



ECONOMIC DEVELOPMENT OUTLOOK



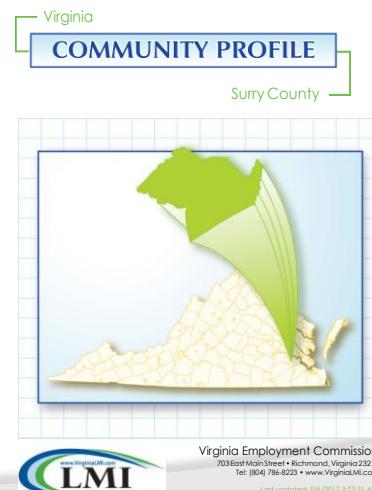
Surry County Economic Development Office

Presented September 28, 2017- Surry Chamber of Commerce Leadership Summit



Surry County Profile & Demographics

Source Documents



Virginia Employment Commission
703 East Main Street • Richmond, Virginia 23219
tel: (804) 786-8223 • www.VirginiaLMI.com
Last updated: 9/6/2017 2:27:31 AM



Surry – A Prime Location Open & Ready to do Business



- Directly across the James River (10 miles south of Williamsburg)
- 50 miles Southeast of Richmond and 40 northwest of Norfolk
- Close proximity to the Port of Virginia, International Airports & Seaport terminals
- Railroad –Norfolk Southern freight service in nearby Wakefield
- Close proximity to major military, naval and research centers.....ideal location for contractor facilities



Midway located between two major MSA's - Richmond & Hampton Roads, Surry is within an hour's drive of more than one million state residents and a day's drive of half the population in the US

Surry – A Prime Location Open & Ready to do Business

County	RE Tax Rate
Surry	\$0.71
IOW	\$0.85
James City	\$0.84
Prince George	\$0.86
Southampton	\$0.85

- Water Accessibility – 23 miles of shoreline
- Low cost of living
- Diversely qualified & educated workforce
- Reliable Commuter Workforce ...desire to work in Surry
- Great Schools



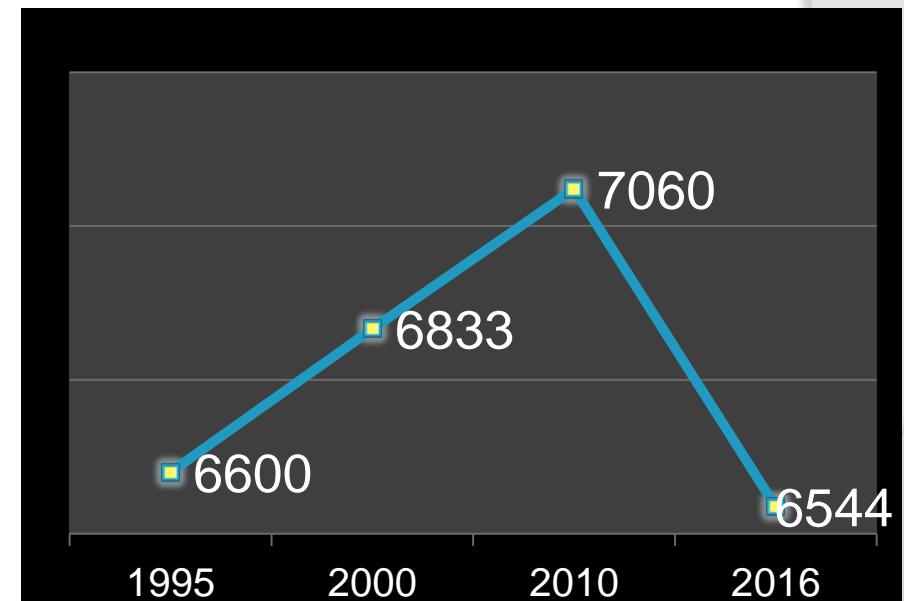
- ✓ 100% Fully Accredited
- ✓ 51.7% - advanced diplomas (2016)
- ✓ 78% Local Funding Support (2017)
- ✓ 95% Attendance Rate (2016)
- ✓ 95% On time graduation rate – (2016)
- ✓ 93.8% graduates continuing education (2015-2016)

Demographics - Population

Population

Population has declined in five localities with the smallest populations in Region 4 (Emporia, Surry, Sussex, Greensville, and Charles City), and the decline is projected to continue through at least 2030.

