

**A G E N D A**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**March 8, 2018**  
**8:00 AM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

**C. APPROVAL OF MINUTES**

1. Minutes Adoption - January 11, 2018 Regular Meeting, February 8, 2018 Regular Meeting, and February 22, 2018 Special Meeting

**D. FINANCIAL REPORTS**

1. January Financial Reports
2. February Financial Reports
3. Preliminary Budget Discussion

**E. CLOSED SESSION**

**F. NEW BUSINESS**

1. Greater Williamsburg Partnership Presentation
2. 2018 Funding Request - ChefsGo 1.0

**G. OLD BUSINESS**

1. Budget Amendment - Regional Economic Development Support

**H. LIAISON REPORTS**

**I. DIRECTOR'S REPORT**

1. March Director's Report

**J. UPCOMING DATES OF INTEREST**

1. Virginians for High Speed Rail (VHSR) Presentation - April EDA Meeting
2. LPGA Tournament - May 17-20, 2018

**K. ADJOURNMENT**

1. Adjourn until 8 a.m. on April 12, 2018 for the Regular Meeting

**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Teresa J. Fellows, Recording Secretary

SUBJECT: Minutes Adoption - January 11, 2018 Regular Meeting, February 8, 2018 Regular Meeting, and February 22, 2018 Special Meeting

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**ATTACHMENTS:**

	Description	Type
☐	011118 Minutes	Minutes
☐	020818 Minutes	Minutes
☐	022218 Minutes	Minutes

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Jordan, Amy	Approved	3/5/2018 - 1:18 PM
Publication Management	Burcham, Nan	Approved	3/5/2018 - 1:30 PM
Economic Development Authority Clerk	Fellows, Teresa	Approved	3/5/2018 - 2:23 PM

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**January 11, 2018**  
**8:00 AM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

Paul W. Gerhardt  
Robin D. Carson - Absent  
Rick Shippey  
Christopher J. Odle - Absent  
Thomas G. Tingle  
Robin Bledsoe, Vice Chair  
Marshall N. Warner, Chairman

**Also Present:**

Amy B. Jordan, EDA Secretary  
Teresa J. Fellows, EDA Recording Secretary  
Maxwell Hlavin, EDA Legal Counsel  
Stephanie Lahr, EDA Fiscal Agent  
Kate Sipes, Assistant Director, Economic Development

**C. APPROVAL OF MINUTES**

A motion to Approve was made by Thomas Tingle, the motion result was Passed.  
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2  
Ayes: Gerhardt, Tingle, Bledsoe, Shippey  
Absent: Carson, Odle

1. December 14, 2017 EDA Retreat Minutes

Mr. Gerhardt noted one minor change to the section containing his reason for abstaining from the vote with regard to Billsburg Brewery. He clarified that his firm may represent some of the investors with Billsburg and that is why he chose to abstain from the vote.

Mr. Tingle made the motion to approve the minutes with the correction as stated by Mr. Gerhardt.

**D. FINANCIAL REPORTS**

A motion to Approve was made by Thomas Tingle, the motion result was Passed.  
AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2  
Ayes: Gerhardt, Tingle, Bledsoe, Shippey  
Absent: Carson, Odle

1. November and December 2017 Financial Reports

Ms. Lahr addressed the Authority, giving an overview of the reports included in the Agenda Packet.

Mr. Tingle clarified that the bond fee revenue included in the budget is based on actual numbers. He stated that as it stands now, the revenue is going to fall short of the projections.

Ms. Lahr stated that another bond fee revenue payment is expected in January.

Mr. Gerhardt asked if there would be any bond capacity available for the Authority to capitalize on.

Ms. Jordan stated that she could confirm with staff and potentially have Ms. Sue Mellen, Director of Financial and Management Services, come in and discuss the issue with the Authority.

#### **F. CLOSED SESSION**

None

#### **G. NEW BUSINESS**

##### **1. Landscape Improvements at the Marina**

Ms. Sipes addressed the Authority giving an overview of information included in the Agenda Packet. She asked the Authority for its guidance and for clarification on its desired level of involvement.

Ms. Jordan stated that there would be minimal cost and the work would be done by volunteers.

Mr. Tingle asked if an agreement was needed with Mr. Taber.

Mr. Hlavin stated no, that this really falls under the realm of maintenance rather than improvements.

Mr. Warner, with no objection, instructed staff to proceed with the plan as proposed and outlined in the Agenda Packet.

##### **2. Marina Maintenance**

Ms. Jordan gave a brief overview of the information included in the Agenda Packet. In accordance with Section 10. (d) "Open Area" of the lease dated August 2, 2016, and executed between James City County and the EDA, the EDA or its subtenant, is responsible for maintenance of the open areas as defined on the attached exhibit. Mr. Hlavin will briefly review the maintenance agreement and answer any questions regarding obligations of responsibility to the open area. Staff recommends the EDA Real Estate Committee evaluate and discuss a maintenance plan in its next Real Estate Committee meeting to be considered as part of a budget recommendation.

Mr. Hlavin stated that as part of the lease with the County and the Authority, whatever was given to the Authority would be the responsibility of the Authority.

General discussion ensued regarding the maintenance and operational costs that would come with having landlord responsibilities. Concern was raised that the Authority does not have the financial resources to deal with these operational needs over the long-term.

Ms. Jordan stated that this would be something that could be included in the Authority's budget request to the Board.

Ms. Jordan confirmed that Ms. Bledsoe would be replacing Mr. Gerhardt on the Real Estate Committee.

Ms. Bledsoe voiced her willingness to be a part of the Committee.

### 3. EDA Parcel Maintenance

Ms. Sipes addressed the Authority giving an overview of the information included in the Agenda Packet. She asked for guidance on how staff should proceed.

General discussion ensued about the state of the vegetation and tree stumps on the property.

Ms. Jordan noted that the lower portion of the property, south of Columbia Drive, is very difficult to market in its current state. It is not currently pad ready.

Discussion ensued about the environmental impact of doing nothing and its effect on the wetlands delineation.

General consensus was that it needs to be addressed, but concern was noted about the price quoted.

Staff stated that the hope is that once the stumps are cleared that General Services can proceed with a regular mowing schedule.

Mr. Tingle stated that if it is going to be cleared, then all of the property south of Columbia Drive should be done. He stated that there is probably a better option for the regular maintenance of mowing the property.

Staff confirmed that formal action of the Authority would be required to appropriate monies from the RAISE Account over to the James River Commerce Center line item.

Mr. Shippey questioned if anyone had looked into having a cell tower put on the property. He stated that it is a great way to cover some of the routine maintenance costs.

Ms. Jordan stated that she would be having a discussion with the Planning Director about that.

The Authority voiced its agreement to move forward with the stump clearing aspect of the included proposal and asked staff to prepare the necessary documents to re-appropriate the funds from the RAISE account to cover the costs.

### 4. Retreat Follow-up

Ms. Jordan addressed the Authority giving an overview of the summary information included in the Agenda Packet. She highlighted that the next steps would include the following:

1. The Office of Economic Development staff will develop near and long-term strategy to target three sectors. (*ongoing*)

2. Further Evaluate the return on investment on regional partnerships. (*information included*)
3. Prioritize Think Tank. (*staff recommendations have been made*)
4. Develop Budget request and evaluate future Capital Improvements Program request.
5. Develop Incentives to support target sectors.

Ms. Jordan reviewed the regional partnership funding documents included in the Agenda Packet as well.

General discussion ensued regarding tourism events. General consensus seemed to believe that funding for tourism should go through the tourism budget process, not the Authority's budget.

Discussion ensued about regional joint events and whether or not they are a good use of time and dollars. Staff has begun having discussions with the other two localities about these events.

Staff recommended that future budgets contain a line item for regional events that can be used for whatever events the Authority and staff think have an added value, instead of appropriating specific dollars for specific events. Staff also recommended that those regional events be branded as Greater Williamsburg Partnership (GWP) events.

## **H. OLD BUSINESS**

### **I. LIAISON REPORTS**

#### 1. BOS Liaison

No update necessary.

#### 2. Greater Williamsburg Chamber & Tourism Alliance

No update necessary.

#### 3. Planning Commission

No discussion necessary.

#### 4. Greater Williamsburg Partnership

It was noted that the liaisons to the GWP Board were the previous Chair and Vice Chair by default. With the change to the officers of the Authority, a decision needed to be made about who would act as liaison.

Mr. Warner designated Mr. Tingle and Ms. Carson to continue serving on the GWP Board as the Chairman's liaisons.

#### 5. JRCC Architectural Review Board

No discussion necessary.

#### 6. Real Estate Holdings Committee

No discussion necessary.

7. Finance

No discussion necessary.

**J. DIRECTOR'S REPORT**

1. January Report

Ms. Jordan gave a brief overview of the report included in the Agenda Packet. She also highlighted the upcoming dates of interest.

**K. ADJOURNMENT**

1. Adjourn until 8 a.m. on February 8, 2018, for the Regular Meeting

A motion to Adjourn was made by Paul Gerhardt, the motion result was Passed.

AYES: 5 NAYS: 0 ABSTAIN: 0 ABSENT: 2

Ayes: Gerhardt, Tingle, Bledsoe, Shippey

Absent: Carson, Odle

At 9:35 a.m., Mr. Warner adjourned the Authority.

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Amy Jordan, Secretary

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Marshall Warner, Chair

**M I N U T E S**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**REGULAR MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**February 8, 2018**  
**8:00 AM**

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**A. CALL TO ORDER**

Quorum could not be established at the start of the meeting. Therefore, any agenda items that require action will be postponed. For clarification, the Closed Meeting will proceed as planned. Certifying the Closed Meeting is a procedural matter, not an action item.

**B. ROLL CALL**

Paul W. Gerhardt  
Robin D. Carson - Absent  
Rick Shippey - Absent  
Christopher J. Odle - Absent  
Thomas G. Tingle  
Robin Bledsoe, Vice Chair  
Marshall N. Warner, Chairman - Absent

Amy B. Jordan, EDA Secretary  
Teresa J. Fellows, EDA Recording Secretary  
Maxwell Hlavin, EDA Legal Counsel  
Stephanie Lahr, EDA Fiscal Agent  
Jennie Tomes, EDA Treasurer  
Kate Sipes, Assistant Director, Economic Development  
Sharon Day, Assistant Director, Financial and Management Services

**C. APPROVAL OF MINUTES**

1. Minutes Adoption - January 11, 2018, Regular Meeting

**D. FINANCIAL REPORTS**

1. January Financial Reports

Ms. Lahr addressed the Authority giving an overview of the Financial Reports. There were no questions or discussion.

2. Bond Capacity Presentation

Ms. Lahr addressed the Authority giving an overview of the difference between non-Bank Qualified (BQ) bonding and BQ bonding. For non-BQ bonding, the EDA has unlimited amount of bonding, provided that they abide by the Federal Tax Code. For BQ bonding, the Authority is limited to \$10 million per calendar year, and is subject to whether or not the County plans to go out for BQ bonding in the same year. The main difference between the two types of bonding has to do with the interest rates. BQ bonds typically have a lower interest rate; however, the spread has gotten closer in more recent years.



Ms. Lahr stated that for Calendar Year 2018, the County has no plans to go out for BQ bonding; however, the County will be using BQ bond capacity in Calendar Year 2019. Ms. Lahr included in the handouts, given to the Authority, an example of conduit bonding that the Newport News EDA did for Riverside Hospital that was over \$100 million.

Mr. Gerhardt stated that he could put the word out that the Authority has BQ bonding capacity for Calendar Year 2018.

Ms. Jordan stated that she pulled the Authority's bonding policies and procedures and discussed them with the Director of Financial and Management Services. It was concluded that the procedures should be updated. She stated that she could discuss this with Mr. Gerhardt and/or the Real Estate Committee.

#### **E. CLOSED SESSION**

1. The discussion or consideration of: (1) the acquisition of a portion of real property for the expansion of commercial and industrial facilities where discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the public body pursuant to Section 2.2-3711(A)(3) of the Code; (2) the investment of public funds where competition or bargaining is involved, where, if made public initially, the financial interest of the EDA and the County would be adversely affected pursuant to Section 2.2-3711(A)(6) of the Code; consultation with legal counsel regarding specific legal matters requiring the provision of legal advice pursuant to Section 2.2-3711 (A)(8); and (4) information subject to the exclusion in Subdivision 3 of § 2.2-3705.6 related to economic development pursuant to Section 2.2-3711 (A)(39).

A motion to Enter a Closed Session was made by Thomas Tingle, the motion result was Passed.

AYES: 2 NAYS: 0 ABSTAIN: 1 ABSENT: 4

Ayes: Tingle, Bledsoe

Abstain: Gerhardt

Absent: Carson, Odle, Shippey, Warner

Mr. Gerhardt declared that he had a conflict of interest and would not be participating in the Closed Session because his law firm may represent some of the principals involved.

At 8:14 a.m., the Authority entered into Closed Session.

At 8:42 a.m., the Authority re-entered Open Session.

2. Closed Session Certification

A motion to Certify the Closed Session was made by Thomas Tingle, the motion result was Passed.

AYES: 2 NAYS: 0 ABSTAIN: 1 ABSENT: 4

Ayes: Tingle, Bledsoe

Abstain: Gerhardt

Absent: Carson, Odle, Shippey, Warner

## **F. NEW BUSINESS**

### **1. Budget Amendment - James River Commerce Center**

Ms. Sipes addressed the Authority stating that another quote was received for the stump grinding and bush-hogging of the EDA parcel in the James River Commerce Center. The new quote is less than the quote that was discussed at the January EDA meeting. However, this new quote expires on March 1, which is before the next regularly scheduled meeting. Since no action can be taken today, if the Authority wants to move forward with this contract, then the Authority will need to have a special meeting.

Ms. Jordan briefly reviewed the line item transactions included in the memorandum and explained staff's logic in reappropriating funds from the listed accounts.

Ms. Jordan stated that staff would send out a doodle poll to try to determine a date for a special meeting.

### **2. Budget Amendment - Regional Economic Development Support**

Ms. Jordan addressed the Authority giving an overview of the memorandum included in the Agenda Packet. She briefly outlined the potential formation of a Regional Industrial Facility Authority (RIFA) if the GOVirginia proposal is granted funding by the state. The transfer of funds would be for regional economic initiatives, with the potential use being the legal fees for the formation of a RIFA.

Ms. Jordan stated that she would bring this item back to the March EDA meeting.

## **G. OLD BUSINESS**

## **H. LIAISON REPORTS**

### **1. BOS Liaison**

No update available.

### **2. Greater Williamsburg Chamber & Tourism Alliance**

No update available.

### **3. Planning Commission**

Ms. Bledsoe requested a meeting with Paul Holt, Director of Planning and with Christopher Johnson, Ombudsman, to determine the potential role of the Planning Commission Liaison.

