

A G E N D A
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING
March 16, 2021
4:00 PM

A. CALL TO ORDER

1. The meeting will be held electronically pursuant to the Continuity of Government Ordinance adopted by the Board of Supervisors on April 14, 2020 and readopted on September 8, 2020. The meeting will have a live audio broadcast accessible through Zoom. Citizen comments may be submitted via email to EDA Secretary Christopher Johnson at Christopher.Johnson@jamescitycountyva.gov.
2. Join Zoom Meeting

B. ROLL CALL

1. Roll Call
2. Electronic Meeting Resolution

C. APPROVAL OF MINUTES

1. Minutes for Approval - February 16, 2021

D. FINANCIAL REPORTS

1. Financial Reports for Approval - February 2021

E. CLOSED SESSION

F. NEW BUSINESS

1. Greater Williamsburg Partnership

G. OLD BUSINESS

H. LIAISON REPORTS

I. DIRECTOR'S REPORT

1. Director's Report

J. UPCOMING DATES OF INTEREST

1. LPGA Pure Silk Championship - tentatively May 20-23, 2021

K. ADJOURNMENT

ITEM SUMMARY

DATE: 3/16/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Join Zoom Meeting

Topic: James City County Economic Development Authority Meeting
Time: Mar 16, 2021 04:00 PM Eastern Time (US and Canada)

Join Zoom Meeting
<https://us02web.zoom.us/j/85075852133>

Meeting ID: 850 7585 2133

Dial-in audio (choose any):

+1 312 626 6799
+1 646 558 8656
+1 301 715 8592
+1 346 248 7799
+1 669 900 9128
+1 253 215 8782

Meeting ID: 850 7585 2133

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/9/2021 - 4:50 PM

ITEM SUMMARY

DATE: 3/16/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Electronic Meeting Resolution

ATTACHMENTS:

	Description	Type
	Electronic Meeting Resolution	Resolution

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/9/2021 - 4:50 PM

RESOLUTION

ECONOMIC DEVELOPMENT AUTHORITY ELECTRONIC MEETING HELD

MARCH 16, 2021

WHEREAS, on March 24, 2020 the James City County Board of Supervisors (the “Board”) adopted an emergency Ordinance to ensure the continuity of government in response to the coronavirus pandemic negatively affecting the health, safety, and welfare of the citizens of James City County (the “County”); and

WHEREAS, on April 14, 2020 and again on September 8, 2020, the Board readopted the continuity of government Ordinance (the “Ordinance”), which, under certain circumstances, permits the Board and its subordinate boards, committees, and commissions to conduct regularly scheduled, special, or emergency meetings solely by electronic or telephonic means without a quorum of members physically present (a “Virtual Meeting”); and

WHEREAS, the James City County Economic Development Authority is a subordinate board appointed by the Board and is therefore eligible to conduct a Virtual Meeting; and

WHEREAS, the James City County Economic Development Authority desires to conduct a Virtual Meeting on March 16, 2021 at which time those items listed on the agenda attached hereto (the “Agenda”) will be considered; and

WHEREAS, each of the members of the James City County Economic Development Authority have reviewed each the items listed on the Agenda and have determined that consideration of each is necessary to ensure the continuation of the essential functions of the government during the emergency described in the Ordinance.

NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of James City County, Virginia, hereby finds and declares that immediate consideration of each of the items set forth in the Agenda is necessary to ensure the continuation of essential functions of the government during the emergency declared by the Board and further described in the Ordinance.

Vince Campana
EDA Chairman

ATTEST:

Christopher Johnson
EDA Secretary

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
CAMPANA	_____	_____	_____
MEREDITH	_____	_____	_____
NICE	_____	_____	_____
STANKO	_____	_____	_____
STOCKTON	_____	_____	_____
TINGLE	_____	_____	_____
TURNER	_____	_____	_____

Adopted by the Economic Development Authority of James City County, Virginia, this 16th day of March, 2021.

ITEM SUMMARY

DATE: 3/16/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Approval of Minutes - February 16, 2021

ATTACHMENTS:

	Description	Type
	Minutes for Approval - February 16, 2021	Minutes

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/9/2021 - 4:50 PM

MINUTES
JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING

February 16, 2021
4:00 PM

**THE MEETING WAS HELD ELECTRONICALLY PURSUANT TO THE CONTINUITY OF
GOVERNMENT ORDINANCE ADOPTED ON APRIL 14, 2020, AND READOPTED ON
SEPTEMBER 8, 2020, BY THE BOARD OF SUPERVISORS OF JAMES CITY COUNTY,
VIRGINIA.**

**THE MEETING WAS CONDUCTED VIA ZOOM WITH PUBLIC ACCESS PROVIDED
THROUGH INTERNET AUDIO AND VIDEO, AS WELL AS TELEPHONIC AUDIO.
COMMENTS ON AGENDA ITEMS WERE ACCEPTED BY EMAIL SUBMISSION TO THE
ECONOMIC DEVELOPMENT AUTHORITY (EDA) SECRETARY.**

A. CALL TO ORDER

Mr. Campana called the meeting to order at 4:05 p.m.

B. ROLL CALL

Vince Campana, Chair
Lynn Meredith
Joe Stanko
William Turner

Absent:
Joe Stanko
Carlton Stockton
Tom Tingle, Vice Chair

Also Attending:
Sue Sadler, Board of Supervisors' Liaison to the EDA
Jenni Tomes, James City County Treasurer
Christopher Johnson, EDA Secretary
Jeff Wiggins, EDA Fiscal Agent
Liz Parman, EDA Counsel
Kate Sipes, Assistant Director, Economic Development
Laura Messer, Tourism and Marketing Coordinator, Economic Development
Rick Shippey, Billsburg Brewery

C. CONTINUATION OF THE ESSENTIAL FUNCTIONS OF GOVERNMENT

Resolution Adoption - EDA Electronic Meeting, February 16, 2021

A motion to Approve the Resolution was made by Lynn Meredith; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Campana, Meredith, Nice, Turner

Absent: Stanko, Stockton, Tingle

Mr. Campana referred to the resolution in the Agenda Packet addressing the fact that the meeting was being held in an electronic format pursuant to the Continuity of Government Ordinance adopted by the Board of Supervisors, due to social distancing guidelines issued in response to the COVID-19 outbreak.

