



LOCAL



ROOTS



GLOBAL



REACH



ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT  
**2023 ANNUAL REPORT**

# MISSIONS AND MESSAGES FROM OUR COUNTY OFFICIALS

## ECONOMIC DEVELOPMENT DEPARTMENT MISSION

To attract, retain and expand new business investment in Isle of Wight County and to provide quality employment opportunities for county citizens. Department staff assists the Economic Development Authority (EDA), administers the Enterprise Zone Program and provides funding to the Hampton Roads Alliance and the Hampton Roads Small Business Development Center (HRSBDC). The department also assists the local farming and agricultural community.



### **WILLIAM M. MCCARTY SR.**

**2023 Chairman, Isle of Wight County Board of Supervisors**

Living in Isle of Wight County is both exciting and meaningful. We continue to grow forward together in a managed and well-rounded fashion while maintaining an award-winning school division that's expanding and developing to meet our county's needs. Partnerships and people make up our community's backbone. With a wide variety of volunteer agencies and organizations, the value added to the strength of our county cannot be measured in words. Working together for a strong and vibrant local economy along with our citizens, business owners, community leaders and volunteers is what makes Isle of Wight County unique and successful. As seen throughout this report, we remain and continue to be a community of choice that cares about every aspect of the quality of life that our residents and businesses alike

have grown to love. We invite you to come and see this amazing tapestry of diversity and care. We truly would be honored to have you experience these partnerships and the amazing people that make us a truly exciting and meaningful place to put down your roots.



### **KRISTI SUTPHIN**

**Director, Isle of Wight County Economic Development**

Over the past 15 years, I've had the privilege of supporting Isle of Wight County's dynamic businesses and vibrant community. The Economic Development annual report serves as more than just a document. It's akin to a cherished school yearbook, capturing pivotal moments in our local economic landscape. Just as a yearbook highlights achievements and fosters a sense of community, our annual report celebrates new and expanding business ventures, showcases collaborative successes, and reflects our culture and character. Through this report, we offer a window into our thriving economy, inviting potential entrepreneurs and residents to explore the opportunities that abound within the county.

This annual report not only chronicles the county's growth and prosperity but also serves as a testament to our commitment to cultivating a supportive environment for businesses to flourish. Much like turning the pages of a yearbook, readers will discover a tapestry of achievements, partnerships and initiatives that reflect our community's spirit and vitality. Overall, we hope this report inspires prospective businesses to consider Isle of Wight County as their home base, where they can put down roots, and grow and contribute to our community's rich fabric for years to come.

## ECONOMIC DEVELOPMENT AUTHORITY MISSION

The Economic Development Authority, formerly the Industrial Development Authority, was created in 1968 to promote industrial growth in the county. As a support organization for the county's Department of Economic Development, it may authorize the issuance of tax-exempt industrial bonds to industries locating or expanding their operations in Isle of Wight.



### **CARROLL KEEN JR.** **Chairman, Isle of Wight County Economic Development Authority**

It has been my pleasure to continue serving as Chairman of the Isle of Wight County Economic Development Authority (EDA) in 2023.

The EDA Board remains actively engaged in preparing EDA-owned land for prospective developers. The EDA Board is under contract with developers on three large tracts of available land within Shirley T. Holland Intermodal Park. The properties are being marketed for light manufacturing and distribution and logistics uses.

In September 2023, the EDA Board welcomed a new member, Sam Askew, representing the Town of Windsor.

In October 2023, the EDA Board authorized the issuance and sale of up to \$300 million in revenue bonds to construct the new Riverside Smithfield Hospital and Jamison-Longford Medical Office Building, which are underway in the county.

This Annual Report is designed to educate and inform readers about the programs and initiatives that keep our economic engine running and to create pride in our community.

## ECONOMIC DEVELOPMENT

### **Kristi Sutphin**

Interim Director/Director (Oct. 2023 – present)

### **Chris Morello**

Director (Sept. 2018 – Oct. 2023)

### **Nicole Talton**

Economic Development Coordinator

### **Gloria Spratley**

Administrative Assistant

## 2023 ECONOMIC DEVELOPMENT AUTHORITY

### **Carroll Keen Jr.**

Chairman (District 2)

### **James Ford**

Vice-Chairman (District 3)

### **James Collins**

(District 1)

### **Sharon Corey Stallings**

(District 4)

### **Amber Wells**

(District 5)

### **Tim Hillegass**

(Town of Smithfield)

### **R. Samuel Askew**

(Town of Windsor, July 2023 to present)

### **Tony Ambrose**

(Town of Windsor, June 2019 to June 2023)

## 2023 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

### **William M. McCarty Sr.**

Chairman (District 2)

### **Joel C. Acree**

Vice-Chairman (District 4)

### **Rudolph Jefferson**

(District 3)

### **Richard L. “Dick” Grice**

(District 1)

### **Don G. Rosie II**

(District 5)