### **4. Greater Williamsburg Partnership (GWP)**

Mr. Tingle stated that Mr. Denny, Executive Director of GWP, has been out marketing the region at various conferences and trade shows. He has worked with staff to provide potential sites to a potential prospect. In June, he will participate in a familiarization tour with Virginia Economic Development Partnership (VEDP). VEDP is going to Atlanta to pick up site consultants and bring them back for a tour of various sites in our region.

Ms. Jordan stated that GWP has agreed to participate in the LPGA tournament by utilizing the skybox on Thursday for a "GWP Day."

5. JRCC Architectural Review Board

No discussion necessary.

6. Real Estate Holdings Committee

No discussion necessary.

7. Finance

No update available.

**I. DIRECTOR'S REPORT**

1. February Report

Ms. Jordan addressed the Authority giving an overview of the report included in the Agenda Packet. She stated that the County has completed the acquisition of two properties previously owned by the Foundation in James River Commerce Center with the goal to transfer these properties to the EDA at a future date. Staff also met with members of the ownership and brokers for Green Mount Industrial Park. Staff reviewed with the group the information provided and the current Tier 2 designation for the project. Representatives for the ownership will pull studies that have been completed together and outline what is left to complete on the site in order to get the project to a Tier 3. If funding is approved in the General Assembly, staff along with the representatives of Green Mount Industrial Park, will prepare a site readiness application for grant funding to complete study work and/or infrastructure on the project. The time frame for the grant funding is anticipated for early summer.

**J. ADJOURNMENT**

1. Adjourn until 8 a.m. on March 8, 2018, for the Regular Meeting

A motion to Adjourn was made by Paul Gerhardt, the motion result was Passed.

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

Ayes: Gerhardt, Tingle, Bledsoe

Absent: Carson, Odle, Shippey, Warner

At 9:16 a.m., Ms. Bledsoe adjourned the Authority.

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Amy Jordan, Secretary

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Marshall Warner, Chair

**MINUTES**  
**JAMES CITY COUNTY ECONOMIC DEVELOPMENT AUTHORITY**  
**SPECIAL MEETING**  
**101 D Mounts Bay Road, Williamsburg, VA 23185**  
**February 22, 2018**  
**4:00 PM**

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**A. CALL TO ORDER**

**B. ROLL CALL**

Paul W. Gerhardt  
Robin D. Carson - Absent  
Rick Shippey  
Christopher J. Odle  
Thomas G. Tingle  
Robin Bledsoe, Vice Chair  
Marshall N. Warner, Chairman

Amy B. Jordan, EDA Secretary  
Teresa J. Fellows, EDA Recording Secretary  
Maxwell Hlavin, EDA Legal Counsel  
Stephanie Lahr, EDA Fiscal Agent

**C. NEW BUSINESS**

1. Budget Amendment - James River Commerce Center

A motion to Approve was made by Robin Bledsoe, the motion result was Passed.  
AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1  
Ayes: Gerhardt, Odle, Tingle, Shippey, Bledsoe, Warner  
Absent: Carson

Ms. Jordan addressed the Authority giving an overview of the memorandum included in the Agenda Packet. She highlighted that the contract quote for the stump removal at the EDA property, in the James River Commerce Center, expires on March 1, 2018, which is what necessitated the Special Meeting.

Ms. Jordan also briefly updated the Authority on the status of the Regional Industrial Facility Authority (RIFA). The process of forming the RIFA is ongoing, but is intended to support the GOVirginia project that was submitted to the state. That project has received grant funding from the GOVirginia Board, but now the participating localities must come up with the matching funds. The peninsula localities are still working out the details, but the funding needs to be in place by May 31, 2018.

Mr. Tingle asked if these necessary match funds would change the letter that was sent to the Board of Supervisors for funding assistance in the coming budget year.

Ms. Jordan stated that she did not think that was necessary. The finance office has asked for a more detailed line-item description based off the funding request that was sent. Therefore, she will include the match in those line items.

**D. CLOSED SESSION**

**E. ADJOURNMENT**

1. Adjourn until 8 a.m. on March 8, 2018, for the Regular Meeting

A motion to Adjourn was made by Marshall Warner, the motion result was Passed.

AYES: 6 NAYS: 0 ABSTAIN: 0 ABSENT: 1

Ayes: Gerhardt, Odle, Tingle, Shippey, Bledsoe, Warner

Absent: Carson

At 4:14 p.m., Mr. Warner adjourned the Authority.

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Amy Jordan, Secretary

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Marshall Warner, Chair

**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Stephanie Lahr, EDA Fiscal Agent

SUBJECT: January Financial Reports

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**ATTACHMENTS:**

	Description	Type
☐	January Treasurer's Report	Exhibit
☐	January Expenditure Report	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 11:29 AM

**FY 18**  
**Jennifer D. Tomes, Treasurer**  
**Report of Collections**  
**Economic Development Authority**  
**January 2018**

	<b>Budget FY 2018</b>	<b>Actual as of 1/31/2018</b>	<b>Actual as of 1/31/2017</b>	<b>% Difference from Prev Year</b>
Expense Reimbursement	\$0.00	\$7,885.36	\$4,485.62	75.79%
Interest Revenue	\$5,000.00	\$2,670.38	\$4,593.10	-41.86%
Lease Income	\$14,725.00	\$14,725.00	\$17,725.00	-16.93%
Miscellaneous Revenue	\$0.00	\$88,358.08	\$91,140.65	-3.05%
Bond Fee Revenue	\$20,000.00	\$5,812.50	\$6,331.26	-8.19%
Marina Property	\$50,000.00	\$25,000.00	\$0.00	0.00%
JCC Contribution	\$0.00	\$56,827.13	\$0.00	0.00%
Launchpad Client Revenue	\$0.00	\$0.00	\$11,826.53	-100.00%
Launchpad Member Contributions	\$0.00	\$0.00	\$69,000.00	0.00%
Landlord Contributions	\$0.00	\$0.00	\$0.00	0.00%
<b>TOTALS</b>	<b><u>\$89,725.00</u></b>	<b><u>\$201,278.45</u></b>	<b><u>\$205,102.16</u></b>	<b><u>-1.86%</u></b>

	<b>Actual as of 1/31/2018</b>	<b>Actual as of 1/31/2017</b>	<b>% Difference from Prev Year</b>
Checking Acct Balance	\$160,649.71	\$317,757.11	-49.44%
Investment Balance	\$232,664.48	\$504,984.78	-53.93%
<b>TOTAL BANK BALANCE</b>	<b><u>\$393,314.19</u></b>	<b><u>\$822,741.89</u></b>	<b><u>-52.19%</u></b>
<b>LEDGER BALANCE*</b>	<b><u>\$393,314.19</u></b>	<b><u>\$822,089.39</u></b>	<b><u>-52.16%</u></b>

\*Ledger balance may vary from bank balance because of outstanding checks, deposits not posted to the bank account before month-end, and other adjustments.

**JAMES CITY COUNTY**  
**EXPENDITURES- ALL FUNDS**

**James City County**

02-Feb-18

jccExp: Year ( 2018 ) Period ( 7 )

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
<b>(021) EDA</b>							
<b>(259) EDA Operating</b>							
021-259-0200	ADVERTISING	\$500.00	\$299.25	\$0.00	\$299.25	\$200.75	59.85%
021-259-0203	PROFESSIONAL SERVICES	\$0.00	\$0.00	\$0.00	\$403.75	(\$403.75)	0.00%
021-259-0205	PROMOTION	\$60,701.00	\$0.00	\$0.00	\$36,324.89	\$24,376.11	59.84%
021-259-0220	TRAVEL AND TRAINING	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-0222	LOCAL TRAVEL	\$500.00	\$0.00	\$0.00	\$278.26	\$221.74	55.65%
021-259-0235	ANNUAL AUDIT	\$10,039.00	\$0.00	\$0.00	\$10,039.00	\$0.00	100.00%
021-259-0319	OFFICE SUPPLIES	\$400.00	\$0.00	\$0.00	\$253.45	\$146.55	63.36%
021-259-0710	LEGAL SERVICES	\$6,000.00	\$500.00	\$0.00	\$3,500.00	\$2,500.00	58.33%
021-259-5900	COUNTY BDGT ASSISTANCE BY EDA	\$111,659.00	\$0.00	\$0.00	\$109,159.00	\$2,500.00	97.76%
021-259-5902	VHSR	\$2,500.00	\$0.00	\$0.00	\$0.00	\$2,500.00	0.00%
021-259-5903	JAMES RIVER COMMERCE CTR-OPS	\$25,000.00	\$0.00	\$9,767.00	\$0.00	\$15,233.00	39.07%
021-259-5904	MAINLAND FARM OPER EXPENSES	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5908	NN/WMBG INTL AIRPORT FUNDING	\$26,804.00	\$0.00	\$0.00	\$0.00	\$26,804.00	0.00%
021-259-5909	OED DISCRETIONARY EXPENDITURE	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5913	SMALL BUSINESS ASSISTANCE	\$25,000.00	\$0.00	\$0.00	\$2,465.00	\$22,535.00	9.86%
021-259-5915	MARINA PROPERTY	\$747,707.00	\$9,922.50	\$5,634.92	\$713,345.23	\$28,726.85	96.16%
021-259-5918	CONTINGENCY	\$315,481.00	\$0.00	\$0.00	\$0.00	\$315,481.00	0.00%
021-259-5919---	STRATEGIC INITIATIVE	\$2,100.00	\$2,100.00	\$0.00	\$2,400.00	(\$300.00)	114.29%
	<b>Subtotal (259) EDA Operating:</b>	<b>\$1,334,691.00</b>	<b>\$12,821.75</b>	<b>\$15,401.92</b>	<b>\$878,467.83</b>	<b>\$440,821.25</b>	<b>66.97%</b>



**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Stephanie Lahr, EDA Fiscal Agent

SUBJECT: February Financial Reports

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**ATTACHMENTS:**

	Description	Type
☐	February Treasurer's Report	Exhibit
☐	February Expenditure Report	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 1:15 PM

**FY 18**  
**Jennifer D. Tomes, Treasurer**  
**Report of Collections**  
**Economic Development Authority**  
**February 2018**

	<b>Budget FY 2018</b>	<b>Actual as of 2/28/2018</b>	<b>Actual as of 2/28/2017</b>	<b>% Difference from Prev Year</b>
Expense Reimbursement	\$0.00	\$7,885.36	\$4,617.56	70.77%
Interest Revenue	\$5,000.00	\$3,016.13	\$5,096.86	-40.82%
Lease Income	\$14,725.00	\$14,725.00	\$17,725.00	-16.93%
Miscellaneous Revenue	\$0.00	\$88,358.08	\$91,140.65	-3.05%
Bond Fee Revenue	\$20,000.00	\$14,684.38	\$15,293.76	-3.98%
Marina Property	\$50,000.00	\$30,000.00	\$0.00	0.00%
JCC Contribution	\$0.00	\$56,827.13	\$0.00	0.00%
Launchpad Client Revenue	\$0.00	\$0.00	\$14,026.53	-100.00%
Launchpad Member Contributions	\$0.00	\$0.00	\$69,000.00	-100.00%
Landlord Contributions	\$0.00	\$0.00	\$0.00	0.00%
<b>TOTALS</b>	<b><u>\$89,725.00</u></b>	<b><u>\$215,496.08</u></b>	<b><u>\$216,900.36</u></b>	<b><u>-0.65%</u></b>

	<b>Actual as of 2/28/2018</b>	<b>Actual as of 2/28/2017</b>	<b>% Difference from Prev Year</b>
Checking Acct Balance	\$148,237.37	\$315,751.59	-53.05%
Investment Balance	\$233,010.54	\$505,488.54	-53.90%
<b>TOTAL BANK BALANCE</b>	<b><u>\$381,247.91</u></b>	<b><u>\$821,240.13</u></b>	<b><u>-53.58%</u></b>
<b>LEDGER BALANCE*</b>	<b><u>\$378,747.91</u></b>	<b><u>\$814,927.63</u></b>	<b><u>-53.52%</u></b>

\*Ledger balance may vary from bank balance because of outstanding checks, deposits not posted to the bank account before month-end, and other adjustments.

**JAMES CITY COUNTY**  
**EXPENDITURES- ALL FUNDS**

05-Mar-18

**James City County**

jccExp: Year ( 2018 ) Period ( 8 )

Ledger ID	Ledger Description	TOTAL BUDGET	MTD EXPENSES	ENCUMBRANCES	YTD EXPENSES	BALANCE	ACTUAL %
<b>(021) EDA</b>							
<b>(259) EDA Operating</b>							
021-259-0200	ADVERTISING	\$500.00	\$0.00	\$0.00	\$299.25	\$200.75	59.85%
021-259-0203	PROFESSIONAL SERVICES	\$0.00	\$0.00	\$0.00	\$467.84	(\$467.84)	0.00%
021-259-0205	PROMOTION	\$60,701.00	\$15,000.00	\$0.00	\$51,324.89	\$9,376.11	84.55%
021-259-0220	TRAVEL AND TRAINING	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-0222	LOCAL TRAVEL	\$500.00	\$0.00	\$0.00	\$278.26	\$221.74	55.65%
021-259-0235	ANNUAL AUDIT	\$10,039.00	\$0.00	\$0.00	\$10,039.00	\$0.00	100.00%
021-259-0319	OFFICE SUPPLIES	\$400.00	\$0.00	\$0.00	\$253.45	\$146.55	63.36%
021-259-0710	LEGAL SERVICES	\$6,000.00	\$500.00	\$0.00	\$4,000.00	\$2,000.00	66.67%
021-259-5900	COUNTY BDGT ASSISTANCE BY EDA	\$111,659.00	\$0.00	\$0.00	\$109,159.00	\$2,500.00	97.76%
021-259-5902	VHSR	\$2,500.00	\$2,500.00	\$0.00	\$2,500.00	\$0.00	100.00%
021-259-5903	JAMES RIVER COMMERCE CTR-OPS	\$66,804.00	\$10,718.76	\$37,545.69	\$10,718.76	\$18,539.55	72.25%
021-259-5904	MAINLAND FARM OPER EXPENSES	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5908	NN/WMBG INTL AIRPORT FUNDING	\$5,000.00	\$0.00	\$0.00	\$0.00	\$5,000.00	0.00%
021-259-5909	OED DISCRETIONARY EXPENDITURE	\$100.00	\$0.00	\$0.00	\$0.00	\$100.00	0.00%
021-259-5913	SMALL BUSINESS ASSISTANCE	\$5,000.00	\$0.00	\$0.00	\$2,465.00	\$2,535.00	49.30%
021-259-5915	MARINA PROPERTY	\$747,707.00	\$0.00	\$5,634.92	\$713,345.23	\$28,726.85	96.16%
021-259-5918	CONTINGENCY	\$315,481.00	\$0.00	\$0.00	\$0.00	\$315,481.00	0.00%
021-259-5919---	STRATEGIC INITIATIVE	\$2,100.00	\$0.00	\$0.00	\$2,400.00	(\$300.00)	114.29%
<b>Subtotal (259) EDA Operating:</b>		\$1,334,691.00	\$28,718.76	\$43,180.61	\$907,250.68	\$384,259.71	71.21%

**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Amy Jordan, Director of Economic Development & Stephanie Lahr, EDA Fiscal Agent

SUBJECT: Preliminary Budget Discussion

---

The attached is for a preliminary budget discussion in anticipation of bringing a full budget back for review and input at the April meeting.