Source: GO Virginia Report

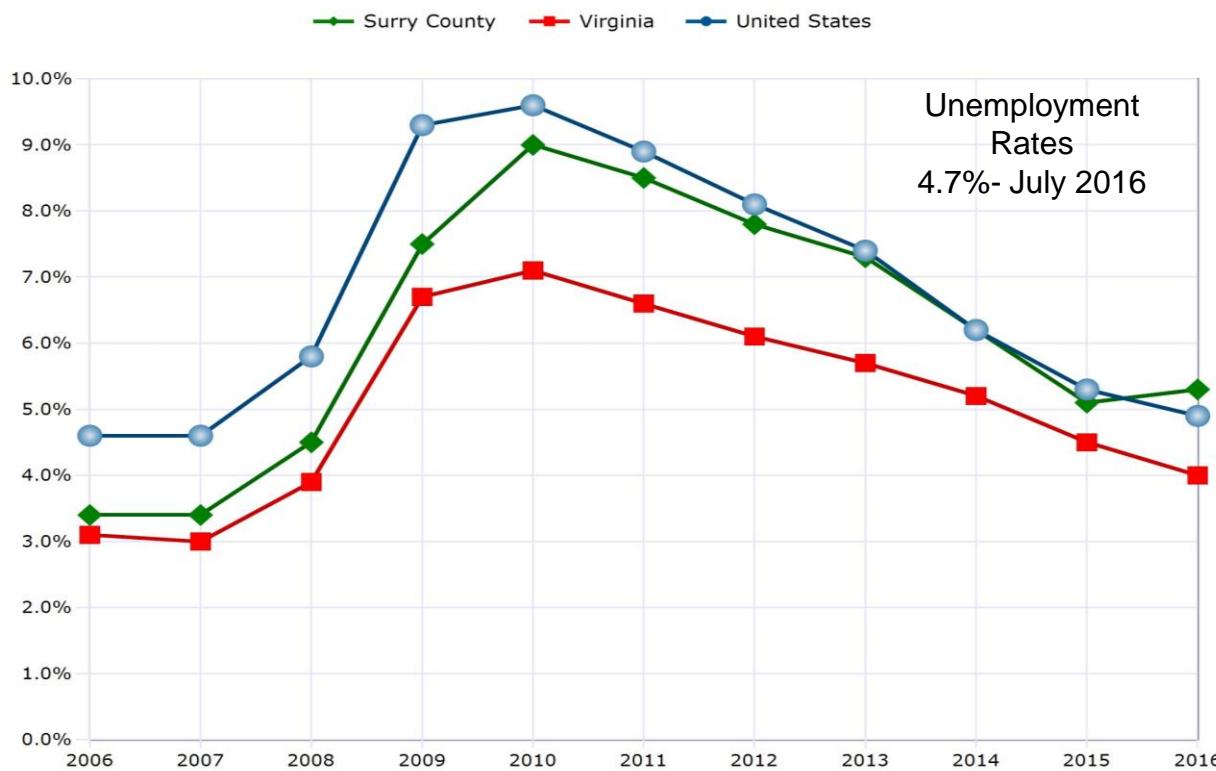


-1.3% annual growth rate (2010-2016)

Demographics – Labor Force

Civilian Labor Force (2016)

Surry County	3,649
Extended Labor Market Area	439,382
Total	443,031



The county's major enterprises are tied directly to natural resources including: agribusiness, forestry products and quarrying.

Labor force participation is lower than the regional average in the Crater District and declined more rapidly in Emporia, Surry, Sussex, Greenville, and Charles City between 2006 and 2016 than in the state or nation.

