



Calendar Year 2019 Report

Board of Supervisors Meeting
February 4, 2020

Vision

To attract, cultivate, and retain diverse business in Goochland County by promoting economic growth through commercial, and industrial development preserving Goochland's agricultural heritage.

Mission

The Economic Development Authority in conjunction with the Economic Development Department will create vitality and quality of life through four critical areas:

- Recruitment of New Business
- Retention and Expansion of Existing Business
- Tourism
- Workforce Development

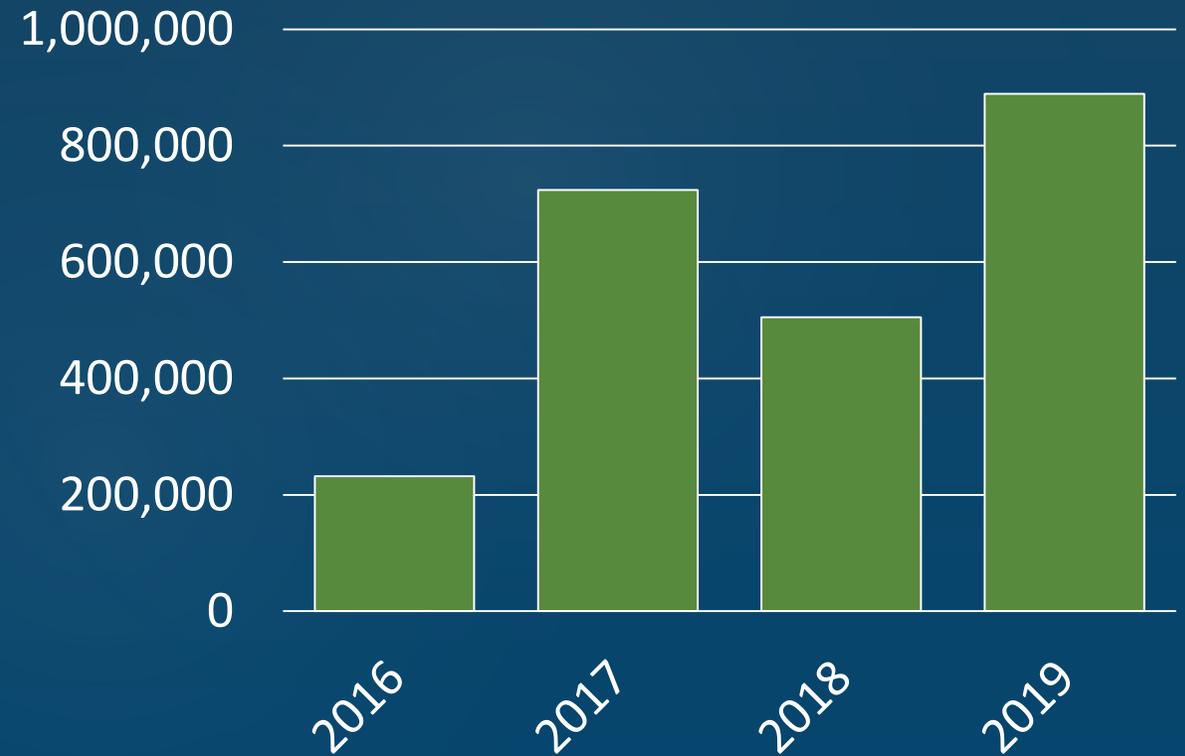
Memberships and Boards

- Goochland Chamber of Commerce
- Capital Region Workforce Development Board
- Virginia Economic Developers Association – Programs Committee Member
- Southern Economic Development Council
- Career Works - Business Solutions Team
- Greater Richmond Area Commercial Real Estate (GRACRE) – Membership Committee Chair
- Commercial Real Estate Women (CREW Richmond) – Programs Committee Member
- Bon Secours – Community Advisory Council