**ATTACHMENTS:**

	Description	Type
▣	Preliminary Budget Documents	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 1:08 PM

## EDA proposed budgeted expenditures for support of outside agencies, special events and programs

Support	FY19 proposed budget request	Notes
GWP	\$69,934	Based on per capita, which increased \$275 for FY19
LPGA	\$36,000	GWP has agreed to share a day for FY18 which will reduce the cost. If successful cost could be reduced again in FY19 approximatly \$8,000
Launchpad	\$34,500	There is potential for additional shortfall which is not yet reflected as the orginal agreement is not fully sustainable at current rent and expenses. Thre is discussion of increasing the requested ask to \$40,000 per loclaity to cover rent and utility increases.
Regional and local events (examples BAE, COB)	\$5,000	Staff will work with EDA and GWP to leverage new events to improve or replace existing events.
Start! Peninsula	\$6,701	MOU began in FY17 at \$6,701
Chef's Go	\$5,000	To assist with offsetting cost for tuition for classes. YC and Williamsburg also have contributed.
Virginians for High Speed Rail	\$2,000	Recommend reducing amount \$500. City of Williamsburg CC supports this effort.
Go Virginia Grant Match	\$25,000	Total JCC match anticipated to be \$30,000. EDA is contributing \$5,000 of the remaining RAISE funding to intiate the creation of the RIFA.
<b>Total</b>	<b>\$184,135</b>	

## EDA FY18 expenditures for support of outside agencies, special events and programs

WHO/WHAT	FY18 budget expenditures	Notes
GWP	\$69,659	Based on per capita, which increased for FY18. YC BOS and Williamsburg CC pay this cost.
LPGA*	\$34,000	\$34,000 budgeted, but Thursday will be GWP Day and will reduce the cost approximately \$7,500. Could share cost with GWP in FY19
Peninsula Chamber of Commerce	\$300	New expense in FY18. Will be absorbed by OED in FY19
Launchpad	\$38,336	\$34,500 budgeted. Additional \$3,836 paid FY17 for shortfall.
Virginians for High Speed Rail Funding	\$2,500	Recommend reduction in FY19
Chef's Go	\$5,000	New workforce development program in conjunction with TNCC and WJCC Schools supported equally by all three GWP localities. Effort was spearheaded by JCC OED staff & EDA
Arts Month/GWCTA	\$15,000	\$12,000/yr prior to FY16. Will no longer be included in FY19
COB	\$3,000	Has remained at this level for several years.
Business Appreciation Event (JCC, York, & City EDAs)	\$2,000	Has remained at this level since at least FY14. EDA pays 1/3 total cost.
Start! Peninsula	\$6,701	MOU began in FY17 at \$6,701 with all 6 Peninsula jurisdictions.
W&M Homecoming/Alumni Recruiting event	OED budget for FY17 & 18	Paid by EDA FY16 and prior. Cost is approximately \$2,500. Recommend removing or retooling this event in FY19
SBDC	\$5,000	Recommend removing in FY19
RAISE (airport marketing)**	\$26,804	**This expenditure was frozen and reappropriated: \$5,000 towards the formation of the RIFA and, the remainder to JRCC site improvements.
Total	\$208,300	

Account Code	Account Name	FY 2016 Actual	Amended FY 2017 Budget	Proposed FY 2018 Budget
	<b>Revenue:</b>			
021-309-3972	Bond Fee Revenue	\$ 18,426	\$ 15,000	\$ 20,000
021-305-3511	Interest Revenue	9,895	9,500	5,000
021-308-3400	Renwood Farm Income from Mainland Farm	14,975	14,725	14,725
021-309-5915	Marina Property	-	-	50,000
021-309-3699	Miscellaneous Revenue	20,021	-	-
021-310-3014	JCC Contribution	29,524	500,000	-
	Strategic Initiatives (Cash Reserves)	102,491	483,123	497,360
	<b>Subtotal EDA Revenue:</b>	<b>\$ 195,332</b>	<b>\$ 1,022,348</b>	<b>\$ 587,085</b>
021-309-3971	Launchpad Client Revenue	\$ 15,380	\$ 26,545	\$ -
021-310-3037	Launchpad Member Contributions	69,000	111,000	-
021-310-3736	Launchpad Landlord Contributions	50,000	-	-
	<b>Subtotal Launchpad Revenue:</b>	<b>\$ 134,380</b>	<b>\$ 137,545</b>	<b>\$ -</b>
	<b>Total Revenue:</b>	<b>\$ 329,712</b>	<b>\$ 1,159,893</b>	<b>\$ 587,085</b>
	<b>Expenses:</b>			
021-259-5901	Rural Economic Development Committee	\$ 51	\$ -	\$ -
021-259-5903	James River Commerce Center Operating Expense	15,885	30,000	25,000
021-259-5904	Mainland Farm Operating Expense	-	100	100
021-259-5913	Business Assistance	5,000	25,000	25,000
021-259-5915	Marina Property Expense	-	750,101	101
021-259-5900	Regional Economic Development Support	72,583	72,583	111,659
021-259-5902	Virginians for High Speed Rail Funding	2,500	2,500	2,500
021-259-5908	Newport News/Williamsburg International Airport Funding (RAISE)	26,804	26,804	26,804
021-259-0203	Professional Services	785	-	-
021-259-0205	Promotion	62,545	60,701	60,701
021-259-0220	Travel & Training	-	100	100
021-259-0222	Local Travel	10	500	500
021-259-0235	Annual Audit	9,909	9,959	10,039
021-259-0710	Legal Fees	6,000	6,000	6,000
021-259-0200	Advertising	248	500	500
021-259-0319	Office Supplies	-	400	400
	Strategic Initiatives Projects	-	-	317,581
021-259-5909	OED Discretionary Expenses	337	100	100
021-259-5916	EDA Transfer to Launchpad	-	37,000	-
	<b>Subtotal EDA Expenses:</b>	<b>\$ 202,657</b>	<b>\$ 1,022,348</b>	<b>\$ 587,085</b>
021-261-0205	Launchpad Promotion	\$ 7,500	\$ 10,000	\$ -
021-261-0207	Launchpad Utilities	3,000	4,000	-
021-261-0219	Launchpad Telecommunications	5,000	4,000	-
021-261-0318	Launchpad Operating Supplies	-	6,000	-
021-261-0320	Launchpad Lease	66,315	68,305	-
021-261-5907	Launchpad Management Contract	45,240	45,240	-
	<b>Subtotal Launchpad Expenses:</b>	<b>\$ 127,055</b>	<b>\$ 137,545</b>	<b>\$ -</b>
	<b>Total Expenses:</b>	<b>\$ 329,712</b>	<b>\$ 1,159,893</b>	<b>\$ 587,085</b>

Blue highlighted cells are pass-through (Launchpad Budget)

Account Code	Account Name	Explanation
	<b>Revenue:</b>	
021-309-3972	Bond Fee Revenue	CNU , Williamsburg Landing split with Mathews IDA
021-305-3511	Interest Revenue	Based on Cash Balance, CD's, and anticipated earnings rates
021-308-3400	Renwood Farm Income from Mainland Farm	New contract began in FY 2014
021-309-5915	Marina Property	\$5,000 for each month (10 months)
021-309-3699	Miscellaneous Revenue	
	Strategic Initiatives (Cash Reserves)	Funds Available for Strategic Initiatives Projects outside of budgeted items
	Fund Balance	If lack of revenue due to spending presents shortfall, needed funds will be transferred from cash reserves
	<b>Subtotal EDA Revenue:</b>	
021-309-3971	Launchpad Client Revenue	Revenue received from Launchpad Clients
021-310-3037	Launchpad Member Contributions	Revenue received from regional incubator partners (includes \$7,500 for START!)
	<b>Subtotal Launchpad Revenue:</b>	
	<b>Total Revenue:</b>	
	<b>Expenses:</b>	
021-259-5901	Rural Economic Development Committee	Expenses related to the Rural Economic Development Committee
021-259-5903	James River Commerce Center Operating Expense	Estimated JRCC Association Maintenance Fees (\$4,800) and expenses (signs, etc.). Additional \$20,000 for access road received from Columbia Gas in FY 2016. Potential for additional marketing, signage, and site maintenance
021-259-5904	Mainland Farm Operating Expense	Costs related to power and incidental expenses (signs, etc.) at Mainland Farm
021-259-5912	PBA Payments	
021-259-5913	Business Assistance	Expenses related to various business assistance initiatives and Small Business Events
021-259-5915	Marina Property Expense	\$1 for annual lease agreement, \$100 for unexpected costs
021-259-5900	Regional Economic Development Support	Includes the Greater Williamsburg Partnership (\$69,659), JCC Launchpad contribution (\$34,500), JCC portion of the Start! Contribution for Launchpad (\$2,500) and SBDC (\$5,000)
021-259-5902	Virginians for High Speed Rail Funding	Support of Virginians for High Speed Rail (\$2,500)
021-259-5908	Newport News/Williamsburg International Airport Funding (RAISE)	Fund air carrier incentives
021-259-0203	Professional Services	
021-259-0205	Promotion	START! \$6,701 - Per MOU and based on 2010 Census Data; LPGA \$34,000 (includes caterer); Arts Month \$15,000 (anticipated last year of contribution - typically invoiced in January and paid July 1); COB \$3,000; BAE \$2,000
021-259-0220	Travel & Training	\$100 for unexpected costs
021-259-0222	Local Travel	Expenses related to meal meetings and beverages for EDA meetings
021-259-0235	Annual Audit	Estimated cost of EDA's annual audit
021-259-0710	Legal Fees	Legal fees for EDA Counsel
021-259-0200	Advertising	Publishing audit report (required by law), unforeseen expenses (ex. In FY00: flooding from a hurricane, EDA advertised that businesses were open)
021-259-0319	Office Supplies	Printing for copies of meeting materials
	Strategic Initiatives Projects	Costs related to Strategic Initiatives Projects
021-259-5909	OED Discretionary Expenses	Contingency to cover special EDA Expenses for OED
021-259-5916	EDA Transfer to Launchpad	combined into Regional Economic Development Support
	<b>Subtotal EDA Expenses:</b>	
021-261-0205	Launchpad Promotion	Launchpad joint promotion account - each EDA puts in \$2,500 used for START!
021-261-0207	Launchpad Utilities	Launchpad Utilities
021-261-0219	Launchpad Telecommunications	Launchpad internet and phone
021-261-0318	Launchpad Operating Supplies	Launchpad Operating Supplies/Materials
021-261-0320	Launchpad Lease	Launchpad Lease (11 months at \$5,677.88 and 1 month at \$5,848.22)
021-261-5907	Launchpad Management Contract	Management Contract with SBDC
	<b>Subtotal Launchpad Expenses:</b>	
	<b>Total Expenses:</b>	

Blue highlighted cells are pass-through (Launchpad Budget)



**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: David Denny, Executive Director

SUBJECT: Greater Williamsburg Partnership Presentation

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**ATTACHMENTS:**

	Description	Type
📎	Targets with GWP Mission	Exhibit
📎	Private Sector Funding Brochure	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 1:14 PM

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**Mission:** The mission of the Greater Williamsburg Partnership (GWP) is to market the GWP region, to foster job creation, to facilitate new investment, to diversify our economy and to nurture and improve quality of life in our region.

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**Background:** HTC commissioned Economic Diversity Studies in 2010 and 2015, culminating in formation of Greater Williamsburg Partnership (GWP)

501(c)6 formed July 2016 and organizing to invite private sector involvement

---

### **Accomplishments**

GWPVA.com Web Site (HTC Assistance)

Executive Director

Targeted Industry Study

Developed Structure for an Effective Regional  
Economic Development Organization

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### **Next Steps**

Implement a Marketing Plan to Recruit  
Targeted Industries

Private Partner Involvement (Key to regional  
economic development success)

---

### **Targeted Industry Study**

The Greater Williamsburg region has taken an important step in charting its own path towards economic diversification and sustainability with the formation of the Greater Williamsburg Partnership. As the Greater Williamsburg Partnership seeks to market the region to site selectors and business executives charged with location decisions, this report is designed to assist the Partnership in identifying its target audiences as well as provide actionable recommendations to recruit new businesses into the Greater Williamsburg region.

Over 65 individual stakeholders within the region provided valuable input during the development of the target industry study.

**(Continued on back page)**

## Targeted Industry Recruitment Targets

(Target sectors for the Greater Williamsburg region from the Target Industry Study)

	Diversification Opportunities			Legacy	
Target	Advanced Materials & Components	Food & Beverage	Professional & Technical Services	Tourism	Defense
Near-Term	Metal & Metal Products	Beverages	Management & Operations Services	Hospitality	Defense Contractors
	Electrical and Non-metallic Components	Bottling and Food Packaging	Engineering & Technical Consulting	Traveler Engagement	Sustainable Energy
	Scientific Instruments & Technologies	Warehousing & Distribution	Creative Design	Arts & Culture	
Long-Term	Aerospace	Distilled Spirits	Data Science & Analytics	Sporting Events	Cybersecurity
		Specialty Food Products		Outdoor Recreation	

### Contact Information:

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Williamsburg, Virginia 23185

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Email: [ddenny@gwpva.com](mailto:ddenny@gwpva.com)  
[www.gwpva.com](http://www.gwpva.com)

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*Propelling Business Forward for 400 Years*

INVESTING TOGETHER IN THE  
FUTURE OF THE GREATER  
WILLIAMSBURG REGION





## A MESSAGE FROM OUR CHAIRMAN...

"This is truly a remarkable partnership, with the economic development departments from the City of Williamsburg, York County and James City County all collaborating in the effort. For the first time ever, Greater Williamsburg has its own regional entity marketing the area as an outstanding place to conduct business. With the addition of private investment in the Greater Williamsburg Partnership (GWP), we can leverage our current funding from the three localities to attract diversified businesses and create new jobs in the region."

**Mr. Thomas Tingle, AIA**

Chairman | The Greater Williamsburg Partnership

## A MESSAGE FROM OUR EXECUTIVE DIRECTOR...

"Our mission is to go out and market this great region to the rest of the USA and the world. If we have the resources to do that, good things will continue to happen in the Greater Williamsburg region. Our region is strategically located between two major metro areas and is one of the best-kept secrets on the entire East Coast. We strive to increase and broaden the employment opportunities for all of our citizens, while retaining the charm and beauty of our home."

