

LOCAL ROOTS GLOBAL REACH

ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT
2022 ANNUAL REPORT

MISSIONS AND MESSAGES FROM OUR COUNTY OFFICIALS

ECONOMIC DEVELOPMENT DEPARTMENT MISSION

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 Alliance and the Hampton Roads Small Business Development Center (HRSBDC). The department also assists the local farming and agricultural community.



RUDOLPH JEFFERSON

2022 Chairman, Isle of Wight County Board of Supervisors

During my three terms serving as a Supervisor, I have been so proud of and impressed by our businesses' perseverance and ability to thrive, even while faced with adverse conditions over which they have no control. Our commercial community remains strong beyond the pandemic and through the sudden inflation during 2022. Crucial to that strength, I believe, is that Isle of Wight County has always been blessed with businesses and citizens who are friendly, welcoming and service-oriented for both our resident customers and visitors alike. Add to this our healthy annual resident growth rate and an increasing variety of housing opportunities with each passing year, and it becomes clear why entrepreneurial activity and business expansions continue to enliven our economic landscape. As a lifelong citizen, I remain proud of how the county has, as a matter of smart policy, managed such rapid growth while preserving the rural character that I have always enjoyed. I warmly welcome all to experience Isle of Wight's unique blend of business friendliness and local character!



CHRISTOPHER A. MORELLO

Director, Isle of Wight County Economic Development

The Economic Development Department is privileged each year to gather and present information about our local economy in the Annual Report. Creating this publication is both an honor and a meaningful responsibility to reflect on the hard work and perseverance shown by our business community during 2022. While the Annual Report is partially a method of documenting local economic history and trends, and partially a medium for highlighting notable business activity, it is wholly an instrument for communicating the vibrance and character of our community like no other publication strives to do. Moreover, while the goal of having the community "sell itself" through statistics and stories is important for our ongoing business attraction efforts, we likewise hope that each of our existing businesses will, from these pages, find renewed pride in their special place and role within our diversified economy. 2022 was a truly challenging year for much of the wider economy; but, once again, a spirit of determination marked this moment in our local business history. We hope this Annual Report conveys that spirit and we wish all readers a prosperous and healthy future!



ECONOMIC DEVELOPMENT AUTHORITY MISSION

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.



CARROLL KEEN JR. **Chairman, Isle of Wight County Economic Development Authority**

It has been my pleasure to continue serving as Chairman of the Isle of Wight County Economic Development Authority (EDA) in 2022.

The EDA was actively engaged in preparing EDA-owned land for prospective developers. Negotiations toward purchase agreements

began on three large tracts of available land within Shirley T. Holland Intermodal Park for distribution and logistics facilities.

In an effort to assist with commuter transportation needs into Isle of Wight, the EDA passed a resolution of support for a joint Isle of Wight and Suffolk Transit SMART SCALE application to create a commuter bus route between Suffolk and Windsor. The application includes a bus stop in Phase II of the Intermodal Park.

I represented the EDA on a special task force to study a proposed public-private partnership that contemplates public ownership and operation of a new public marketplace. This facility would house a relocated Smithfield Farmers Market and foster other entrepreneurial business growth, all as part of The Grange at 10Main, a proposed mixed-use development in Smithfield.

This Annual Report is designed to educate and inform readers about the programs and initiatives that keep our economic engine running and create pride in our community.

ECONOMIC DEVELOPMENT

Chris Morello

Director

Kristi Sutphin

Economic Development Coordinator

Nicole Talton

Economic Development Coordinator

Gloria Spratley

Administrative Assistant

2022 ECONOMIC DEVELOPMENT AUTHORITY

Carroll Keen Jr.

Chairman (District 2)

James Ford

Vice-Chairman (District 3)

James Collins

(District 1)

Sharon Corey Stallings

(District 4)

Amber Wells

(District 5)

Tim Hillegass

(Town of Smithfield)

Tony Ambrose

(Town of Windsor)

2022 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

Rudolph Jefferson

Chairman (District 3)

William M. McCarty

Vice-Chairman (District 2)

Joel C. Acree

(District 4)

Richard L. "Dick" Grice

(District 1)

Don Rosie

(District 5)

COUNTY ADMINISTRATION

Randy R. Keaton

County Administrator

Donald T. "Don" Robertson

Assistant County Administrator

CONTACT US

ISLE OF WIGHT COUNTY DEPARTMENT
OF ECONOMIC DEVELOPMENT

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COVER PHOTO (TRAIN) BY RAY MILTIER
COVER PHOTO (CROPS) & FIELD OF COTTON
PHOTO HERE BY MIKE O'SHELL PHOTOGRAPHY

