



*ISLE of WIGHT*  
COUNTY IN VIRGINIA

**2009 Annual Report**



From farm fields to industrial parks, Isle of Wight County is a community of contrasts. The County continues to preserve its rural character while also targeting advanced manufacturing, plastics, packaging, and distribution and logistics operations, making it one of the most industrial-friendly places in the Mid-Atlantic region. The JDA building is a 329,766 square-foot, state-of-the-art industrial facility at Shirley T. Holland Intermodal Park. It is expandable to one million square feet and available for immediate lease.

# Message From The Chairman

**JAMES B. BROWN, JR.**

Dear Friends & Neighbors,

It has been my pleasure to serve the County as Chairman of the Board of Supervisors for 2009.

During my tenure, I presented the Silver Development Award to Safco Products Company, at the grand opening of its new warehouse/distribution facility in Shirley T. Holland Intermodal Park. This award is presented annually by the Hampton Roads Association for Commercial Real Estate as part of its Excellence in Development Design Awards program.

I can say unequivocally that this Board of Supervisors is committed to economic development, and we support the efforts of our Economic Development Director and her staff. I am proud to report that the County's efforts to develop an intermodal park to support future growth at the Port of Virginia are paying off. Despite the current economic slowdown, the park is on the radar screens of national developers and several major business prospects. The County also continued land acquisition efforts and water rights for the future development of Phase III of the park.

The rural economic development division kicked off a County-wide "Isle Be Green" public education campaign on litter prevention and recycling to reduce the amount of plastic bag litter in public right-of-ways, farm fields, waterways and commercial places of business and industry.

Despite the many positive developments, the economic downturn that began in late 2008 continued into 2009. Smithfield Foods announced the closing of the Smithfield Packing Plant South facility and the potential for layoffs. But the stunning blow came on October 22, 2009, when International Paper (IP) announced it would shut down the mill, which has been a part of the community for over 100 years, and lay off 1,100 employees. Several other IP supplier companies also closed as a result. The County will not feel the full impact of these losses until fiscal year 2012.

So, while our current situation seems bleak, let's remain focused on the positive things that our community offers. I am encouraged by the opportunities that the future has for us.

2009 was a very busy year, and notable achievements include:

- Adoption of the Rt. 58 Economic Development and Land Use Plan.
- A Small Business committee established for review and feedback on the County's development review process as it affects small business owners.
- Significant progress on the Countywide Transportation Plan, expected for completion in early 2010, in conjunction with the Engineering Division.
- The construction of a new courts facility.

The pages that follow contain detailed information regarding the fiscal strength of the County, and some of the most significant events of the year in Economic Development, Planning and Zoning, Tourism and Parks and Recreation.

The Board of Supervisors and County staff strive to make Isle of Wight "A Community of Choice, Committed to Excellence." Thank you for your interest and your continued support.

Sincerely,

James B. Brown, Jr., Chairman, 2009, Isle of Wight County Board of Supervisors



## ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

**James B. Brown, Jr.,**  
Chairman  
(Hardy District)

**Phillip A. Bradshaw,**  
Vice-Chairman  
(Carrsville District)

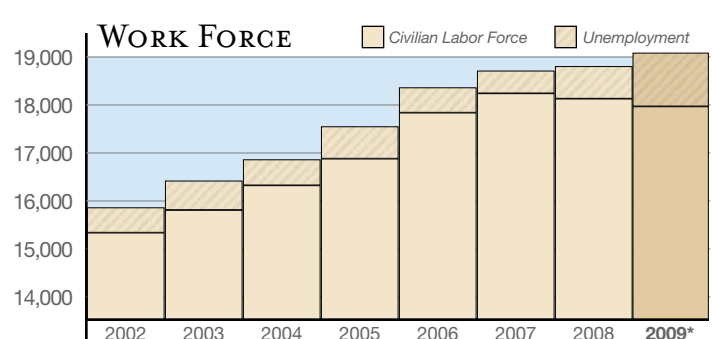
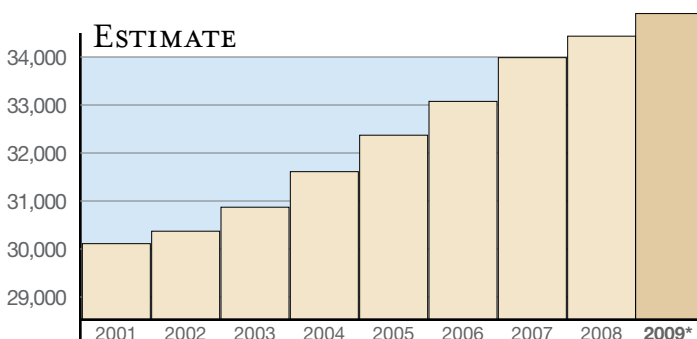
**Alan E. Casteen,**  
(Smithfield District)

**Thomas J. Wright, III,**  
(Windsor District)

**Stan D. Clark,**  
(Newport District)

## COUNTY ADMINISTRATION

**W. Douglas Caskey,**  
County Administrator



### POPULATION

\*The 2009 figure is the provisional July 1, 2009 estimate. All others are final estimates.

Source: Weldon Cooper Center for Public Service.

### LABOR FORCE & UNEMPLOYMENT

\*All 2009 data is preliminary.

Source: Virginia Employment Commission.

# Economic Development Highlights of 2009

## INDUSTRIAL DEVELOPMENT AUTHORITY MEMBERS

Ronald H. Pack,  
*Chairman*

Betty Alphin

Diana Beale

James Ford

Tim Hillegass

Richard J. "Dick"  
Holland, Jr.