Source: GO Virginia Report

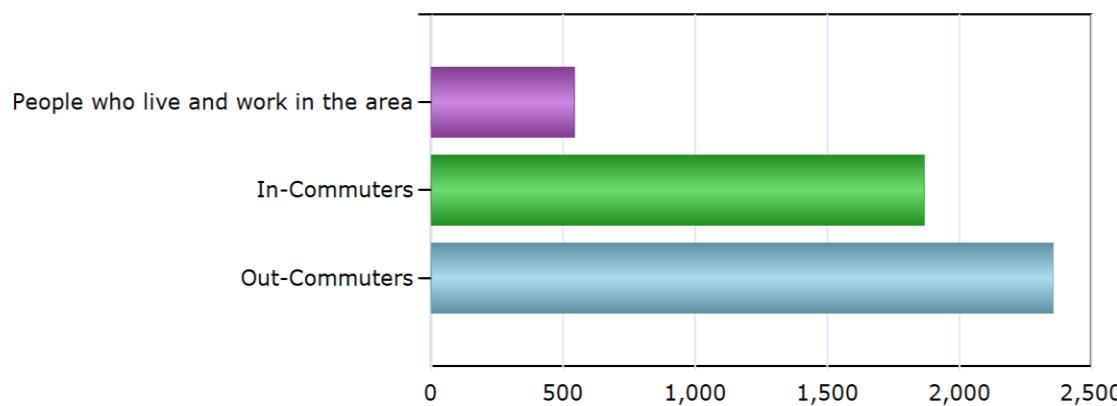
Demographics – Commuting Patterns

Commute Time (2011-2015)

Worked from home	125	4.0%
Under 15 minutes	468	15.6%
15-24 minutes	706	23.5%
25-34 minutes	408	13.6%
35-44 minutes	291	9.7%
45-59 minutes	414	13.8%
Over 60 minutes	712	23.7%

Top 10 Places Residents are Commuting To

Area	Workers
James City County, VA	243
Isle of Wight County, VA	203
Sussex County, VA	198
Chesterfield County, VA	176
Henrico County, VA	145
Richmond city, VA	142
Williamsburg city, VA	108
Newport News city, VA	77
Prince George County, VA	72
Hopewell city, VA	65



Demographics – Income

Virginia (Region 4) Select Localities	2015 Per Capita Income	2015 Median Household Income
Charles City	\$29,018	\$49,563
Dinwiddie	\$23,395	\$51,397
Emporia	\$20,417	\$28,601
Greensville	\$14,450	\$38,012
New Kent	\$33,689	\$73,041
Prince George	\$24,785	\$61,857
Surry 	\$24,660	\$53,673
Sussex	\$15,143	\$39,194

Virginia Hampton Roads Area	2015 Per Capita Income	2015 Median Household Income
Hampton	\$25,029	\$49,160
Isle of Wight County	\$31,460	\$65,741
Newport News	\$25,369	\$50,077
Portsmouth	\$23,075	\$45,676
Suffolk	\$29,620	\$65,499
Surry 	\$24,660	\$53,673
Virginia Beach	\$32,269	\$66,634

Per capita income measures the average income earned per person in a given area in a specified year. It is calculated by dividing the area's total income by its total population.

Median household income is the income level earned by a given household where half of the homes in the area earn more and half earn less.

Demographics – Poverty Rate

Virginia Region 4	2015 Poverty Rate
Charles City	11.6%
Dinwiddie	12.4%
Greenville	27.9%
New Kent	6.7%
Prince George	9.9%
Surry	13.0% 
Sussex	22.1%
Cities of Emporia, Hopewell, Petersburg & Richmond	20.6%-28.4%

The poverty rate is the ratio of the number of people (in a given age group) whose income falls below the poverty line

	2015 Poverty Rate
Virginia	11.2%
United States	14.7%

Why Do Economic Development?

“The process of improving the economic health of a city, region, county or the state by bringing together its assets, resources and political action into a strategy to bring wealth and prosperity to that area.”

Ensure a bright economic future for our Citizens

Ensure job opportunities for all citizens

Increase wealth and prosperity for our communities

Expand the tax base for local and county government to better serve our citizens and for our school system to support education

Improve the quality of life for citizens by increasing the standard of living through enhanced employment opportunities

Economic Development Outlook Aspirations



- Lifestyle – physical and mental wellness
 - Walkable communities
 - Social interaction
 - Recreational opportunities and space
 - Connection with nature (rivers, parks)
 - Healthy and local food
- Authenticity
 - Unique architecture
 - History preservation
 - Non-chain stores and restaurants
 - Cultural amenities (concerts, art, museums)
 - Diversity

Surry County aspires to accomplish the following by way of Economic Development initiatives:

- Attract and retain talented workforce.
- Create jobs that provide a livable wage.
- Leverage educational system as partners in creating a skilled workforce.
- Cultivate existing businesses to grow with continued success.
- Encourage targeted economic development opportunities to strengthen the community
- Provide an environment where small businesses and entrepreneurs can thrive
- Embrace diversity to foster an inclusive economy and opportunities for all citizens

Existing Planning Documents for Economic Development



Surry County Mission Statement

The Board of Supervisors strives to maintain a strong commitment towards efficiency and effectiveness in County government and positively impact the public safety, health, education and welfare of the citizens of Surry through effective leadership and fiscal integrity. The Board will encourage the orderly growth and development of the community to enhance the quality of life for the citizens of Surry County.