ECONOMIC AND WORKFORCE TRENDS

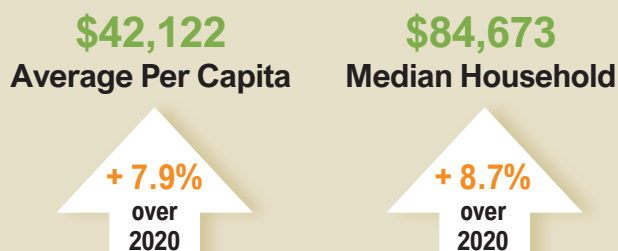
POPULATION ESTIMATES



2021	2020	2019
39,278	38,606	37,109

Source: U.S. Census Bureau

INCOME



Source: U.S. Census Bureau, 2021 Estimates

HOME VALUE AND SALE PRICES

2021 Median Home Value	\$295,500 +5.3% over 2020
2022 Average Sale Price/Existing Homes	\$396,468 +12.3% over 2021
2022 Average Sale Price/New Construction Homes	\$422,730 +7.4% over 2021

Sources: U.S. Census Bureau ACS 2021 5-Year Estimates;
Rein MLS, Residential Databank

NEW RESIDENTIAL & COMMERCIAL BUILDING PERMITS

	2022	2021
Permits Issued	359	330
Value	\$101,101,128	\$80,093,587

Source: Isle of Wight County Community Development, Building Inspections

PRIME-AGE POPULATION & LABOR FORCE



Prime-Age Population (25-54)	13,855
Civilian Labor Force	19,920
Labor Force Participation Rate (25-54)	88.0%

The labor force participation rate is an estimate of an economy's active workforce (individuals who are employed or actively seeking employment). Here's how Isle of Wight's prime-age labor force participation rate compares to:

Hampton Roads	84.9%
Virginia	84.0%
U.S.	82.6%

Sources: U.S. Census Bureau ACS 2021 5-Year Estimates;
Hampton Roads Alliance

NEW BUSINESS LICENSES

	2022	2021
Isle of Wight County	236	221
Town of Smithfield	120	46
Town of Windsor	19	24
TOTAL	375	291

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

MAJOR PRIVATE SECTOR EMPLOYERS



1. Smithfield Foods & related entities
2. Keurig Dr Pepper
3. International Paper
4. Food Lion
5. World Market
6. CR England
7. ST Tissue
8. Kroger
9. Riverside Health System
10. Isle of Wight Academy
11. Smithfield Station
12. Packers Sanitation Service
13. Peninsula Metropolitan YMCA
14. SSC Service Solutions
15. Franklin Lumber

Source: Virginia Employment Commission, 2Q 2022

TAX REVENUE HIGHLIGHTS

Machinery & Tools Tax

\$5,090,934

+6.9% compared to FY 2021



Commercial Real Estate Tax

\$6,151,166

-0.95% compared to FY 2021



Meals Tax

\$641,208

+12.62% compared to FY 2021



Retail Sales Tax

\$2,935,964

+11.54% compared to CY 2020

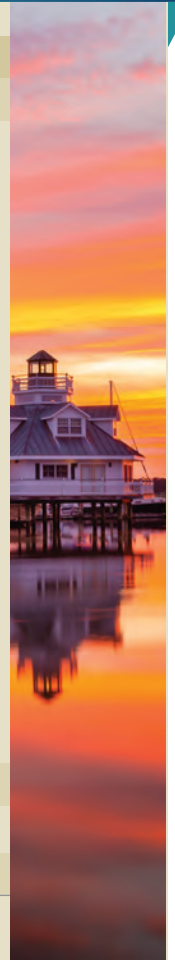


Sources: Isle of Wight County Commissioner of Revenue, as reported
in the Annual Comprehensive Financial Report, Fiscal Year Ending
June 30, 2022; Virginia Department of Taxation

LARGEST EMPLOYERS BY INDUSTRY

Description	Employees	%	Employees	%
Private Sector	2022		2021	
Manufacturing (Incl. food processing & packaging; processing of paper, wood & agricultural products)	3,014	25.6%	3,044	26.3%
Retail Trade	1,052	8.9%	1,032	8.9%
Accommodation & Food Services	1,048	8.9%	989	8.5%
Health Care & Social Assistance	684	5.8%	671	5.8%
Other Services (except Public Administration)	606	5.1%	596	5.1%
Construction	579	4.9%	569	4.9%
Administrative, Support, Waste Management & Remediation	524	4.4%	517	4.5%
Transportation & Warehousing	480	4.1%	487	4.2%
Management of Companies & Enterprises	455	3.9%	419	3.6%
Agriculture, Forestry, Fishing & Hunting	398	3.4%	382	3.3%
Professional, Scientific & Technical Services	313	2.7%	316	2.7%
Wholesale Trade	223	1.9%	207	1.8%
Educational Services	221	1.9%	213	1.8%
Finance & Insurance	207	1.8%	208	1.8%
Arts, Entertainment & Recreation	181	1.5%	143	1.2%
Real Estate, Rental & Leasing	76	0.6%	76	0.7%
Unclassified Industry	52	0.4%	47	0.4%
Utilities	48	0.4%	48	0.4%
Information	28	0.2%	29	0.2%
Public Sector				
Government (Federal, State, Local)	1,593	13.5%	1,587	13.5%
TOTAL	11,783		11,583	