Capital Investment



New Commercial sq ft

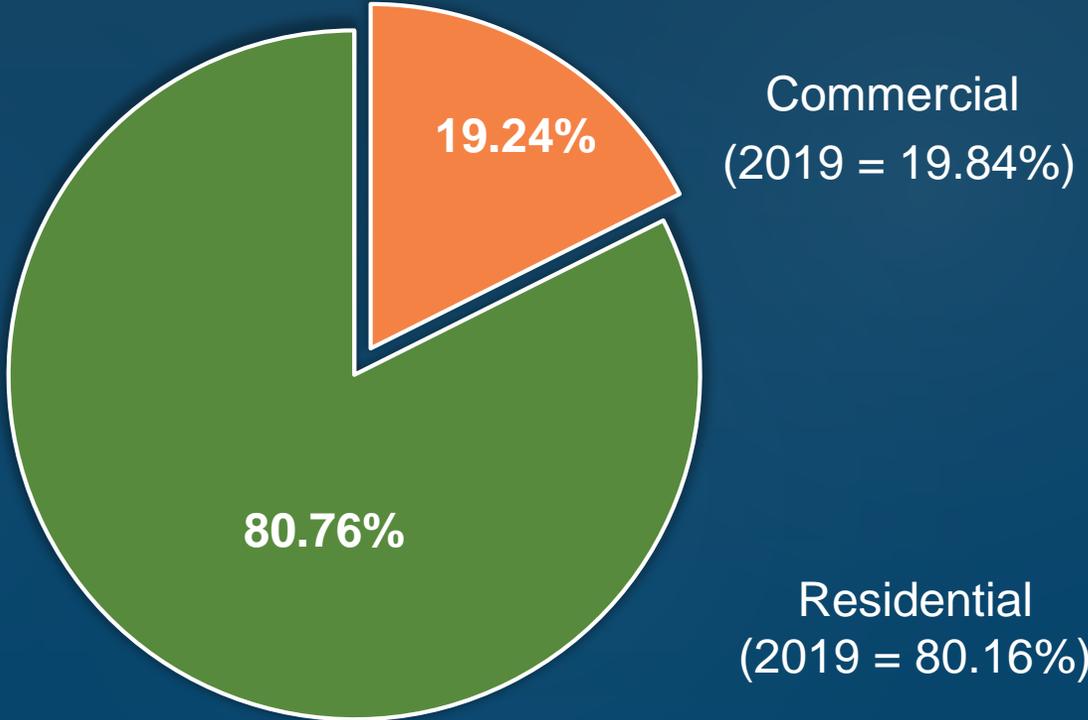


*Based on New Commercial Construction Permit Values



Assessed Valuation

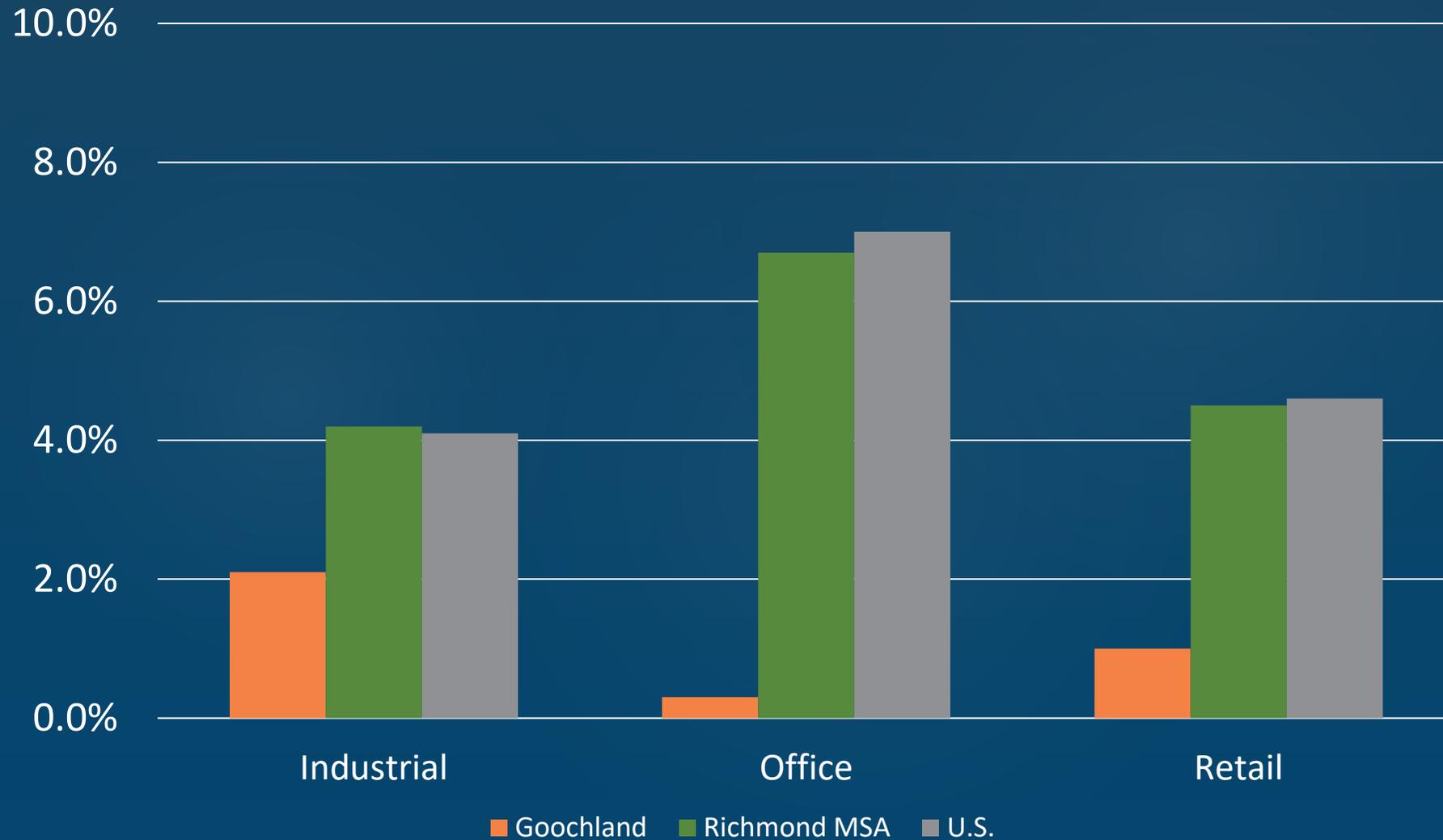
As of January 2020