## COUNTY ADMINISTRATION

### **Randy R. Keaton**

County Administrator

### **Donald T. “Don” Robertson**

Assistant County Administrator

## CONTACT US

ISLE OF WIGHT COUNTY DEPARTMENT  
OF ECONOMIC DEVELOPMENT

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COVER PHOTO (TRAIN) BY RAY MILTIER  
OTHER COVER PHOTOS AND PHOTO HERE  
BY MIKE O'SHELL PHOTOGRAPHY

# ECONOMIC AND WORKFORCE TRENDS

## POPULATION ESTIMATES



2022	2021	2020
40,151	39,278	38,606

Source: U.S. Census Bureau

## INCOME

**\$45,230** Average Per Capita  
**\$91,680** Median Household

**+ 7.4%**  
over  
2021

**+ 8.3%**  
over  
2021

Source: U.S. Census Bureau, 2022 Estimates

## HOME VALUE & SALE PRICES

2022 Median Home Value	\$351,700	<b>+19.0% over 2021</b>
2023 Average Sale Price/Existing Homes	\$389,684	<b>1.7% under 2022</b>
2023 Average Sale Price/New Construction Homes	\$419,185	<b>0.8% under 2022</b>

Sources: U.S. Census Bureau ACS 2022 5-Year Estimates;  
Rein MLS/Residential Databank

## NEW RESIDENTIAL & COMMERCIAL BUILDING PERMITS

	2023	2022
Permits Issued	<b>206</b>	359
Value	<b>\$271,257,045</b>	\$101,101,128

Source: Isle of Wight County Community Development, Building Inspections

## PRIME-AGE POPULATION & LABOR FORCE



Prime-Age Population (25-54)	13,972
Civilian Labor Force	20,130
Labor Force Participation Rate	63.7%

The labor force participation rate is an estimate of an economy's active workforce (individuals who are employed or actively seeking employment). Among individuals considered prime working age, labor participation in Isle of Wight County ranges from 82% for those aged 45-54, up to 90.3% for those aged 30-34. Here's how Isle of Wight's labor force participation rate compares to:

Hampton Roads	66.7%
Virginia	65.7%
U.S.	63.5%

Sources: U.S. Census Bureau ACS 2022 5-Year Estimates;  
Hampton Roads Alliance

## NEW BUSINESS LICENSES

	2023	2022
Isle of Wight County	232	236
Town of Smithfield	72	120
Town of Windsor	18	19
<b>TOTAL</b>	<b>322</b>	<b>375</b>

Sources: Isle of Wight County, Town of Smithfield, Town of Windsor

## MAJOR PRIVATE SECTOR EMPLOYERS



1. Smithfield Foods & related entities
2. Keurig Dr Pepper
3. International Paper
4. Food Lion
5. World Market
6. ST Tissue
7. CR England
8. Riverside Health System
9. Isle of Wight Academy
10. Kroger
11. Smithfield Station
12. C K Enterprises
13. Helping Hands Facilitators
14. Peninsula Metropolitan YMCA
15. Bennetts Creek Wholesale Nursery

Source: Virginia Employment Commission, 3Q 2023

## TAX REVENUE HIGHLIGHTS

### Machinery & Tools Tax

\$5,136,659  
**+0.9%** compared to FY 2022



### Commercial Real Estate Tax

\$6,182,123  
**+0.5%** compared to FY 2022



### Meals Tax

\$758,693  
**+18.3%** compared to FY 2022



### Retail Sales Tax

\$3,185,452  
**+8.5%** compared to CY 2021

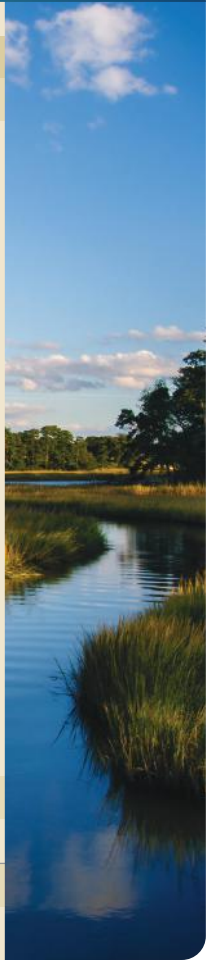


Source: Isle of Wight County Commissioner of Revenue, as reported in the Annual Comprehensive Financial Report, Fiscal Year Ending June 30, 2023