Sources: Lightcast, Dataset 2022.4; Hampton Roads Alliance



ISLE OF WIGHT FARM CHARACTERISTICS 2017*

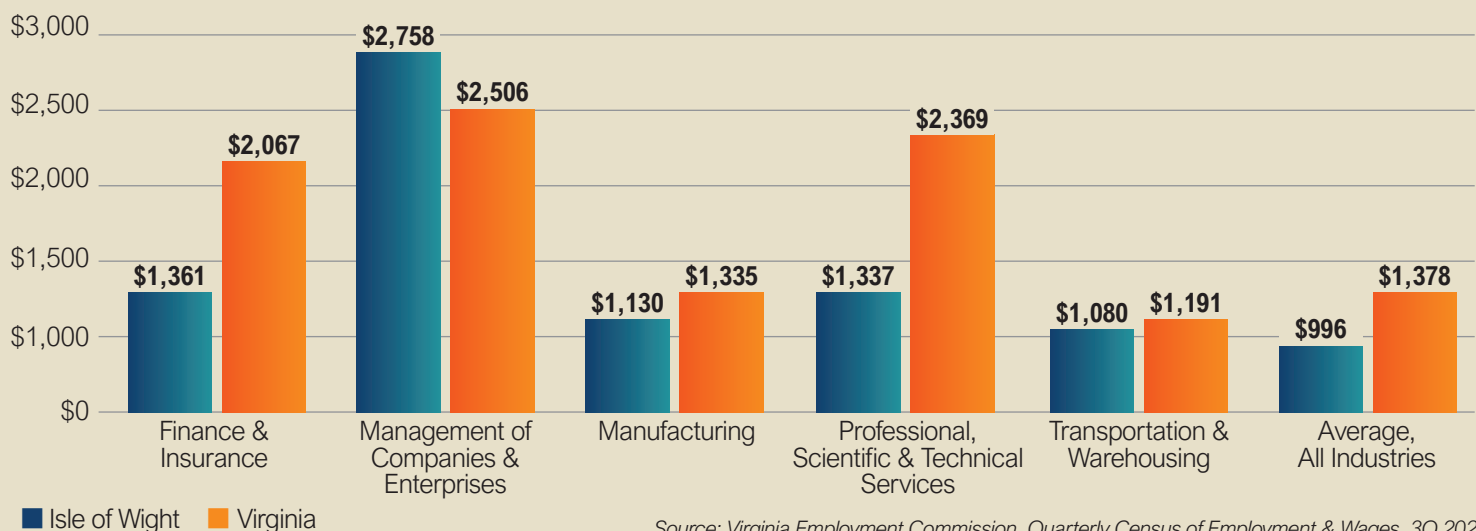


Number of Farms 237
 Land in Farms (acres) 80,672
 Average Size of Farm (acres) 340
 Market Value of Products Sold \$64,223,000

Source: U.S. Census of Agriculture 2017

* Ag Census taken only once every 5 years.

AVERAGE WEEKLY WAGES – ISLE OF WIGHT VS. VIRGINIA



Source: Virginia Employment Commission, Quarterly Census of Employment & Wages, 3Q 2022

ISLE OF WIGHT PARTNERS, PILLARS AND PROSPECTS

Target Industries



MANUFACTURING



FOOD & BEVERAGE PROCESSING



TRANSPORTATION & WAREHOUSING



PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES



MANAGEMENT OF COMPANIES & ENTERPRISES



Local Officials Break Ground for Broadband Expansion

In July 2022, Isle of Wight County staff members participated in a ceremonial groundbreaking event with Charter Communications, the Hampton Roads Planning District Commission, the City of Suffolk and Southampton County. They celebrated a \$35 million public-private partnership that will bring broadband internet to rural underserved areas throughout Isle of Wight, Suffolk and Southampton.

A state grant of \$21 million awarded through the Virginia Telecommunication Initiative (VATI) provides significant support for this unique partnership. Together with two other broadband initiatives underway, infrastructure will be built to provide high-speed internet access for all county addresses within the next 36 months. An important economic benefit is the ability for more home-based businesses to thrive with high-speed internet capability.



PHOTO COURTESY OF IWCS

Camp Partners with County School to Offer Marine Welding Training

Camp Community College and Isle of Wight County Schools signed a Memorandum of Agreement to provide Marine Trades Training (MTT) welding courses for county residents at Smithfield High School. Training began in June 2022.

The MTT program, delivered in partnership with the Virginia Ship Repair Association (VSRA), Camp

Community College, Tidewater Community College and Virginia Peninsula Community College, has operated since 2017. Since then, more than 2,100 participants have been trained in six trades for employment in the shipbuilding and ship repair industry with a 90% hire rate for program completers.

Camp, VSRA and the Hampton Roads Workforce Council (HRWC) worked with participants to pre-screen for employment in the shipbuilding and ship repair industry. They also helped establish eligibility for welding course funding, as well as provided skilled trades training and identified any needed supportive services up to \$2,250 per participant. In addition, each participant received employment services with the goal of securing a job offer for all students who complete training.