Note: Percentages are based on fair market value countywide



Vacancy Rates

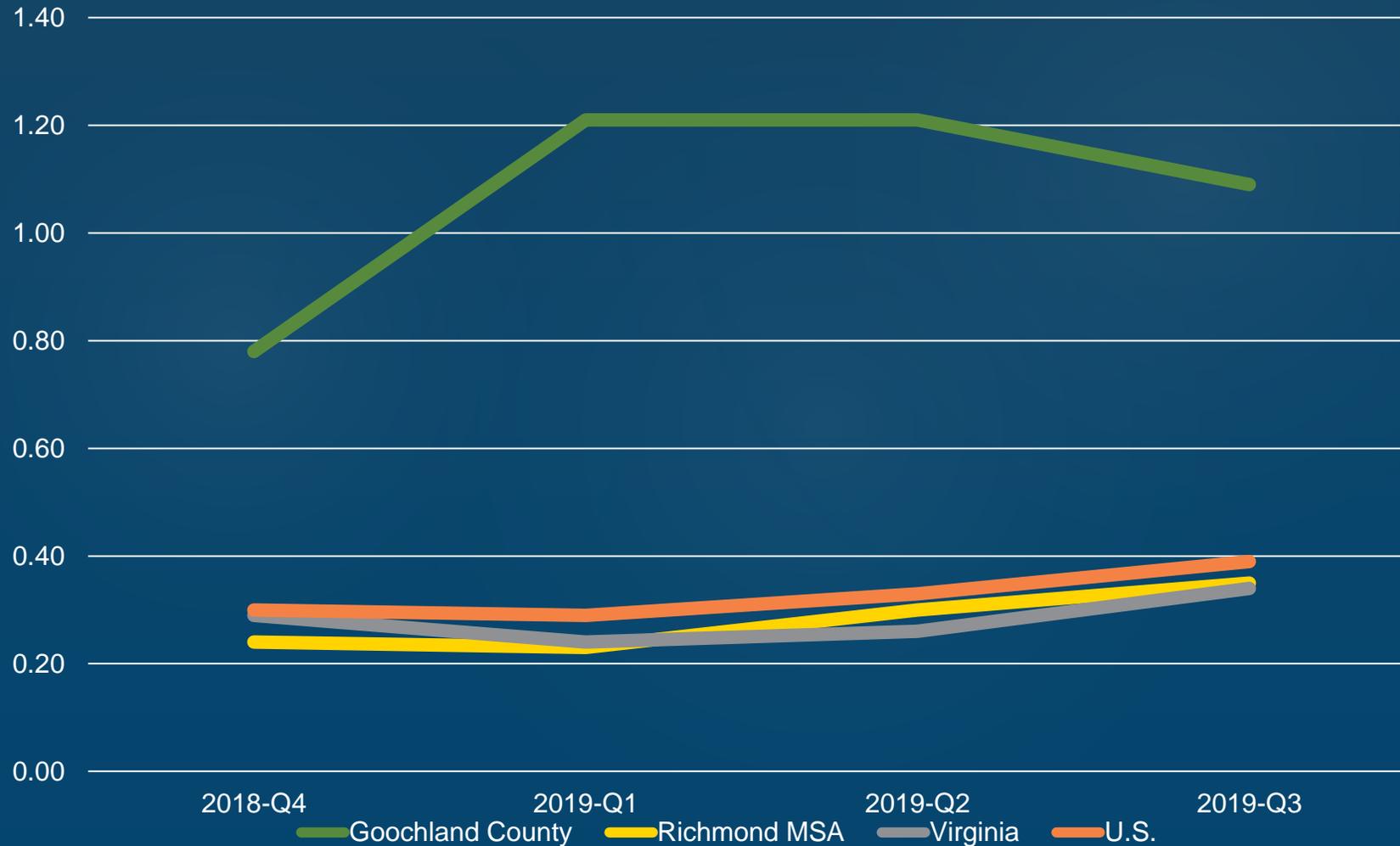


SOURCE: CoStar



Job Creation

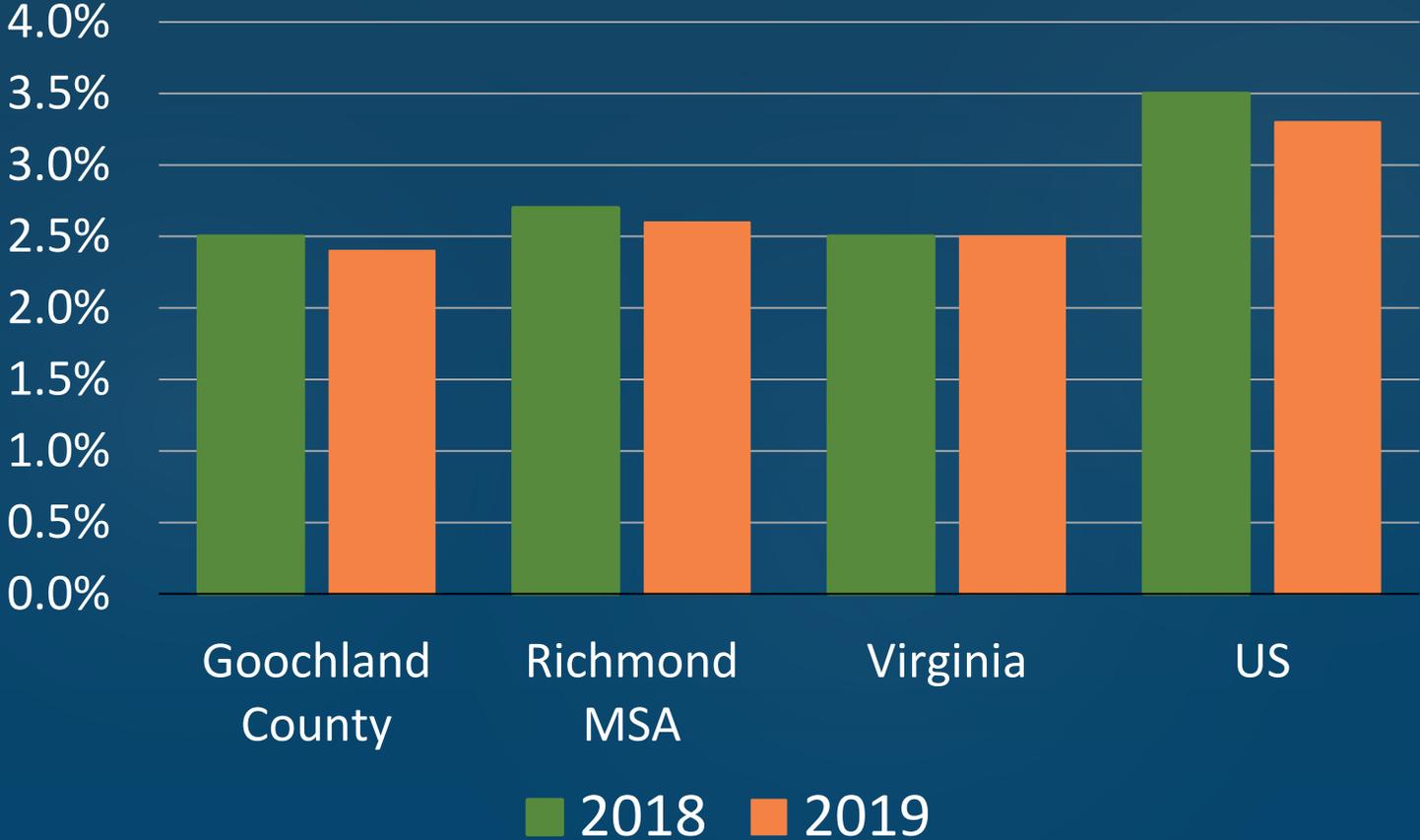
Employment Growth (%)