D. APPROVAL OF MINUTES

1. Minutes Adoption - January 19, 2021

A motion to Approve was made by Brandon Nice; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Campana, Meredith, Nice, Turner

Absent: Stanko, Stockton, Tingle

E. FINANCIAL REPORTS

1. January 2021 Financial Reports

A motion to Approve was made by William Turner; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Campana, Meredith, Nice, Turner

Absent: Stanko, Stockton, Tingle

Mr. Wiggins presented the revenue and expense reports for January 2021, and noted the cash balance was approximately \$560,000.

F. CLOSED SESSION

Enter Closed Session

A motion to enter Closed Session was made by Lynn Meredith; motion Passed.

AYES: 3 NAYS: 0 ABSTAIN: 1 ABSENT: 3

Ayes: Campana, Meredith, Turner

Abstain: Nice

Absent: Stanko, Stockton, Tingle

Mr. Campana noted the next item on the agenda was the Closed Session.

Mr. Nice informed the EDA of his decision not to participate in the Closed Session discussion due to a business relationship. Mr. Nice was removed from the video discussion.

Mr. Campana led the EDA into Closed Session in accordance with the Code of Virginia for the purposes of discussion or consideration of proprietary information related to economic

development, voluntarily provided by private business pursuant to a promise of confidentiality from the Authority and used for business development and retention pursuant to Virginia Code Section 2.23711(A)(39).

Mr. Nice rejoined the meeting.

Certify Closed Session

A motion to certify the Closed Session was made by William Turner; motion Passed.

AYES: 3 NAYS: 0 ABSTAIN: 1 ABSENT: 3

Ayes: Campana, Meredith, Turner

Abstain: Nice

Absent: Stanko, Stockton, Tingle

G. NEW BUSINESS

1. Pure Silk Championship at Kingsmill Partnership Agreement

A motion to Approve authorization to the EDA Secretary to execute the partnership agreement to support the Ladies Professional Golf Association (LPGA) Pure Silk Championship at Kingsmill in the amount of \$15,000 was made by Lynn Meredith; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Campana, Meredith, Nice, Turner

Absent: Stanko, Stockton, Tingle

Mr. Johnson informed the EDA there would be no Skybox on the 18th green for the 2021 event, due to COVID restrictions. Instead, the organizers are planning to entertain guests at the Clubhouse with a 100-person limit. Mr. Johnson noted that our previous sponsorship amount was \$30,000, plus catering costs. In discussions with the organizers, a sponsorship package of \$15,000 would allow us to invite 24 guests per day to the Clubhouse where each guest would have access to continental breakfast, snack stations, and two drink tickets redeemable at the bar.

After some discussion it was agreed that the EDA should support the event, look for opportunities to promote James City County and the LPGA through virtual means, and reserve the funds budgeted for the event in case opportunities to enhance the sponsorship became available.

H. OLD BUSINESS

There were no old business items.

I. LIAISON REPORTS

Mr. Campana asked if any of the EDA Directors had a Liaison Report to offer. There were none.

J. DIRECTOR'S REPORT

Mr. Johnson referred to the Director's Report in the packet and offered to answer any questions.

There were none.

K. UPCOMING DATES OF INTEREST

The dates for the LPGA PureSilk Championship at Kingsmill Resort for 2021 are May 20-23.

L. ADJOURNMENT

1. Adjourn until March 16, 2021

A motion to Adjourn was made by Brandon Nice; motion Passed.

AYES: 4 NAYS: 0 ABSTAIN: 0 ABSENT: 3

Ayes: Campana, Meredith, Nice, Turner

Absent: Stanko, Stockton, Tingle

At approximately 4:38 p.m., Mr. Campana adjourned the Authority.

Christopher Johnson, Secretary
Economic Development Authority

Vince Campana, Chair
Economic Development Authority

ITEM SUMMARY

DATE: 3/16/2021

TO: The Economic Development Authority

FROM: Jeffrey Wiggins - EDA Fiscal Agent

SUBJECT: Financial Reports for Approval - February 2021

ATTACHMENTS:

	Description	Type
☐	Revenue Report	Exhibit
☐	Expenditure Report	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/9/2021 - 4:51 PM

**JAMES CITY COUNTY
REVENUE- ALL FUNDS**

08-Mar-21

James City County

jccRev: Year (2021) Period (8)

Ledger ID	Ledger Description	Revised Budget	MTD Realized	YTD Realized	Unrealized	Actual %
<u>(021) EDA</u>						
<u>(305) Use of Money & Prop</u>						
021-305-3511	INTEREST REVENUE	\$3,500.00	\$12.26	\$2,498.58	\$1,001.42	71.39%
	Subtotal (305) Use of Money & Prop:	\$3,500.00	\$12.26	\$2,498.58	\$1,001.42	71.39%
<u>(308) Charges for Services</u>						
021-308-3400	LEASE INCOME	\$14,725.00	\$0.00	\$14,725.00	\$0.00	100.00%
	Subtotal (308) Charges for Services:	\$14,725.00	\$0.00	\$14,725.00	\$0.00	100.00%
<u>(309) Miscellaneous</u>						
021-309-3972	BOND FEE REVENUE	\$15,000.00	\$0.00	\$8,410.15	\$6,589.85	56.07%
021-309-5915	MARINA PROPERTY	\$49,173.00	\$5,463.64	\$21,854.56	\$27,318.44	44.44%
	Subtotal (309) Miscellaneous:	\$64,173.00	\$5,463.64	\$30,264.71	\$33,908.29	47.16%
<u>(398) Carryforwards</u>						
021-398-3705	CARRYFORWARD ENCUMBRANCES	\$9,775.00	\$0.00	\$0.00	\$9,775.00	0.00%
	Subtotal (398) Carryforwards:	\$9,775.00	\$0.00	\$0.00	\$9,775.00	0.00%
<u>(399) Fund Balance</u>						
021-399-3100	FUND BALANCE	\$29,730.00	\$0.00	\$0.00	\$29,730.00	0.00%
	Subtotal (399) Fund Balance:	\$29,730.00	\$0.00	\$0.00	\$29,730.00	0.00%
	Subtotal (021) EDA:	\$121,903.00	\$5,475.90	\$47,488.29	\$74,414.71	38.96%