Rural Prosperity Summit Held in Smithfield

The Governor's Summit on Rural Prosperity, hosted by the Virginia Rural Center, was held in Smithfield in October 2022. This event brought together local, state and private sector representatives from across Virginia to discuss education, economic development and affordable housing initiatives in rural communities. Lt. Gov. Winsome Earle-Sears provided the keynote address.



Economic Development Staff Attends Offshore Wind Conference

In October 2022, Economic Development Coordinator Kristi Sutphin attended the American Clean Power Association (ACPA) Offshore WINDPOWER 2022 Conference in Providence, Rhode Island. She went with several state and regional partners, including representatives from the Virginia Economic Development Partnership, The Port of Virginia, Dominion Energy, Virginia Beach Economic Development and Portsmouth Economic Development.

The Virginia delegation promoted Dominion Energy's Coastal Virginia Offshore Wind (CVOW) project and marketed the Hampton Roads region as a growing supply chain hub for projects along the East Coast.

Isle of Wight – Pillars of the Economy

Manufacturing

Manufacturing is the leading pillar of Isle of Wight County's economy. Manufacturing sales accounted for nearly half (47%) of total sales for the county. Moreover, more than 25% of industry jobs are manufacturing jobs. Average earnings per manufacturing job are \$52,235, which is above the county average. Goods and services purchased from county firms by entities outside the county (exported sales) accounted for a flow of \$1.4 billion into the economy. Sector performance continues to be largely driven by the presence of Smithfield Foods. Although sales decreased by 7% in 2022, manufacturing maintains its position as the leading sector in exported sales.

Management of Companies & Enterprises

Management of Companies & Enterprises maintains as a leading pillar for Isle of Wight County. Sales in this sector accounted for 7% of total sales across all sectors in the county's economy. Compared to the previous year, in-region sales decreased by 16%. However, exported sales increased by 30%, leading to an overall sales increase of 19%.

Wholesale Trade

Wholesale Trade is a new leading sector for Isle of Wight County. 2022 sales were estimated at \$146 million, accounting for 4% of total sales in the county. Compared to the previous year, the wholesale trade sector experienced high increases in both in-region sales (49%) and exported sales (81%), leading to an increase in overall sales of 72%.

Real Estate & Rental & Leasing

With sales estimated at \$123 million, *Real Estate & Rental & Leasing* was the county's fourth largest revenue generator in 2022. Sales increases remained steady in this sector for 2022. Compared to the previous year, in-region sales increased by 4% and exported sales increased by 6%.

Construction

Construction is also a new leading sector for Isle of Wight County. With 2022 sales estimated at \$121 million, the sector accounts for nearly 4% of total sales in the county's economy. Compared to the previous year, in-region sales increased by 13% and exported sales increased by 9%.

Sources: Lightcast, 2023.1 BETA Dataset, Hampton Roads Alliance, 2023.

Strategic Partners

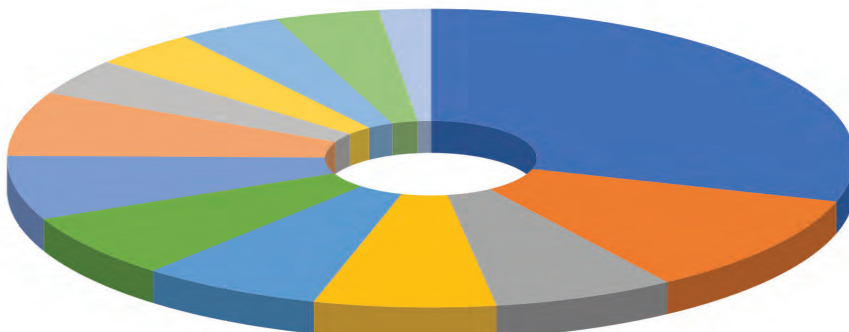
- Isle of Wight Chamber of Commerce
- Isle of Wight County Schools
- Town of Smithfield
- Town of Windsor
- Virginia Economic Development Partnership (VEDP)
- The Port of Virginia
- Hampton Roads Alliance
- Virginia Department of Agriculture and Consumer Services (VDACS)
- Virginia Department of Small Business and Supplier Diversity (SBSD)
- Virginia Department of Housing and Community Development (DHCD)
- 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
- Blackwater Regional Library



2022 New Prospect Activity

In addition to working with existing business projects throughout the year, Economic Development increased its marketing efforts and media presence to help attract a high level of interest and inquiries from prospects in 2022. Staff actively engaged with VEDP, the Alliance, The Port of Virginia, site selection consultants, commercial real estate brokers and developers, and directly with various companies on a variety of new prospective businesses interested in the county.

As a result of the pandemic-fueled spike in e-commerce sales, Economic Development saw a significant increase in the number of inquiries from brokers, developers and potential end-users for industrial land owned by the Economic Development Authority. Negotiations toward purchase agreements began on three tracts of available EDA-owned land within Shirley T. Holland Intermodal Park for distribution and logistics facilities.