**Mr. David W. Denny**

Executive Director | The Greater Williamsburg Partnership





## THE MISSION OF THE GREATER WILLIAMSBURG PARTNERSHIP

IS TO PROMOTE THE GWP REGION, TO FOSTER JOB CREATION,  
TO FACILITATE NEW INVESTMENT, TO DIVERSIFY OUR ECONOMY,  
AND TO NURTURE AND IMPROVE OUR QUALITY OF LIFE.

## VISION

Through forward-thinking leadership and an effective marketing program, the GWP will recruit targeted businesses and industries to our region that both benefit from, and contribute to, the quality of life of the area's citizens, which is inextricably linked with a strong economy.

## WHAT WE DO

The GWP believes that a favorable business climate is essential to attracting desirable corporate citizens, as is the availability of appropriate business sites and buildings and a well-educated and appropriately-trained workforce. As a regional partnership, the GWP is strongly positioned to support economic development and help shape the future of the Greater Williamsburg community, the Virginia Peninsula, and the Commonwealth of Virginia. We accomplish this goal by:

- Marketing the region to domestic and international companies as a great place to locate, operate, and grow their business
- Differentiating and articulating the Greater Williamsburg region's strengths and assets to give our community a competitive edge
- Developing and implementing targeted marketing campaigns that are measured for success
- Soliciting and hosting prospect and site selector visits to our region
- Conducting follow-up activities to secure the prospective company for our region
- Supporting local economic developers in their pursuit of business retention and expansion projects
- Serving as a liaison between the Virginia Economic Development Partnership (VEDP) and the GWP localities
- Working with other Virginia regions to market Greater Williamsburg as a "Super Region", when appropriate
- Providing information and regional facilitation regarding economic development and strategic workforce development initiatives
- Supporting the Launchpad: Greater Williamsburg Business Incubator, which is under the organizational auspices of the GWP, to help establish and grow entrepreneurial, start-up and small businesses





## INVESTOR BENEFITS

GWP Investors play a key role in marketing the region, creating economic opportunities, and improving the quality of life in our “hometown.” Partners can build strong networks of public and private contacts, through attendance at GWP special events and meetings. Annual investments are per company, not per individual, so others within the partner organization are welcome to attend GWP events, meetings, and activities (limitations apply).

Investors enjoy valuable exposure and promotion of their organization, via listings on the GWP’s website, in the Regional Resource Guide, and on other promotional materials, and are kept informed, via regular email updates, on the activities and successes of the GWP.

As appropriate, investor organizations are invited to participate as a project resource, to assist in recruiting a new or expanding business. Investors have the opportunity to access prospects, through a listing in the Regional Resource Guide and targeted prospect meetings.

*\* Investor benefits vary according to contribution level.*

## PARTNER INVESTMENT TIERS

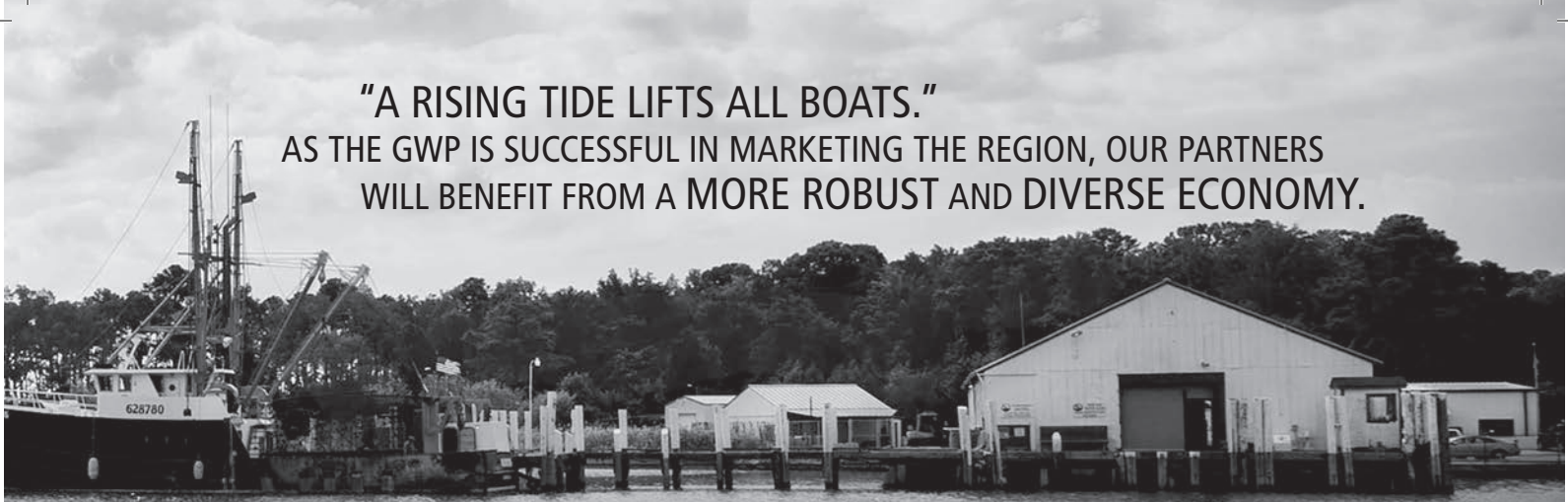
### REGIONAL EXECUTIVE COUNCIL (REC)

**\$5,000 PER YEAR | BY INVITATION AND APPROVAL OF THE GWP BOARD**

The Regional Executive Council is exclusively reserved for C-level and senior executives in major private corporations, foundations or public/private organizations. This elite group is comprised of the area’s top thought leaders, who will help to identify actions and strategies to propel our region forward and shape our future.

In addition to receiving the full Tier 1 benefits package, REC members also enjoy:

- Participation in four REC strategy meetings per year
- Ability to participate in marketing missions and trips throughout the year
- Mention at all GWP events and on event signage
- Corporate name displayed on GWP letterhead
- Corporate logo and link displayed prominently on the GWP website home page
- Opportunity to represent the REC as an Ex-Officio member of the GWP Board



**"A RISING TIDE LIFTS ALL BOATS."**  
**AS THE GWP IS SUCCESSFUL IN MARKETING THE REGION, OUR PARTNERS  
WILL BENEFIT FROM A MORE ROBUST AND DIVERSE ECONOMY.**

**TIER 1 | \$2,500 PER YEAR | FOR GENERAL INVESTORS OF ALL TYPES**

- Utilized as an area ambassador at prospect meetings and GWP events
- Invitation to participate as a project resource, when appropriate
- Enhanced partner listing and link on GWP website
- Partner listing in the Regional Resource Guide
- Subject of one "Partner Profile," distributed via e-communication
- Two mentions/recognitions per year in GWP communications and/or at events
- Invitation to three Quarterly Partner Meetings, one Annual Meeting/Briefing, and one GWP-sponsored event per year
- Invitation to Participate on GWP Committees
- Included on the distribution list for all GWP publications

**TIER 2 | \$1,000 PER YEAR | FOR GENERAL INVESTORS OF ALL TYPES**

- Basic partner listing on the GWP website
- Partner listing in the Regional Resource Guide
- Invitation to three Quarterly Partner Meetings and one Annual Meeting/Briefing
- Invitation to participate on GWP committees
- Included on the distribution list for all GWP publications

**ADDITIONAL OPPORTUNITY (AVAILABLE TO ALL LEVELS)**

**REGIONAL RESOURCE GUIDE FULL PAGE AD | RESTRICTED TO GWP PARTNER COMPANIES**

The Regional Resource Guide is a "living document," that contains a directory of partner businesses which provide goods or services to companies locating to or expanding within the GWP region. The guide is available on the GWP website and is distributed, as needed, to representatives of active GWP projects.

**Restrictions and details are provided upon request | COST: \$300 PER YEAR**



AS A  
VALUED GWP INVESTOR,  
YOU WILL PLAY A KEY ROLE IN MARKETING THE  
REGION, CREATING ECONOMIC OPPORTUNITIES,  
AND IMPROVING THE QUALITY OF LIFE  
IN YOUR "HOMETOWN."





## ORGANIZATION, MANAGEMENT AND FINANCE

### BOARD OF DIRECTORS

#### 13 Members

- **SIX** | Regional Economic Development Authority Representatives
- **THREE** | Locality Economic Development Directors
- **ONE** | Chairman of the Launchpad Board
- **THREE** | Local Chief Administrative Officials (ex-Officio)

### STAFF MEMBERS

- Executive Director: David W. Denny
- Administrative Manager: LaTonya Wallace-Conyers
- Investor Relations: James W. Noel, Jr. (Board Liaison) and David Denny

### ANNUAL BUDGET | \$150,000

(AT TIME OF PUBLISHING):

- **100%** | Public Sector
- **0%** | Private Sector

### INVESTMENT USE

- Marketing and Business Development for Region
- Administration, Personnel, Services
- Fundraising and Private Sector Investor Program

**"A LEAN AND FOCUSED ORGANIZATION."**

## 2017/2018 GWP MARKETING CALENDAR

### JULY

- VEDP Quarterly Managers' Meeting

### AUGUST

- Regional Industrial Broker Luncheon

### SEPTEMBER

- Composites & Advanced Materials Expo (CAMX) and Marketing Mission

### OCTOBER

- Industrial Asset Management Council (IAMC) Fall Forum
- VEDP Quarterly Managers' Meeting

### NOVEMBER

- Regional Commercial/Retail Broker Luncheon
- FABTECH Metal Forming, Fabricating, Welding and Finishing Event and Marketing Mission

### JANUARY

- Fancy Food Show and Marketing Mission

### FEBRUARY

- VEDP Quarterly Managers' Meeting

### APRIL

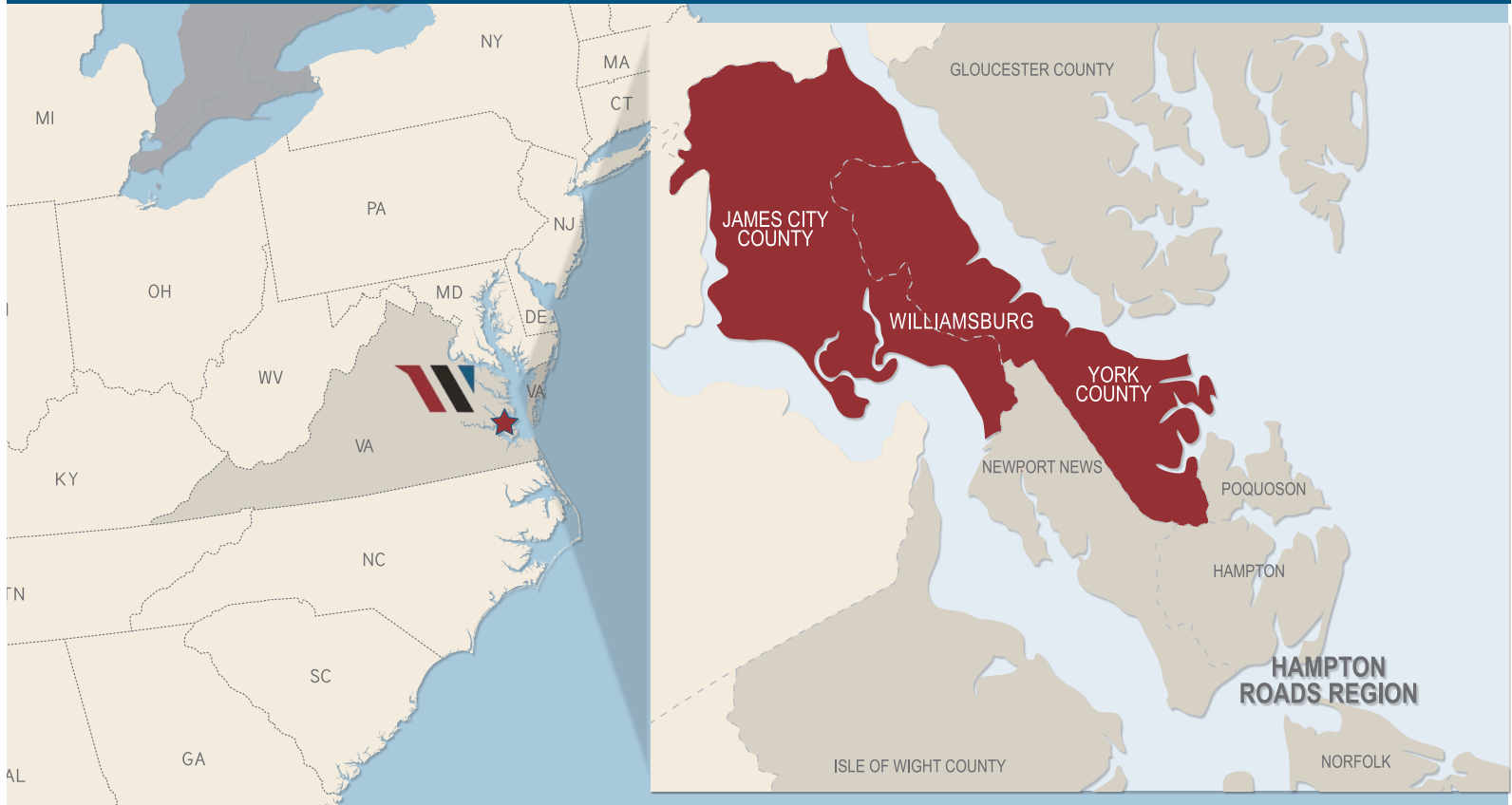
- Craft Brewers Conference and Marketing Mission

### MAY

- VEDP Quarterly Managers' Meeting

# JOIN YOUR FELLOW LEADERS TODAY!

Help shape the future of the Greater Williamsburg community and provide economic opportunities and a better quality of life for the citizens of our region.



## FOR MORE INFORMATION CONTACT

**David W. Denny** | Executive Director  
844.GWP.2020  
ddenny@gwpva.com

**James W. Noel, Jr.** | Member, GWP Board  
757.890.3318  
jnoel@yorkcounty.gov



4345 New Town Avenue, Suite 200  
Williamsburg, Virginia 23188  
844.GWP.2020 | [www.gwpva.com](http://www.gwpva.com)



**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Robin Carson, ChefsGo 1.0 Volunteer Coordinator

SUBJECT: 2018 Funding Request - ChefsGo 1.0

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2018 ChefsGO 1.0 class has accepted 17 students ranging in age from 18-61. The class includes local high schoolers, unemployed and partially employed workers, single moms and second career seekers. Six new chefs are being added to the instructor/mentor line up. Funding has been obtained for 4 students thru WIOA, 1 student thru DARS, 1 Student thru Youth Funding, \$500 each for 3 Literacy for Life students and one company, GSI, is paying for its employee. Chef jackets and knife sets have also been donated. Several of the students are self-paying the full tuition but the ChefsGo committee is working to obtain the balance of scholarship funds. The Williamsburg Chamber, York County ED and Williamsburg ED have verbally agreed to donate with each of the localities providing \$5000. The funds would be used to provide 5 more partial scholarships and to pay for additional equipment needed for the enlarged class such as burners, bowls, cutting boards and daily disposables.