JAMES CITY COUNTY
EXPENDITURES- ALL FUNDS

James City County

08-Mar-21

jccExp: Year (2021) Period (8)

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
(021) EDA							
(259) EDA Operating							
021-259-0200	ADVERTISING	\$500.00	\$0.00	\$0.00	\$506.00	(\$6.00)	101.20%
021-259-0205	PROMOTION	\$45,701.00	\$0.00	\$0.00	\$6,700.90	\$39,000.10	14.66%
021-259-0220	TRAVEL AND TRAINING	\$1,000.00	\$0.00	\$0.00	\$150.00	\$850.00	15.00%
021-259-0222	LOCAL TRAVEL	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00	0.00%
021-259-0235	ANNUAL AUDIT	\$10,726.00	\$0.00	\$0.00	\$10,581.00	\$145.00	98.65%
021-259-0319	OFFICE SUPPLIES	\$200.00	\$0.00	\$0.00	\$0.00	\$200.00	0.00%
021-259-0710	LEGAL SERVICES	\$6,000.00	\$500.00	\$0.00	\$4,000.00	\$2,000.00	66.67%
021-259-5900	REGIONAL ECON DEVEL SUPPORT	\$34,500.00	\$0.00	\$0.00	\$34,500.00	\$0.00	100.00%
021-259-5902	VA HIGH SPEED RAIL	\$1,000.00	\$0.00	\$0.00	\$0.00	\$1,000.00	0.00%
021-259-5903	JAMES RIVER COMMERCE CTR-OPS	\$21,575.00	\$0.00	\$9,775.00	\$9,369.30	\$2,430.70	88.73%
021-259-5904	MAINLAND FARM OPER EXPENSES	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5915	MARINA PROPERTY	\$101.00	\$0.00	\$0.00	\$0.00	\$101.00	0.00%
Subtotal (259) EDA Operating:		\$121,903.00	\$500.00	\$9,775.00	\$65,807.20	\$46,320.80	62.00%

JAMES CITY COUNTY
EXPENDITURES- ALL FUNDS

James City County

08-Mar-21

jccExp: Year (2021) Period (8)

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
	Subtotal (021) EDA:	\$121,903.00	\$500.00	\$9,775.00	\$65,807.20	\$46,320.80	62.00%

ITEM SUMMARY

DATE: 3/16/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Greater Williamsburg Partnership

The Greater Williamsburg Partnership (GWP) Annual Report is attached. Ms. Von Gilbreath will be in attendance to provide a brief overview of GWP activities and answer any questions.

ATTACHMENTS:

	Description	Type
▣	GWP Annual Report 2020	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/9/2021 - 4:51 PM



PROPELLING BUSINESS FORWARD FOR OVER 400 YEARS

2020 ANNUAL REPORT

CITY OF WILLIAMSBURG
JAMES CITY COUNTY
YORK COUNTY

OUR FOCUS

BUILDING:

Capacity	4
Strategic Partnerships.....	6
Awareness	10

MISSION

The mission of the Greater Williamsburg Partnership (GWP) is to market the Greater Williamsburg region as a preferred business location; facilitate new business investment and high-wage job creation; enhance industry diversification efforts; and overall increase economic prosperity for citizens in the communities of Williamsburg, James City County, and York County.

REFLECTIONS ON 2020

LETTER FROM THE EXECUTIVE DIRECTOR

The year 2020 was indeed a most unusual year. The Greater Williamsburg Partnership (GWP) continued to propel forward and seek innovative solutions in the midst of a global pandemic and economic uncertainties. GWP's core mission to diversify the regional economy has truly accelerated as so many businesses and residents have been financially impacted and their day to day lives disrupted.

This inaugural Annual Report tells the stories of resiliency depicting how the economic development leaders of Williamsburg, James City County, and York County are collectively working together to sustain and restore their communities. Companies are persevering in the face of great adversity and keeping their employees working. Small businesses are implementing creative ideas to keep their doors open.

The Greater Williamsburg Partnership is strategically leveraging the area's assets and resources to build capacity for the region, build strategic partnerships for shared growth, and build awareness of opportunities to do business here. With our localities, these efforts to grow our economy came to fruition this year with projects like Navien's landmark investment in James City County, Midtown Row's multi-million groundbreaking in Williamsburg, and Beale Brewery's catalyst development in York, to name a few.

GWP has the honor of telling the story of this region through strategic marketing initiatives—even as far away as Germany. In 2020, several federal and state grants were implemented like updating the region's target industry sectors, facilitating assistance for small business owners, and advancing long-term development visions.

With the support of the GWP Committee; the municipalities of Williamsburg, James City County, and York County; Williams & Mary; the Greater Williamsburg Business Council; and countless other public and private community partners, it is my pleasure to serve as the first, full-time Executive Director of the Greater Williamsburg Partnership.

Yes, without a doubt 2020 was a rollercoaster of a year; but we endured the ride together, with determination, and with a shared vision for our region.

Voncile "Von" Gilbreath
Executive Director



LETTER FROM THE CHAIR

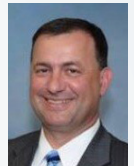
As the Chairman of the Greater Williamsburg Partnership (GWP) Committee, I am proud of the impact this organization and our community economic development leaders have made this past year. In an environment unlike any we have experienced, the unpredictable and devastating effects of a global pandemic did not deter our efforts or our results in 2020. The snapshots in this report highlight a region that is committed to planned growth, to diversifying our regional economy, and to enhancing prosperity for our neighbors and ourselves.