## LARGEST EMPLOYERS BY INDUSTRY

Description	Employees		%	
	2023	2022	2023	2022
<b>Private Sector</b>				
Manufacturing (Incl. food processing & packaging; processing of paper, wood & agricultural products)	2,894	2,734	23.2%	22.7%
Accommodation & Food Services	1,127	1,087	9.0%	9.0%
Retail Trade	1,087	1,064	8.7%	8.8%
Health Care & Social Assistance	812	761	6.5%	6.3%
Other Services (except Public Administration)	698	688	5.6%	5.7%
Construction	660	644	5.3%	5.3%
Administrative, Support, Waste Management & Remediation	561	554	4.5%	4.6%
Transportation & Warehousing	513	505	4.1%	4.2%
Management of Companies & Enterprises	445	417	3.6%	3.5%
Professional, Scientific & Technical Services	419	415	3.4%	3.4%
Agriculture, Forestry, Fishing & Hunting	381	370	3.1%	3.1%
Educational Services	241	233	1.9%	1.9%
Wholesale Trade	229	213	1.8%	1.8%
Arts, Entertainment & Recreation	212	201	1.7%	1.7%
Finance & Insurance	205	204	1.6%	1.7%
Real Estate and Rental & Leasing	146	141	1.2%	1.2%
Unclassified Industry	65	58	0.5%	0.5%
Utilities	57	55	0.5%	0.5%
Information	51	45	0.4%	0.4%
Mining, Quarrying & Oil and Gas Extraction	20	17	0.2%	0.1%
<b>Public Sector</b>				
Government (Federal, State, Local)	1,656	1,643	13.3%	13.6%
<b>TOTAL</b>	<b>12,479</b>	<b>12,049</b>		

Source: Lightcast



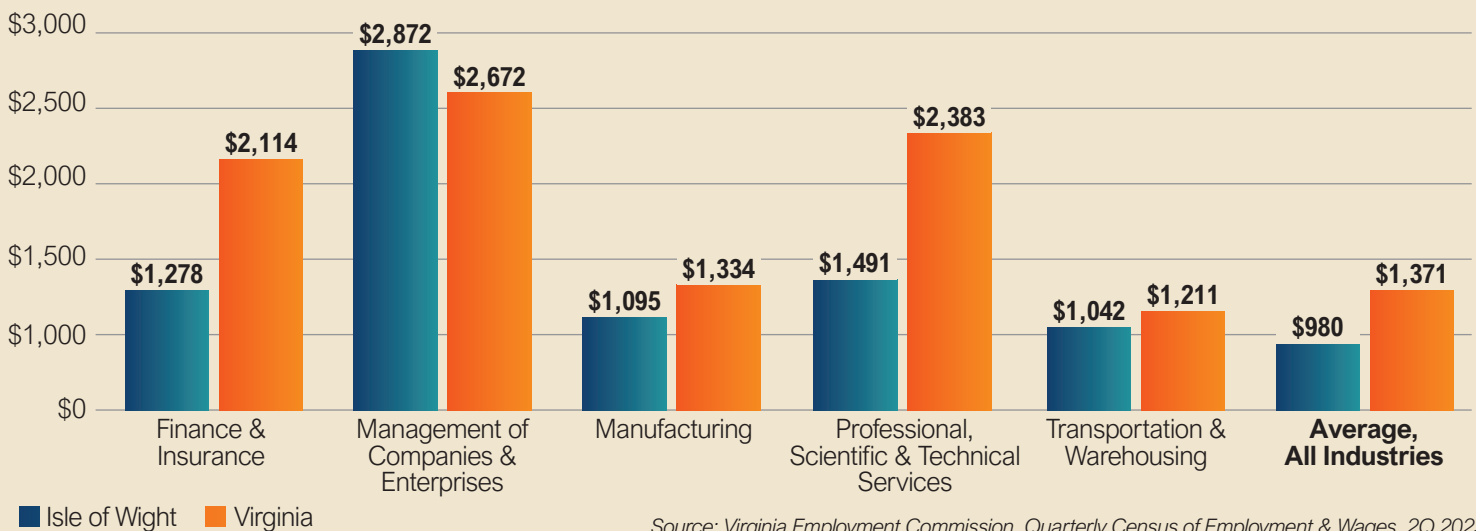
## ISLE OF WIGHT FARM CHARACTERISTICS 2022



Number of Farms .....	212
Land in Farms (acres) .....	80,316
Average Size of Farm (acres) .....	379
Market Value of Products Sold .....	\$73,354,000

Source: U.S. Census of Agriculture 2022

## AVERAGE WEEKLY WAGES – ISLE OF WIGHT vs. VIRGINIA



Source: Virginia Employment Commission, Quarterly Census of Employment & Wages, 2Q 2023

# ISLE OF WIGHT PARTNERS, PILLARS AND PROSPECTS

## Target Industries



**MANUFACTURING**



**FOOD & BEVERAGE  
PROCESSING**



**TRANSPORTATION  
& WAREHOUSING**



**PROFESSIONAL,  
SCIENTIFIC & TECHNICAL  
SERVICES**



**MANAGEMENT  
OF COMPANIES &  
ENTERPRISES**



### Camp Community College Proposes Lab School in Smithfield

In October 2023, Camp Community College, in collaboration with Isle of Wight County Schools and Huntington Ingalls Newport News Shipbuilding, applied to the Virginia Department of Education for a planning grant to establish a lab school. Lab schools offer K-12 curriculum tailored to meet the needs of a particular community or industry. The proposed lab school, known as Isle Maritime Trades Academy, will be housed at Camp's Center at Smithfield and will focus on electrical, welding, outside machinist and marine coating career pathways. Camp is eligible for up to \$200,000 to develop a lab school concept.