**ATTACHMENTS:**

	Description	Type
▣	Brochure	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 2:27 PM

# ChefsGO 1.0



## Pathway to Culinary Careers



Thomas Nelson Community College Workforce Training & Continuing Education  
4135 Ironbound Road Williamsburg, VA 23188 | 757.897.3462 | [www.tncc.edu](http://www.tncc.edu)

## Why ChefsGO?

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According to the Virginia Tourism Corporation, in the Commonwealth of Virginia, the travel and hospitality industry supports 230,000 jobs and is the fifth largest private employer in Virginia supporting a payroll of \$5.6 billion dollars. In 2016, there was a 5.4% increase in jobs in the travel and hospitality industry.

According to the Virginia Employment Commission, research showed that the labor market information for culinary occupations in the Greater Williamsburg area and surrounding workforce region would grow by an average of 11.2% from 2014-2024. From the Virginia Employment Commission, data shows that there were 8,774 unique job postings in the culinary field from Aug. 2016 through Aug. 2017. During that same time, unique culinary job postings in the Greater Williamsburg region totaled 3,715.

In 2015, a group of local Chefs identified the need for an affordable program to train individuals in basic culinary techniques to fill vacancies in kitchens. They approached James City County along with Thomas Nelson Community College (TNCC) and together with other industry leaders and organizations developed ChefsGO 1.0, a workforce development training program. The pilot program launched in March of 2017, and after a successful well-received inaugural class, the second session will commence in March of 2018.

## Program

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ChefsGO 1.0 is a culinary kickstart program that provides 11 weeks of classroom and kitchen training (144 hours) taught by renowned, professionally-trained local chefs and industry professionals in partnership with TNCC. Classes, taught in the kitchen at Warhill High School and TNCC, are Monday-Wednesday from 3 PM – 7 PM. Labs and lectures are interactive and intensive, equipping students with foundational culinary techniques and knowledge. Students then participate in a 15-week mentorship in a restaurant following the classroom portion and are paid a minimum of \$10 per hour for their work.

To ensure a well-rounded culinary experience and exposure to the many facets of the culinary industry, the students will participate in several field trips and events. The 2018 curriculum will take students on a tour of a food packaging plant and a grocery store to gain exposure to the behind the scenes aspects of the butcher shop, bakery, deli, receiving, and seafood departments. The students will get to enjoy a fine dining

meal hosted by Waypoint Seafood & Grill. This ensures the students understand the service, presentation, and guest experience associated with the food they prepare as well as get to taste a variety of high end foods. They will attend the Virginia Institute of Marine Science's Chefs' Seafood Symposium, an annual one-day educational conference for culinary professionals, culinary students, and representatives from the seafood industry and related businesses. Scientists and chefs provide the latest information on seafood science, fisheries issues, and cooking techniques. Additionally, the students will volunteer for the Williamsburg Area Meals on Wheels "Foodapalooza" event and the Greater Williamsburg Chamber & Tourism Alliance's "Williamsburg Taste Festival." Their participation in these culinary events not only encourages community involvement but also exposes them to the event side of the business.

## Text & Curriculum

The curriculum has been developed by the Chefs and Coordinators to ensure the program delivers the skills the students need to successfully enter the field. The ChefsGO curriculum is supported by the American Hotel Lodging Educational Institute's (AHLEI) premier workforce training curriculum called START® (Skills, Tasks, And Results Training), and by *The Professional Chef* textbook, named one of the five favorite culinary books of this decade by *Food Arts* magazine and "the bible of all chefs." The sanitation portion of the curriculum is supported by, industry-leader, National Restaurant Association's ServSafe® Food Handlers curriculum and is taught by ServSafe® Certified Instructors.

CPR, AED, Heimlich Certification	ServSafe® Food Handlers
Cuisine & Culture	Sanitation & Safety Hands on Applications
Kitchen & Equipment Orientation	Knife Skills
Cooking Methods	Nutrition & Personal Wellness
Allergens	Strength Finders Teambuilding
Culinary Mathematics	Hospitality Service
Culinary Industry Organization & Career Paths	Fruits & Vegetables
Herbs, Seasonings, Spices, Flavorings	Cheese, Milk, Eggs, Dairy, Pantry
Rice, Potatoes, Pastas and Other Starches	Stocks & Sauces
Poultry	Seafood
Beef, Pork and Lamb	Baking: Quick & Yeast Breads
Baking: Custards and Creaming Methods	Professional Development & Interviewing

*"ChefsGO 1.0 is a career opportunity for interested applicants 18 years old or older to explore the basic foundation of culinary arts. Thought and designed by highly skilled local professionals, the program will touch on all basic academic and culinary skill sets preparing the individuals for possible entry positions in the hospitality arena." – Chef Hans Schadler, Waypoint Seafood and Grill"*

## Credentials

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In addition to the Certificate of Completion earned through Thomas Nelson Community College, the students will be CPR, AED, and Heimlich Certified and they will have obtained their Food Handler's Card from the Virginia Department of Health. Additionally, upon successfully passing the AHLEI START exam, the students will earn the industry-recognized, portable *Kitchen Cook* certification endorsed by the American Hotel & Lodging Association (AH&LA).

## Enrollment

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Six students received a certificate of completion following their mentorships from the 2017 pilot program. The 2018 class, beginning March 5<sup>th</sup>, will have 15-17 students. This diverse class includes 9 women and 8 men ranging in age from 17-61, representing 5 different countries. The program is slated to have 16 Chef Mentors.

## Outcomes

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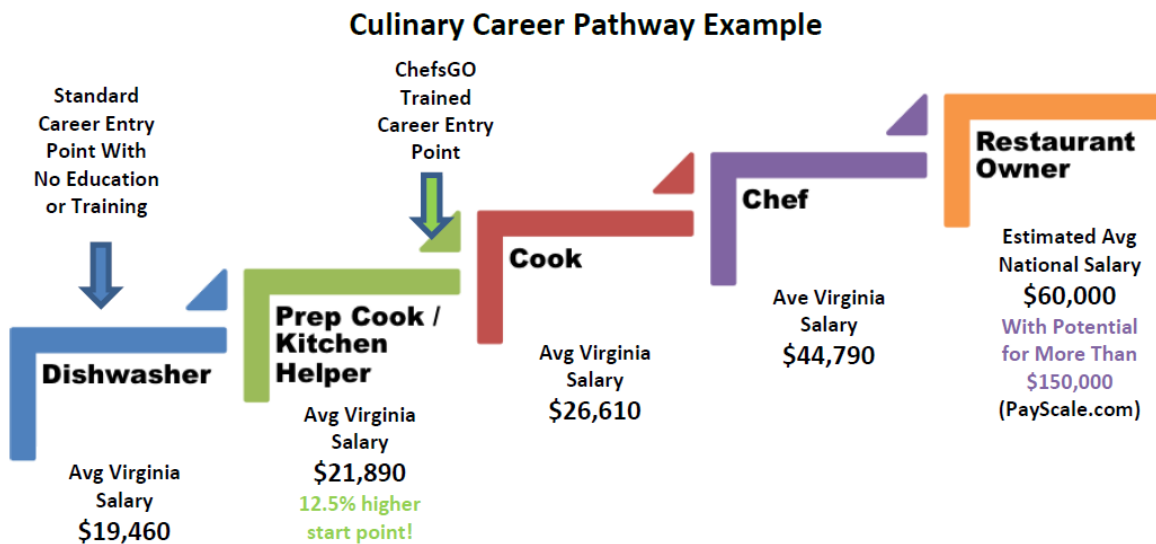
From the 2017 pilot program, all six students are still employed by their mentoring restaurants at this time. One student has been accepted into the highly competitive American Culinary Federation's (ACF) Culinary Apprenticeship Program at Colonial Williamsburg, who waived the minimum one-year work experience requirement because of their successful completion of ChefsGO 1.0. Another student plans to enroll at the esteemed Culinary Institute of America in Hyde Park, NY.

ChefsGO provides a hands-on experience that provides career exploration opportunities. The three major outcomes of the program are:



- 1) Student decides to pursue further culinary education via apprenticeships or Culinary/Hospitality post-secondary Degree program
- 2) Student decides to continue working in the culinary industry and climb the career ladder through work experience
- 3) student decides that the culinary industry is not the right fit for them without the financial burden of other 2 and 4-year programs.

The program offers an affordable way to gain a higher entry point for those without a formal culinary education from other 2 and 4-year programs.



## Community Commitment & Scholarships

Local community organizations have partnered with TNCC to offer need-based scholarships for students participating in the program. Program partners include the [James City County Economic Development Authority](#), [City of Williamsburg Economic Development Authority](#), [York County Economic Development Authority](#), [Greater Williamsburg Chamber & Tourism Alliance](#) and the [Williamsburg Area Restaurant Association](#). This funding commitment allows the program to be offered to a variety of participants.

[Literacy for Life](#), an organization that provides individualized tutoring for adults in English for speakers of other languages, supported an ESL student in 2017, and two ESL students for 2018.

The 2018 program gains a student from The [Virginia Department for Aging and Rehabilitative Services](#), who provides and advocates for resources and services to improve the employment, quality of life, security, and independence of older Virginians, Virginians with disabilities, and their families.

Furthermore, the [Peninsula Regional Education Program](#), a division of the [Peninsula Council for Workforce Development](#), is sponsoring a student in the 2018 program, while supporting them through obtaining their GED® Certification.

## Instructors

In 2017, Chefs from 11 local restaurants voluntarily taught lectures and labs during the program. The diversity in these restaurants included independent eateries, fine dining and even restaurants at a continuing care community. The experience that the chefs were able to share with participants shows a true community commitment. During the student mentorships, each participant received additional guidance from the chefs they were working with as well as executive kitchen staff to further extend their experience. The 2018 program is expecting up to 16 Chef Mentors.

<b>*Chef Hans Schadler, CEC, AAC</b> Waypoint Seafood & Grill	<b>*Kevin Early</b> Windsor Meade
<b>*Chef Stephen Perkins, CEC</b> Waypoint Seafood & Grill	<b>*Chef Renny Parziale, CEC, CCA, ACE</b> Guest Services Inc.
<b>*Chef Jonathan Brown</b> Waypoint Seafood & Grill	<b>Joy Abid</b> Le Yaca
<b>*Chef Scott Hoyland</b> Blue Talon Bistro, Culture Cafe	<b>Dennis Giang</b> Le Yaca
<b>*Chef Steven Sowell</b> The Hound's Tale	<b>Pam Dannon, EdM Registered Dietician</b> Williamsburg James City County Schools
<b>*Chef Travis Brust</b> Williamsburg Inn	<b>Elsa Bakkum</b> University of the South
<b>*Chef Uwe Schluszas</b> Kingsmill Resort	<b>Randy Lackey</b> First Aid Instructor

*\*Denotes Mentor & Instructor*

2017

Mrs. Robin Carson was the Program Coordinator and champion for the ChefsGO 1.0 2017 pilot program. Robin had worked for SeaWorld Parks & Entertainment for the majority of her career, but she also served as General Manager for Kingsmill Resort, a AAA 4-diamond golf resort located in James City County. Now retired, her extensive knowledge in hospitality management made her the perfect mentor for students

participating in the program. Robin was charged with creating the pilot program curriculum, generating sponsorships, donation of supplies, and identifying and working with the chef volunteers to determine the program content, structure and logistics.

The 2018 program sees the addition of Mrs. Allison Patterson, as the lead Program Coordinator with the continuing support of Robin Carson. Allison has a Bachelor of Science in Food Service Management and Associate of Science in Culinary Arts from Johnson & Wales University. Allison brings 25 years of industry experience in both front and back of the house as well as sales & service, catering & event management, accounting, technology, human resource and executive management. Having worked for a leading casual dining chain, fine dining restaurants, Hyatt Hotels, Hilton Hotels, Kingsmill Resort, and headed the operations for a chain of high end conference centers, Allison brings an extensive hospitality management and training background and is a ServSafe® Certified Instructor & Proctor.

## Sponsorships & Donations

The purpose of ChefsGO 1.0 is to provide affordable formal training to develop a workforce that meets the needs of the local industry. Meeting the affordability objective has only been possible through a multitude of generous in-kind donations. We continue to seek donations to enhance the program and deliver the highest caliber experience possible.

<b>Blue Talon Bistro</b> Food Supplies, Chef Hats	<b>The Hounds Tale</b> Food Supplies, Sauté Pans
<b>Canada Cutlery</b> Special Pricing for Knife kits	<b>Tom &amp; Robin Carson</b> AHLEI Text Books
<b>Carmen Burrows</b> Nametags, Chef Jacket Embroidery	<b>Waypoint Seafood &amp; Grill</b> Food Supplies, Dinner Experience
<b>Greater Williamsburg Chamber &amp; Tourism Alliance</b> Knife Kits	<b>Williamsburg Inn</b> Food Supplies
<b>Guest Services Inc.</b> Thermometers, Safety Gloves	<b>Williamsburg Landing</b> Graduation Ceremony & Reception
<b>Kingsmill Resort</b> Food Supplies	<b>The Hounds Tale</b> Food Supplies, Sauté Pans
<b>Performance Food Group</b> Chefs Jackets	



ITEM SUMMARY

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Amy B. Jordan, Director of Economic Development

SUBJECT: Budget Amendment - Regional Economic Development Support

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The EDA budget includes the Newport News/Williamsburg International Airport Funding (RAISE), with \$26,804 approved for FY18.

The Newport News/Williamsburg International Airport Funding (RAISE) was approved in the budget, but has been “frozen” at the direction of the BOS since FY17. The airport has recently experienced changes in management and the JCC Board of Supervisors is now engaged with the new management in potential changes to the organizational and funding structure of this regional airport.

As a result, staff is proposing to reallocate the funds in the Newport News/Williamsburg International Airport (RAISE) line item of the EDA budget.

In a previous proposal, \$21,804 was recommended for reallocation to the James River Commerce Center Operating Expenses line item. Staff proposes the remaining \$5,000 be reallocated to Regional Economic Development Support. The Regional Economic Development Support line item currently includes funds for the Greater Williamsburg Partnership (GWP), Launchpad, and the Small Business Development Center (SBDC). There has been increased regional communication between the economic development offices on the Peninsula as Go Virginia initiatives have progressed. Staff believes more opportunities are on the horizon and reallocating these funds from the regional airport to future regional initiatives is appropriate.