SOURCE: Chmura, Jobs EQ



Unemployment



**as of November 2019*

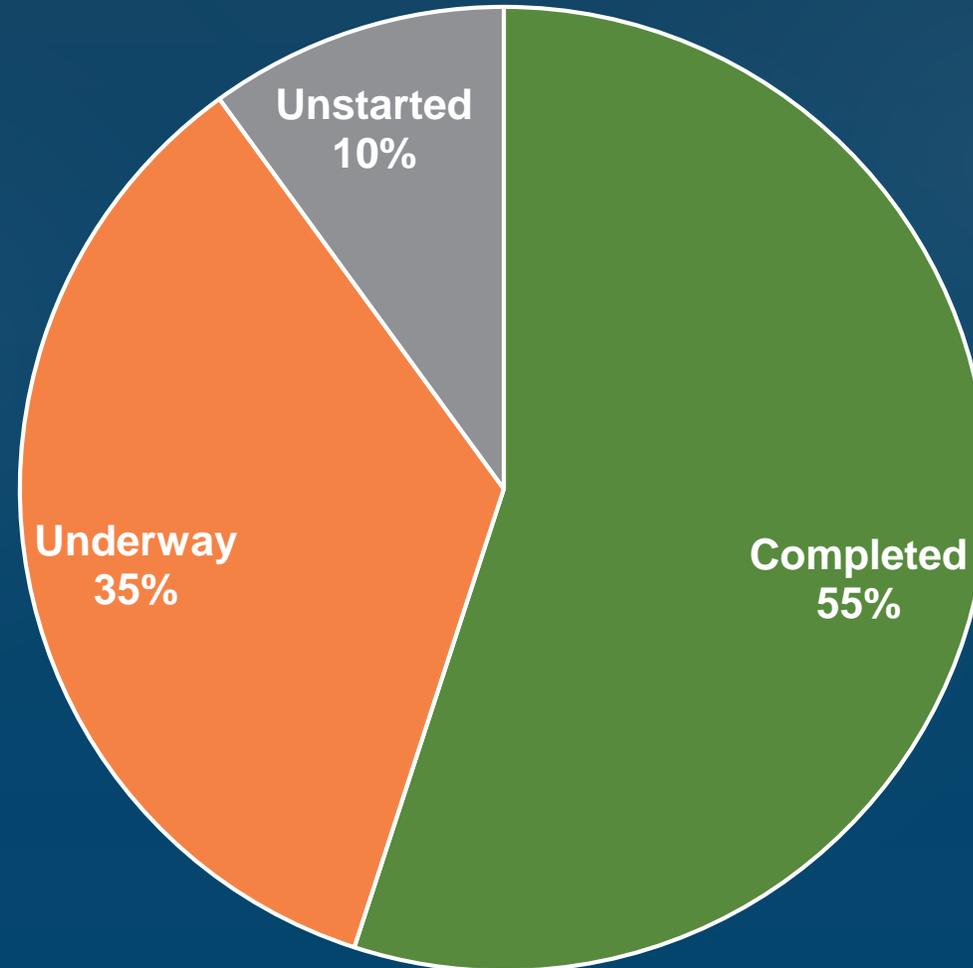


Strategic Plan – Update June 2019

- Goal 1: Stimulate investment and job growth through new business.
- Goal 2: Retain and expand existing business in the County.
- Goal 3: Promote, enhance, and expand tourism offerings in the County.
- Goal 4: Create and effective and efficient Economic Development department.

Goal 1: New Business

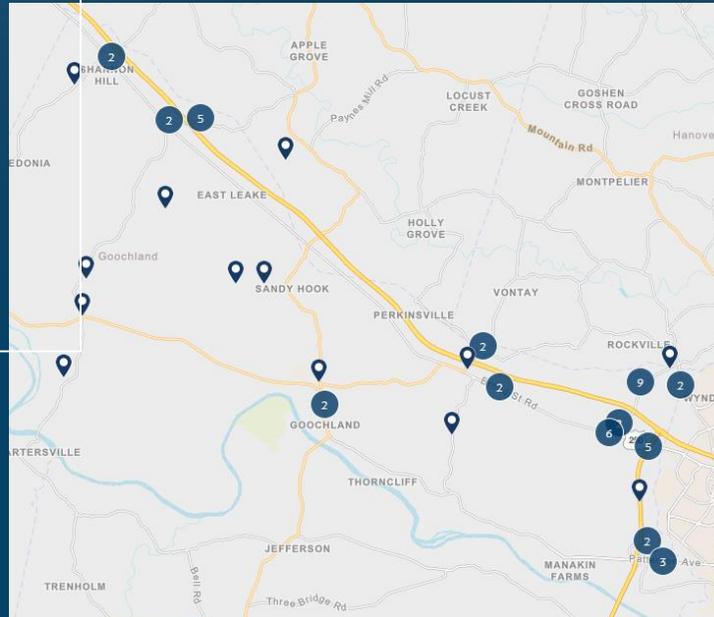
Goal 1: New Business Development - Objective/Strategy Completion



Buildings & Sites (2019)

VA Scan: State-wide buildings and site database; external parties use to find sites in Virginia

- Start of 2019: 44
- Q1 2019: 68
- Q2 2019: 100
- Q3 2019: 103
- Q4 2019: 106



Marketing

GROW IN GOOCHLAND

Goochland County, Virginia is located just west of the Richmond metropolitan area, and has one of the lowest property tax rates in the state. Goochland is also home to multiple Fortune 500 companies.