While we celebrated attracting over \$200 million in new capital investments in Williamsburg, James City County, and York County, we also celebrated supporting and protecting our existing businesses. We used our resources, our collaborative spirit, and our regional assets to weather the storms of the past year.

It is an honor to work with the GWP Committee, staff, and members to realize the full potential of the Greater Williamsburg region. The coordinated voice, organized efforts, regional storytelling, and multi-faceted impact of an organization like GWP has never felt more important. We have seen many opportunities this year to come together as business and community leaders, and we are fortunate to do so under GWP's leadership.

The pages that follow detail the successful results of creative partnerships, impactful grants, groundbreaking investments, and a spirit of resiliency. I look forward to continuing our collaborative efforts, to resuming in-person meetings, and to celebrating future development in our region.

Steven Meade
GWP Committee Chair



GWP COMMITTEE

The GWP Committee works with the GWP Executive Director to advance economic diversification and market the Greater Williamsburg region as a preferred business location. This collaborative group “thinks” like a business but “acts” to bring assets related to sites, buildings, workforce, demographics, livability, and much more to those companies seeking to locate a new facility. Our public and private sector members include:

STEVEN MEADE

Chairman

Partner, Patten, Wornom, Hatten & Diamondstein

LEIGH HOUGHLAND

Vice Chairman

Vice President, Chesapeake Bank

VINCE CAMPANA, III

Chair, James City County EDA

Associate Broker, Campana-Waltz
Commercial Real Estate

SUSAN ENGLISH

Vice President of Academic Affairs and
Workforce Development, Thomas Nelson
Community College

MIKE FRANKS

Vice President, Commercial Loan Officer,
TowneBank

CHRISTOPHER JOHNSON

Economic Development Director,
James City County

ARCH MARSTON

Sr. Principal, AES Consulting Engineers

MICHELE MIXNER DEWITT

Economic Development Director,
City of Williamsburg

RICK MOBERG

President, James River Architects

JAMES NOEL

Economic Development Director,
York County

ADAM STEELY

Owner, Blue Talon Bistro

JULIE SUMMS

Director of Economic Development and
Business Innovation, William & Mary

NEIL MORGAN

County Administrator, York County

SCOTT STEVENS

County Administrator, James City County

ANDREW TRIVETTE

City Manager, City of Williamsburg

TERRY BANEZ

CEO, Greater Williamsburg Business
Council

STAFF

VONCILE “VON” GILBREATH

Executive Director

“There are many advantages of doing business in the Greater Williamsburg region, which include: 1) the ability to attract family oriented employees who want a safe and fun area with excellent public schools; 2) access to multiple airports to ease travel to or from the area; 3) access to advanced laboratory equipment and personnel at various public and private institutions; 4) economic development incentives to help pay for new employee training; and 5) relatively moderate climate and minimal weather events that could impact production.”

— Leif Walther, Vice President Sales & Strategy, Greystone
Manufacturer of World Class Machined and Plated Products

“The close proximity of this property to the Port of Virginia and the flexibility to expand and allow for Navien’s continued investment over time helped us make this decision. Establishing an East Coast facility will support Navien’s growth and allow for faster delivery to primary eastern markets...”

— Navien CEO Sangkyu Lee on their 2020 investment in James City County
International Leader in Tankless Water Heaters and Boilers



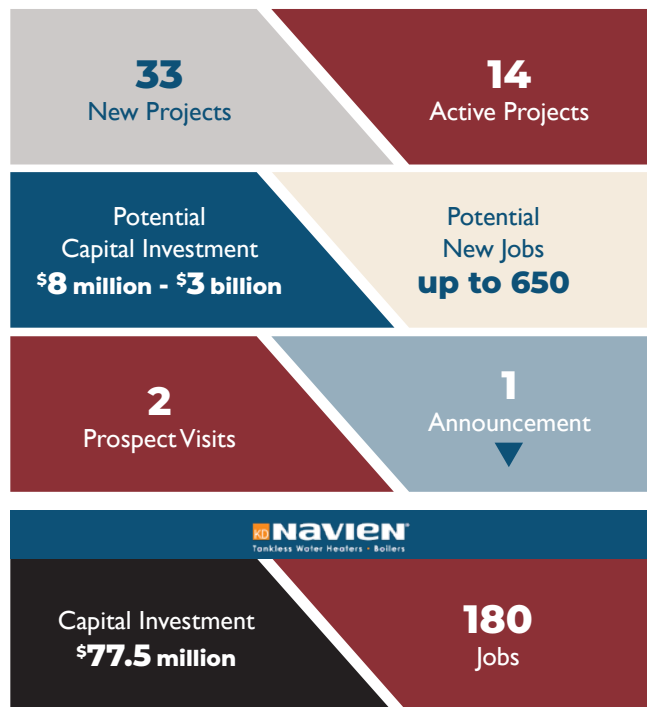
BUILDING CAPACITY

for the Greater Williamsburg Region

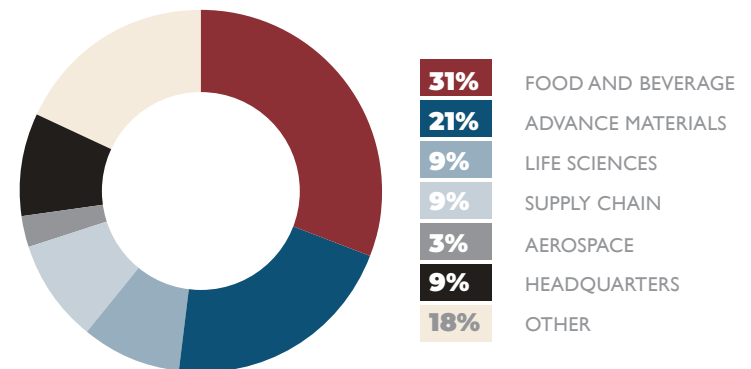
The Greater Williamsburg Partnership is laser-focused on building capacity in economic development by working with its three localities to attract, retain, and grow companies with high-wage jobs. It all starts with a project inquiry and grows from there—in this Calendar Year (CY) 2020, 33 to be exact. When a company chooses to invest in a community, everyone benefits from their presence ranging from corporate involvement to increased tax base and enhanced quality of life for all.