### Officials Break Ground on New Smithfield DMV Office

State and local officials gathered in the Town of Smithfield on April 7, 2023, for a ceremonial groundbreaking for the state's newest Department of Motor Vehicles office. The Smithfield DMV closed its former location in 2020 due to the pandemic. Because of its small lobby and lack of public restrooms, it did not reopen in 2021. The new, 4,800-square-foot building, located on South Church Street between True Value and Dollar General, is slated to open in early 2024.



### Economic Development Staff Attends Virginia Consultants Forum

In May, the Hampton Roads region hosted the inaugural Virginia Consultants Forum at the Marriott in Virginia Beach. This event brought together nearly 20 national site selectors, the local economic development community and The Port of Virginia. Our partners at the Virginia Economic Development Partnership and the Virginia Economic Developers Association created the event. The forum provided an invaluable platform for networking, knowledge sharing, and collaborative discussions aimed at driving economic growth in the region.

### County Forms Energy Task Force

In February 2023, the Isle of Wight County Board of Supervisors voted to create a seven-member Energy Task Force (ETF) whose mission is to assess the strengths, weaknesses, opportunities and vulnerabilities of the county's energy planning to date and provide recommendations to enhance sustainability, reliability and economic growth. Since its inception, the ETF has heard from knowledgeable sources on existing energy infrastructure capacity, current and emerging energy generation and storage technologies, and strategies and programs underway by energy providers. Topics have included electric, gas, offshore wind, hydrogen, solar, small modular reactors and battery storage.

The ETF is composed of one representative from each of the county's five voting districts and two at-large members, who represent the towns of Smithfield and Windsor. It is staffed by Economic Development.



PHOTO COURTESY OF IWCS

### Paint the Plow

Students from four Isle of Wight County schools showed off their creativity and talent by participating in the Virginia Department of Transportation's (VDOT) "Paint the Plow" program. Students painted the blades of four snowplows that will be used during inclement winter weather.

## Isle of Wight – Pillars of the Economy

### Manufacturing

*Manufacturing* continues to be the leading pillar of Isle of Wight County's economy, with the industry accounting for nearly a quarter (23.2%) of all jobs in the county. Manufacturing sales accounted for nearly half (47.4%) of total sales for the county and 63.5% of exported sales. This translates to nearly \$1.5 billion in sales by county firms to entities outside Isle of Wight. Year-over-year, Gross Regional Product (the market value of goods produced in Isle of Wight) grew by 13.2%. Average earnings per manufacturing job are \$70,308, which is approximately 10.1% above the county average. Smithfield Foods continues to be the largest employer in the manufacturing industry in Isle of Wight.

### Management of Companies & Enterprises

*Management of Companies & Enterprises* remains a key industry in Isle of Wight County. Sales in this sector accounted for 6.1% of total sales across all sectors in the county's economy. Gross Regional Product fell by 0.8% year-over-year. However, wages in this sector remain well above the county average.

### Wholesale Trade

*Wholesale Trade* is another leading sector for Isle of Wight County, with job growth of approximately 7.7% from 2022 to 2023. Annual sales are estimated at \$137.7 million – 4% of total sales in the county – \$110 million of which were sales by county firms to entities outside Isle of Wight. Gross Regional Product grew by 47.9% year-over-year, indicating strong growth within the sector.

### Real Estate & Rental & Leasing

With sales estimated at \$119 million, *Real Estate & Rental & Leasing* was among the county's largest revenue generators during the last year. Approximately 79% of these sales were within the county. The industry also experienced steady growth during the last year, with industry jobs increasing by 3.5% and Gross Regional Product increasing by 6.8%.

### Construction

*Construction* is also among the leading industry sectors for Isle of Wight County, and is among the fastest growing, as it is now the fourth-largest private industry for total sales. Sales over the last year accounted for \$131.5 million (3.8%) of total sales in the county. From a growth perspective, Gross Regional Product increased by 12.6% (\$7.2 million) during the last year.

Source: Lightcast, Hampton Roads Alliance, 2024.