1 LOCATION, LOCATION, LOCATION

Goochland is just miles west of Richmond, providing great access to additional talent, suppliers, and modes of transportation. Being located centrally on the east coast provides access to more than 45 percent of the U.S. population within a day's drive.

Created a marketing piece to hand out to site location consultants, and VEDP staff.



Economic Development Projects

- 53 Total Project Leads (Jan. – Dec. 2019)
 - 6 from Virginia Economic Development Partnership
- 21 Active Leads (15 New/6 Existing)
 - 507 Jobs
 - \$65M Investment



2019 New Businesses

New Construction:

- Drive Shack
- Kiddie Academy



Tenant Upfits:

- Never Dark Generators
- Brooks Irrigation
- THS Construction
- Virginia Axe Company
- Edward Jones
- The Shed
- Lonestar Siding & Windows
- Sav-mor Machine Shop
- Metallum 3D
- Bavarian Auto Sales
- Phoenix Rehabilitation

Projects

- **Under Consideration:**

- 8 Active Including:

- Melbourne Enterprises Office Warehouses – 15,000 sq. ft
 - Roper Brothers Warehouse Expansion – 9,000 sq. ft
 - 24,000 sq. ft of industrial space under permit review – 2 new businesses and 1 existing business expansion
 - Performance Food Group – interior renovations

- **Under Construction**

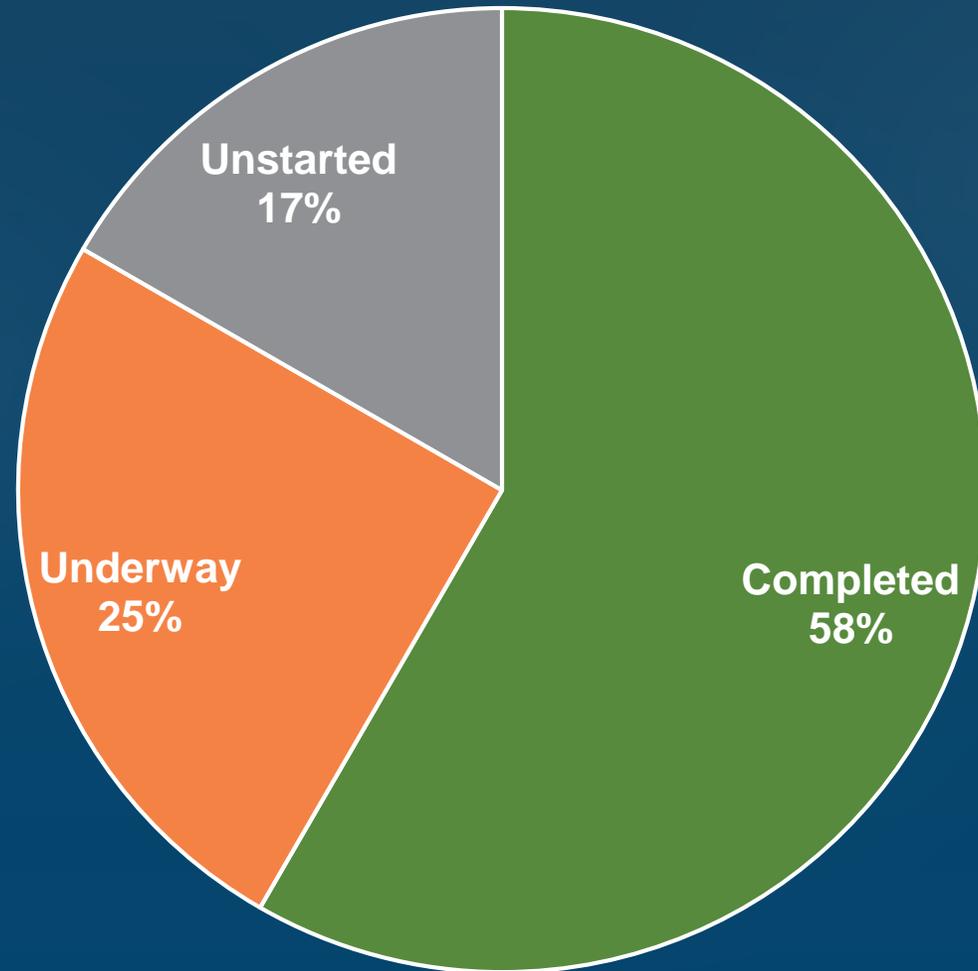
- 9 Active Including:

- Avery Point
 - Hill Top Distillery
 - Residence Inn
 - Sheltering Arms
 - Tuckahoe Pines



Goal 2: Existing Business

Goal 2: Existing Business Retention and Expansion Strategy Completion



Business Retention and Expansion

- Created a comprehensive list of existing Goochland County businesses – constantly updating with new information
- Identified and organized resources for existing businesses
- Created marketing materials for business visits and established a target list of businesses



SUCCESS

GOOCHLAND WANTS YOUR BUSINESS TO THRIVE

We know how important it is for you to succeed in business, and we want to help.

Buildings & Sites
We can help you find a new space to grow.

Workforce Assistance
We can help with recruitment, retraining, & wage analysis.

Resource Connections
Let us connect you to the right people to help your business.

Permit Guidance
We can assist with the permitting process.

Business Education & Networking
We offer workshops, seminars, and networking opportunities.

Phone: 804-556-5862 Web: www.goochlandforbusiness.com

 GoochlandForBusiness  Goochland County Economic Development

Workforce Assistance
Your most important asset is your people. Goochland County Economic Development office is available to help by providing recruitment and retention consultations, labor market and wage analysis, and job posting distribution through our workforce connections network. We collaborate with partners to provide job fairs and customized training for new or current employees at little or no cost to you.

Resource Connections
We can help navigate business assistance programs, introduce you to local workforce leaders, and put you in touch with organizations that provide access to capital. We also have resources for small, women-owned, or minority-owned business.

