROOTS GLOBAL REACH | INSIDETHEISLE.COM 7

ISLE OF WIGHT’S INTERMODAL PARK POISED FOR INCREASED PORT BUSINESS



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

Park Highlights

- Permit-ready site in Phase II under development
- Transportation planning underway in all phases
- Industrial zoning
- Easily accessible to interstates 95, 85, 64, 264 and 664
- Water, sewer, electricity, natural gas and fiber-optic services available
- Proven fast-track site plan review and permitting process
- Access to a regional workforce of more than 843,000 people
- Incentives include: VA Enterprise Zone, Foreign Trade Zone #20 and Port Grants

- Park tenants: Keurig Dr Pepper, Safco Products Co. and Cost Plus World Market, a subsidiary of Bed Bath & Beyond

Location Advantages

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

Franklin Municipal Airport Gains Regional Status



Reflecting its capability to host larger aircraft with its 5,000-foot runway, the County’s municipal aviation airport was renamed the Franklin Regional Airport in 2019. The name change recommended by the airport’s advisory board and approved by the City of Franklin and the Federal Aviation Administration, also reflects the airport’s competitive pricing on both Avgas and Jet-A fuels.

Airport logo redesign work also began in 2019, in tandem with strategizing how to best jointly market the Industrial Air Park, more than 60 adjacent, industrial-zoned acres owned by the City of Franklin, which also owns the airport.

The Port of Virginia — Mid-Atlantic Global Gateway

Another Record Volume Year for the Port



Photo by: Jack Mayer, Office of Gov. Ralph S. Northam

The Port of Virginia set a new annual record for container cargo volume having handled more than 2.93 million 20-foot equivalent units (TEUs) in calendar year 2019, a 3 percent increase over 2018.

The Port continues to be a significant driver of economic investment and job creation in the Commonwealth. In 2019, the Port was instrumental in creating more than 3,500 new jobs and developing nearly 5 million square feet of space, a \$2 billion investment.

Port Completes VIG Expansion Project

In July 2019, The Port of Virginia’s \$320 million expansion at the Virginia International Gateway (VIG) container terminal was completed. This project represents a significant milestone as the Port works to increase cargo and container capacity at its two major terminals, with an overall goal of increasing capacity by 40 percent.

The 800-foot extension of the berth at VIG will allow the terminal to simultaneously service as many as three Ultra-Large Container Vessels. VIG now boasts 26 new rail-mounted gantry cranes as well, which support 13 new container stacks, creating more room to stack and sort containers.

PDCCC Opens New Logistics Training Center



Photo courtesy of: PDCCC

In June 2019, Paul D. Camp Community College celebrated the grand opening of its new 5,000-square-foot Regional Warehouse and Distribution Training Center, located at the Tidewater News building in Franklin. The training center, designed and outfitted to replicate a real-world warehouse environment, uses simulators to teach forklift operation and offers customized training for students to gain skills in actual forklift and reach and clamp truck operation. Training also includes programs that cover warehouse and distribution, associate and technician certifications in logistics, and OSHA.

\$2.7 BILLION

AGRICULTURE AND
FORESTRY EXPORTS VALUE
FOR 2019

VIRGINIA RANKS NO. 4 ON EAST COAST AMONG AGRICULTURAL GOODS EXPORTERS

Top Virginia Agriculture/Forestry Exports in 2019	
Soybeans	\$491.1 Million
Pork and Pork Offal	\$396.1 Million
Leaf Tobacco	\$244.4 Million
Wood Products	\$236.8 Million
Soybean Meal	\$210.6 Million
Miscellaneous Food & Beverage	\$206.7 Million
Soybean Oil	\$155.8 Million
Poultry	\$145.9 Million

Source: Global Trade Information Services Inc.

ISLE OF WIGHT

INFLUX OF NEW BUSINESS BOOSTS LOCAL ECONOMY

IN THE HEADLINES

M&M Milling to Open First East Coast Production Facility



Photo courtesy of: Brown's Enterprises

In June 2019, M&M Milling, a toll processor specializing in grinding, blending and sizing agricultural materials, announced plans to establish its first East Coast location in Isle of Wight County. The firm is adding to existing operations in Arkansas, Mississippi and Tennessee as it expands its corporate footprint and engages more customers in the wood products industry in the Eastern United States.

The company purchased a dormant industrial facility that ceased operations over a decade ago near the City of Franklin. Situated within a Virginia Enterprise Zone, as well as a revenue-sharing district with Franklin, the new Isle of Wight operation represents more than \$2.35 million in capital investment. It will employ at least 15 people when fully operational and will purchase hundreds of thousands of bushels of shelled corn from local farmers each year as part of its production processes.