ATTACHMENTS:

	Description	Type
□	Resolution	Resolution
□	Draft RIFA Agreement	Cover Memo

REVIEWERS:

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 1:10 PM

RESOLUTION AMENDING THE FY 2018 BUDGET TO TRANSFER FUNDS

TO REGIONAL ECONOMIC DEVELOPMENT SUPPORT

WHEREAS, the Economic Development Authority of James City County participates in various regional economic development activities, including the Greater Williamsburg Partnership, Launchpad Business Incubator, Start! Peninsula, and Business Appreciation Events; and

WHEREAS, On October 24, 2017, the Board of Supervisor passed a resolution of support and willingness to participate in a Go Virginia Grant Proposal for the proposed Unmanned Systems Facility on approximately 432 acres of surplus Commonwealth of Virginia property in York County; and,

WHEREAS, The Economic Development Directors of the six jurisdictions of the Virginia Peninsula have been working on a Regional Industrial Facilities Authority Agreement (RIFA) to support a Go Virginia submission for the Unmanned System Facility; and

WHEREAS, the Economic Development Authority of James City County has supported these and other regional efforts with both staff and financial resources; and

WHEREAS, the Economic Development Authority of James City County has previously budgeted funds for Regional Air Service Enhancement Funds (RAISE) at the Newport News/Williamsburg International Airport; and

WHEREAS, management and organizational changes at the Newport News/Williamsburg International Airport are resulting in changes to RAISE; and

WHEREAS, the Economic Development Authority of James City County has expressed a desire to reallocate funds no longer needed for their original purpose.

NOW, THEREFORE, BE IT RESOLVED that the Economic Development Authority of James City County, Virginia, hereby amends the FY 2018 budget to move \$5,000 from the Newport News/Williamsburg International Airport Funding (RAISE) line item to the Regional Economic Development Support line item.

Expenses

Newport News/Williamsburg International Airport Funding (RAISE)	\$ (5,000)
Regional Economic Development Support	\$ 5,000

The undersigned hereby certifies that the above Resolution was duly adopted by the directors of the Economic Development Authority of James City County, Virginia at a meeting duly called and held on March 8, 2018 and that such resolution is in full force and effect on the date hereof.

\_\_\_\_\_  
Chair, Economic Development Authority  
James City County, Virginia

ATTEST:

\_\_\_\_\_  
Amy Jordan  
Secretary to the EDA

	VOTES		
	<u>AYE</u>	<u>NAY</u>	<u>ABSTAIN</u>
TINGLE	_____	_____	_____
CARSON	_____	_____	_____
ODLE	_____	_____	_____
GERHARDT	_____	_____	_____
SHIPPEY	_____	_____	_____
BLEDSON	_____	_____	_____
WARNER	_____	_____	_____

Adopted by the Economic Development Authority of James City County, Virginia, this 8th day of March, 2018.

BudgtAmd-res

**DRAFT**  
**FISCAL AGENCY AGREEMENT**

This **FISCAL AGENCY AGREEMENT** ("Agreement"), dated \_\_\_\_\_, is between **Virginia Peninsula Chamber Foundation, Inc. (Fiscal Agent)**, a 501(c)(3) non-profit corporation and the **economic development authorities of the cities of Hampton ("Hampton"), Newport News ("Newport News"), Williamsburg ("Williamsburg") and the counties of James City ("James City") and York ("York"), and the city of Poquoson ("Poquoson"), and the counties of Gloucester ("Gloucester") and New Kent ("New Kent"), collectively referred to as the "Parties".** This Agreement is made under the authority in Section 15.2-1300 of the Code of Virginia, as amended.

**I. Purpose of Agreement**

The Parties intend to form a Regional Industrial Facilities Authority ("RIFA") to fund, plan and implement an Unmanned Systems Facility located in York County, and other economic development projects as identified by the Parties, and hereby designate the Virginia Peninsula Chamber Foundation, Inc. as Fiscal Agent to assist the Parties in support the formation of the RIFA.

**II. Duration of the Agreement**

This Agreement shall remain in effect until September 30, 2019, or until earlier terminated according to the provisions herein. This Agreement may be renewed or extended by the mutual written agreement of all the Parties in the form of an amendment specifying the new agreement period.

**III. Responsibilities of the Fiscal Agent**

The Fiscal Agent shall provide the following services to the Parties:

- A. Invoice the Parties for their share of funding utilizing the following schedule: Hampton, Newport News, James City County, and York County, \$2,500 each, and Williamsburg, Poquoson, Gloucester and New Kent, \$1,250 each for an aggregate amount of \$15,000. Each Party's contribution should be remitted no later than May 30, 2018. These funds are to be used to support the formation of a RIFA. Any grant funds will also be deposited with the Fiscal Agent. Once the RIFA is formed, the Fiscal Agent shall transfer all funds to the RIFA and this Agreement shall terminate.
- B. On behalf of the Parties, the Fiscal Agent will establish and operate a designated account ("Account") segregated on the Fiscal Agent's books. All amounts deposited into the Parties Account will only be used in support of the formation of the RIFA, less administrative charges, and subject to the conditions set forth below.
- C. The Parties hereby designate the Economic Development Director for York County to act as the authorizing official ("Authorizing Official"). The Authorizing Official shall act as principal coordinator of the Parties' daily business with the Fiscal Agent, and shall have the authority to sign disbursement requests.



- D. The Fiscal Agent shall be allowed to disburse funds from the Account as instructed in writing from the authorizing official on properly filled-out Fiscal Agent vouchers accompanied by required documentation and only as authorized by this Agreement. Disbursements shall be restricted to the support of the formation of the RIFA.
- E. The Fiscal Agent is responsible for completing and submitting any 1099 reports as required by federal or state law or regulation.
- F. The Fiscal Agent will maintain all financial records relating to the formation of the RIFA according to generally accepted accounting principles; retain records as long as required by law, and make records available to auditors as required by law.
- G. The Fiscal Agent will submit to the Parties monthly expenditure reports within 10 business days from the end of the prior month. At the end of the successful formation of the RIFA or a decision to terminate this effort, the Fiscal Agent will provide to the Parties a full accounting report of the use and status of the funds. Reports shall be submitted in a format agreed to by the Parties and the Fiscal Agent, and shall include as much of the information as the Fiscal Agent is required to maintain as described in this section as the Parties may request, and as is necessary to reconcile the records of the Parties with the records of the Fiscal Agent. Any funds remaining in the Account shall be carried forward if this Agreement is extended beyond September 30, 2019.
- H. The Fiscal Agent and the Parties will reflect their activities, to the extent required, on their respective state and federal government tax returns and financial reports. All disbursements from the Account shall be treated as payments made to or on behalf of the Parties to accomplish the formation of the RIFA. The Parties will provide the Fiscal Agent with proper documentation to accomplish this, including furnishing the Fiscal Agent with the Parties' Federal Employer Identification Numbers.
- I. The Fiscal Agent shall charge a fee of FIVE HUNDRED DOLLARS (\$500.00) annually for its services which shall be taken out of the funds deposited into the Account.

#### **IV. Fiscal Agent Release**

In the event, in the sole determination of the Fiscal Agent, disbursement of Account funds cannot be accomplished because of a dispute between two or more of the Parties hereto, pertaining to the disbursement, which cannot be resolved collectively by all the Parties within 30 days, the Fiscal Agent may terminate its duties and obligations hereunder, after 10 day written notification to the Parties , by paying over the Account funds to the Circuit Court of the City of Hampton which shall act as a full and complete release of the Fiscal Agent from further responsibility and/or liability as to the Account or any funds held thereunder.

#### **V. Termination**

- A. This Agreement will terminate if any of the following events occur:
- a. The Parties fail to perform or observe any other covenant of this Agreement, and this failure remains unremedied 30 days after notice in writing.
  - b. Upon 60 days after either the Parties, or any party, or the Fiscal Agent has given written notice to all other parties of its intent to terminate the Agreement.
  - c. The RIFA is formed and ready to operate within the prescribed time frames set forth in this Agreement.
- B. Upon termination of this Agreement, for any reason other than as set forth in Paragraphs III.A and V. A.c, any funds remaining in the Account shall be distributed by the Fiscal Agent to the Parties in accordance with their pro rata share of contribution. Notwithstanding the foregoing, the Fiscal Agent shall be relieved of any further responsibilities, obligations and liabilities under the terms and provisions of this Agreement upon termination of this Agreement.

#### **VI. Indemnity by Fiscal Agent/Governmental Immunity**

- A. Fiscal Agent agrees to indemnify and hold harmless the Parties, collectively and individually, against any and all claims, losses, or expenses, including reasonable attorney's fees and litigation expenses, arising out of or in connection with Fiscal Agent's administration of the Account.
- B. The Parties do not waive, modify, or alter to any extent whatsoever the availability of the defense of sovereign immunity. Each Party shall be responsible for its own financial obligations.

#### **VII. Entire Agreement and No Assignment.**

This Agreement constitutes the entire agreement between the Fiscal Agent and the Parties. The terms and provisions of this Agreement shall be binding upon and shall inure to the benefit of the Parties and their respective successors and assigns. The duties, obligations and liabilities of this Agreement may not be assigned without the written agreement of all parties hereto and any attempted assignment to the contrary shall be void and of no legal effect.

#### **VIII. Governing Law/Venue.**

This Agreement is deemed a Virginia contract and it shall be governed as to all matters whether of validity, interpretations, obligations, and performance or otherwise exclusively by the laws of the Commonwealth of Virginia, and all questions arising with respect thereto shall be determined in accordance with such laws. This Agreement is deemed to have been delivered and accepted by the Parties in the City of Hampton, Virginia. Any and all suits for any claims or for any and every breach or dispute arising out of this Agreement shall be maintained in the appropriate court of competent jurisdiction in the City of Hampton.

#### **IX. Notice.**

Any notice or notices required or permitted to be given pursuant to this Agreement shall be given by hand-delivery with a receipt of delivery or certified mail, postage prepaid, return receipt requested as follows:

Economic Development Authority of the City of Hampton  
c/o Steven Lynch  
1 Franklin Street, Suite 600  
Hampton, VA 23669

Economic Development Authority of James City County  
c/o Amy Jordan  
101-D Mounts Bay Road  
Williamsburg, VA 23185

Economic Development Authority of the City of Newport News  
c/o Florence Kingston  
2400 Washington Avenue, 3<sup>rd</sup> Floor  
Newport News, VA 23607

City of Poquoson, Director of Economic Development Office  
c/o David Callis  
500 City Hall Avenue  
Poquoson, VA 23662

Economic Development Authority of the City of Williamsburg  
c/o Michele Mixner DeWitt  
401 Lafayette Street  
Williamsburg, VA 23185

Economic Development Authority of York County  
c/o James Noel  
224 Ballard Street  
Yorktown, VA 23690

Virginia Peninsula Chamber Foundation, Inc. **(Fiscal Agent)**  
c/o President/CEO  
21 Enterprise Parkway, Ste 100  
Hampton, VA 23666

Gloucester County

New Kent County

All parties to this Agreement confirm their acceptance of its terms by their signature on the following pages:

DRAFT

Virginia Peninsula Chamber Foundation, Inc. **(Fiscal Agent)**

By: \_\_\_\_\_

Its: \_\_\_\_\_

DRAFT

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CHAIR/ VICE-CHAIR

DRAFT

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CHAIR/ VICE-CHAIR

DRAFT

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CHAIR/VICE-CHAIR

DRAFT



DRAFT

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CHAIR/ VICE-CHAIR

DRAFT

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CHAIR/ VICE-CHAIR

DRAFT

**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Amy B. Jordan, Director of Economic Development

SUBJECT: March Director's Report

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**ATTACHMENTS:**

	Description	Type
▣	Memorandum	Cover Memo
▣	PDC Presentation	Exhibit
▣	Launchpad Update to GWP	Exhibit
▣	Launchpad Company History	Exhibit
▣	Launchpad Graduation Policy	Exhibit
▣	Draft Launchpad Metrics	Exhibit

**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 5:06 PM

## MEMORANDUM

DATE: March 8, 2018

TO: The Economic Development Authority

FROM: Amy Jordan, Director of Economic Development

SUBJECT: Director's Report, February 2018

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**Go Virginia** - The regional Go Virginia application was awarded a \$150,000 grant to get through the initial project phases. The participating localities are now preparing fiscal agreements and a project timeline. Each participating localities will need to contribute to the match needed for the grant.

**Credits2Careers** - Virginia's Community College System presented on its new program Credits2Careers at the Virginia Peninsula Chamber's Military Advisory Committee meeting. The academic portal allows military students and veterans to upload their Join Service Transcript to instantly earn academic credits based on their work experience and training. More information can be found at <https://www.credits2careers.org/>

**Hampton Roads Planning District Commission (HRPDC) Site Inventory** - HRPDC has been working with Economic Development professionals across the region to develop a more comprehensive site inventory of developable properties over 100 acres. Phase 1 of the initial data collection for this effort has been completed and a PowerPoint is attached. As part of the discussion and review of the preliminary data, the HRPDC has posed some questions to localities:

1. How do you think localities should collaborate to address issues of regional competitiveness?
2. It is evident that Hampton Roads has a limited inventory of large shovel-ready sites. How does this information impact your vision for economic development within the region?
3. Would your locality be interested in regional cost/revenue sharing arrangements to improve the competitive position of Hampton Roads?
4. Do you have any suggestions about next steps the HRPDC should take regarding the sites inventory project or the issue of site-readiness?

If you would like to provide input on this process, please provide your comments to me by **March 23** so that we can formulate a response to the Planning District Commission.

**Brownfield Application** - The three Greater Williamsburg Partnership Economic Development Directors met with Draper Aiden Associates to begin the data collection for the Brownfield application process. The EPA is still awaiting to announcing funding and timing, but the applications are typically due each November.

**The Workforce Housing Taskforce** and its Technical Advisory Committee (supporting staff) each had its second meeting. The Taskforce is still finalizing its structure. Staff on the Technical Advisory Committee have begun to explore ways to reach the target audiences for input. This includes targeting variety of large employers and utilizing both social media and Williamsburg Area Transit Authority services.

**Launchpad** - Launchpad Board of Directors had its quarterly meeting on February 27. Currently, there are 14 Launchpad businesses enrolled include four full-time, three virtual and seven community. Mr. Tim Ryan reported one company is getting ready to graduate and there are 11 companies that have existed program but

are still active. Of a total of 27 companies that have been affiliated with Launchpad, only two have failed. In 2017 Launchpad also hosted 14 events with 72 attendees. Attached is an adopted graduation policy, company history and a draft metrics. Please let me know if you have questions on the attached information or if you would like to provide input on the metrics to measure success.