Strategies:

- Promote growth in a manner which protects the County's agriculture, environment, quality of life and historic resources
- Balance quality of government services with fiscal integrity
- Enhance relations with the stakeholders of County government
- Keep citizens informed; encourage openness and participation in government

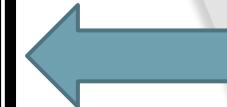
Priorities:

- Work with regional economic development organizations to promote Surry County as the ideal business location
- Continue to exercise sound financial management and build the County's fiscal strength while minimizing the property tax burden
- Support the development and deployment of broadband technology
- Work closely with the School System to plan joint County services and facilities
- Increase public services and facilities relative to tourism, parks & recreation and library services
- Implement a Capital Improvements Plan in conjunction with the County's Comprehensive Plan
- Promote and maintain a quality workforce; equip employees with the resources needed to be efficient and effective
- Work to ensure the safety, security and maintenance of all County facilities.
- Work closely with legislators and regional organizations in critical public policy areas

- Leadership
- Growth & development
- Regionalism
- Quality of life
- Agriculture
- Service quality
- Business expansion
- Community Engagement
- Broadband
- Tax implications
- Tourism
- Parks & recreation
- Comp Plan
- Capital Investment
- Quality workforce

Board of Supervisors 2014 Strategic Action Plan

4. *Craft an economic development strategy for Surry County. (To be completed in concert with the Comprehensive Plan update.)*
5. *Develop a water and sewer service plan and road improvement plan for Surry County. (To be completed in concert with the Comprehensive Plan.)*



Actions to Consider for Fiscal Year 15 and Beyond

1. *Establish a business retention and expansion program to support county businesses.*
2. *Establish a business policy council to assist in identifying Surry County's probable commercial, business and technology support needs.*
3. *Develop a tourism strategy for Surry County.*
4. *Explore options for delivering county services and programs in collaboration with one or more localities to stretch county funds.*



Surry County Comprehensive Plan

(Excerpt) Industrial & Economic Development Goals & Objectives

INDUSTRIAL AND ECONOMIC DEVELOPMENT

Goal: Promote the expansion and development of desirable industrial and commercial development in the county in order to broaden the tax base and increase local employment opportunities as well as provide needed services within the county.

Objective: Designate and develop adequate and suitable land for the development of another industrial park

Objective: Utilize fully those agencies and programs that provide mechanisms for attracting economic development.

Objective: Examine the career and technical education programs and increase the career planning program in order to produce a labor force that has entry-level skills.

Objective: Continue the public support of identified industrial areas through the capital improvement and regulatory code programs.

Objective: Involve and coordinate the two regional planning districts in the economic development program.

Objective: Support the development of an active tourism program as part of the county's economic development program.

Objective: Support the Chippokes Plantation State Park expansion program.

- An ED Plan has a further focus into Economic Development initiatives

- Current plan was completed in 2005
- Update will commence in 2017-2018
 - Hampton Roads Planning District Commission

Tourism & Economic Development

Excerpt from 2013 Tourism Assessment Report



Surry County, Virginia
Tourism Assessment Report
September 2013

.....in-depth discussions by the following Surry County **stakeholders**. These stakeholders represent business owners, non-profits, attractions, restaurants, industry, local government, state parks, and others who are all interested in the development and promotion of **tourism in Surry County as part of an overall economic development strategy** to benefit the citizens through increased revenue, job creation, and quality of life.