The governor's office, Secretary of Agriculture and Forestry Bettina K. Ring, the Virginia Department of Agriculture and Consumer Services, and Isle of Wight County partnered to secure M&M Milling's fifth milling facility in the U.S. by offering various incentives for major capital investments, full-time job creation and purchases of Virginia-grown products.

Gov. Ralph Northam approved a \$50,000 matching grant from the Governor's Agriculture and Forestry Industries Development Fund to assist Isle of Wight County with the project. The County will match this amount with local Enterprise Zone incentives and in-kind services.

The company is also eligible to receive state benefits from the Virginia Enterprise Zone Program, as well as funding and services to support the company's employee training provided through the Virginia Jobs Investment Program.

Triad Electrical Solutions Sets Up Shop

In November 2019, Triad Electrical Solutions purchased the former Kantsios Property at 15221 Carrollton Blvd. in Carrollton to establish operations in a dormant 5,000-square-foot medical office center, one of the property's three buildings. Triad, which provides electrical construction for highway, industrial and government projects, plans to invest \$300,000 and employ up to 50 people over the next three years.

Finley's General Store Relocates

Finley's General Store and Southern Boutique, previously located on Main Street in Smithfield, celebrated the opening of its new location at 23305 Sugar Hill Road in Carrollton, with a ribbon-cutting

ceremony in November 2019. Owner Cheryl Finley Ketcham purchased the former Carrollton Tobacco Co. building and completely renovated it into an old-fashioned general store selling local goods and assorted merchandise.

Isle of Wight Industrial Park Welcomes Two New Businesses

Isle Stor-It, the first climate-controlled, self-storage facility in the County, opened a 7,500-square-foot building in the Isle of Wight Industrial Park in February 2019, with plans underway for more units.

Riverside Pest Control, a home-based business in Smithfield, purchased a two-acre site in the industrial park in December 2019. It plans to construct a 3,500-square-foot building to relocate and expand its operations.

Businesses and Entrepreneurs Open Shop, Expand in Isle of Wight

CARROLLTON

- **Johns Brothers Security**, a property security company, opened an office on Carrollton Boulevard.
- **Sweat Realty Group**, a real estate firm, opened an office in Eagle Harbor Shopping Center.
- **BB's Attic**, a thrift and consignment store, opened in Eagle Harbor Shopping Center.
- **G'Daddy's Bait & Tackle**, a retail shop selling sports, fishing, outdoor and recreational equipment, opened on Carrollton Boulevard.
- **Healthy Living Home Care**, a home health care service, opened an office at the Carrollton Business Center.
- **Good As New Heating & Air**, an HVAC contractor, opened in the Carrollton Shoppes.
- **Tim Fallon Land Surveying PLLC**, a surveyor, opened an office on Carrollton Boulevard.

SMITHFIELD

- **The Cake House**, a bakery and gift shop specializing in creative cakes and cupcakes, opened on South Church Street.
- **Beyond the Décor by LaToya**, a home-based full-service event designer, opened a South Church Street location.
- **Make Something on Main**, a DIY art studio, opened on Main Street.
- **Picker Frank's**, an antiques and collectibles store, opened on South Church Street.
- **The Strip Joint**, a home décor shop, opened on Main Street.
- **Smithfield Aesthetics**, a beauty, cosmetic and personal care service, opened on Gumwood Drive.
- **Stuart's Marine**, a full-service boat repair, parts and boat transport service, opened in Isle of Wight Industrial Park.
- **Jenesys Home Health Care Services LLC**, a home health care service, opened an office in the Smithfield Business Center.

WINDSOR

- **Brighton Gardens**, a day support center for those with intellectual disabilities, opened in Windsor Commons.
- **Dolled Up or Dapper Salon**, a hair salon and makeup artist, opened in Windsor Plaza.
- **Foreclosure Cleanout of Virginia** opened a facility on Bear Trap Circle and Walters Highway.
- **Maid for You**, a house cleaning service, opened an office on Windsor Boulevard

Farmers Bank Wins Award, Celebrates 100 Years



Farmers Bank, a community bank founded in 1919 to serve farmers, businesses and families in Isle of Wight County and surrounding communities, received the inaugural Business Excellence Award from the Isle of Wight County Department of Economic Development in conjunction with its annual Business Appreciation Month celebration.

The Business Excellence Award celebrates a top-notch company that's dedicated to excellence and helps make Isle of Wight County a more vibrant place to live, work and do business. The award honored the memory of Thomas D. "Tom" Elder Jr., former Isle of Wight County director of economic development, who passed away unexpectedly in 2018.

SummerWind Vineyard Named 2019 Entrepreneur



SummerWind Vineyard was named 2019 Entrepreneur of the Year by the Isle of Wight Chamber of Commerce. Since opening its winery and tasting room in 2018, SummerWind Vineyard has been a boon to local tourism efforts.