Carroll Keen, Jr.

## ECONOMIC DEVELOPMENT STAFF

Lisa T. Perry,  
*Director*

Kristine R. Sutphin,  
*Project Manager*

Rachel M. Chieppa,  
*Rural Economic  
Development  
Manager*

## INTERNATIONAL PAPER CLOSING PRESENTS CHALLENGES AND OPPORTUNITIES FOR COUNTY

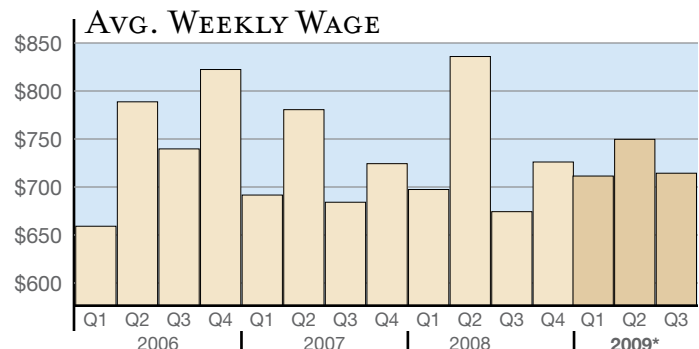
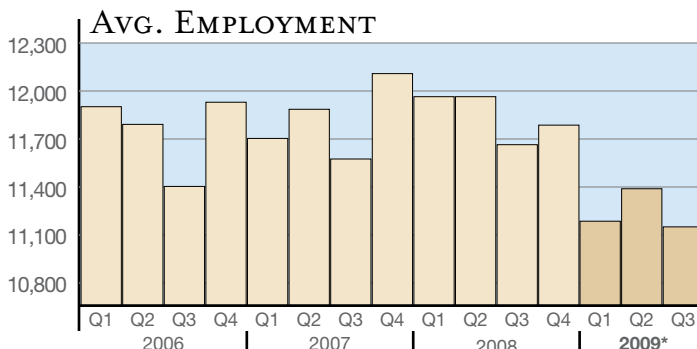


Despite the closing of the International Paper lumber mill in 2008, the permanent shutdown of one of five paper machines, and several temporary shutdowns in February and March, 2009, Isle of Wight County could not have predicted the announcement that came on October 22, 2009 – International Paper would permanently shut down the 100+ year old paper mill and lay off 1,100 employees. The mill is located in a revenue sharing district with the City of Franklin, so local officials immediately met to begin what would be called the "IP Economic Recovery Effort." There are four components: Workforce, Economic Development, Small Business and Forestry. The County's Economic Development staff is involved in each of these components. The department is working closely with federal and state officials, the City of Franklin and Southampton County to develop an economic recovery strategy to assist small businesses that may be impacted, to create new

jobs and investment and to assist IP with potential reuses for the facility. This closing puts new emphasis on industry diversification in the County by focusing new business attraction efforts on filling Shirley T. Holland Intermodal Park. Potential tenants could include suppliers of the new Rolls Royce facility in Prince George County. Economic Development also made an appeal to the Virginia Department of Housing and Community Development to amend the recently awarded Franklin/Southampton Enterprise Zone designation to include the IP site. This would make the site more competitive and attractive to potential businesses looking for state and local incentives.

At the end of 2009, there was positive news for mill employees. The U.S. Department of Labor approved federal Trade Adjustment Assistance (TAA) for paper mill employees. The program provides aid to workers who lost jobs or had reduced hours or wages due to increased imports. TAA benefits include reemployment services to assist unemployed workers in preparing for and obtaining employment. Workers may also be eligible for training, job search and relocation allowances, income support, health insurance subsidies and wage supplements.

Isle of Wight County will not feel the full impact of its largest tax payer's closing until fiscal year 2012.



\* All 2009 data is preliminary.

Source: Virginia Employment Commission.

## EMPLOYMENT AND WAGES

## SAFCO WINS DEVELOPMENT AWARD AND CELEBRATES GRAND OPENING



In July 2009, the Board of Supervisors participated in a ribbon cutting ceremony for the grand opening of the new Safco Products Company distribution center in Isle of Wight County. Safco Products Company, a division of Liberty Diversified Industries, is a leading provider of organization and comfort enhancing products for the workplace.

Safco is the newest tenant in the Shirley T. Holland Intermodal Park located just east of the Town of Windsor. The company occupies a 302,000 square foot state-of-the-art distribution center that imports and exports products nationally and internationally for well-known office and business products retailers.

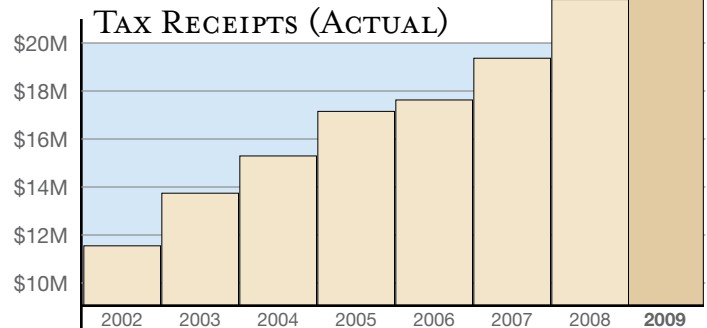
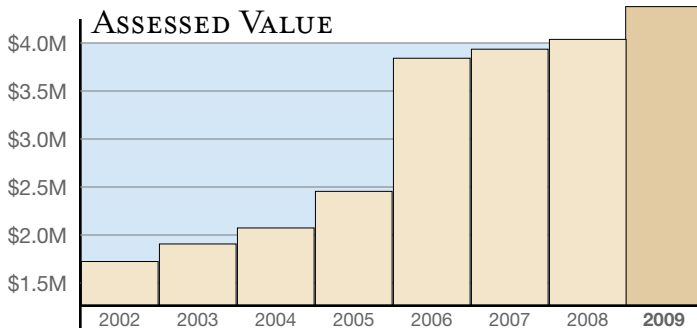
During the ceremony, a representative from the Virginia Economic Development Partnership in Richmond presented Safco with a share of Virginia Stock. James B. Brown, Jr., Chairman of the Isle of Wight County Board of Supervisors also presented Safco with the Silver Award for Development Deal of the Year from the Hampton Roads Association for Commercial Real Estate (HRACRE).