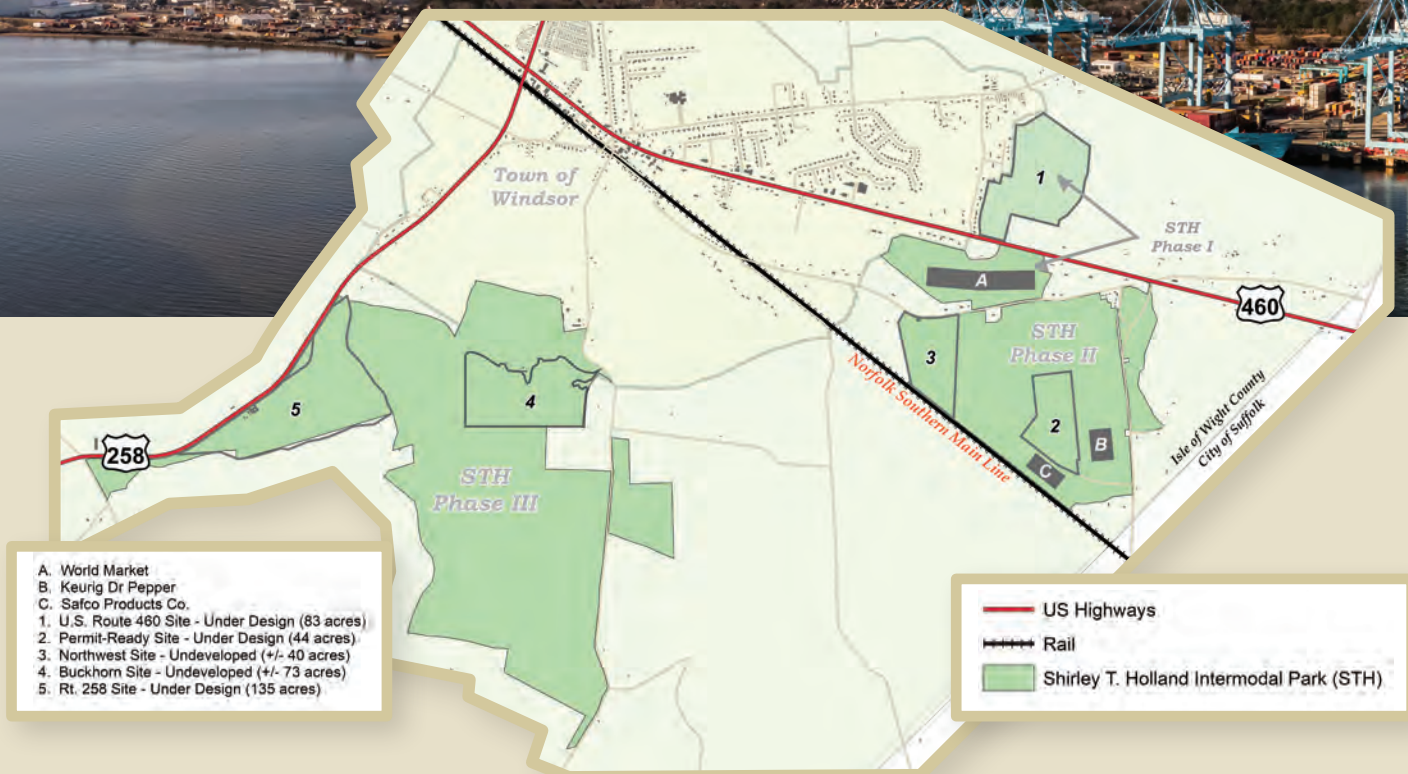


46 TOTAL NEW PROSPECT INQUIRIES

Prospect Activity by Industry Type

- 30% ■ Transportation & Warehousing
- 11% ■ Manufacturing
- 7% ■ Accommodation & Food Service
- 7% ■ Arts, Entertainment & Recreation
- 7% ■ Health Care & Social Assistance
- 7% ■ Professional, Scientific, Technical
- 7% ■ Retail Trade
- 7% ■ Unknown/Disclosed
- 4% ■ Construction
- 4% ■ Real Estate, Rental & Leasing
- 4% ■ Utilities
- 4% ■ Wholesale Trade
- 2% ■ Other Services

ISLE OF WIGHT'S INTERMODAL PARK CONTINUES TO GROW PORT BUSINESS



Shirley T. Holland Intermodal Park: Excellent Location, Affordable and Expanding

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

PARK HIGHLIGHTS

- 44-acre permit-ready site complete in Phase II
- Additional parcels in Phases II and III available
- 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 800,000 people
- Incentives include: VA Enterprise Zone, Foreign Trade Zone #20 and Port Grants
- Park tenants: Keurig Dr Pepper, Safco Products Co. and World Market – Virginia Distribution Center

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 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





PHOTO COURTESY OF THE PORT OF VIRGINIA

Industrial Site Achieves Permit-Ready Status

A 44-acre site owned by the EDA in Phase II of Shirley T. Holland Intermodal Park achieved full permit-ready status in 2022. Design and engineering work, including erosion and sediment control plans, were already complete and wetland permitting was approved in 2022. The EDA also began design work to extend the park's main roadway, William A. Gwaltney Way, to provide access to the site.