GWP CY 2020 Project Activity

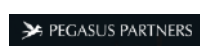
For Calendar Year 2020, the Greater Williamsburg Partnership received 33 project requests from the Virginia Economic Development Partnership, Site Selection Consultants and Direct sources, resulting in two prospect visits, one announcement, and 14 active projects.



These projects represent the following industries:



In CY2020, the Greater Williamsburg region attracted over \$200 million of new capital investment across three localities.



REGIONAL PROFILE

156,528 RESIDENTS

17.8%

20-34

MILLENNIALS

24.6%

35-49

GEN X

24.4%

50-69

BABY BOOMER

Population 156,528
Average Age 35-44
Labor Force 75,000+

Greater Williamsburg has access to major metropolitan areas in Hampton Roads and Richmond, expanding the available workforce to 1.3 million within commuting distance.

EMPLOYMENT BY SECTOR

Food Service	15.1%
Retail Trade	12.8%
Health Care	12.1%
Professional Services	6.1%
Manufacturing	3.3%

SOURCE: American Community Survey (ACS), conducted by the US Census Bureau; VEDP Regional Analysis

BUILDING STRATEGIC PARTNERSHIPS

for shared growth

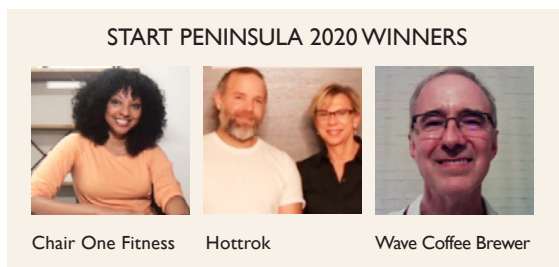
Economic development is a true team sport. Strategic partnerships are vital to bringing value-added assets and resources to communities.

In the wake of a global pandemic with COVID-19, businesses throughout the Greater Williamsburg region found innovative ways to adapt their efforts, protect their workers, safely reach their consumers, and better serve our region. GWP and its member localities shepherded the following COVID-related relief opportunities:

Entrepreneurial Incubation

Start Peninsula builds entrepreneurship on the Peninsula and celebrates our local entrepreneurial ecosystem. The event helps develop early stage businesses – those with a product or service that is still being brought to fruition and connects those entrepreneurs with opportunities to validate their business ideas and earn capital. Started in 2012, the event is backed by six regional Economic Development Authorities who are eager to support entrepreneurship.

Start Peninsula 2020 was hosted by the Greater Williamsburg area including the City of Williamsburg, James City County, and York County, in partnership with the Cities of Hampton, Newport News, and Poquoson.



Each winner receives \$5,000 to fuel their business growth and will receive a six month community membership to Launchpad, the Greater Williamsburg Business Incubator. All contestants will continue to have access to and gain guidance from local economic development departments.



Greater Williamsburg Small Business Relief

The Greater Williamsburg Small Business Relief Fund began in April 2020 with a partnership among the Virginia 30 Day Fund, the Williamsburg Community Foundation, Chesapeake Bank, the Greater Williamsburg Partnership, and the economic development authorities for Williamsburg, James City, and York counties. During the pandemic, funds have helped businesses meet payroll, benefits, rent, and other costs to cover the gaps as the local economy recovers. Businesses are still strongly encouraged to apply at www.va30dayfund.com.

142
Businesses Awarded

\$426,000
Total Assistance



Eastern Virginia Regional Industrial Facility Authority



In November 2018, the Peninsula localities and Gloucester officially established the Eastern Virginia Regional Industrial Facility Authority (EVRIFA). The EVRIFA's first project will be acquiring 432 acres of surplus state property in York County formerly known as the "Fuel Farm." The EVRIFA plans to lease 250 acres to KDC Solar for a 20 MW facility and develop the remaining acreage as a light industrial park. A portion of the light industrial park has GO Virginia grant funds available to do the initial design for an unmanned systems testing and demonstration facility.

EVRIFA Fuel Farm Project Participants:

York County
City of Hampton
City of Newport News
City of Poquoson
City of Williamsburg
Isle of Wight County

Economic Diversification

GWP received grant funding from the GO Virginia State Board to support the update of a four-year old targeted industry analysis for the region – an effort more important than ever as the community navigates the COVID-19 pandemic and impact to the Hospitality and Tourism sector. GWP named Chmura Economics & Analytics, a Richmond-based woman owned economic consulting firm, to conduct the Analysis update.

TARGET INDUSTRY SECTORS



FOOD AND
BEVERAGE
MANUFACTURING



TRANSPORTATION,
WAREHOUSING
AND LOGISTICS



PROFESSIONAL
SERVICES



INFORMATION
AND EMERGING
TECHNOLOGIES



TOURISM



DEFENSE

The View is Better on THE EDGE!