## Strategic Partners

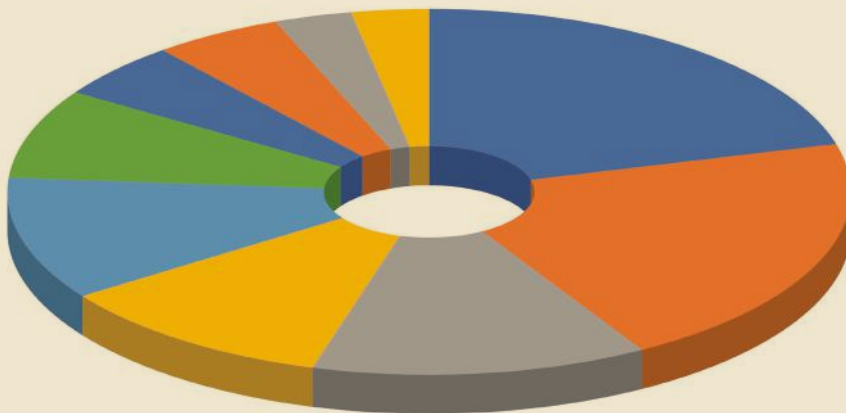
- Isle of Wight Chamber of Commerce
- Isle of Wight County Schools
- Town of Smithfield
- Town of Windsor
- Virginia Economic Development Partnership (VEDP)
- The Port of Virginia
- Hampton Roads Alliance
- Virginia Department of Agriculture and Consumer Services (VDACS)
- Virginia Department of Small Business and Supplier Diversity (SBSD)
- Virginia Department of Housing and Community Development (DHCD)
- Eastern Virginia Regional Industrial Facility Authority (EVRIFA)
- Hampton Roads Workforce Council
- Hampton Roads Small Business Development Center (HRSBDC)
- Hampton Roads Planning District Commission (HRPDC)
- Paul D. Camp Community College
- Blackwater Regional Library



## 2023 New Prospect Activity

In addition to working with existing business projects throughout 2023, Economic Development increased its marketing efforts and media presence to help attract a high level of interest and inquiries from prospects. Staff actively engaged with VEDP, the Alliance, The Port of Virginia, site selection consultants, commercial real estate brokers and developers, and directly with various companies on a variety of new prospective businesses interested in the county.

# 38 TOTAL NEW PROSPECT INQUIRIES



### Prospect Activity by Industry Type

- 21% ■ Manufacturing
- 21% ■ Transportation & Warehousing
- 13% ■ Retail Trade
- 11% ■ Accommodation & Food Service
- 11% ■ Agriculture, Forestry, Fishing & Hunting
- 8% ■ Utilities
- 5% ■ Arts, Entertainment & Recreation
- 5% ■ Other Services
- 3% ■ Professional, Scientific, Technical
- 3% ■ Health Care & Social Assistance

# ISLE OF WIGHT'S INTERMODAL PARK CONTINUES TO ATTRACT PORT BUSINESS



**460 COMMERCE CENTER**

**XDOCK 258 LOGISTICS CENTER**

## Class A Industrial Space Under Development

### 460 COMMERCE CENTER

- 352,000 SF cross-dock facility for lease
- Site plan approved

### XDOCK 258 LOGISTICS CENTER

- 120,000 SF cross-dock facility for lease
- Site plan under review

### TIDEWATER LOGISTICS CENTER

- Up to 1.2 million SF in 5 buildings for lease
- Rezoning underway

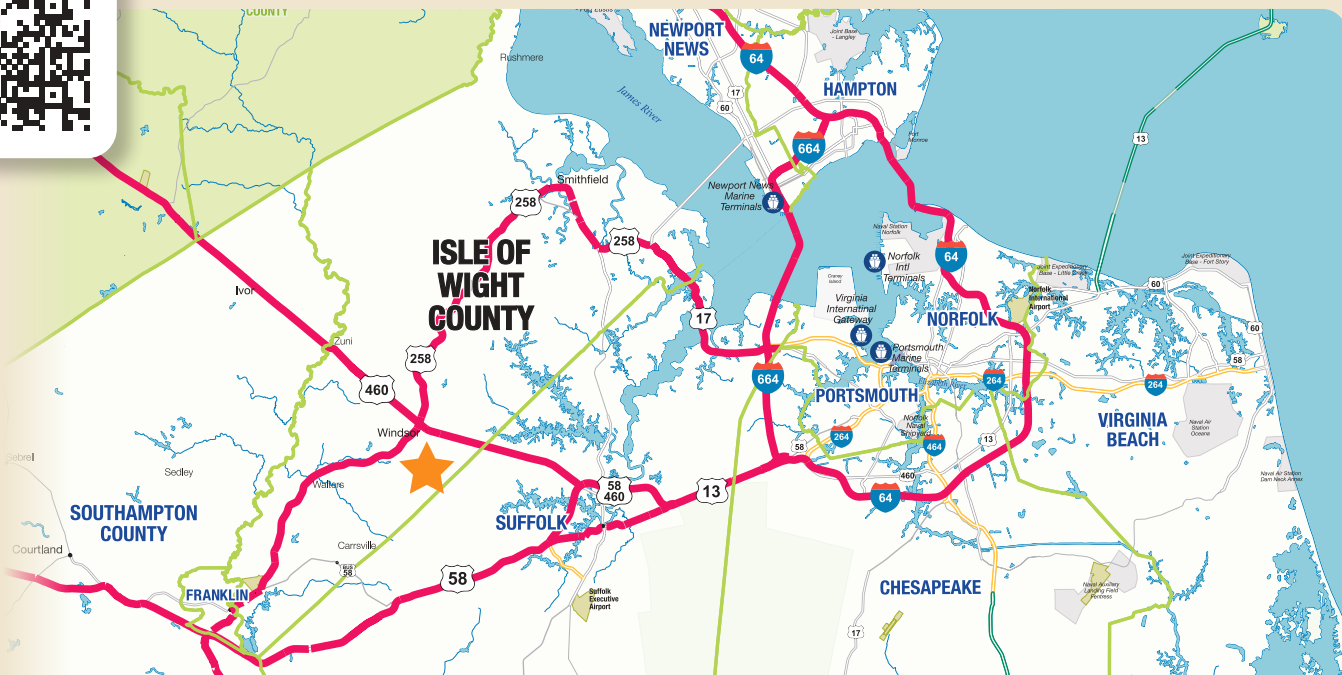
The county's Economic Development Authority has three properties within Shirley T. Holland Intermodal Park under contract by private developers. Capital investment is anticipated to be more than \$175 million to build approximately 1.7 million square feet of industrial buildings for warehousing and light manufacturing uses. The developments are projected to break ground in 2024 and create about 1,500 jobs.