Workshops & Seminars
Through our network of resources and partnerships with other public and private organizations, we offer workshops, seminars, and networking events on a variety of business topics.

Permit Process Guidance
Our experienced staff will help identify which approvals are needed for your project and will go through the process with you. We can serve as the single point of contact to help make the process easier.

Site Selection Assistance
Goochland County Economic Development maintains a comprehensive database of available buildings and sites. Whether you are looking to open, move, or expand, we can provide a list of available properties.

Goochland For Business Retention and Expansion
Goochland For Business Retention and Expansion is our business visitation program that helps us understand our local business needs. We strive to meet with our businesses to gather insight and identify challenges Goochland businesses are facing. The information gathered drives how Goochland will support our business community and develop solutions to meet your goals. Call or email us to set up your appointment today!

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Business Interactions in 2019

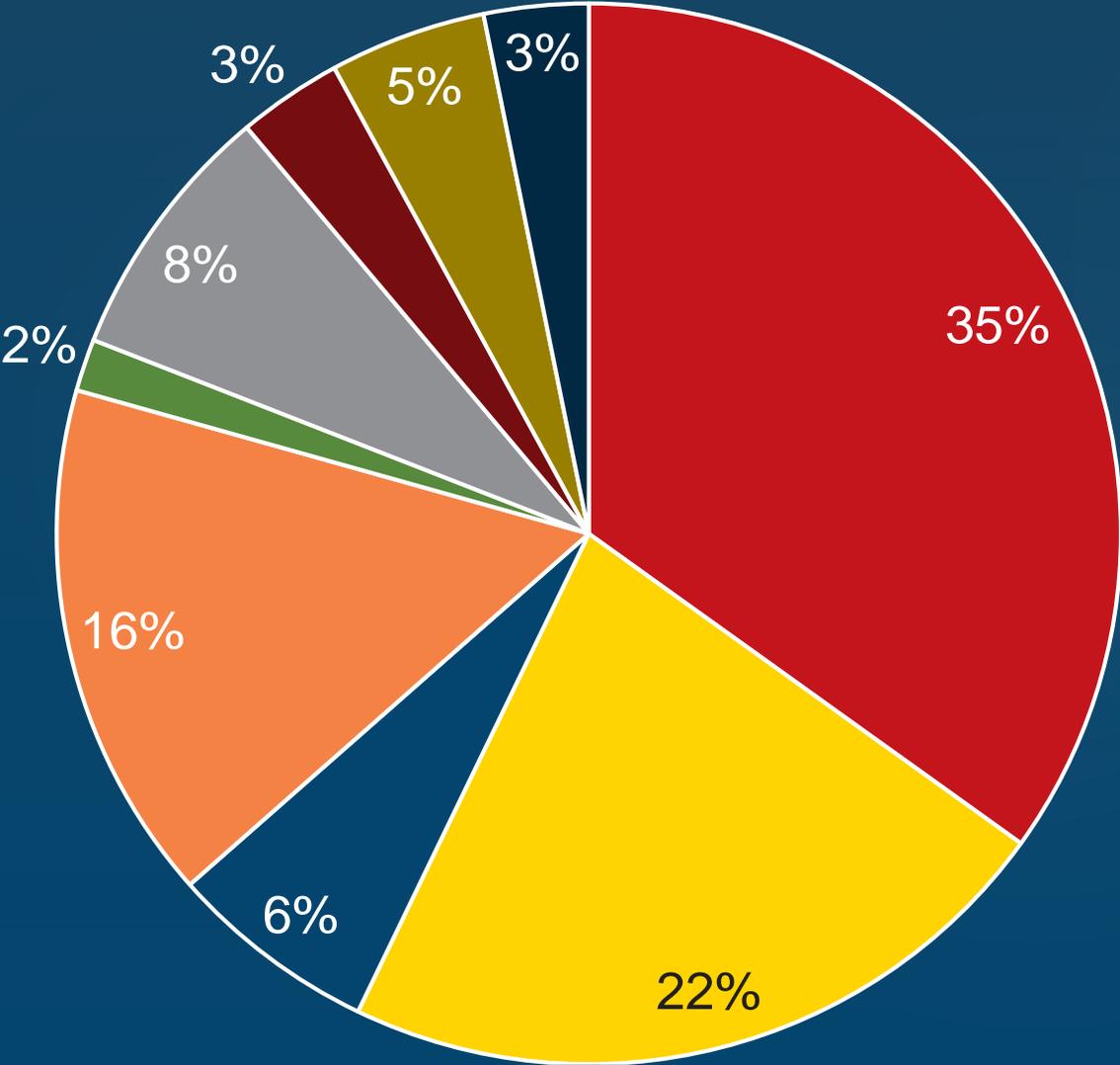


- 25 Business Visits
- 87 Business Touches (social media posts, welcome letters)
- 3 Business Park Networking Events
- 1 Business Park Walk – Visited 11 business in one day



- 21 Goochland Chamber Events
- 3 Business Spotlights on Website
- 4 Grand Openings & Ground Breakings
- 27 Training Opportunities