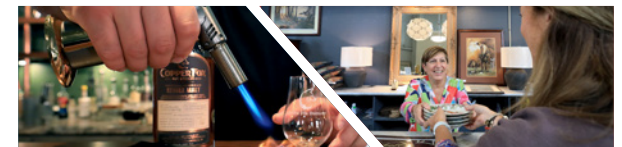
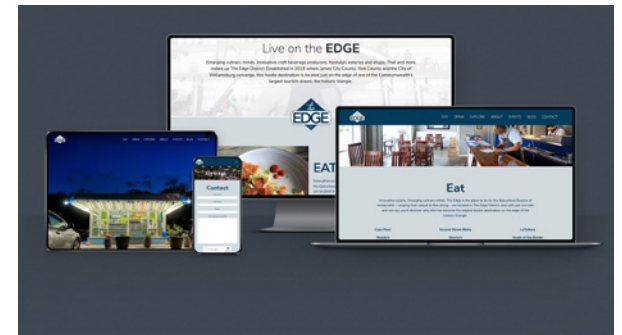
*Eat. Drink.
Explore living
life on The Edge.*

Emerging culinary minds. Innovative craft beverage producers. Nostalgic eateries and shops. That and more makes up The Edge District. Established in 2019 where the City of Williamsburg, James City County, and York County converge, this foodie destination is located just on the edge of one of the Commonwealth's largest tourism draws, the historic triangle.

As part of the EPA Brownfields Program, The Edge District used grant funding to fuel a marketing make-over that united the businesses in the district together under one brand and one message of the district as an eat-er-tainment destination.

Specifically in 2020, with the Brownfields Program funds, The Edge District received a new logo and visual brand standards, photography on site at a series of businesses in the district, and web site to help promote the destination, events, and businesses in the district.

Additional grant funds were secured in 2020 from the Virginia Tourism Corporation to further market the district and its new brand in 2021.





Regional Adaptive Reuse Project

Federal U.S. Environmental Protection Agency (EPA) grant dollars are spearheading brownfields redevelopment in the Greater Williamsburg region. A regional Coalition of the partners highlighted below continues to leverage a \$600,000 grant awarded by the EPA over a three-year period. The Coalition is actively approving industrial/commercial properties and deploying funds for Phase I Environmental Site Assessments (ESAs), Phase II ESAs, lead-based paint and/or asbestos containing material surveys, community engagement, preliminary planning, and redevelopment planning.



**\$64,946
spent**

**\$600,000
budget**



BUILDING AWARENESS

of opportunities

Raising awareness and collaboratively telling the story of the Greater Williamsburg region's rich history, assets, and lifestyle is an integral part of growing our business community.

Regional Differentiators

- + Strategic Location
- + Port of Virginia
- + Higher Education Assets
- + Entrepreneurial Community
- + Military Presence
- + Tourism and Quality of Life

The value of Port of Virginia cargo moving to and from the Greater Williamsburg region in 2020 totaled over **\$240 million.**



Foreign Direct Investment Strategy

Fostering awareness of Greater Williamsburg as a preferred business location

"The [German] mission confirmed to me that GWP is targeting the right type of companies and that our region has much to offer such companies...Pegasus should also be commended for making the arrangements and obtaining access to the right kind of companies and organizations."

— Ole Rygh, Founder and CEO,
Ryson International
Vertical Conveying Solutions
Participant, February 2020
German Marketing Mission



GERMANY

GWP Southern Germany Marketing Trip
with Pegasus Partners

FEBRUARY 23-28, 2020

10 companies engaged

- 7 member GWP delegation
- Target Clusters: Logistics, Sensors, Mechatronics, Packaging
- Existing Business Ambassadors: Ball Metal, Greystone, Ryson International



ISRAELI DEFENSE COMPANIES

GWP Collaboration with Visit Williamsburg
Virginia Israel Advisory Board in Greater Williamsburg

FEBRUARY 6, 2020

20 Israeli defense sector companies

- Toured American Revolution Museum of Yorktown
- Experienced Local Dining
- Received an Overview of Greater Williamsburg Business Assets

The logo for smartasset, with the word "smart" in blue and "asset" in white on a blue background.

#2 Top State for
Higher Education

The logo for U.S. News & World Report, featuring the text "U.S. News" in large white letters and "& WORLD REPORT" in smaller white letters on a blue background.

William and Mary
11th Best
Public University

The logo for WalletHub, featuring a green square with a white "W" and the word "WalletHub" in white text on a dark blue background.

Best State for
Military Retirees
2020

The logo for Forbes, with the word "Forbes" in a white serif font on a black background.

Best State for
Quality of Life
2020



Top State
for Business
2019

The logo for MONEY INC, with the word "MONEY" in a large, green, stylized font and "INC" in a smaller, black font below it.

Top 20 Safest Places
in Virginia 2020 -
#13 Williamsburg

The logo for Forbes, with the word "Forbes" in a white serif font on a black background.

#4 Best State
for Business
Virginia 2019

The logo for U.S. News & World Report, featuring the text "U.S. News" in large white letters and "& WORLD REPORT" in smaller white letters on a blue background.

Best Historical Cities to
Visit in the USA -
5th Williamsburg

The logo for Southern Living, with the words "Southern Living" in a red, cursive-style font.

Best Small Town
in the South
in 2020
Williamsburg

CITY OF WILLIAMSBURG

Yes
Williamsburg
Economic Development



**\$120
MILLION**

- ▲ Celebrated the Topping Off ceremony for Midtown Row, a \$120 million vertical mixed-use project, in September 2020. This 25-acre redevelopment project includes 237,520 square feet of commercial product and 240 residential units. Midtown Row repurposes a former Shopping Center at Richmond Road and Monticello Avenue and is reflective of the retail revolution and transformation of vacant and older retail properties into mixed-use centers. www.midtownrowwilliamsburg.com

Offered targeted incentives to new and existing businesses located in the City with these results:

DISCRETIONARY INCENTIVES (OVERALL)

TOTAL TAXES COLLECTED:
\$1,073,007.56

TOTAL INCENTIVES PAID:
\$369,140.63

NET NEW TAXES TO CITY:
\$703,866.93

COVID-19 RELIEF

The Williamsburg Economic Development Department worked tirelessly throughout the pandemic to provide assistance and resources to its existing business community. Between March and December 2020 they awarded over \$1.3 Million in COVID-related grants, created a COVID-19 Business Assistance Hub on their website, pivoted their in-person monthly business roundtable to a virtual platform with COVID-relevant information, launched virtual office hours, distributed more than 700 cloth face masks to businesses, and ultimately provided more than 1,300 technical assists.