### LOCATION ADVANTAGES

- Within a 35-minute drive to The Port of Virginia
- Access to Interstates 95, 85, 64, 264, 664
- Able and ready labor force of 800,000+
- Enterprise and Foreign Trade Zones
- One of the lowest real estate and M&T tax rates in the region
- Adjacent to nationally recognized companies Keurig Dr Pepper, World Market & Safco Products



Scan this code to explore Class-A industrial spaces projected to break ground in 2024.





TIDEWATER LOGISTICS CENTER

### County Receives Grant Funding to Extend Road

In September 2023, the Commonwealth Transportation Board approved an \$850,000 Economic Development Access Grant for Isle of Wight County. The grant will be used to help fund the extension of William A. Gwaltney Way within Shirley T. Holland Intermodal Park Phase II. The extension will provide access to 460 Commerce Center, a planned 352,000-square-foot industrial spec building.

### Funding Approved for Bus Route

In May 2023, the Commonwealth Transportation Board voted to fund a joint Isle of Wight and Suffolk Transit SMART SCALE application requesting \$408,116 to establish a new commuter bus route between Suffolk and Windsor. The application was the top ranked project in the Hampton Roads district and statewide. The new route will include a bus stop within Phase II of Shirley T. Holland Intermodal Park and one in Windsor.

## The Port of Virginia: America's Most Modern Gateway

East Coast's third-largest port, when measured in total volume

The Port handled 3.2 million 20-foot equivalent units (TEUs) in 2023

In FY 2022, The Port of Virginia moved more than 26 million tons of cargo, and was responsible for more than \$41 billion in labor income and 565,000 full- and part-time jobs throughout Virginia. It helped to drive more than \$124 billion in total spending and created \$5.8 billion in state and local taxes.

East Coast's Deepest Port (55-foot-deep channel) and two-way Ultra Large Container Vessel traffic (2024)

Net-zero carbon emissions goal by 2040

The first U.S. East Coast port powered by 100 percent clean energy

Nearly 40 international shipping line services offer direct access to more than 90 foreign ports



PHOTO COURTESY OF THE PORT OF VIRGINIA

# ISLE OF WIGHT: OPEN AND READY FOR BUSINESS



PHOTOS COURTESY OF RIVERSIDE HEALTH SYSTEM

## Health System Breaks Ground for Riverside Smithfield Hospital

July 26, 2023, was an historic day in Isle of Wight County as Riverside Health System officials, along with state and local community leaders, broke ground on the new Riverside Smithfield Hospital. The 200,000-square-foot, 50-bed hospital will include an emergency room, intensive care unit, medical/surgical unit, operating suites, and other diagnostic and procedural services.

The new Riverside campus, located near the intersections of Route US-258 and VA-10, will also include the Jamison-Longford Medical Office Building. It was named in honor of Dr. Bernard “Barney” Jamison and the late Dr. Desmond Longford, two long-time physicians in the community.

Construction is underway with the medical office building set to open in late 2025. The new hospital is scheduled to open in early 2026.



## Publix Coming to Carrollton

In July 2023, Publix announced it will open a location in Isle of Wight at Bartlett Station, a new commercial development being built in Carrollton. Now under construction, the store is projected to open in late 2024. The new shopping center will also include Royal Farms, Rio Carwash Club and Langley Federal Credit Union, all currently under construction. A medical office building and a climate-controlled storage facility have also been approved.

## TowneBank Completes Merger with Farmers Bank



In January 2023, TowneBank completed its merger with Farmers Bankshares Inc. and its Windsor-based subsidiary, Farmers Bank, solidifying the No. 1 market share position in the Hampton Roads MSA. The merger adds Isle of Wight and Southampton counties to the bank's service area. In Isle of Wight, TowneBank has branches in the towns of Smithfield and Windsor.

## Oyster Company Buys Stoup Property

In January 2023, the Isle of Wight County Board of Supervisors voted to sell the Stoup property, located in Carrollton at the base of the James River Bridge, to Ragged Island Oysters. The company plans to use the land to harvest and sell oysters. The development will include a cold-storage facility and potentially a small building for selling oysters by the bushel.