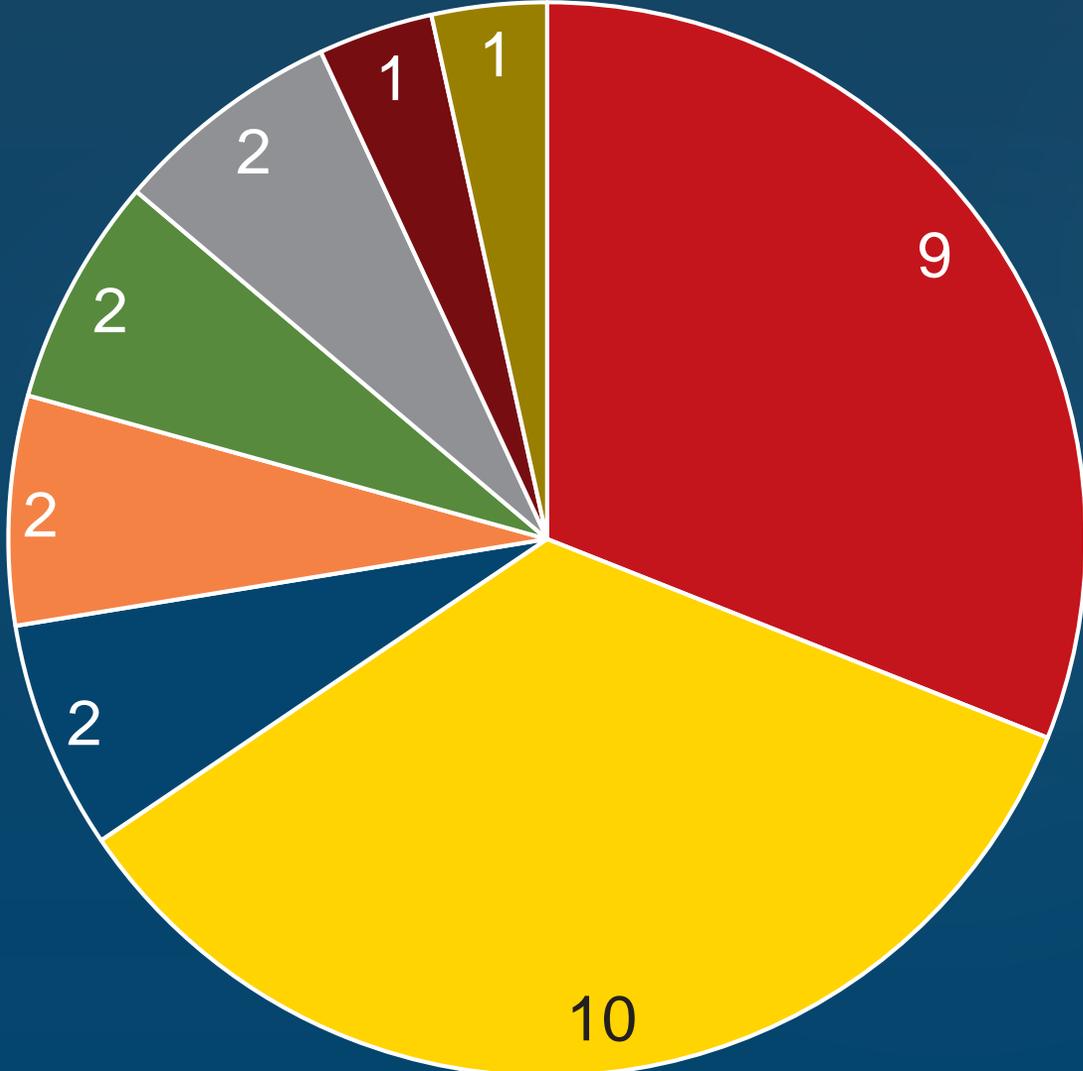
Business Challenges (2019)



- Infrastructure
- Workforce
- Supply Chain
- County Ordinances
- Business Planning
- Business Amenities
- Space
- Doing Business with the County
- Federal Regulations



Business Assistance (2019)



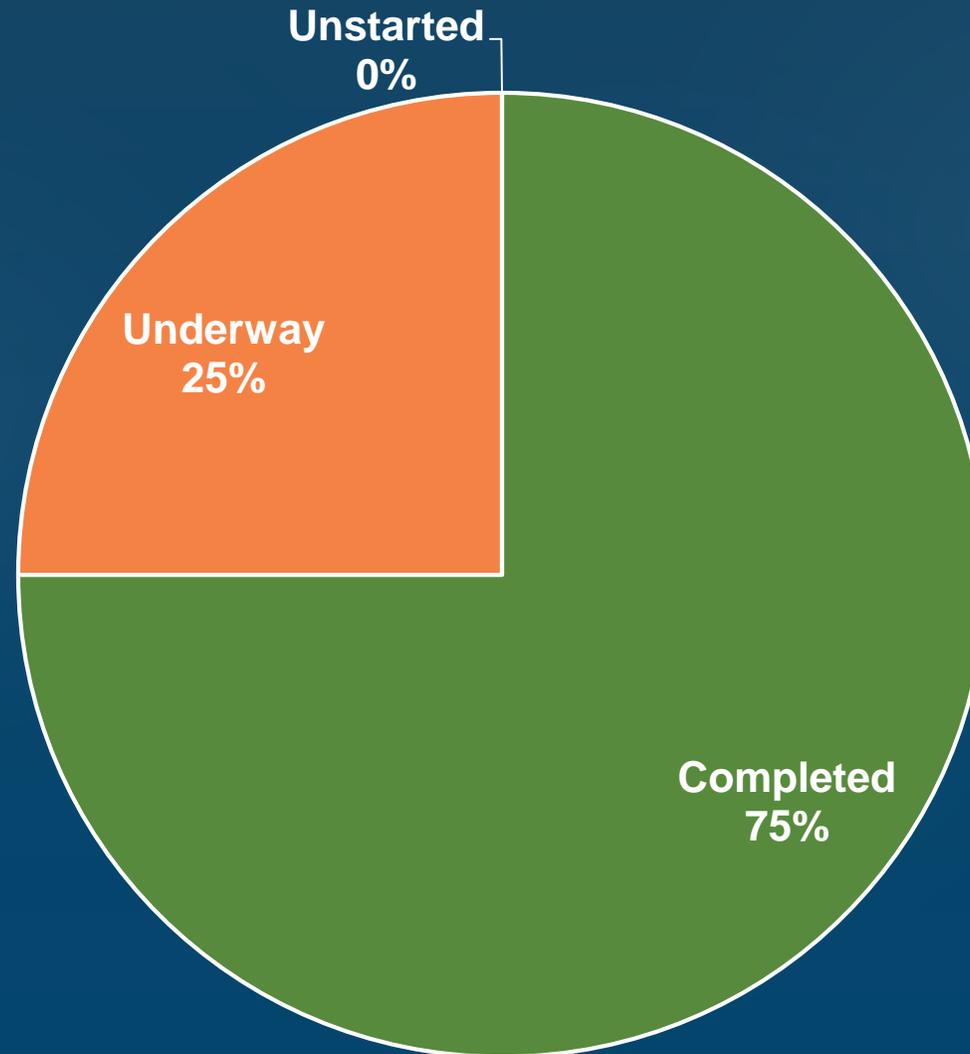
- Infrastructure
- Workforce
- Supply Chain
- County Ordinances
- Space
- Doing Business with the County
- Grand Openings
- Federal Regulations