In an effort to assist with commuter transportation needs into Isle of Wight, the EDA passed a resolution to support a joint Isle of Wight and Suffolk Transit SMART SCALE application for a commuter bus route between Suffolk and Windsor. The application includes a bus stop in Phase II of the Intermodal Park.

In addition, the EDA began work to increase the site-readiness of an 83-acre property on U.S. Route 460. In December, the Army Corps of Engineers confirmed a wetland delineation for the area. Plans are underway to rezone the property for industrial development, which will ultimately become part of Shirley T. Holland Intermodal Park.

County Enterprise Zone Expands

In late December 2022, the Virginia Department of Housing and Community Development (DHCD) approved Isle of Wight County's application for a major expansion to the joint Enterprise Zone it shares with the City of Franklin and Southampton County. This expansion is effective retroactively to January 2022.

Isle of Wight's original Enterprise Zone designation was granted in 2011 and included three subzones totaling 2,438 acres near the Town of Windsor and in the Camptown area near the City of Franklin. The 2022 expansion adds 151 acres to Windsor Subzone 1 for future industrial development and 519 acres to the Camptown Subzone, which now includes Franklin Regional Airport and Franklin Industrial Air Park.

Virginia's Enterprise Zone program was created to assist the development and redevelopment of economically distressed areas of the Commonwealth by providing grant funding for job creation and real property investment within these areas. Isle of Wight offers local incentives, including machinery and tools tax rebates and job creation grants, for qualifying businesses located within the Enterprise Zone.

The Port of Virginia Posts Most Productive Year on Record

In 2022, The Port of Virginia processed more than 3.7 million 20-foot equivalent units (TEUs), a 5.1% increase over 2021, making it the most productive year on record. Trade volumes peaked in May at an all-time high of 341,611 TEUs.

The Port continued to focus on sustainability initiatives and on becoming a net-zero carbon emissions operation by 2040.

Investments in long- and short-term projects will create efficiency, capture more cargo and prepare for the future. In addition to dredging the Norfolk Harbor to deepen and widen the channel, The Port is modernizing and expanding capacity of the container and rail yards at Norfolk International Terminals. It is also preparing the Portsmouth Marine Terminal to become the U.S. East Coast logistics hub for the offshore wind industry. The terminal will be used for staging and pre-assembly of components to develop the Coastal Virginia Offshore Wind farm off the coast of Virginia Beach.

Based on an economic impact study from The College of William & Mary, The Port of Virginia helps create more than 400,000 jobs and generates \$92 billion in total annual economic impact throughout Virginia.



PHOTO BY MIKE O'SHELL PHOTOGRAPHY

Agriculture and Forestry Industries Boost Virginia's Economy

In December 2022, Gov. Glenn Youngkin announced that an economic impact study shows Virginia's agriculture and forestry industries contribute \$106 billion annually to the Commonwealth's economy. This represents an 11.2% increase from the most recent study, released in 2017, which showed an annual economic impact of \$91 billion. The total employment impact of these industries also increased nearly 3%, from 478,079 to 490,295 jobs, representing approximately 9.4% of total employment in the Commonwealth.

The study, based on 2021 data, was led by Dr. Terance Rephann, Regional Economist at the Weldon Cooper Center for Public Service at the University of Virginia. It found that agriculture accounts for \$82.3 billion of the \$106 billion total, and forestry contributes \$23.6 billion.

BUSINESSES THRIVE IN VIBRANT ISLE OF WIGHT



PHOTO COURTESY OF RIVERSIDE HEALTH SYSTEM

Riverside Smithfield Hospital Approved

On March 18, 2022, the Virginia Department of Health approved Riverside Health System's application to build a full-service general acute care hospital in Isle of Wight County. The 50-bed facility, to be located near Route 10/Benns Church Boulevard and Route 258/Brewers Neck Boulevard, will include four operating rooms, an emergency department, a labor and delivery department with six obstetrics beds and a Level 1 neonatal nursery. It will be equipped to offer an array of state-of-the-art diagnostic, procedural and physician services. The hospital will employ hundreds of professional and support staff. Riverside plans to break ground in spring 2023 with a targeted opening in late 2025.



PHOTO COURTESY OF RIVERSIDE HEALTH SYSTEM

Riverside Lifelong Health Opens New Smithfield Locations

Riverside Health System representatives, along with Smithfield Town Council members, participated in a ribbon-cutting ceremony October 25, 2022, to celebrate the opening of three new Riverside facilities in Smithfield. Riverside Physical Therapy, Riverside Home Health and Riverside Hospice will be located at 13474 Benns Church Blvd. in Cypress Run Plaza.

Riverside Physical Therapy Smithfield, which opened October 31, 2022, offers specialized physical therapy services including orthopedic, neurological, balance and fall prevention, and sports rehabilitation and performance among other tailored physical therapy services.

For more than 30 years, Riverside Home Health and Riverside Hospice out of Newport News have been providing personalized home care for patients living in Smithfield and Isle of Wight County. Starting in January 2023, county patients will receive these important healthcare services coordinated out of this new combined Riverside facility.