**EARTH
FARE**
EST. 1975
HEALTHY FOOD FOR EVERYONE



- ▲ In February 2020, Earth Fare closed all of its stores in the United States. The City worked with new ownership to include Williamsburg's location in the first set of store reopenings. The community enthusiastically welcomed back this 24,000 square foot specialty grocer in September 2020.

JAMES CITY COUNTY



On February 25, 2020, James City County announced its largest economic development deal in nearly two decades - Navien, Inc., a leader in the field of condensing technology, committed to investing \$77.5 million to establish its first U.S. assembly and manufacturing operation for tankless water heaters. Navien purchased the former Lumber Liquidators facility at 3000 John Deere in the Stonehouse Commerce Park. The company is currently operating distribution from its County location. In the future, Navien will triple the footprint of its building, bringing the total size to nearly one million square feet. When completed, Navien will employ more than 175 people.



COMPANY:
Navien, Inc.

INDUSTRY:
Advanced Manufacturing

JOBS:
180 new jobs

CAPITAL INVESTMENT:
\$77.5 Million



The Maine of Williamsburg

In 2020, James City County announced its first Tourism Zone project, The Maine, a new premier facility for weddings, events & retreats. Learn more at www.themaineofwilliamsburg.com.

- 9,000 square feet event space
- 20 acre parcel on working farm
- \$2 million investment
- 2021 opening

COVID-19 Resiliency Efforts

James City County staff supported businesses through the COVID-19 pandemic by establishing a new grant program, launching a new newsletter, and distributing nearly 500 cloth masks and 200 infrared thermometers from FEMA to businesses and faith-based organizations. Staff coordinated with the Board of Supervisors and regional partners to offer exclusive funding to county small businesses from the Virginia 30 Day Fund during the COVID-19 pandemic. More than 150 applications were received and \$357,000 in funding distributed to County businesses in 2020.

Bicast, a SWaM small manufacturer, invested more than \$1 million dollars in a new location in James City County. Bicast specializes in doing custom work for a wide variety of historical sites, tourist attractions, and vacation destinations, but Bicast retooled their business in the early part of the COVID-19 pandemic to produce face shields to address shortages in personal protective equipment.



YORK COUNTY



\$250,000

CARES Act Funds

\$3,000

max grants
per business

87

local
businesses
assisted

Partners:

York, Williamsburg,
Poquoson, DHCD

\$500,000

grant award

101

York County
business recipients

\$465,250

total grants

York County's economic development focus pivoted in March 2020 to provide emergency business assistance through timely and comprehensive information about available resources, promoting existing business operations, distributing over 1,000 free masks to businesses, and administering two pandemic-related grant programs. County-led COVID-19 relief efforts included:

- **York CARES Grant Program:** Utilizing \$250,000 of the CARES Act funds delivered to York County, the Office of Economic Development (OED) and Finance Department implemented the York CARES Grant program at the end of June.
- **COVID-19 Small Business Recovery Grant Program:** Led by the County's Housing and Neighborhood Revitalization Division, with assistance from the OED, an application was made to the state Department of Housing and Community Development (DHCD) for Community Development Block Grant (CDBG) funds to support a business recovery grant program.



Waukeshaw Development broke ground in December 2020 for Beale's East Brew Pub on Route 17, a major thoroughfare of the County and a focus for revitalization efforts tied to "eatertainment" venues. The new 4,000 square foot taproom and brewery is set to open in the spring of 2021.



The York County Economic Development Authority (EDA) sold Virginia Beach-based developer Miller Group three acres in Busch Industrial Park for the development of a 20,000 square foot multi-tenant flex space building.

"This type of business is the exact right project for this land, and what we've been working toward since purchasing the property. It is thrilling to see this project get underway after such a difficult year."

— Steven Meade, Chairman of York County's Economic Development Authority



50
small
businesses
supported
to date

The CrimDell Small Business Network supports small businesses in the Greater Williamsburg area, in partnership with the Hampton Roads Small Business Development Center, by bringing together W&M business students to offer 10 hours of free business counseling services to support small local businesses.

According to Innovation 2.0, a tool created by the Indiana Business Research Center to calculate the innovation capacity of regions for the U. S. Economic Development Administration, the City of Williamsburg, James City County, and York County are poised to innovate. Launchpad, a William & Mary university-affiliated incubator, is a key partner in fostering innovation and entrepreneurship in Greater Williamsburg. Currently, six small businesses poised for scale-up growth are located at the LaunchPad: Fidelis Financial and Accounting Services, GYMGUIZ Williamsburg, Throughputer, Virginia PACE Authority, Your Coffee News, and Local Business Posts. These members work alongside each other with customer-centric programming and activities and receive coaching from industry experts.