**Goal 3:
Tourism
(To Be Adopted CY2021)
More exciting news to come!**

Goal 4: Effective Department

Goal 4: Create Effective Economic Development Department - Strategy Completion



Overall Tasks

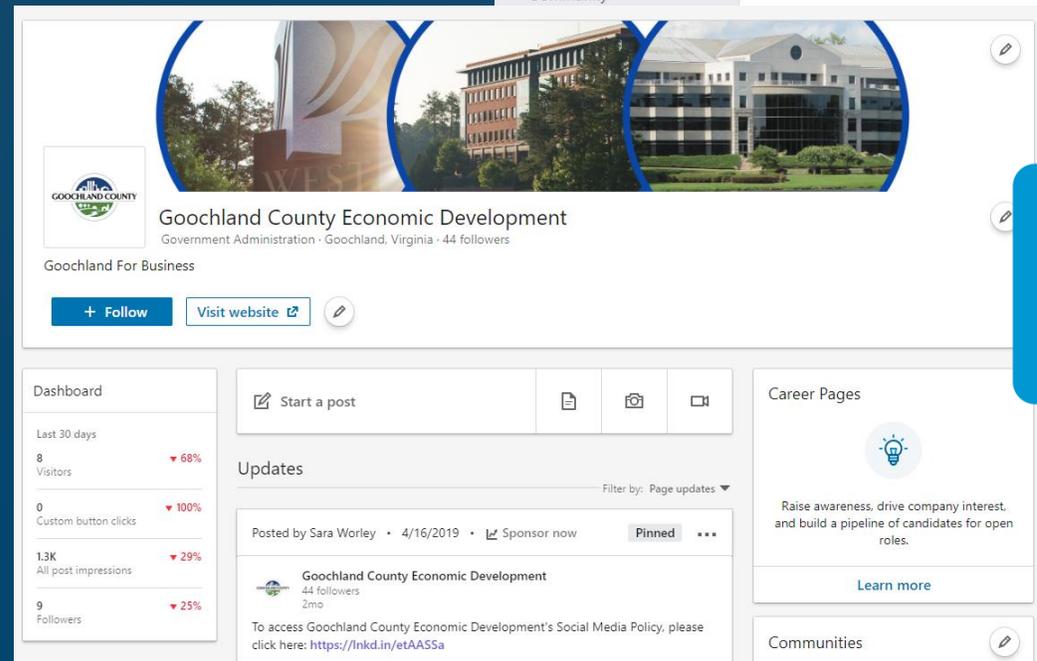
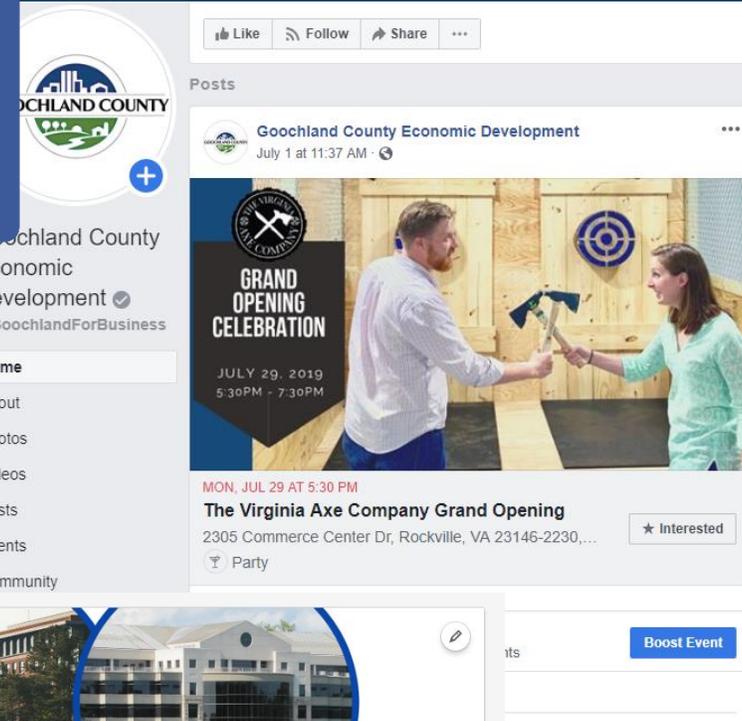
Developed relationships with:

- Economic Development Authority support
- Utility providers
- Educational partners
- Workforce development partners
- State, Regional, and local Economic Development agencies



Digital Media

- Facebook
 - Over 150 Followers
- LinkedIn
 - More than 20,000 impressions
 - 122 followers



Agricultural Ties

- Attended Agritourism Conference
- Attended VADACS (Virginia Department of Agriculture and Consumer Services) meetings to stay informed of new technology and new laws affecting agri-businesses
- Grand Opening of County's Agricultural Center



Future Priorities.....

- Identify target markets
- Continue existing business visits
- Host business roundtable events
- Conduct business park walks
- Develop incentive program and policies
- Evaluate regional partnerships
- Comprehensive catalog of targeted marketing materials
- Sustain 2019 accomplishments



Questions?