SummerWind's positive economic impacts have grown along with its own business growth, helping to create revenue for local hotels, restaurants, shops and attractions by offering a tasting experience.

Although the winery has only been open a short time, the vineyard and tree farms have been around for over a decade. Kim Pugh, along with her daughter, Meagan, and husband, Al, truly embody the entrepreneurial spirit!

Perfectly Natural Soap Wins Retail Alliance Award

Perfectly Natural Soap received the LOVEVA Buy Local Award from the Retail Alliance in May 2019 as part of the group's Retailer of the Year Awards. Customers vote for their favorite local businesses listed on the free LOVEVA app that rewards consumers for shopping locally.

Perfectly Natural Soap began as a hobby for owners Shaen and Rich Goetsch when they created natural cleansing products for their children. They opened their first shop in 2016 in Smithfield, followed by another in Williamsburg in 2018. The business has since grown into an extended line of skincare products.

Keurig Dr Pepper Places in LogistXGames



A team of employees from Keurig Dr Pepper showed off its logistics skills in June 2019 in Suffolk while competing in the sixth annual Hampton Roads LogistXGames. This year's games, which promote the logistics and warehousing industries, raised \$20,000 to provide scholarships for workforce development training at Paul D. Camp and Tidewater community colleges. Team Keurig again placed second.

County Seeks Work Ready Certification

Isle of Wight County Economic Development continued its efforts to become an ACT Work Ready community, an initiative officially launched in December 2018.

The nationally recognized ACT Work Ready Communities Program helps localities quantify and track job-ready skill sets of the current, transitioning and emergent workforce. Certification will help the County link, align and match its workforce development efforts for economic growth and competitiveness.



The local Workforce Development Working Group, established in 2015, continues to support the County's efforts toward work ready certification.



BUSINESS RETENTION AND EXPANSION PROGRAM WE STAY CONNECTED!

The Economic Development staff builds relationships by meeting with new and established businesses throughout the year and provides information on available programs and services tailored to each business' specific needs. In 2019, the Economic Development Department began using a new software tool, built exclusively for economic developers, to efficiently track and document the large volume of interactions conducted with both existing and prospective businesses.

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

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

■ **Business Resources** – Staff maintains close ties with professionals who provide counseling and support services. Economic Development continues to help financially support the Small Business Development Center of Hampton Roads, which provides business planning, marketing and financial planning services to startups and existing businesses.

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

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

LIVING THE GOOD LIFE IN ISLE OF WIGHT

Smithfield Foods Donates Land for New Boat Ramp



Photo courtesy of: Smithfield Foods

In July 2019, the Town of Smithfield celebrated the opening of the Clontz Memorial Park public boat ramp on the Pagan River. The new recreational asset was built on 5.7 acres of waterfront land donated by Smithfield Foods Inc. As the only public boat launching site within Smithfield town limits, the property features floating docks, a 25-foot-wide boat ramp, and parking for 30 vehicles and trailers. In addition to the land donation, contributions from the Virginia Marine Resources Commission, the Commonwealth of Virginia and the Port of Virginia made the boat ramp possible.

Smithfield Foods and County Unveil School Career Center



Photo courtesy of: Isle of Wight County Schools

In March 2019, Smithfield Foods Inc., Isle of Wight County Schools (IWCS) and Isle of Wight County unveiled a new career center at Smithfield High School. The building houses classroom space and resources for five career and technology programs comprising manufacturing, engineering, welding, nursing and the culinary arts. The newly renovated space, consisting of more than 21,000 square feet, is made possible through the Smithfield Foods Legacy Project, a \$3 million donation to IWCS to fund innovative and multifaceted education programs, benefiting Smithfield High School, Windsor High School and workforce development in the County.

92.8%

ON-TIME GRADUATION RATE

TOPS STATE AVERAGE

93.5%

OF 2019 GRADUATES EARNED INDUSTRY CREDENTIALS

100%

ACCREDITED AND OVERALL SOL SCORES SURPASS STATE AVERAGE

Isle of Wight County Schools Receives Workforce Award, STEM Grant



Photo courtesy of: Isle of Wight County Schools

IWCS was recognized with an Excellence in Workforce Readiness Award from the Virginia School Boards Association at the VSBA Conference on Education in July 2019. The school system also received a \$10,000 STEM grant from Grow Rural Education. The VSBA awards program was created in 2018 to highlight exemplary programs in Virginia’s public schools focused on preparing the state’s future workforce. IWCS placed first among schools with student populations between 5,001 and 10,000. The division’s entry, “Incorporating Authenticity into CTE Programs,” highlighted the significant redesign of the division’s Career and Technology Education (CTE) program to better serve the needs of students. It also addressed the concerns from the business community regarding the shortage of highly skilled workers. The STEM grant will allow IWCS’s land lab to implement a cattle-handling facility to teach safe animal-handling practices to students participating in the agriculture program. To qualify for the grant, local farmers including Mark Carr, Shawn Carr, DeeDee Darden, Pam Oliver and Jesse Williams nominated IWCS to compete for the merit-based grant.