## Auto Auction Acquires Industrial Land

In January 2023, Advanced Construction Development purchased five acres of land in Isle of Wight Industrial Park in Smithfield on behalf of Insurance Auto Auctions. IAA is a national internet-based auctioneer of vehicles involved in collisions, floods or repossessions. The entire development will comprise 75 acres where the company plans an outdoor storage area for about 3,500 vehicles on consignment from insurers.

## County's Major Employers Make the List



**Keurig Dr Pepper**, which operates a coffee production and distribution facility in Windsor, made Time magazine's inaugural list of the World's Best Companies of 2023, ranking 21 out of 35 companies in the food and beverage category and 416 overall. The list is based on a formula of revenue growth, employee satisfaction surveys and rigorous environmental, social and corporate governance data.

**International Paper**, which operates a fluff pulp mill in Southern Isle of Wight County, was named for the 20th time to Fortune's list of the World's Most Admired Companies. Most consider this list the definitive report card on corporate reputations. IP celebrated its 125th anniversary in 2023.

For 2023, Military Times named **Smithfield Foods**, a U.S. food company headquartered in Smithfield, the top Best for Vets Employer in agriculture for its programs to recruit, retain and support the veteran community. Statewide, the food company ranked 30th overall. It was also named a 2024 Military Friendly Employer for its commitment, effort and success in creating sustainable and meaningful benefits for the military community.



## Pop-Up Parties Commemorate Doing Business in the County

In May 2023, Isle of Wight Economic Development partnered with the Isle of Wight Chamber of Commerce to host a series of four “pop-up parties” throughout the county to celebrate Business Appreciation Month. Staff met with business owners to say “thank you” for doing business in the county. At each gathering, they held a drawing and awarded a \$500 grand prize to these lucky winners:

- Northern Isle – **The Pink Picket Fence Boutique**, a gift shop selling home decor, women’s clothing and more
- Town of Smithfield – **Mary Batten**, an author of adult and children’s books
- Southern Isle – **Row Crops Consulting**, an agribusiness consultant
- Town of Windsor – **Enchanted Styles**, an on-site bridal hair and makeup team for weddings and special occasions



## BUSINESS RETENTION & EXPANSION PROGRAM OUTREACH

**223** NEW BUSINESS WELCOME PACKETS MAILED

**24** UNIQUE BUSINESS VISITS



## RIBBON CUTTINGS MARK BUSINESS MILESTONES

To celebrate new or expanding businesses and anniversaries in 2023, the Isle of Wight Chamber of Commerce hosted ribbon cuttings for the following nine businesses:

### Isle of Wight County

- New Branch Farms
- Carrollton Smiles

### Town of Smithfield

- Smithfield Physical Therapy Specialists
- The Christmas Store
- Ace Handyman Services
- Jenny Lijana Photography
- Edward Jones
- Virginia 1st Realty Group

### Town of Windsor

- T-Mobile



Additionally, the following businesses opened or expanded brick-and-mortar storefronts in 2023:

### Isle of Wight County

- Chesapeake Bay Custom Fabrications
- Comprehensive Tax & Financial Solutions
- AMA Watercraft
- Always Available Home Health Care
- The Rusted Root
- Total Medical Transport
- Isle of Wight Family & Cosmetic Dentistry

### Town of Smithfield

- Planet Tobacco & Mart
  - Much Kneaded Relief
  - Align Holistic
- New boutiques located downtown in Hamtown Mercantile:*
- Decoys by DLI
  - M.E. Designs
  - The Country Soap Shoppe
  - Train Station at Hamtown
  - Love Beeka
  - Sanchez Ceramics

### Town of Windsor

- Oasis Learning Center
- Family Ties Behavioral Health
- Sissy and Me Creations

# QUALITY OF LIFE TAKES CENTER STAGE WITH NEW OFFERINGS



PHOTO COURTESY OF IWCS

## Hardy Elementary School Opens

In August 2023, Isle of Wight County Schools held a ribbon cutting and community open house to celebrate the opening of the new Hardy Elementary School for the 2023-2024 school year. The two-story facility has a capacity of 887 students in grades pre-kindergarten through fourth. The new building includes modern features such as learning stairs, STEM labs, a full-sized gym and security vestibules.



GRACE STREET ELEVATION

## The Grange at 10Main Approved

In December 2023, the Town Council approved The Grange at 10Main, a mixed-use development proposed for the western edge of Smithfield's Historic District. The development will include a mix of single-family homes, duplexes, apartments and short-term rental cottages. Commercial space for a restaurant and retail stores, a boutique hotel and a public market building are also planned.

## Hampton Roads Classical Relocates

Hampton Roads Classical, an independent, full-time American classical academy in Smithfield, expanded and relocated to the former James River Christian Academy at 14353 Bennis Church Boulevard for the 2023-2024 school year. The school offers kindergarten through fifth grade. The new location will allow for continued enrollment.