Mike Fiterman, Chairman and CEO of Safco Products Company, was extremely pleased with the business friendly atmosphere in Isle of Wight County and the Commonwealth of Virginia.

## 2009 MARKETING MISSIONS AND CONFERENCES

- Retail Industry Leaders Association (Dallas, Tx)
- Trans-Pacific Maritime Conference (Los Angeles, CA)
- VEDA Spring Conference (Williamsburg, VA)
- HREDA Consultant Mission (Greenville, SC & Atlanta, GA)
- VEDA Fall Conference (Roanoke, VA)
- VEDA Annual Meeting (Richmond, VA)

*VEDA - Virginia Economic Developers Association, HREDA - Hampton Roads Economic Development Alliance*



## REAL ESTATE

*Source: Isle of Wight County Commissioner of Revenue and Isle of Wight County Treasurer*

## PRIVATE SECTOR MAJOR EMPLOYERS (100+ EMPLOYEES)

- Gwaltney of Smithfield
- International Paper\*
- Kaiser Contract Cleaning Specialists
- Food Lion
- Cost Plus World Market
- Smithfield Foods\*
- Riverside Regional Medical Center
- Farm Fresh
- Alphastaff Inc.

*\*Fortune 500 Companies*

*Source: Virginia Employment Commission, 3rd Quarter 2009*

## ISLE OF WIGHT COUNTY TARGET INDUSTRIES

- Advanced Manufacturing
- Renewable Energy
- Plastics
- Wholesale Packaging
- Distribution and Logistics
- Agribusiness (nursery, equine and food processing industries)

# Economic Development Highlights of 2009

## SMITHFIELD FOODS ANNOUNCES RESTRUCTURING AND AFFIRMS COMMITMENT TO THE COMMUNITY

As part of a pork group restructuring plan announced in February 2009, Smithfield Foods would close the Smithfield Packing Company South facility within one year and transfer production to the adjacent North facility (former Gwaltney) in order to operate more efficiently. Initially, the company projected 340 layoffs; however, that number has been reduced to approximately 30. Most of the 1,375 employees at the South facility will be transferred to the North facility, and others could transfer to facilities in North Carolina. Ultimately, the North facility will employ 2,500 people. In conjunction with this restructuring, Smithfield Foods announced plans to invest \$20 million to expand and renovate the North facility. Other business units with plants in North Carolina, Ohio, Nebraska and



Florida are part of the restructuring plan, which is estimated to result in \$125 million in cost savings for the company. With sales of \$12 billion, Smithfield Foods is the leading processor and marketer of fresh pork and packaged meats in the United States, as well as the largest producer of hogs.

## SMITHFIELD WELCOMES HAMPTON INN & SUITES

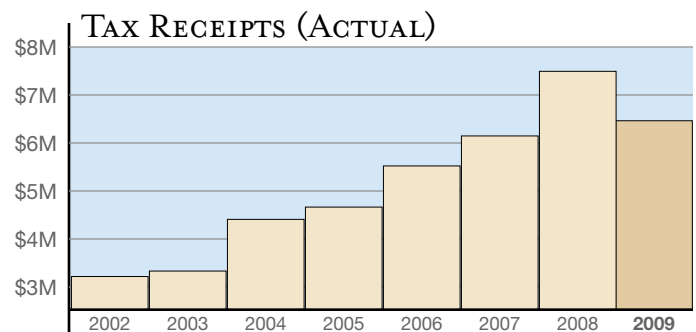
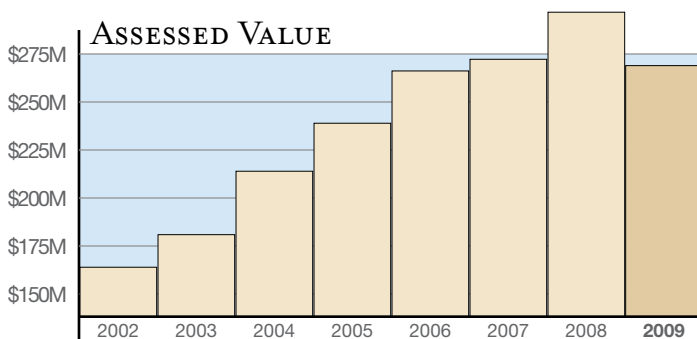
Hampton Inn & Suites, located in the Historic Town of Smithfield, opened in March 2009 and held a grand opening ceremony on April 6, 2009. The hotel has 82 elegantly appointed guest rooms to include 26 studio suites. Amenities include a heated, indoor swimming pool, state-of-the-art fitness center, a snack shop and fully equipped business center. The hotel also features the James River Room, a 1,100 square-foot meeting room perfect for corporate meetings, seminars and intimate family celebrations.