Lucky 13 Celebrate Career Signing Day

In May 2019, IWCS held its first Career Signing Day to recognize 13 students who received certifications in a Career and Technical Education program. During the ceremony, students signed ceremonial agreements with representatives from local businesses, including Smithfield Foods and Smithfield Station, to continue their career pathway. The program included remarks from Economic Development Director Chris Morello.

Town of Windsor Plans for the Future



Photo by: Raymond Miller

The Windsor Town Council held a planning session to discuss its vision for the next 20 years. As a result, Council will focus on economic development, managed growth and beauty, connected and engaged citizens, effective government and infrastructure, and lifestyle and wellness. One proposal is to develop a business district, which would assist with economic development, diversify the types of housing, increase the number of community events, offer more recreational opportunities, and increase the water and sewer capacity.

TOURISM AND COMMUNITY EVENTS

Kudos to Coordinator



Lois Tokarz

Marketing and public relations coordinator for Smithfield and Isle of Wight Tourism, Lois Tokarz, received the Destination Marketing Organization Employee/Professional of the Year Award from the Virginia Restaurant, Lodging & Travel Association.



TAKE A DAY OFF. Seriously. Start with a Friday. Tourism Video Wins Award

Smithfield and Isle of Wight Tourism partnered with Nomad Media in Virginia Beach to create a video promoting fun things to do in conjunction with Virginia Tourism Corporation’s Crush Friday campaign aimed at getting millennials to take time off from work. The video won the 2019 Virgo Award from the Virginia Association of Destination Marketing Organizations. The video was made possible by a grant from Virginia Tourism Corporation.

County Fair Celebrates 25 Years — Again! Record Attendance: 35,064



Photo by: Bobby Clontz

The theme for the 26th annual, award-winning Isle of Wight County Fair was “Celebrating 25 Years — Again,” since Hurricane Florence shut down the fair in 2018. The fair commemorates the County’s deep and strong agricultural heritage and features a field and garden tent, an international award-winning Agriculture Education Center, bull riding and barrel racing, amusements and entertainment, and — new in 2019 — laser tag and a mobile escape room.

2019 Fair Awards Among the many accolades garnered by the 2019 fair, the awards included:

- 1st Place: Unique Advertising Specialties/ Merchandise/Souvenirs
From International Association of Fairs & Exhibitions
- Best in Show: Television Ad
From Virginia Association of Fairs

Annual Festivals Attract the Masses

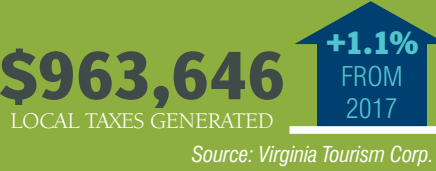
Since 2012, 52,000 people have attended Smithfield VA Events festivals including:

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



Photo courtesy of: Smithfield VA Events

2018 TOURISM IMPACT



2019 VISITOR COUNTS



SMITHFIELD FARMERS MARKET
(based on 800–1,200 attendees per market)



SMITHFIELD & ISLE OF WIGHT COUNTY VISITOR CENTER
Source: Smithfield & Isle of Wight Tourism



\$1 MILLION LOCAL ECONOMIC IMPACT
FOR A TOTAL OF \$6.5 MILLION+ SINCE 2012



Source: Smithfield VA Events



COUNTY AWARDS

Isle of Wight County's Commissioner
of the Revenue's Office
Office Accreditation Award
from the Commissioners of the
Revenue Association of Virginia



Isle of Wight County
AA+ bond rating, an upgrade from
AA and the third ratings upgrade
since 2008 from Standard & Poor's
Financial Services LLC



Distinguished Budget
Presentation Award
(for fiscal year beginning July 1, 2019)

Certificate of Achievement for
Excellence in Financial Reporting
(for fiscal year ended June 30, 2018)
from Government
Finance Officers Association



Town of Smithfield
Platinum Achievement Award
Perfect Compliance (2012–2018)
for Reverse Osmosis Plant
from Hampton Roads Sanitation District



Isle of Wight County Schools
2019 Excellence in
Workforce Readiness Award
from Virginia School Board Association



Photo by: Mike O'Shell Photography



Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA

ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT
P.O. BOX 80, ISLE OF WIGHT, VIRGINIA 23397 | 757.356.1962