AJ/nb  
DirReport-March2018

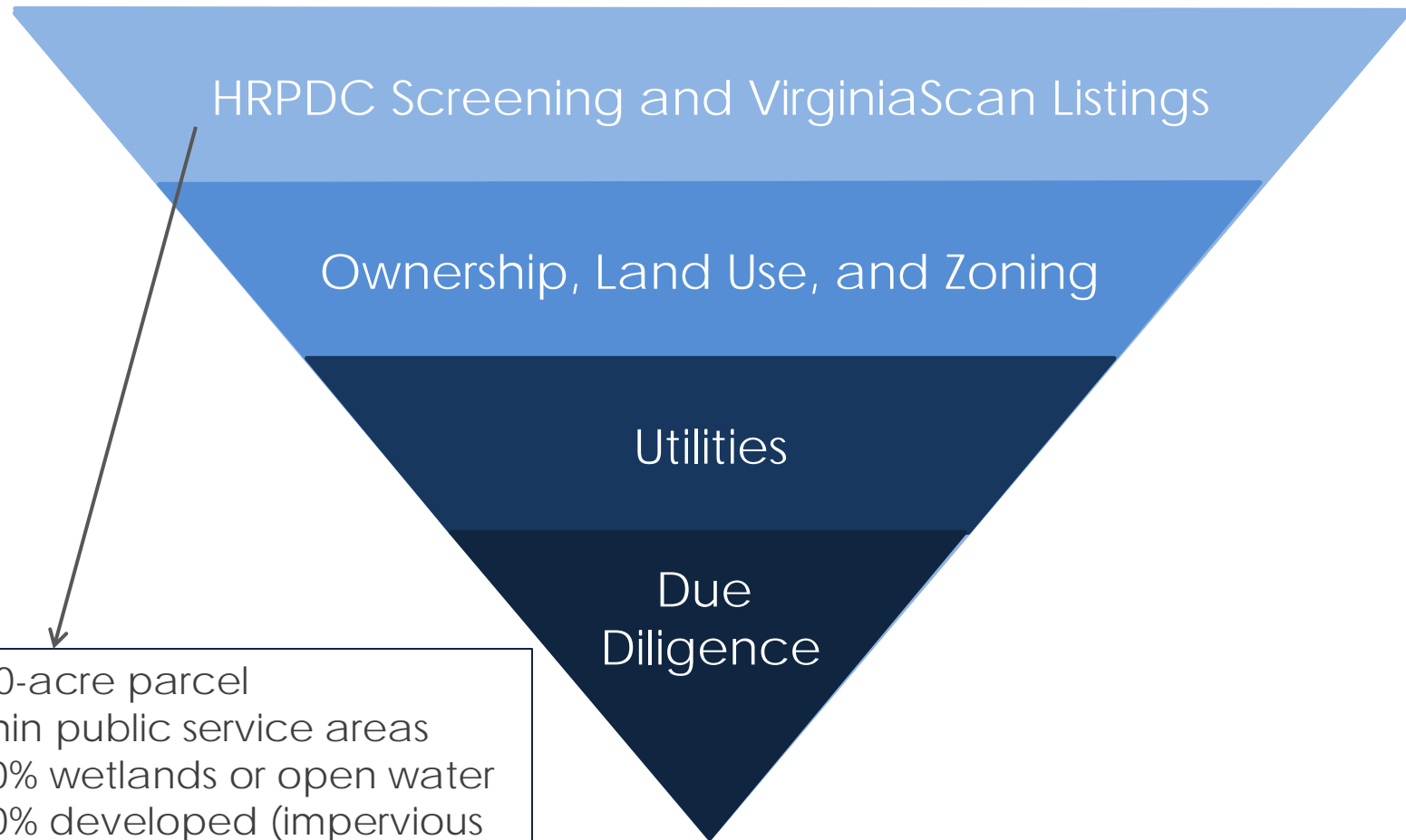
# Regional Economic Development Sites Inventory

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February 15, 2018

# Evaluation Process

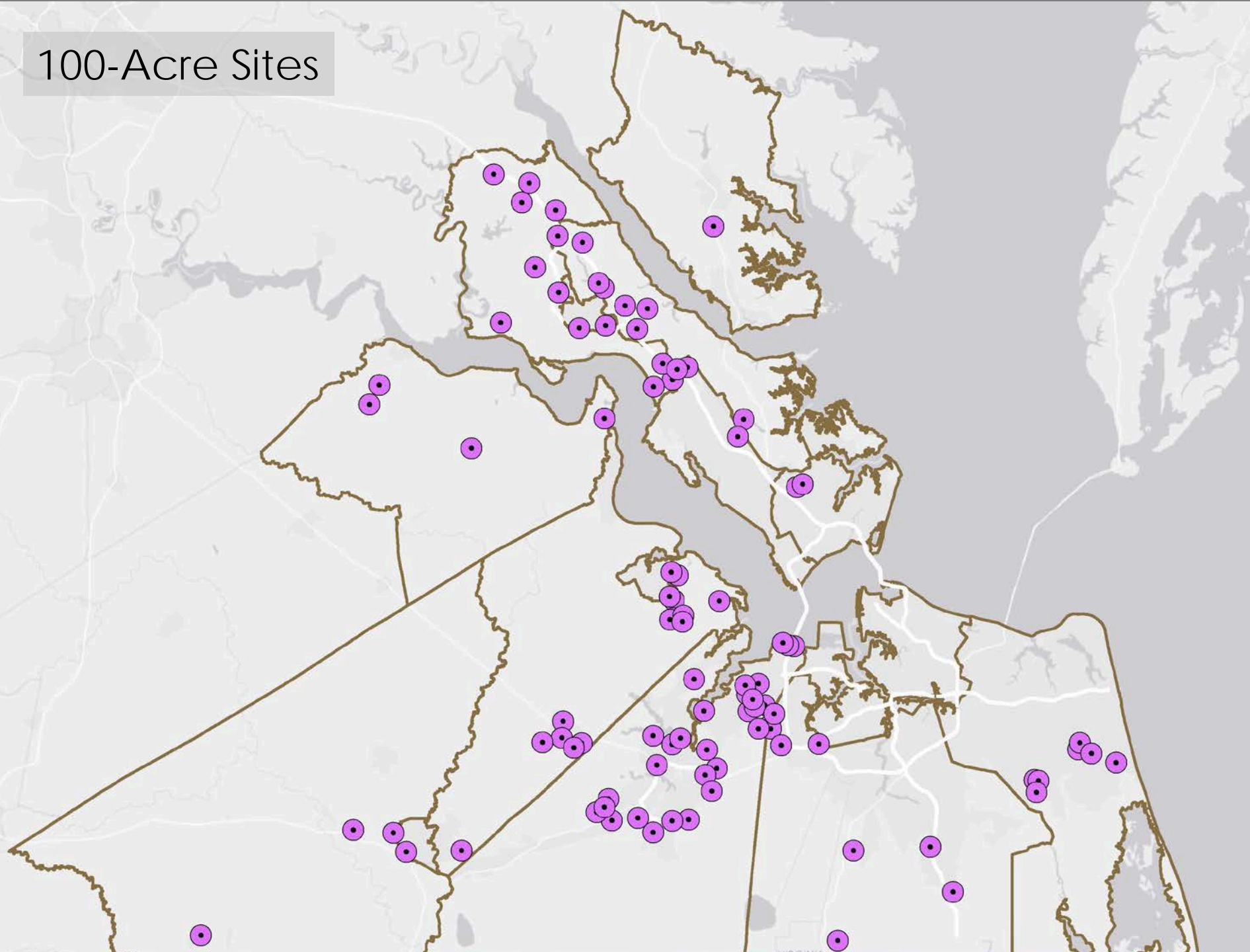


- >100-acre parcel
- Within public service areas
- < 50% wetlands or open water
- < 20% developed (impervious area)



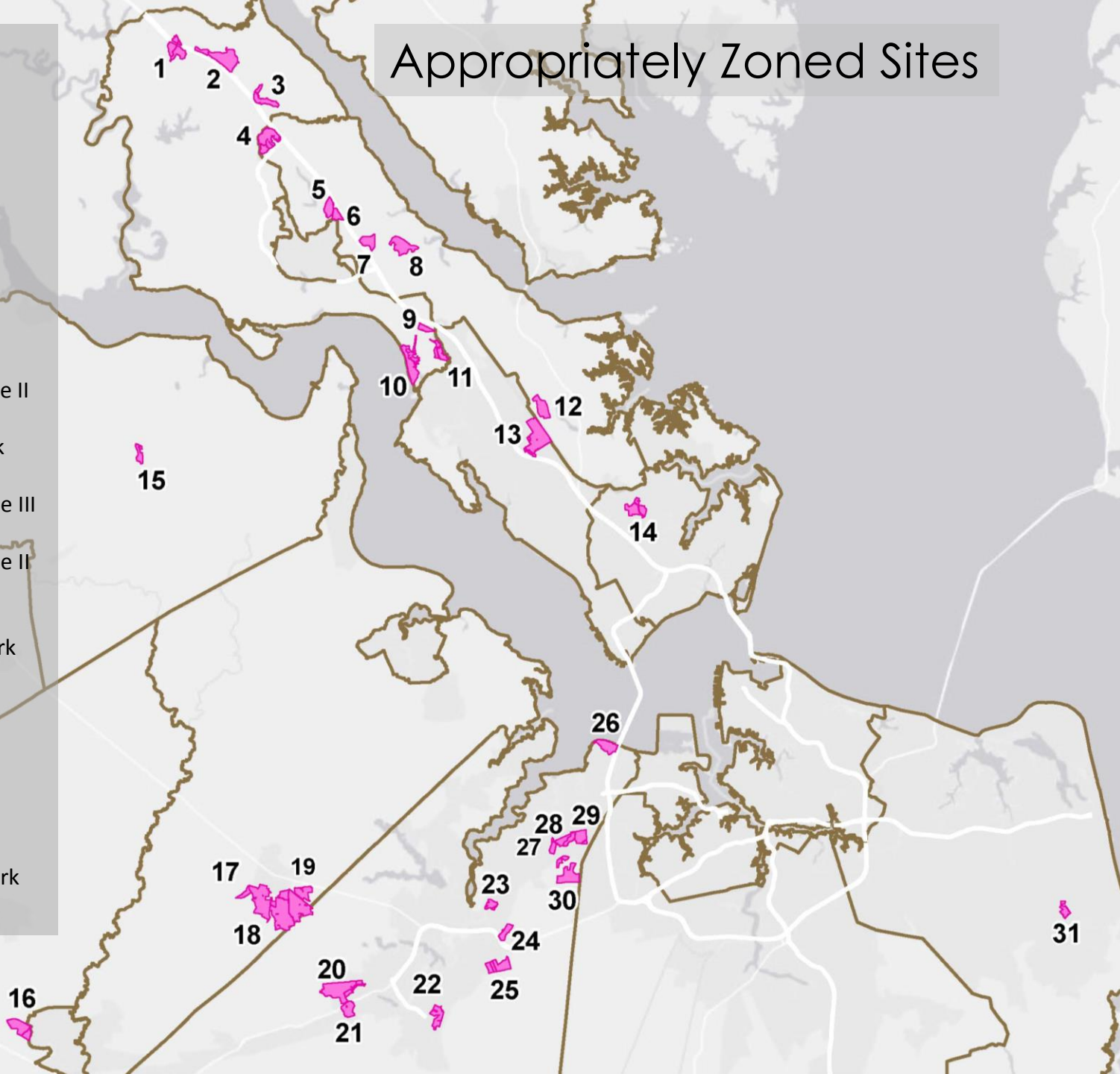


# 100-Acre Sites



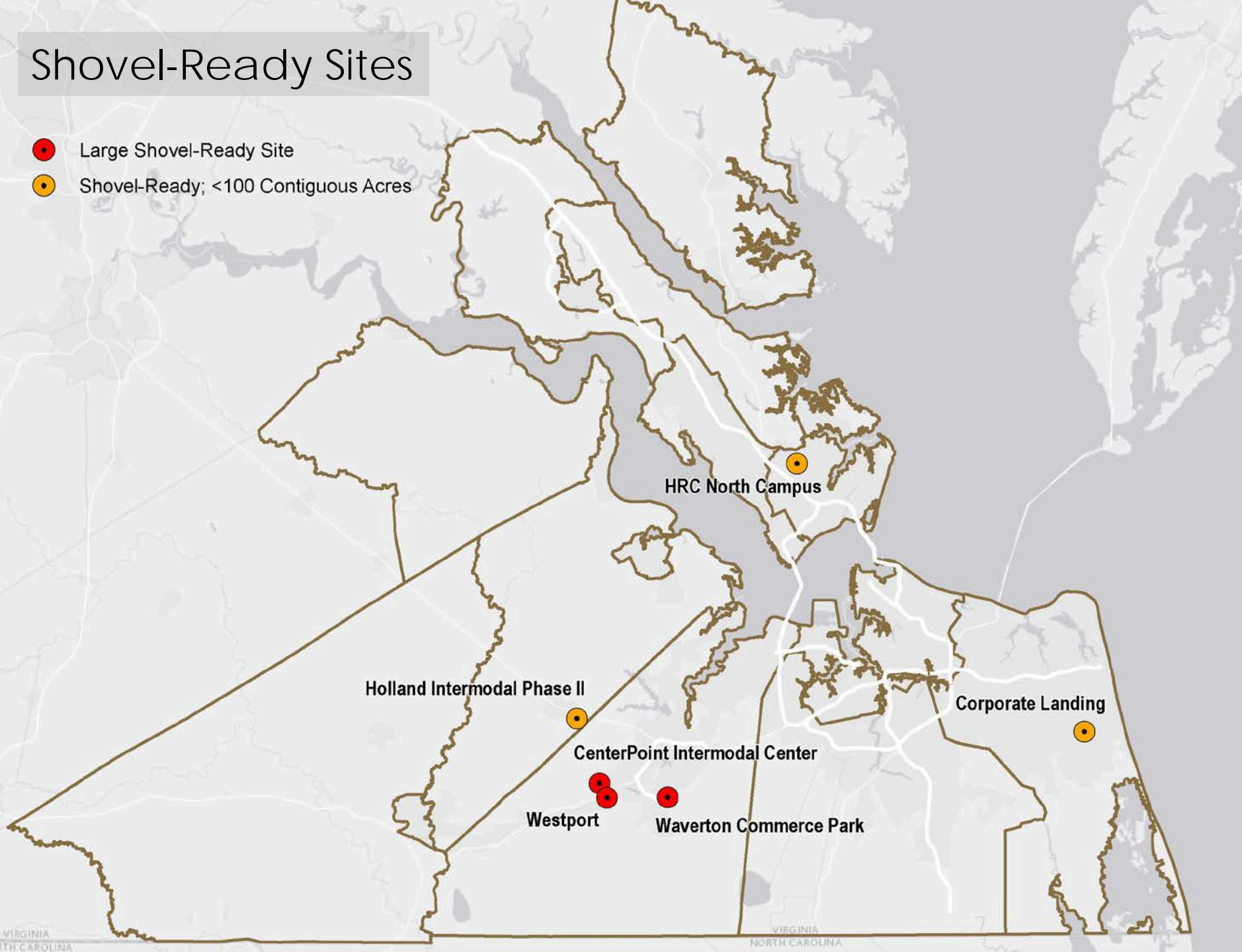
# Appropriately Zoned Sites

1. Hazelwood Farms
2. Stonehouse North
3. Hankins Farm
4. Williamsburg Pottery
5. CW Foundation #1
6. CW Foundation #2
7. Egger Property
8. Kings Creek
9. James City #1
10. BASF Site
11. Green Mount
12. PAC Property
13. Air Commerce Park Phase II
14. HRC North Campus
15. Surry West Business Park
16. Camp Parkway
17. Holland Intermodal Phase III
18. Norfolk Southern Site
19. Holland Intermodal Phase II
20. CenterPoint
21. Westport
22. Waverton Commerce Park
23. BASF (Suffolk)
24. Nahra Farm
25. Ballard Farm
26. TCC
27. Suffolk #1
28. Suffolk #2
29. Suffolk #3
30. Northgate Commerce Park
31. Corporate Landing