## WILLIAM A. GWALTNEY WAY STREET DEDICATION

On Sunday, August 23, 2009, Windsor District Supervisor Thomas J. Wright, III, addressed a gathering of family members and friends for the dedication of William A. Gwaltney Way, the entrance road into the Shirley T. Holland Intermodal Park. Mr. Gwaltney was a well respected business man and community leader.

## FIRST NDSD GRANT AWARDED TO BOJANGLES FOR MONUMENT SIGN

In April 2009, the Industrial Development Authority awarded its first grant through the Newport Development Service District Corridor Grant Improvement Program. The Bojangles franchise in Carrollton received \$7,605 toward the cost of its new monument sign on Carrollton Boulevard. The restaurant had been struggling, but sales have increased since the new sign was installed. The Corridor Improvement Grant Program was created to encourage property/business owners along the major corridors in the Newport Development Service District (NDSD) to improve their properties thereby increasing economic growth in that area of the County. The program is administered by the Isle of Wight County Industrial Development Authority (IDA) and the NDSD Revitalization Committee and provides grants for improvements to building façades, signs and landscaping as well as general property improvement, demolition and installation of bike and pedestrian pathways. Complete program guidelines are available on the Economic Development website [www.insidetheisle.com](http://www.insidetheisle.com).



## PERSONAL PROPERTY

*Reflects all personal property tax abatement and supplements. Does not include mobile home, boat or aircraft assessments. Year 2002 does not reflect abatement and supplements.*  
**Source:** Isle of Wight Commissioner of Revenue and Isle of Wight Treasurer

## THE OAKS VETERINARY CLINIC NAMED 2009 ENTREPRENEUR OF THE YEAR DURING BUSINESS APPRECIATION WEEK CELEBRATION

The County's Economic Development Department hosted its 10th Annual Golf Tournament at Cypress Creek Golfers' Club to celebrate Virginia's Business Appreciation Week (May 10-16, 2009). Approximately 80 business leaders participated. Following the tournament, Dr. Ryland and Maryann Edwards, owners of The Oaks Veterinary Clinic, were awarded the 2009 Entrepreneur of the Year Award. Dr. and Mrs. Edwards have been serving this community since 1966. They have been supportive and active in the Chamber of Commerce for the past 25 years. They are huge supporters of buying local and understand that in order for a community to grow, people must support local business. Through adversity, sickness and even lean times, they have continued to focus on the long range plans for The Oaks and stellar service to the needs of the large and small animals of this community. Most recently, they added a building (the barn) to specialize in wellness and to provide a higher level of care for horses and other large animals. Dr. and Mrs. Edwards represent the epitome of community excellence through their service to Isle of Wight County.



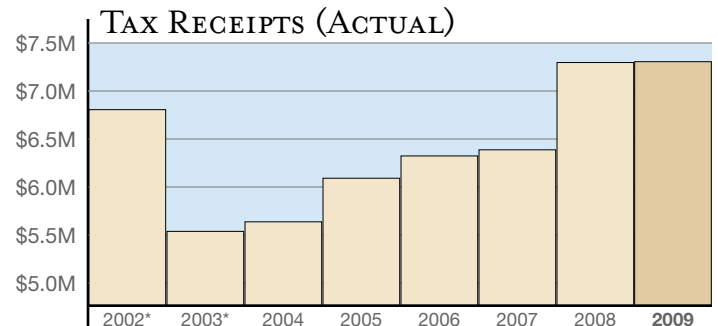
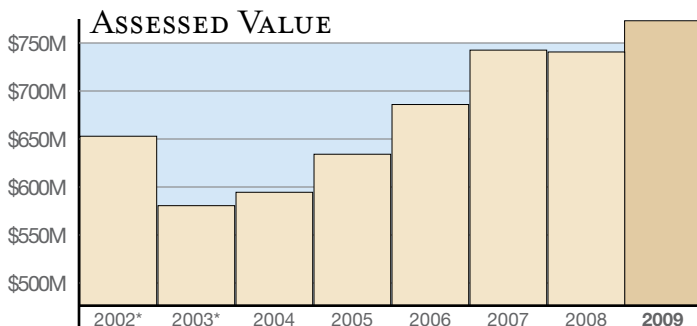
## TIDEWATER BUILDERS ASSOCIATION TO HOST SPRING HOMEARAMA IN ISLE OF WIGHT COUNTY

In November 2009, Tidewater Builders Association (TBA) announced that Founders Pointe had been selected to host its spring Homearama event. It will be the first time the County has hosted a Homearama showcase of homes. And, since this event is usually held in the fall, it will also be TBA's first spring show in its 28-year history.

The event is scheduled for May 8-23, 2010 at Founders Pointe and will feature eight homes ranging from 2,900 to 3,800 square feet and priced from \$500,000 to \$700,000. It is expected to draw over 80,000 guests over the two-week period. The community, located off Route 17 and just minutes from the historic town of Smithfield, is being developed by East West Partners, which developed Isle of Wight County's Eagle Harbor, Smithfield's Gatling Pointe, and Suffolk's The Riverfront, among others.



Participating builders will include ABT Custom Homes, Bill Ore Inc., Birdsong Builders Inc., Hohmann Builders, Newhall Construction, Norman Miller Custom Builders, Sadler Building Corp. and Sasser Construction. Founders Pointe is already home to more than 130 families and offers a slice of nature and tranquility as it borders the Batten Bay and the James River tributaries and creeks. It's also centrally located to all of Hampton Roads, a 10-minute drive to the Peninsula and 25 minutes from downtown Norfolk.