Economic Impact of Tourism in Surry County

Surry

	2012	2013	2014	2015	2016	Percent Change
Travel Economic Impacts						
Employment	99	101	100	103	103	0.0%
Expenditures	\$ 9,706,654	\$ 9,837,080	\$ 10,006,079	\$ 10,172,616	\$ 10,233,103	0.6%
Local Tax Receipts	\$ 277,054	\$ 284,866	\$ 284,525	\$ 298,784	\$ 306,430	2.6%
Payroll	\$ 2,126,388	\$ 2,206,526	\$ 2,235,018	\$ 2,327,565	\$ 2,390,493	2.7%
State Tax Receipts	\$ 390,037	\$ 424,421	\$ 468,465	\$ 493,343	\$ 505,384	2.4%
http://web.yesvirginia.org/localspending/localspending						

% changes since 2012

Employment (4.0%) Expenditures (5.4%) Local Tax Receipts (10.6%) Payroll (12.4%) State Tax Receipts - (29.5%)



Commonwealth of Virginia
Office of Governor Terry McAuliffe

Governor McAuliffe Announces \$2.2 Billion Growth for Tourism Industry Since 2014

~ Virginia's tourism industry reported record-breaking spending each year of McAuliffe administration

Virginia's tourism industry is a critical component of the new Virginia economy, providing jobs for our citizens and funneling millions of dollars back into our communities," **said Governor McAuliffe**



Surry County, Virginia

Economic Development Strategic Plan

Who We Are, What are Our Aspirations, What is the Action Plan



Components of an Economic Development Strategy



Progress..... Current Initiatives



1. Develop an **Office of Economic Development**

Surry County will promote economic development by:

- Collaborating (locally & regionally) to market, promote and grow business and employment opportunities
- Building a supportive relationship between the public and business sector
- Providing viable resources and assistance to existing and prospective businesses (i.e. local and state grants, and incentive programs)

Economic Development

*Tyrone W. Franklin
Melissa D. Rollins
David Harrison*

For Planning & Community Development
Inquires
Rhonda L. Russell

For Tourism Related
Inquires
Pat Bernshausen



2. Re-activated the Surry Economic Development Authority

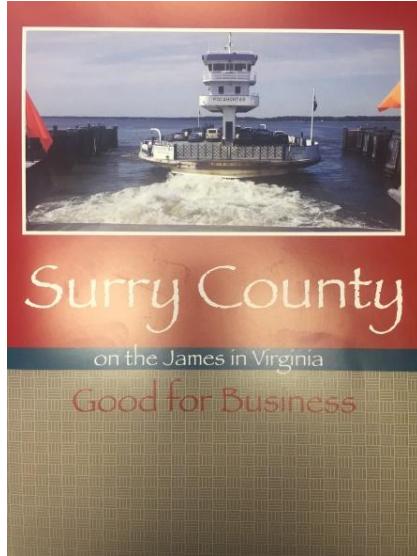
Excerpt of Proposed Agreement between the EDA and Broadband Provider

- WHEREAS, the extension of broadband provides enhanced educational opportunities and furthers **workforce development** which supports economic development in Surry County (“County”); and
- WHEREAS, the availability of secure, reliable, competitive and **sustainable infrastructure** is essential to meet future broadband needs; and
- WHEREAS, small and medium size **business enterprises** with greater high-speed internet use grow faster than those with less high-speed internet use; and
- WHEREAS, the internet is a powerful catalyst for **job creation**; and
- WHEREAS, the internet drives **economic modernization**; and

The EDA can issue tax-exempt bonds to finance manufacturing facilities located within the County. Working directly with Administration, the EDA can provide assistance to existing businesses and prospective industries looking to locate and/or to expand in the County.



3. New Marketing Material & County Website Upgrade



- Creating concise marketing material to best market the County as an ideal location for work, leisure and business opportunity.
- Utilizing Civic Plus, a leader in local government websites to update the County's website to include enhancements to Economic Development & Tourism sites
- Other Marketing Strategies



6. Workforce Development Initiatives



- Training and educating the workforce..... An economic development approach to enhance economic stability
- Education – stakeholders – connecting local educational and regional efforts to promote CTE Programs
- JTCC Grant award - \$3,700 Grant for Workplace Readiness Skills – Student Trainee Program
- Niagara Cares Grant - \$10,000 grant for Youth Workplace Readiness
- Surry Resource & Employment Center





5. Surry Farmer's Market



Initial 2015 season averaged weekly attendance of 105 shoppers and over 30 vendors (local farming products included) Avg. gross sales receipts 2015- \$23,000 and 2016 - \$28,000

Inspires Home Based Business Opportunities & Growth

Weekly community event fosters positive social interactions

Anticipated USDA Farmer's Market & Local Food Promotion grant of \$258,653 to expand the Farmer's Market Operation- notification of awards anticipated by Sept. 30th – (2 year grant cycle)



Healthy Food Access
+
Economic Development
+
Positive Social Interactions
=

Thriving Communities!