## Painted Frogs Commemorate Windsor's History

Because of the numerous small frogs indigenous to Windsor's wet, heavy soil, early residents referred to the town as "Frog Level." In 2021, the Town's Economic Development Authority decided to memorialize this reference by placing painted frog sculptures around town. To date, four frogs have been installed. Stop by and visit "Jeremiah" at Windsor Congregational Christian Church, "Cajari Laroca" by Boy Scout Troop 41 at Wesley F. Garris Event Park, "Griffye," a tribute to farming, at Shirley Drive and E. Windsor Boulevard, and "S.P.I.R.I.T" at the Ruritan Club building. Plans are underway for two more frog installations at Windsor Volunteer Fire Department and Windsor Town Center.

## 2022-2023 SCHOOL STATS

94%

ON-TIME GRADUATION RATE  
TOPS STATE AVERAGE

889

INDUSTRY CERTIFICATIONS  
ACHIEVED

52%

OF STUDENTS EARNED  
ADVANCED STUDIES DIPLOMAS





## Main Street Square Debuts

On May 20, 2023, Smithfield and Isle of Wight County officials held a ribbon cutting to celebrate the completion of the new stage in front of the Smithfield Times building on Main Street. The event was held in conjunction with the second annual Smithfield Arts Festival. The new, larger stage replaces a gazebo-style stage built in 1997. The lawn area, previously known as Smithfield’s “Times Square,” was rebranded as “Main Street Square.” The new stage – funded by the Town of Smithfield, TowneBank, a Virginia Tourism Corporation grant and donations by residents – will host the Smithfield Summer Concert Series run by the Isle of Wight Arts League.



## A Week in Smithfield

Local government, businesses, organizations, events, attractions and restaurants in Smithfield and Isle of Wight were featured on the Hampton Roads Show on WAVY TV-10 in October 2023. The promotion, which included social media posts and commercials, was partially funded by a \$5,000 Marketing Leverage Grant from the Virginia Tourism Corporation.

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## 2023 VISITOR COUNTS

**24,000 - 40,000** Smithfield Farmers Market

**12,794** Smithfield & Isle of Wight County Visitor Center

Source: Smithfield & Isle of Wight Tourism



PHOTO COURTESY ELLY CONDIT

## 2022 DIRECT TOURISM IMPACT

**\$49.6 million**  
Local tourism expenditures  
(up 6.1% from 2021)

**\$2.2 million**  
Local taxes generated  
(up 9.1% from 2021)

**513**  
Tourism-supported jobs  
(up 7.2% from 2021)

Source: Virginia Tourism Corporation and Tourism Economics

PHOTO COURTESY (LEFT) MIKE O'SHELL PHOTOGRAPHY



# TOWN OF SMITHFIELD AWARDS

## The Golden Meter Leadership Award

(for operational optimization)

*by Virginia Rural Water Association*

## Public Works Accreditation (since 2014)

*by the American Public Works Association*

## Virgo Award

(for “Shop Talk” and “Let’s Dish” video promotions)

*by Virginia Association of Destination Marketing Organizations*

## Smithfield Farmers Market

No. 4 “Best in Virginia”

Top 100 of the “Best Farmers Markets in America”

*by the Farmers Market Coalition and American Farmland Trust*

# ISLE OF WIGHT COUNTY AWARDS

## Distinguished Budget Presentation Awards

(for fiscal years beginning July 1, 2022, and July 1, 2023)

## Certificate of Achievement for Excellence in Financial Reporting

(for fiscal year ending June 30, 2022)

*from Government Finance Officers Association*

## Isle of Wight County Schools

### Excellence in Workforce Readiness Award

(for the Agricultural Land Lab)

*by Virginia School Boards Association*

# COMMONWEALTH OF VIRGINIA 2023 RANKINGS

**No. 1** Top State for Business – Education

**No. 2** Top State for Business

*by CNBC*

**No. 1** in Cybersecurity

**No. 2** in Tech Talent Pipeline

**No. 3** in Business Climate

*by Business Facilities*

**No. 2** in Workforce

*by Area Development*

**No. 3** in Business Climate

*by Site Selection*



Local Roots, Global Reach

# ISLE OF WIGHT COUNTY, VIRGINIA



**HAMPTON ROADS REGION**

SURRY COUNTY

NEWPORT NEWS

To Richmond,  
Petersburg,  
Hopewell  
I-95, I-85

To Hampton,  
Newport News  
I-664

## SMITHFIELD

Isle of Wight  
Courthouse Complex

SUFFOLK

To Norfolk,  
Portsmouth,  
Virginia Beach  
I-64, I-664

SOUTHAMPTON  
COUNTY

## WINDSOR

Shirley T. Holland  
Intermodal Park

- Strategic Growth Districts
- Community Assets
- Industrial/Business Parks
- Residential & Mixed-Use Developments
- Railroad
- Town Limits

PHOTO COURTESY OF MIKE O'SHELL PHOTOGRAPHY



Local Roots, Global Reach

**ISLE OF WIGHT**  
COUNTY, VIRGINIA

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DEPARTMENT OF ECONOMIC DEVELOPMENT  
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