## MACHINERY & TOOLS

\*2002 does not reflect delinquent accounts in this collection. 2003 reflects International Paper reclassification. Source: Isle of Wight County Commissioner of Revenue, and annual audit by Goodman and Company and Isle of Wight County Treasurer.

# Rural Economic Development Updates

## PACE

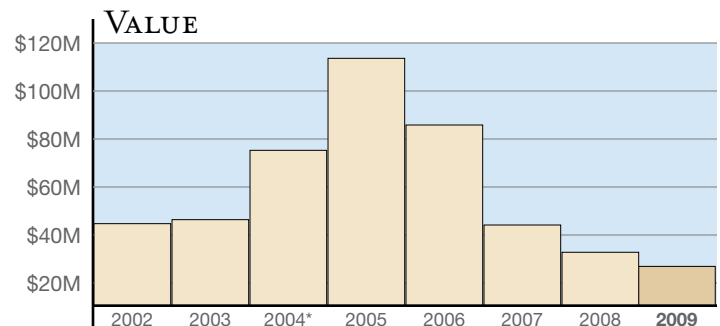
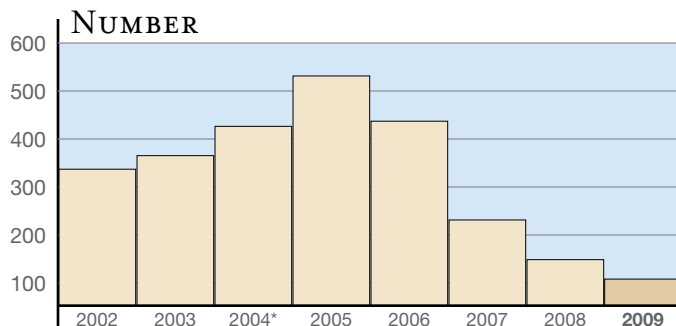


Adopted in May of 2005, the Purchase of Agricultural and Forestal Conservation Easements (PACE) Program is a voluntary program that allows landowners to enter into agreements to sell the development potential of qualifying property to the County while maintaining the right to farm and forest the land. This retains these two industries' critical masses, in particular, farm and forestry parcels that are economically viable operations. By participating in the PACE Program a landowner has the opportunity to sell a conservation easement to the County, a public agency, to be held in trust for perpetuity.

Isle of Wight County's PACE Program received an additional \$93,932.19 in matching funding from the Virginia Department of Agriculture and Consumer Services' (VDACS) Office of Farmland Preservation to preserve working farm and forest land through the Program. This matching money, along with the previous of \$453,120 grant funds total \$547,052 in total matching funds.

The County has worked with applicants to finalize the first round of purchases from the application period in 2007; however, due to the downturn in the financial markets, it was the decision of the Board of Supervisors to wait until conditions improve for both the landowner and the County before proceeding with the closings. Closings are anticipated for early 2010.

There continues to be overwhelming interest in the Program, which has shown the strong commitment to preserving the businesses of farming and forestry in the County. Agriculture and forestry are the leading industries in the County, and a critical mass of farm and forest land is necessary for the continued vitality of the farm and forest businesses here. Although the County is not able to purchase all of the development rights on every application received, it is very encouraging to see the extremely large interest in the Program. The County is very excited at the opportunities for partnerships with local landowners to preserve the quality of life that all citizens enjoy.



## RESIDENTIAL BUILDING PERMITS

\*2004 Includes 12 multi-family units

Source: Isle of Wight County Department of Permits and Inspections

## ISLE BE GREEN PLASTIC BAG RECYCLING CAMPAIGN

Isle of Wight County was awarded a grant from the Virginia Department of Environmental Quality (DEQ) in the amount of \$28,000 to implement a pilot plastic bag recycling project. This pilot project is the first of its kind in the Commonwealth and hopefully will be a model for other localities. The County also received \$2,000 from the Retail Alliance and an additional \$4,000 from the South Hampton Roads Resource, Conservation, and Development Council. The agricultural community has been greatly impacted by plastic bag litter and hopes that consumer education and more recycling opportunities for our residents will eliminate the negative impacts to agriculture. The plastic becomes entangled in crops, mainly cotton, and contaminates it. This “trash” cannot be eliminated through the ginning process causing the grade, or quality, of the cotton to be reduced. The County is also aware that a calf died after ingesting a plastic bag, which was littered onto a farmer’s pasture. Plastic bag litter also has negative impacts on the health of the Chesapeake Bay, economic activity, and the aesthetic appeal of local communities throughout Hampton Roads. The overall purpose of the program is to reduce plastic bag litter by increasing the recycling of grocery shopping bags through the addition of recycling receptacles in various places around the County, and to increase the use of reusable bags by consumers in County stores. Several educational strategies continue to increase awareness of the negative impacts of litter, namely plastic bags, to the community, environment, and agriculture. By focusing on educating all citizens of the community, particularly the elementary school children, the County feels that it can alter citizens’ behavior guiding them towards being more environmentally friendly. “Isle Be Green” is the County’s new campaign to encourage citizens to implement “green” living practices. This campaign eventually will include more than just plastic bag recycling.



Since the kick-off event in August, 2009, the County residents, school children, and many more have recycled a total of 5,041.144 pounds of plastic, which equates to about 352,880.08 plastic bags through December 2009.