6. Marketing Outreach by Community Development for a **Retail Grocery Store**

“Simply Smarter Shopping®” is our mission.



- *Demand (retail potential) in Surry County for Grocery retail is \$10.0 mil versus a supply (retail sales) of \$2.1 mil

*Source: 1/23/14 ESRI Retail Marketplace data profile

- The US Dept. of Agriculture has designated Surry County as a Food Desert
- Food Lion, Farm Fresh & the latest trends in Grocery (Aldi & Lidl) stores have been contacted by Surry

Good News

The Virginia Grocery Investment Fund, which will be proposed during the upcoming 2018 session of the General Assembly, aims to proactively address the critical and growing problem of “food deserts” in the Commonwealth. Currently, In these areas, Virginians cannot access fresh produce, lean meats and other nutritious food products. This has real consequences. Without easy access to affordable and healthy foods, a nutritious diet and good health are out of reach, and as a result, diet related diseases, like diabetes and heart disease – especially among children – are on the rise in the state.

And all Virginians are impacted directly or indirectly in the form of decreased workforce productivity and higher healthcare costs. The Fund will be a means by which to establish public-private partnerships that will help grocery stores locate in these areas, and help Virginians access healthy, nutritious food in their communities.

Progress..... Infrastructure Improvements



1. Grays Creek Marina – Promotes river-based economic activity

Amenities

- 40 boat slips
- Boat ramp
- Seafood restaurant
- 4 efficiency style apartments
- Fuel dispenser on dock
- Canoe/kayak rental
- Bathhouse
- Nature trail, parks
- Close connection to local, regional and national historic/cultural attractions

Opportunities! – **only** seafood destination restaurant, marina/boat ramp, and public fishing pier in the County



757-294-3336
633 Marina Drive * Surry, VA * 23883

The Surry Seafood Company is excited to announce that we have partnered with Surry County Public Schools again this year for Family Night on the fourth Wednesday of each month. All kids will receive 50% off a kids meal with the purchase of an adult entrée. Further, 10% of the proceeds from these nights will be donated to

Surry County Public Schools.

Come out to support your school & show your SCHOOL SPIRIT!

Mark your calendars

September 27, 2017

October 25, 2017

November 22, 2017

December 27, 2017

January 24th, 2018

February 28, 2018

March 28, 2018

April 25, 2018

May 23, 2018





2. Newly Renovated Visitor Center

- Renovated the former Clerk's office built in 1825 to a new visitor's center
- Inside, visitors can see many of the attractions available to visit in the County along with a timeline of the County's history.



Visitor Statistics
*Summer June-August 2017
289
*to benchmark in future periods





3. Surry West Business Center

- ❖ 142 acres for industrial use
- ❖ Foreign Trade Zone incentives available for reduced costs on imports/exports
- ❖ Centrally located between Richmond, Norfolk, and Williamsburg
- ❖ Permit exists to double wastewater treatment facility
- ❖ Wireless broadband tower in park, served by Mid-Atlantic Broadband's open-access fiber network for data-heavy businesses





4. Broadband Implementation

- Promoting economic development and revitalization through e-commerce by:
 - Creating new jobs and attracting new industries.
 - Providing access to regional, national, and worldwide markets.



- Proposed Agreement underway for service provider to provide high speed internet access to most of the County
- The network design permits our ISP partner to offer subscription services to business and residents ranging from 10 – 100 Mbps (and with the current generation of fiber network equipment, LTE, speeds of up to 1 Gbps).
- Upload speeds will be open to availability by location, with a minimum of 1Mbps and a maximum of 20Mbps.
- Services are supported by an existing fiber backhaul of approximately four miles of 144 count fiber optic cable connected to an exchange network which traverses an area commencing at the Surry Industrial Park thru the Town of Surry.
- Projected implementation date- November 2017