# Shovel-Ready Sites

- Large Shovel-Ready Site
- Shovel-Ready; <100 Contiguous Acres





## Regional Economic Development Sites Inventory - Appropriately Zoned Sites (Phase I)

Hampton			
Site	Address	Local Property ID #	Shovel-Ready
<b>14. HRC North Campus</b>	Commander Shepard Blvd. at North Campus Pkwy.	13002430 13003545	Yes

Isle of Wight County			
Site	Address	Local Property ID #	Shovel-Ready
<b>17. Holland Intermodal Phase III</b>	25427 Walters Hwy.	53-01-081 60-01-045 54-01-070A	No
<b>18. Norfolk Southern Site</b>	No Address (Numerous properties around Tyler Dr. between Phase II and III of Holland Intermodal Park)	Ex.: 61-01-037 61-01-033 61-01-031 61-01-031 61-01-041	No
<b>19. Holland Intermodal Phase II</b>	No Address (Properties southwest of the intersection of Old Suffolk Rd. and Old Mill Rd.)	55-01-017 54-01-082	Yes

## Regional Economic Development Sites Inventory - Appropriately Zoned Sites (Phase I)

James City County			
Site	Address	Local Property ID #	Shovel-Ready
1. Hazelwood Farm	275 Old Stage Rd.	0440100013	No
2. Stonehouse North	9100 Six Mount Zion Rd.	0540100016	No
3. Hankins Farm	8220 Croaker Rd.	1430100040	No
9. Skiffes Creek Parcel	8970 Pocahontas Trail	6010100004A	No
10. BASF Site	8961 Pocahontas Trail	5940100003	No
11. Green Mount	1651 Green Mount Parkway	6010100004	No

Newport News			
Site	Address	Local Property ID #	Shovel-Ready
13. Air Commerce Park Phase II	900 Bland Blvd. (area between the runways south of Oriana Rd.)	112000101	No

Southampton County			
Site	Address	Local Property ID #	Shovel-Ready
16. Camp Parkway Commerce Center	24270 Delaware Rd.	77-38 77-43 77-36	No

## Regional Economic Development Sites Inventory - Appropriately Zoned Sites (Phase I)

Suffolk			
Site	Address	Local Property ID #	Shovel-Ready
<b>20. CenterPoint</b>	1050 CenterPoint Dr.	154000551	Yes
<b>21. Westport</b>	2821 Holland Rd.	150413000	Yes
<b>22. Waverton Commerce Park</b>	No Address (Properties off of Carolina Rd. next to Suffolk Public Works yard)	Ex.: 101383500 101375800 101375700 100096000	Yes
<b>23. BASF Site</b>	No Address (Wilroy Rd. north of main BASF facility)	300850000 300849000	No
<b>24. Nahra Farm</b>	No Address (North of Rt. 58 bypass and west of SPSA Landfill)	302882550 304243100	No
<b>25. Ballard Farm</b>	No Address (Btwn NS rail lines near intersection of E. Washington St. and Portsmouth Blvd.)	050989000	No
<b>26. TCC Property</b>	7000 College Dr.	304218100 304218200	No
<b>27. Suffolk #1</b>	Nansemond Pkwy. properties surrounding Florence Bowser Elementary School	303700000 303703000 303702000 303701000	No
<b>28. Suffolk #2</b>	Property north of Suffolk Meadows subdivision	304934800	No
<b>29. Suffolk #3</b>	Property on either side of Shoulders Hill Rd. north of Suffolk Meadows subdivision	302575000	No
<b>30. Northgate Commerce Park</b>	5045 Nansemond Pkwy.	303742000	No

## Regional Economic Development Sites Inventory - Appropriately Zoned Sites (Phase I)

Surry County			
Site	Address	Local Property ID #	Shovel-Ready
<b>15. Surry West Business Park</b>	Rt. 10 at Commerce Dr.	40-1	No

Virginia Beach			
Site	Address	Local Property ID #	Shovel-Ready
<b>31. Corporate Landing Business Park</b>	Dam Neck Rd. at Corporate Landing Pkwy.	24151235350000	Yes

York County			
Site	Address	Local Property ID #	Shovel-Ready
<b>4. Williamsburg Pottery</b>	701 Lightfoot Rd	Ex.: B20c-1580-1210 B20b-4407-3129 B19a-1390-4015	No
<b>5. CW Foundation #1</b>	121 E Rochambeau Dr.	E16b-4481-3507	No
<b>6. CW Foundation #2</b>	2000 Capitol Landing Rd.	F16c-1609-1645	No
<b>7. Egger Property</b>	1110 Winchester Rd.	H14a-0339-4585	No
<b>8. Kings Creek Commerce Center</b>	1801 Penniman Rd.	I14b-4290-3622	No
<b>12. Peninsula Airport Commission Property</b>	420 Oriana Dr.	Q06c-2430-0074 Q06c-2430-0074	No

# Questions

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1. Please review the list of large sites that have been identified by the HPRDC. If you have any questions regarding sites that have been identified or properties that were not included in the inventory, contact Keith Cannady ([kcannady@hrpdcva.gov](mailto:kcannady@hrpdcva.gov)) or Greg Grootendorst ([ggrootendorst@hrpdcva.gov](mailto:ggrootendorst@hrpdcva.gov)).
2. How do you think localities should collaborate to address issues of regional competitiveness?
3. It is evident that Hampton Roads has a limited inventory of large shovel-ready sites. How does this information impact your vision for economic development within the region?





# Questions

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4. Would your locality be open to regional cost/revenue sharing arrangements to improve the competitive position of Hampton Roads?
5. Do you have any suggestions about next steps the HRPDC should take regarding the sites inventory project or the issue of site-readiness?



## **Launchpad Update to GWP February 21, 2018**

### **Tenant Updates:**

- Participating Businesses: 14 (4 full-time, 3 virtual, 7 community)
- Offices occupied by Businesses: 7 (2 occupied by director/storage, 1 co-working space, 2 vacant)
- Incoming/expected applicants: 4
- Outgoing business: 1 (Codebird, 2/28/18 – graduating)
- Occupancy: 83%
- Launchpad Application Review Committee just approved a new tenant, SVT Robotics. Board will ratify membership on 2/27.

### **Launchpad facility activity:**

- Number of events for January: 6
- Number of people that attended events in January: 72

### **Financials:**

- Sponsorship commitments up to \$10,150. (Goal for end of Q2 - \$19,000)
  - SBDC \$3,000
  - Arcphor \$2,400
  - Chesapeake Bank (Rent) \$2,000
  - UPS \$1,000
  - Middle Peninsula Insurance \$600
  - CIT \$500
  - Black Marlin \$250
  - Julie Summs \$200
  - Mary Rogers \$200
- January financials are attached. We are below forecasted expenditures and are still working to increase Sponsorship commitments.
- We are finalizing FY19 Draft Budget. The most significant change will be in the lease expenditure (an increase) and will include a corresponding increase in Sponsorship goals to cover the increase.
- Launchpad items necessary for Robinson, Farmer, Cox Financial Report have been completed and draft has been reviewed.

### **Miscellaneous Updates:**

- At the recent State of the Startup Community address, the Launchpad was highlighted more than any other organization in the area, with seven mentions/call outs on the slide presentation for the actives and resources that it provides for the community of entrepreneurs. The Launchpad was also mentioned in the Virginia Pilot article that covered the event.
- Launchpad Board will finalize metrics by which the Launchpad will be measured at the February meeting. The Executive Committee has given input and all three locality economic development directors have been given the opportunity to review and give feedback.
- Survey was closed with the Launchpad receiving high marks. 91% of clients said that they were “very satisfied” with the Launchpad. Survey confirmed our work plan items of mentorship and programs as important for FY19.
- Tim Ryan was given his 2Q Performance Review by the Executive Committee.

### **Attachments:**

- January 2018 Profit and Loss
- January 2018 Balance Sheet  
**(to be distributed at the GWP Meeting)**

#### **Launchpad calendar items:**

- February 27, 2018 – Quarterly Board Meeting
- Look for Sponsorship Event prior to end of April
- May 17, 2018 – Quarterly Board Meeting
- August 16, 2018 – Quarterly Board Meeting
- November 15, 2018 – Quarterly Board Meeting

# Launchpad Companies


Company Name	Founder	Email
All Gov Tech	Mike McMahan	mmcmahan@allgovtech.com
Aspire Auctions	Dan Rogers	drogers79@gmail.com
Bertrom Techonology Innovations	JB Williams	jbw.jbw@gmail.com
Blue IT Tools	Kathy Harper	kharper@blueittools.com
CoastWize	Heather Kerkerling	heather@coastwize.com
Codebird	Mark Windley	mark@codebird.com
Core Marketing & Sales	Jen Butler	jen@coremarketingandsales.com
Couragio Consulting	Gary Plagg	gary@couragio.com
Dorm Storage Plus	Kassie Simpson	dormstorageplus@gmail.com
Fidelis Financial & Accounting Services	Michael Setliff	michaelsetliff@fideliscompany.net
FreezyList	Ben Lyon	b_lyon83@yahoo.com
Harper Talking Bear	Yingjia Liu	yliu38@email.wm.edu
Hortus America	Michael Cooke	michaelc@hortusamerica.com
Indigo Home Shop	Dana Mahnke	indigohomeshop@gmail.com
Integrated Virtual Solutions	Steven Richter	steven.richter2@gmail.com
Intrepid Communications	Brittany Mangold	britt@be-intrepid.com
iShine For You Mobile Detailing	Kenya Williams	ishineforyoumobiledetailing@gmail.com
George Mason Mortgage	Tony Woodard	TWoodward@gmmlc.com
Oxi Fresh Carpet Cleaning	Carl Geiling	carl.geiling@gmail.com
Professional Dreamer	Dylan Shinholser	the.professional.dreamer@outlook.com
Quantum Leap	Tommy Parry	thomasparry3@gmail.com
SVT Robotics	Michael Howes	mrhowes33@outlook.com
Solutions for a Better Tomorrow, LLC	William Ramsey	bills4abt@gmail.com
Sound Harbor	Bert Demicell	bert@soundharbor.net
SponsorBuy	Tom Spalthoff	tom@sponsorbuy.org
Sweathogs	Will Jenkins	will_jenkins11@yahoo.com
Vega Global Partners	Dorcas Martinez	martinezdorcas029@gmail.com

Total Companies	27
Graduated Companies	1

Active Companies	13
Exited Still Active Companies	11
Failed Companies	2

nies

Status	Location (if still in business)	Commercial/Home
Exited/Failed	N/A	N/A
Active	James City County	Home
Active	James City County	Launchpad
Exited/Active	James City County	Newport News
Exited/Active	Yorktown	Home
Graduated	James City County	Home
Exited/Active	James City County	Home
Active	James City County	Launchpad
Active	Yorktown	Home/Launchpad
Active	James City County	Home/Launchpad
Exited/Active	James City County	Home
Exited/Active	James City County	Home
Exited/Active	James City County	Home
Exited/Active	James City County	Home
Forced Exit/Active	Norfolk	N/A
Active	James City County	Home/Launchpad
Active	Yorktown	Home/Launchpad
Active	N/A	N/A
Exited/Active	James City County	Home
Exited/Failed	N/A	N/A
Active	Virginia Beach	Home/Launchpad
Active	James City County	Launchpad
Active	James City County	Home/Launchpad
Active	James City County	Home/Launchpad
Exited/Active	James City County	Home
Exited/Active	James City County	Home
Active	James City County	Launchpad

ADMINISTRATIVE DIRECTIVE		
SUBJECT	Graduation Policy	
ADMINISTRATIVE NUMBER	18-01	
ORIGINAL EFFECTIVE DATE	February 27, 2018	
REVISION DATE	February 27, 2018	
HISTORICAL REFERENCE		
AUTHORIZED BY		

Purpose: Establish graduation criteria for businesses located in the Launchpad

The main purpose is to have viable firms graduating from the Launchpad program. The Launchpad's primary goal is to produce successful businesses that will leave the program financially viable and freestanding. These companies have the potential to create jobs, commercialize new technologies and strengthen the Greater Williamsburg economies and beyond.

Graduation is defined when a client business has matured to the point they no longer need full-time incubator assistance and are ready to have their own facilities.

Initial indicators to be considered eligible for graduation are:

- Businesses outgrowing the Launchpad's space capacities
- Exceeding \$1M in annual revenue
- 3 years of residency in the Launchpad

The Launchpad must also recognize the importance of staying flexible about this criterion and not solely graduate companies on the predetermined graduation indicators listed above. Exit criteria should be customized on a company-by-company basis with goals being set to ensure companies will survive and continue to grow once they graduate from the Launchpad.

Key goals to consider are:

- An experienced management team in place
- Financial stability, such as funding to operate for 6 to 12 months
- Significant product sales and backlog of orders
- No continuing need for incubator services

Graduating businesses must update and expand the business and financial plan to allow for a new location, larger space and other changes to marketing as well as financing for the move to market rate space. Business counseling will be essential to assist these businesses in transition once a business is considered graduation eligible.

## Launchpad Metrics (Draft)

### **Occupancy:**

- Number of participating companies
  - Full
  - Virtual/Shared
  - Community
  - Mailbox
- Occupancy rate, number of occupied offices versus the number of available offices
- Number of companies that have departed and are continuing business in 3 localities:
- Number of non-paying Launchpad members that seek assistance

### **Events:**

- Number of events
- Number of participants
- Member versus non-member
- Resident of Greater Williamsburg or outside of the area

### **Company Success:**

- Increase of annual revenue
- Funding secured (grant, investment, other)
- Number of employees

### **Public Image**

- Number of media stories/mentions for Launchpad
- Number of media stories/mentions for Launchpad clients
- Number of public appearance for Director and Launchpad clients

### **Mentor Program**

- Number of active mentors
- Number of mentor meetings/contacts with clients

### **Capitalization**

- Number and amount of funding initiatives realized: grants, sponsorships, gifts etc.



**ITEM SUMMARY**

DATE: 3/8/2018

TO: The Economic Development Authority

FROM: Teresa J. Fellows, Recording Secretary

SUBJECT: Adjourn until 8 a.m. on April 12, 2018 for the Regular Meeting

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**REVIEWERS:**

Department	Reviewer	Action	Date
Economic Development Authority	Fellows, Teresa	Approved	3/5/2018 - 1:18 PM