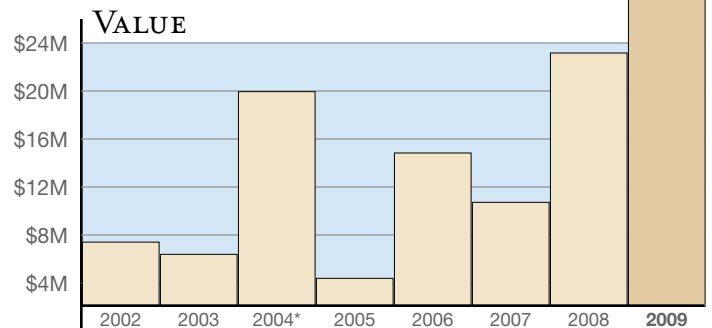
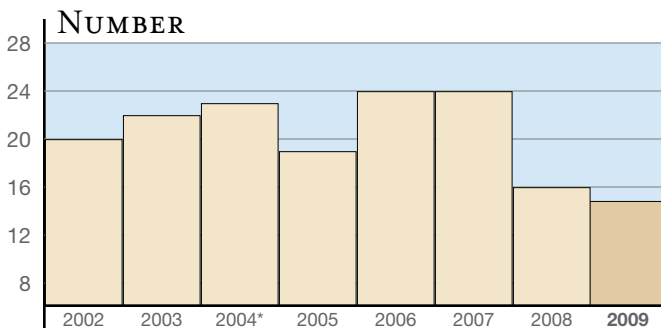
The website, [www.islebegreen.com](http://www.islebegreen.com) has information about the program, collection data, and special events planned. Become a follower on Twitter at [www.twitter.com/IsleBeGreen](http://www.twitter.com/IsleBeGreen).

## EQUINE TASK FORCE

The Equine Task Force formed in late 2007 as an advisory group to the Rural Economic Development Manager. The Task Force, made up of various representatives of the equine industry, is charged with educating and promoting the industry in the County. The Task Force meets bi-monthly to work on its various educational efforts.

The Task Force has completed a directory of equine services available in the County. These two documents serve as references to those currently within the equine industry as well as those looking to get involved. The document is available online at [www.iwus.net/agriculture](http://www.iwus.net/agriculture). The Task Force hopes to formally publish this document in the future.

The Task Force had a presence at the Isle of Wight County Fair in September in the Garden and Field Tent. Task Force members talked with residents and visitors about the equine industry here in Isle of Wight. They also held stick horse races for the kids and encouraged all kids to decorate a horseshoe to take home.



## COMMERCIAL BUILDING PERMITS

Source: Isle of Wight County Department of Permits and Inspections

# Planning & Zoning Highlights of 2009

The goal of the Isle of Wight County Board of Supervisors, Planning Commission, Development Review Committee and Planning and Zoning staff is to ensure that future land use and development are in keeping with the County's long-range plans.

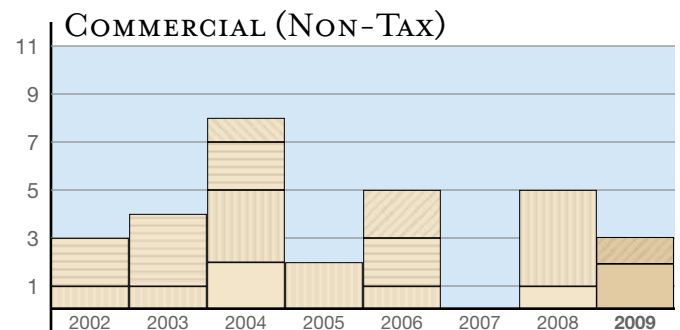


## COMPREHENSIVE PLAN AMENDMENT

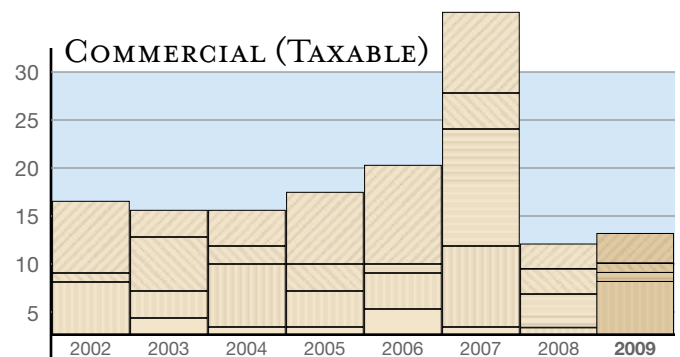
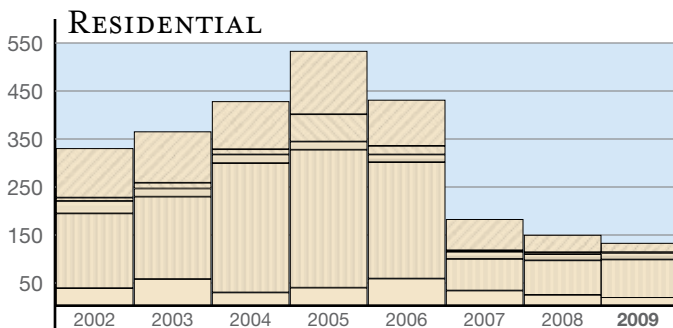
The Board of Supervisors adopted the Route 58 Corridor Economic Development and Land Use Master Plan, which was initiated in 2008 as a detailed strategy to encourage growth and development. This effort involved numerous meetings with the Southern Development Committee and input from the general public, and will be a key component in addressing the closure of International Paper. With the approval of the Route 58 Master Plan, the County has taken the first step in attracting new development to the southern sections of Isle of Wight to maintain revenues and diversify the local economy.