4. Broadband Implementation



- Provides carrier-class broadband connectivity and has nearly 400 on-net buildings and 100 connected cell towers.
- MBC's network reaches all of the industrial, technology, and business parks in Southern Virginia.
- Owns and operates an 1800-mile fiber network in Southern, VA.
- Partners with telecom providers to use their network to transport data and provide fiber connectivity to companies relocating or expanding in VA
- Operates advanced fiber network providing 10G and 100G transport services to major carrier interconnection and peering points



*Fiber Gateway of the
Mid-Atlantic*



5. Surry County Rescue Squad & Emergency Operations Center

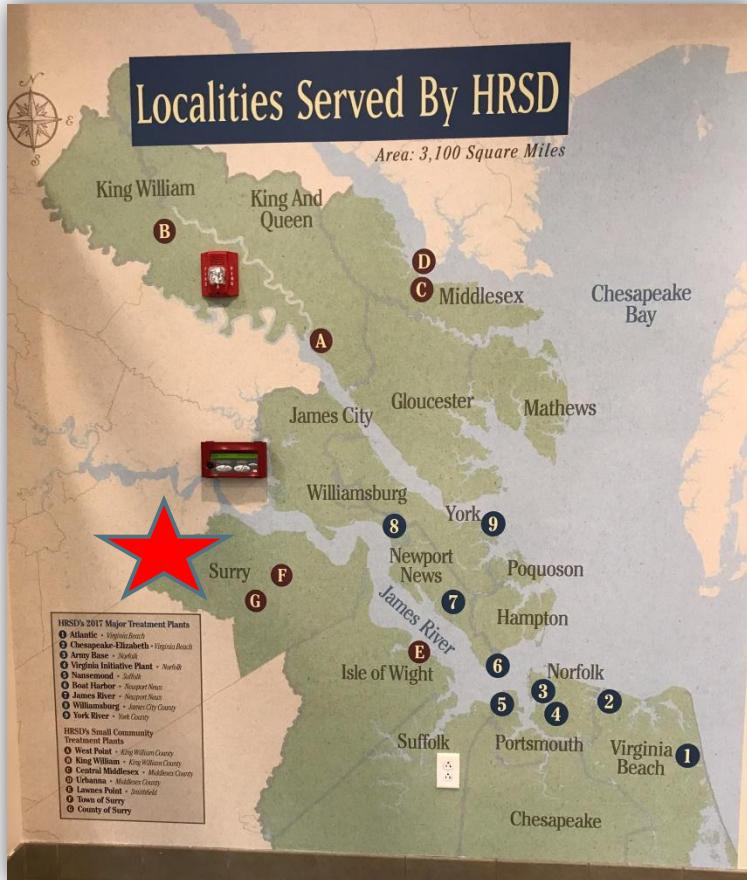


- Proposed infrastructure development in the Surry Industrial Park – a sparkplug for business expansion.





6. Hampton Roads Sanitation District Agreement



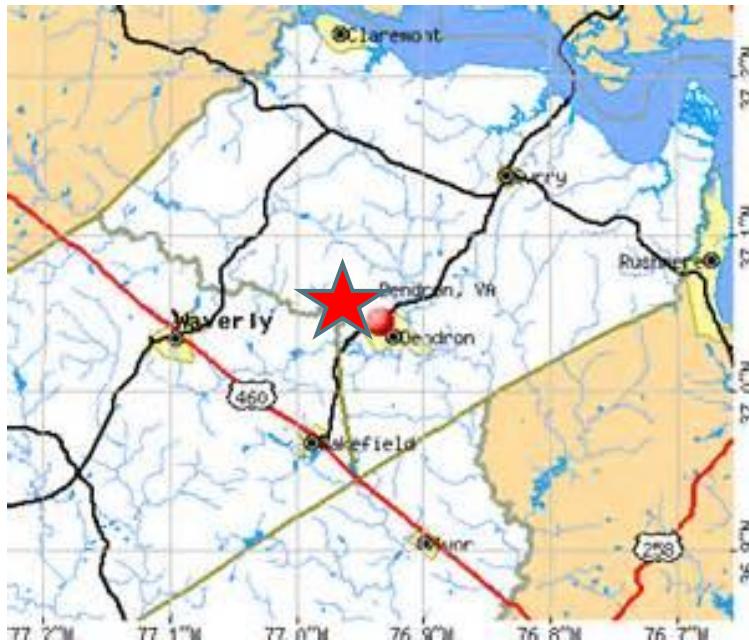
In 2016 HRSD expanded its territory to include Surry County and the Towns of Dendron & Surry.