Businesses Benefit from Reduced Tax Rate

In light of the sharp rise in the value of used vehicles, the Isle of Wight County Board of Supervisors voted at its meeting March 3, 2022, to reduce the Personal Property Tax rate, more commonly known as the "car tax," by 13%. County businesses that also pay Business Personal Property Tax on furniture, fixtures and equipment also benefited from this reduced rate. It was set at \$3.90/\$100, down from \$4.50/\$100. The rate is set annually by ordinance as part of the county's budget process.



Franklin Lumber Expands

In 2021, major sawmill operator Franklin Lumber began investing \$12 million to expand its facility and install a new and highly efficient log-processing machine. Franklin Lumber had been operating using former International Paper milling machinery and equipment since 2013, when former International Paper employees teamed up to create the company. The new line, which began operating in summer 2022, achieves major production efficiencies over the legacy International Paper processing machinery.



Riverside Pest Control Opens New Facility

Riverside Pest Control, a family-owned and -operated company servicing Isle of Wight and Hampton Roads, expanded and relocated its operations from a home-based business to a new 3,500-square-foot facility at 17210 Commerce Lane, Smithfield, in Isle of Wight Industrial Park. The company provides pest management, mole removal services, termite treatments, and moisture control measures to both residential and commercial properties.

#onisletime
#isleshopsmall
#proudbizowner



Business Appreciation Pop-Up Parties Held

In May 2022, Isle of Wight Economic Development partnered with the Isle of Wight Chamber of Commerce to host a series of four “pop-up parties” throughout the county to celebrate Business Appreciation Month. Staff met with a number of business owners to say “thank you” for doing business in the county. A \$500 grand prize drawing was held at each pop-up party location.

The winners are:

- Northern Isle – **BB’s Attic**, a thrift and consignment shop formerly located in Carrollton
- Smithfield – **The Main Event by Emily**, a wedding planning service and florist in Smithfield
- Southern Isle – **New Branch Farms**, an event venue in Smithfield
- Windsor – **Anytime Fitness of Windsor**, a gym and physical fitness center

Businesses Celebrate with Ribbon Cuttings

The Isle of Wight Chamber of Commerce hosted eight ribbon cuttings in 2022 to celebrate new or expanding businesses and anniversaries.

Isle of Wight County

- 54 Beans Espresso Bar & Café 1st Anniversary (Carrollton)
- Alternative Aging & Medispa (Carrollton)
- Riverside Pest Control (Smithfield)

Town of Smithfield

- Buddy’s Home Furnishings
- Footnotes School of Dance
- Hamtown Mercantile
- Something Special Thrift Shop

Town of Windsor

- Country Java Artisan Cafe



**MORE
BUSINESSES
OPEN OR
EXPAND!**

Additionally, the following businesses opened or expanded brick-and-mortar storefronts in 2022:

Isle of Wight County

- Beans & Bagels Creamery (Carrollton)
- Carrollton Tobacco Express (Carrollton)
- Happy Haven Adult Day Care (Carrollton)
- La Parrilla Mexican Grill (Carrollton)
- Lotus Health (Carrollton)
- Lovely Nails & Spa (Carrollton)
- No Short Kuts (Carrollton)
- Si Señor Mexican Restaurant (Carrollton)
- Son of Sam’s BBQ (Smithfield)
- The Shop by L&E (Carrollton)
- Virginia Hair & Nail Design (Windsor)
- Waltz Engineered Sales (Smithfield)

Town of Smithfield

- Coffee Cube
- Jensen Skin
- Knight Exteriors
- Pagan River Labs
- Smithfield Carts
- Solution Focused Counseling Group
- Smithfield Square Tobacco & Vape
- Sundays Sun Spa Shop

Town of Windsor

- Integrity Care
- My Pumpkin Patch Preschool
- Reignbow Smoothie Cafe

BUSINESS RETENTION & EXPANSION PROGRAM OUTREACH

**266 NEW BUSINESS
WELCOME PACKETS
MAILED**

**15 UNIQUE
BUSINESS
VISITS**



QUALITY OF LIFE: MODERN AMENITIES, SMALL TOWN CHARM



PHOTO COURTESY OF LSMP LLC

New Mixed-Use Development Proposed in Smithfield

In late December 2021, LSMP LLC, a joint venture between the Luther family and Venture Realty Group, unveiled plans for The Grange at 10Main, a new mixed-use development proposed in the Town of Smithfield. The project would be located at the corner of Main Street and Route 10 on the former Pierceville Farm and Little's Supermarket site.

A conceptual master plan included a public market building, apartments and single-family cottages, homes and duplexes, a boutique hotel and commercial space. During 2022, the private development partners, the Town of Smithfield and Isle of Wight County began talks concerning the public sector's potential role in a public-private partnership, including public ownership and operation of the public market building where the current Smithfield Farmers Market would be relocated. Applications for rezoning and special-use permits are under review.