## ZONING ORDINANCE AMENDMENTS

A total of 20 amendments have been made to the Zoning Ordinance since its adoption in 2005. The most notable amendments in 2009 included major revisions of the landscaping and signage standards and the reduction in bonding requirements for borrow pit operations. These amendments were made in an effort to create a more business-friendly environment for the development community while maintaining the County's expectation of high-quality development. The landscaping amendment reduced overall site planting requirements by targeting materials to specific zones and giving developers more flexibility in choosing material types and sizes. Sign setbacks were reduced significantly and scaled to the size of the sign while sign construction standards were revised to allow freestanding single- and double-post signs in addition to monument signs and to allow multiple users on freestanding shopping center signs.



Hardy
  Newport
  Windsor
  Town of Windsor
  Town of Smithfield



## NEW CONSTRUCTION

Source: Isle of Wight County Department of Permits and Inspections

## REZONING AND USE PERMIT APPLICATIONS

### Benn's Grant

The most notable rezoning application in 2009 was for the Benn's Grant mixed-use development near the intersection of Route 10 and Brewer's Neck Boulevard. Approximately 253 acres of land was rezoned from Rural Agricultural Conservation to Conditional Planned Development Mixed Use (C-PD-MX). The master-planned development will consist of up to 560 residential units and up to 650,225 square feet of commercial development. In conjunction with the Benn's Grant rezoning, the Board of Supervisors also approved a Conditional Use Permit for a proposed Wal-Mart on 21 acres within the Benn's Grant development.



### Eagle Harbor Apartments

The Board of Supervisors approved a conditional rezoning of approximately 20 acres to allow for Eagle Harbor Phase II - 144 multi-family dwellings units, which will be located directly adjacent to the 240-unit Eagle Harbor Phase I apartment complex on Route 17 in Carrollton.

### American K-9 Interdiction

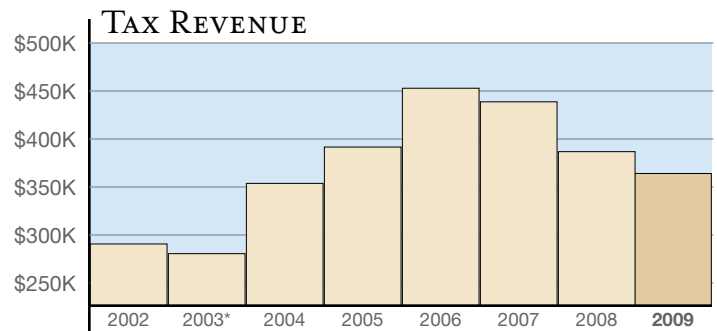
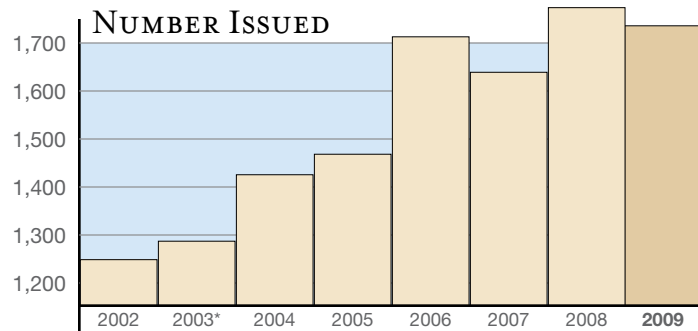
A Special Use Permit was approved for American K-9 Interdiction to operate a commercial dog kennel located at the former Camp Washington site off of Route 258 for training dogs and the boarding of military and civilian trainees. In 2009, the company trained 157 Marines & 184 IDD Dogs at its current location in the Carrollton area of the County.

## SITE PLAN REVIEW

The Development Review Committee granted preliminary site plan approval for the following projects: Two proposed warehouse buildings at Isle of Wight Industrial Park (8,360 square feet) and Riverside Health Care's facility at Benn's Grant (93,382 square feet). The Development Review Committee also granted various waivers for the following projects: Travis's Auto, Safco Products Company, Troy Marine and Eagle Harbor apartments.

## BOARD ESTABLISHES SMALL BUSINESS COMMITTEE

In the summer of 2009, the Board of Supervisors directed County staff to establish a Small Business Committee that would serve in an advisory role to the departments of Planning and Zoning and Economic Development. The committee, which began meeting in October 2009, is co-chaired by the Director of Planning and Zoning and the Director of Economic Development and is made up of local small business owners. To date, the committee has provided input on rezoning and conditional use permit criteria, cash proffers, landscaping and sign ordinances, building and utility setbacks and the site plan process.



## BUSINESS & PROFESSIONAL LICENSES

*Numbers indicate the actual number of licenses, not the number of actual accounts.*

*\*2003 decline reflects discounted peddler's license issuance.*

**Source:** Isle of Wight County Commissioner of Revenue

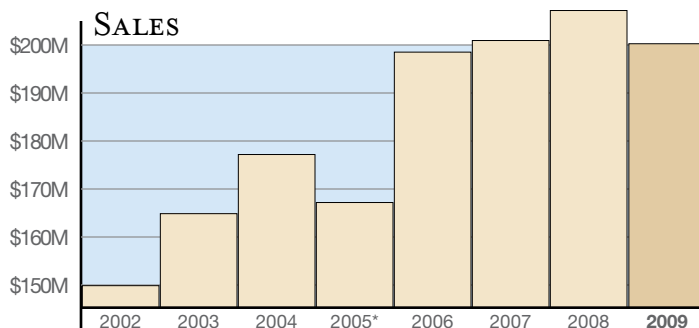
# Tourism, Parks & Recreation Highlights of 2009

## NEW VISITOR CENTER PUTS OUT THE WELCOME MAT



The Smithfield & Isle of Wight Convention and Visitor Bureau, together with the Isle of Wight Arts League, hosted the grand opening of the new Visitor Center and the Art Center @ 319 Main Street on March 13, 2009. The new center is the result of the cultural tourism partnership between Smithfield & Isle of Wight Tourism and the Arts League and features not only tourist information delivered by friendly and knowledgeable docents and state-of-the-art public restrooms; but a changing exhibit art gallery, eight working artist studios, an arts classroom and an arts gift shop.