Safe, sanitary and efficient wastewater facilities = opportunities for new businesses

Securing the necessary resources and expertise to protect the County's wastewater systems



7. Water System Improvements



- Town of Dendron water line improvements – 250,000 gallon elevated water storage tank
- |
- Provides Safe, sanitary and efficient water system to residents and opens the door for potential new businesses to locate in the Town

Progress..... Parks, Recreation & Leisure Enhancing Quality of Life





8. Medical Assistance

Williamsburg
Area
Transit
Authority



- Supporting public transportation services for residents and visitors; its mission is to provide safe, efficient and accessible public transit to residents and visitors.

The County operates a Health Department. Also it is home to Horizon Health Services, Inc. – a full time family practice facility accepting insured and uninsured patients on a sliding fee scale. The County donated the land which enabled construction of the facility and has provided financial support over the years.

9. Transportation Service



The **Powhatan** is scheduled to enter the fleet in 2018, replacing the "Virginia," a 28-car ferryboat that has been in service since it was built in 1936. Of the three other ships in the fleet, only the "Pocahontas" is able to carry 70 vehicles at a time. The fleet of four ships carries about 936,000 vehicles per year between James City and Surry counties.



10. Surry County Library Expansion

Visitor Statistics

Patron Served - FY16-17 = 21,050

Local Support = \$117,245

“Upward trend in last 3 years in circulation is attributed to the quality of service provided and improved facilities – the Surry Branch is considered a “destination library”



Re-located from a single family dwelling to a renovated modern former bank building purchased by the County to meet the library services needs of the Community; space includes public meeting rooms, children reading programs, extended collection area and handicap accessibility absent from the previous location.

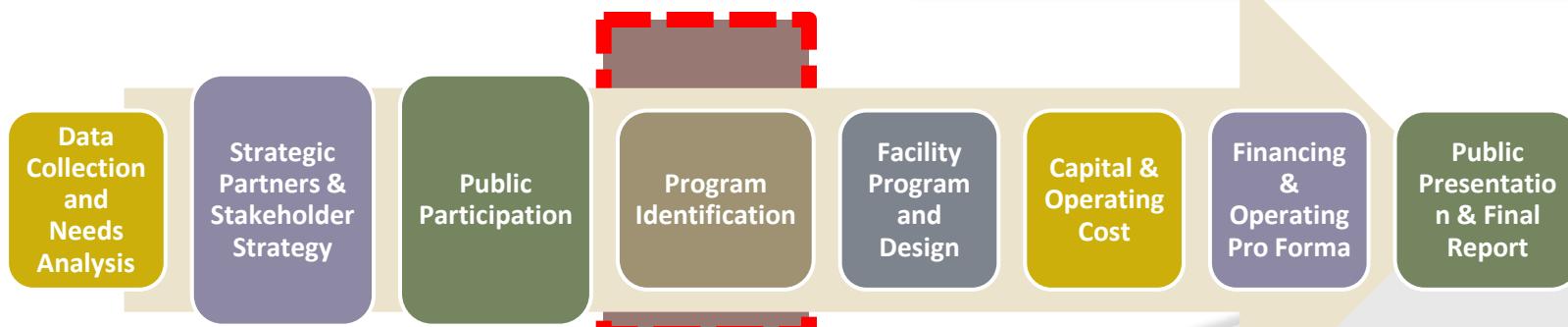
The library has become a meeting place for locals needing access to Wi-Fi services.



11. Parks & Recreation Expansion



Goal: Enhance Quality of Life - Building a shared vision for the Community Recreation Center by engaging the Surry County community, leadership and stakeholders through **innovative public input** (Six Focus Group meetings held throughout the community identifying vision, services, amenities and overall recreational needs of the community)



Comment and process overview courtesy of



11. Parks & Recreation Expansion



Purchased and re-purposed the Old Dendron Post Office to a Community Center to improve accessibility to parks and recreation amenities and programs.



Stakeholders



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION



Local Businesses & Chamber of Commerce
GO Virginia

Hampton Roads Economic Development Alliance
Surry County Economic Development Authority

Virginia Gateway Region

Surry Tourism Office

Surry Parks & Recreation

Governing Body

Educational Systems