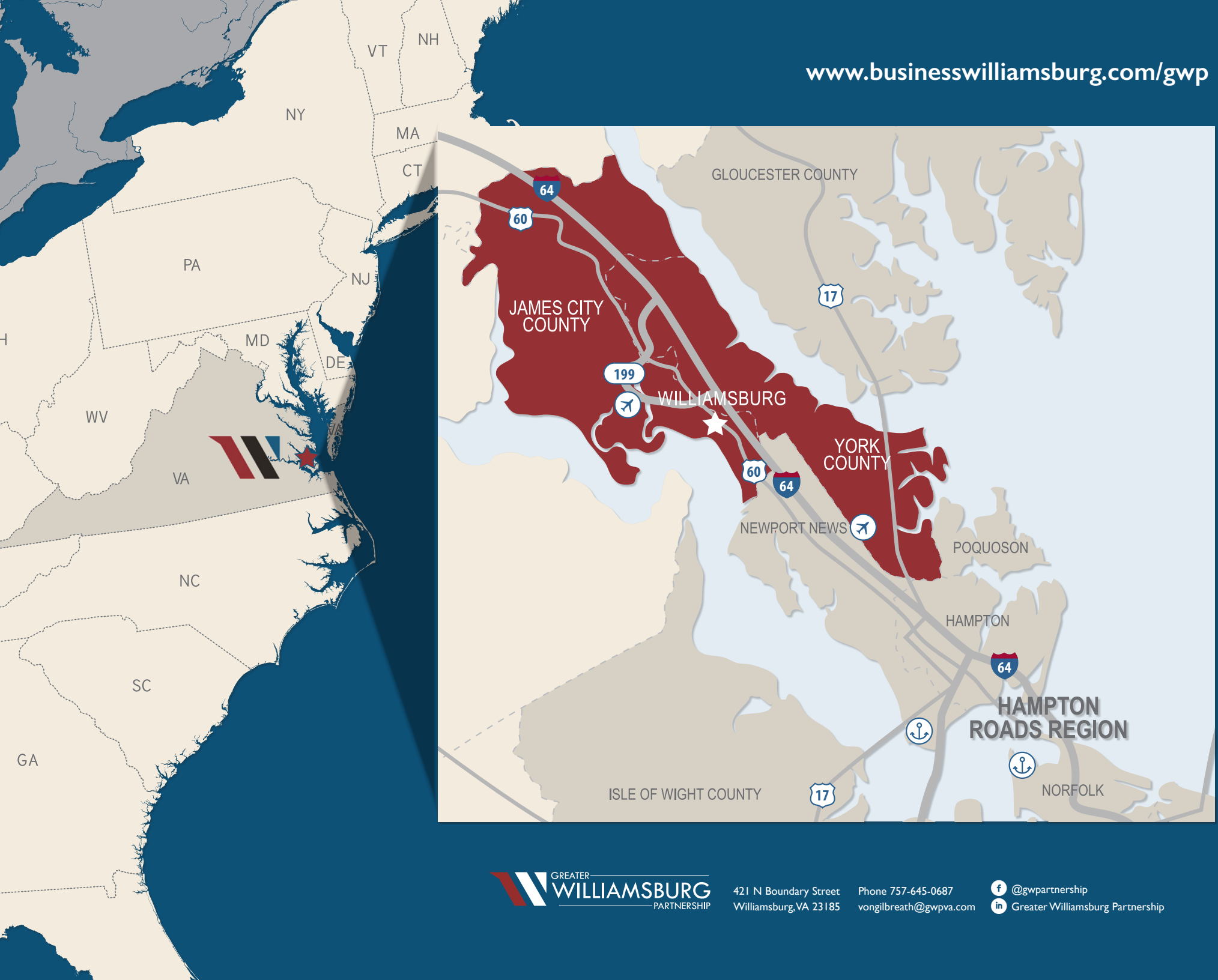
The Launchpad Incubator provides an entrepreneurial setting where growing businesses can access resources and provide support to facilitate business model repeatability, scalability, and gradual expansion.

To find out more information and/or apply to become a member, visit: www.gwlaunchpad.com.

Monticello Avenue Multi-Use Trail

This trail is a great connector to Midtown Row Williamsburg, William & Mary campus, and New Town in James City County. The trail runs between Treyburn and Ironbound roads alongside Monticello Avenue, providing a safe path for walking, running, and cycling. The nearly \$1.6 million project was a joint effort between William & Mary and the City of Williamsburg. The City leveraged a \$1 million grant through the Transportation Alternatives Program under the Federal Highway Administration.





ITEM SUMMARY

DATE: 3/16/2021

TO: The Economic Development Authority

FROM: Christopher Johnson- EDA Secretary

SUBJECT: Director's Report

ATTACHMENTS:

	Description	Type
	Director's Report	Exhibit

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority Clerk	Sipes, Kate	Approved	3/9/2021 - 4:52 PM

MEMORANDUM

DATE: March 16, 2021

TO: The Economic Development Authority

FROM: Christopher M. Johnson, Director of Economic Development

SUBJECT: Director's Report, February-March 2021

Greater Williamsburg Small Business Relief Fund - Staff continues to support the Board of Supervisors' allocation to the Greater Williamsburg Small Business Relief Fund. The allocation has directly supported around 130 County businesses.

This Week in James City County Live! - Staff participated in a live podcast about tourism and its impact on our community with Supervisor Ruth Larson and Williamsburg Tourism Council Chief Executive Officer Vicki Cimino.

Greater Williamsburg Partnership (GWP) - Staff participated in two Pegasus Partners webinars with German Mechatronics/Automation and Packaging clusters interested in expansion opportunities in the U.S. market. Staff also participated in the monthly meeting with GWP and staff from the City of Williamsburg and York County.

James City County Budget Process - Staff participated in meetings with County Administration and Financial & Management Services about the Fiscal Year 2022 budget. The draft budget will be released at the end of the month.

James City County Marina - Staff continues to support Parks & Recreation with projects at the James City County Marina and at Jamestown Beach Event Park.

Existing Industry Visits - Staff participated in a virtual meeting with Printpack Operations Manager Jim Stevenson and met with the new General Manager of Billsburg Brewery, Eric Williams.

James River Commerce Center Site Readiness - Staff continues to engage in meetings with prospects for the James River Commerce Center including an expedited review meeting with Community Development staff and the new owners of 1700 Endeavor Drive.

Regional Events/Initiatives:

- Staff participated in the two planning meetings for 2021 Home-Based Business events.
- Staff has participated in multiple conference calls and webinars including:
 - Monthly Virginia Tourism Corporation call;
 - ImpactED sessions from the Virginia Economic Developers Association; and
 - Dominion Energy Offshore Wind webinar.

News:

- [Start Peninsula](#) announced its 2021 host and event dates.
- Get certified as a SWaM business [article](#).

Upcoming Dates:

- **Start Peninsula Micro Pitch Event #1** on March 18 at 6 p.m.
- **Pure Silk Championship at Kingsmill** on May 20-23.