Annual visitation to the Visitor Center increased 91% in 2009. The Visitor Center posted double digit increases each month with better than a 100% increase in visitation during the months of April, May and December and a better than 200% increase in visitation during the month of June.



RETAIL SALES

## TOURISM/VISITOR CENTER WINS VDDA AWARD

In October 2009, The Smithfield & Isle of Wight Tourism Bureau and The Arts Center @ 319 received a 2009 Virginia Downtown Development Association (VDDA) Annual Award of Excellence for Organizational Development. The VDDA was impressed with the transformation of 319 Main Street into a shared arts and visitor center, but noted that the non-profit and public partnership in the launch of a cultural tourism initiative was particularly deserving of recognition.

The Virginia Downtown Development Association's mission is to bring attention to the significance of historic downtowns to Virginia's economic vitality and to enhance the effectiveness of organizations, individuals and communities to foster vibrant economic development.

## SMITHFIELD, VIRGINIA'S HAM FEATURED AS COVER STORY IN DECEMBER ISSUE OF SAVEUR MAGAZINE



One doesn't often think of a Smithfield Ham as "cover girl" material but in December, Saveur Magazine featured the succulent holiday treat in all its glory on the cover and in a 20-page,

full-color spread. The December issue of the magazine is dedicated to the pursuit of ham and Smithfield, Virginia is front and center. Saveur's cover story by Executive Editor Dana Bowen compared the ham making traditions of Smithfield, Virginia and Parma, Italy.

\*Source: Virginia Department of Taxation. In the third quarter of calendar year 2005 the Department of Taxation began tracking quarterly taxable sales using the North American Industry Classification System (NAICS) business categories rather than Standard Industrial Classification (SIC) categories. Consequently, data from the two time periods are not fully compatible for purposes of comparison.

## FARMERS' MARKET



The Smithfield Farmer's Market had a very successful 2009 generating over \$21,000 through vendor fees, sponsorships (almost half of the income) and merchandise sales. The market is run by Smithfield and Isle of Wight Tourism and features fresh, locally grown produce, handmade goods and live music every Saturday between June and August.

## COUNTY FAIR SETS RECORD ATTENDANCE

The 2009 Isle of Wight County Fair at the Joel C. Bradshaw Fairgrounds at Heritage Park was touted as "The biggest bang for your buck!" A record 21,000 people attended, compared to 12,500 in 2008. Dedication and years of experience planning the Fair mixed with some great weather to produce rave reviews. Attendees, as well as local newspapers, noted the clean and secure fairgrounds, fabulous food, exciting line up of national entertainment, fun for all ages, and hands on lessons about Isle of Wight history and heritage through the Agriculture, 4H and Heritage Food and Craft Tents. When Country Music Award winner Jack Ingram stepped onto the Main Stage

on Saturday night, the parking lots were at near capacity setting a record for a single attendance day with just over 10,500 guests and volunteers at the Fair. The Isle of Wight County Fair office located at Nike Park in Carrollton proudly displays several

Communications Awards from the Virginia Association of Fairs, Inc. Conference. The Isle of Wight County Fair is considered a mid-size Fair (attendance 7,000 – 30,000.) Overall, the 2009 Isle of Wight County Fair received third place out of eleven mid-size fairs attending this event for a variety of marketing entries.



### 2009 AVERAGE MARKET RENTS

Industrial  
\$3.25-\$7.00/SF\*  
Retail (Smithfield)  
\$17.00/SF

### 2009 AVERAGE RESIDENTIAL SINGLE-FAMILY SALES

New Construction      \$385,001  
Existing Homes Resales      \$281,356

\*Source: \*Regional average depending upon size. 2010 Hampton Roads Real Estate Market Review, E.V. Williams Center for Real Estate and Economic Development, Old Dominion University.

# Historic Resources Division

## PORKALISCIOUS



From July 13 to 17, the Isle of Wight County Museum hosted Porkaliscious, a camp for rising fourth, fifth and sixth graders interested in the story of how ham put the Town of Smithfield on the map. Students explored various areas through writing, geography and art. And they enjoyed visiting a smokehouse. Here, Drew Haynes learns how to roll ham from a chef at the Smithfield Station.

## CHRISTMAS IN THE FIELD



On Dec. 12 and 13, Isle of Wight County Historic Resources hosted Christmas in the Field, a Civil War re-enactment at Heritage Park. Host units included Mahone's Brigade and the 13th Virginia Cavalry, Company I. Scenarios included cavalry and infantry demonstrations, battles, church services and the decorating of a period Christmas tree. Here, soldiers take a break with a game of baseball.

## TEA AND UNDERPINNINGS AT BOYKIN'S TAVERN



Boykin's Tavern Museum hosted a tea and fashion show on May 3. A living historian discussed women's Civil War-era underpinnings, and several program participants came to the event in costume. After the performance, tea was served.

## PARK DAY AT FORT BOYKIN



Park Day, held on April 4, is an annual hands-on preservation event created by the Civil War Preservation Trust to assist local groups with the maintenance of Civil War sites. Participants gather at sites to help with activities that range from trash removal to trail building. Here, father and daughter team Noelle and Joe Fink clean up litter from the beach at Fort Boykin.

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