PHOTO COURTESY OF NEW BRANCH FARMS

From Farm Field to New Branch Farms Venue

New Branch Farms, which hosted its first wedding in October 2022, is a new wedding and event venue in the Rushmere area of Isle of Wight County. As wedding photographers, owners Wendy and Sam Mills set out to create a venue with lots of natural light and beautiful backdrops. Their 4,000-square-foot, modern, farmhouse-style venue is equipped with a bridal suite, casual groom room, a full caterer's kitchen and a large wrap-around porch for guests to mingle. The Grand Room features wood beams and six glass overhead doors that open up to 23 acres of country views.

The outdoor ceremony site has a high-heel friendly concrete walkway. The venue even has a dog park for furry family members to hang out! Although the venue specializes in weddings, it can be transformed to host corporate meetings, baby showers, family reunions, birthday and anniversary parties, festivals and more.



PHOTO COURTESY OF IWCS

Schools' Agriculture Program Benefits from Local Donations

Local farmer Shawn Carr, of Carr farms, recently directed a \$5,000 Bayer Fund America's Farmers Grow Communities donation to Isle of Wight County Schools' Agricultural Land Lab. The Land Lab will use the funds to build a small smokehouse to teach students the final steps in the meat-curing process. Students competing in the 4-H country ham contest will be able to work on their projects during class. Bayer partners with farmers to provide grants to local nonprofits and schools to help their communities.

Also Scoular, an international agribusiness with a grain elevator operation in Windsor, donated \$5,000 to Isle of Wight County Schools' Agriculture program. The money will help fund the purchase of official chapter jackets for students participating in the Walter S. Newman Future Farmers of America (FFA) Chapter.



PHOTO COURTESY OF PARRISH-LAYNE DESIGN GROUP

Windsor Approves New Home Development

In April 2022, Windsor Town Council approved a rezoning request to allow for the development of 60 new, single-family residential lots off Shiloh Drive. The subdivision will be known as Windsor Station and will connect to the existing Holland Meadows subdivision.

WITH A 2.58% ESTIMATED
GROWTH RATE BETWEEN
2021 AND 2022
**ISLE OF WIGHT COUNTY IS THE
8TH FASTEST-GROWING
LOCALITY IN THE
COMMONWEALTH**

Source: Weldon Cooper Center for Public Service
at the University of Virginia

2021-2022 SCHOOL STATS

93%
ON-TIME
GRADUATION RATE
TOPS STATE AVERAGE



588
INDUSTRY
CERTIFICATIONS
ACHIEVED

TOURISM AND COMMUNITY EVENTS



Smithfield Farmers Market Celebrates 20th Season

The Smithfield Farmers Market celebrated its 20th season in 2022. It is dedicated to being a genuine home-grown, homemade and handcrafted farmers' market. The vendors are local farmers, ranchers, home cooks, crafters, artisans and craftsmen within 100 miles of Smithfield, Virginia.

2022 VISITOR COUNTS

26,906 Smithfield Farmers Market

13,426 Smithfield & Isle of Wight County Visitor Center

Source: Smithfield & Isle of Wight Tourism

2021 DIRECT TOURISM IMPACT

\$46.7 million
Local tourism expenditures
(up 36.5% from 2020)

\$2.0 million
Local taxes generated
(up 17.6% from 2020)

478
Tourism-supported jobs
(up 5.8% from 2020)

Source: Virginia Tourism Corp. and Tourism Economics



PHOTO BY ELLY CONDIT

ISLE OF WIGHT COUNTY AWARDS

**#3 in Virginia – Best Places for Small Business Owners
(based on small business returns)**

by SmartAsset

**Certificate of Achievement for Excellence in Financial Reporting
(for fiscal year ended June 30, 2021)**

*from Government Finance Officers Association
for the 11th consecutive year*

Treasurer's Office Accreditation

by the Treasurers' Association of Virginia

Isle of Wight County Museum

Ordinary Award – 2022 Travel Attraction of the Year

by the Virginia Restaurant, Lodging & Travel Association

Isle of Wight County Schools

2022 Food for Thought Winner – Wellness and Physical Activity

Girls on the Run Program

by Virginia School Boards Association

TOWN OF SMITHFIELD AWARDS

Windsor Castle Park Stormwater Retention

2022 Most Impactful Project Award

by Virginia Master Naturalists

Water System of the Year Award

by Virginia Rural Water Association

Diamond Award for Perfect Environmental Compliance

*by Hampton Roads Sanitation District
for the 10th consecutive year*

Public Works & Utilities Department Reaccreditation

*by American Public Works Association
for the 3rd consecutive year*

COMMONWEALTH OF VIRGINIA 2022 RANKINGS

#1 Top Business Climate

by Site Selection (first time ever)

#2 Top Business Climate

by Business Facilities

#3 Top State for Business

by CNBC

#1 Tech Talent Pipeline

#1 Cybersecurity

by Business Facilities

#2 Workforce Development Programs

by Area Development



HAMPTON ROADS REGION



SURRY COUNTY

NEWPORT NEWS

SMITHFIELD

SOUTHAMPTON COUNTY

SUFFOLK

WINDSOR



Local Roots, Global Reach

ISLE OF WIGHT
COUNTY, VIRGINIA

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



Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA

ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT
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