

Local Roots Global Reach



ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT
2025 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.



DON G. ROSIE II
2025 Chairman,
Isle of Wight County
Board of Supervisors

It has been an honor to serve the residents of Isle of Wight County as the District 5 (former Carrsville District) supervisor since 2018 and as chairman of the Board of Supervisors in 2025.

The county experienced several key leadership transitions during the year including the retirement of longtime County Administrator Randy Keaton after nine years of service. We are pleased to have Don Robertson as our new county administrator, and Robert Floyd as the county's new finance director. The county also received positive financial news as Fitch Ratings affirmed our strong AA credit rating with a stable outlook.

Isle of Wight County itself remains strong and continues to move forward with steady growth and investment across our community. Isle of Wight is among the fastest-growing counties in Virginia. Business activity continues to expand, with more than 140 new business licenses issued and steady residential and commercial construction.

Major projects in the Shirley T. Holland Intermodal Park along U.S. Route 460 continue to advance, while Economic Development staff remain actively engaged with prospective manufacturing, commercial and small business investors. Tourism also continues to play an important role in our local economy, highlighted by the national recognition of the Smithfield Farmers Market.

Public safety remains a top priority, with new emergency response equipment, facility improvements and regional recognition for the county's leadership in emergency medical services.

As we look ahead, Isle of Wight County remains well positioned for continued growth and opportunity while maintaining the strong community values that make this such a special place to live, work and visit.



KRISTI SUTPHIN
Director, Isle of Wight
County Economic
Development

It has been a privilege to serve the Isle of Wight County community during a year defined by progress, partnership and continued investment in the future.

In 2025, our community demonstrated strong momentum across every sector. We supported business growth, new and expanding enterprises, and the completion of a new industrial building within Shirley T. Holland Intermodal Park, reinforcing our position as a prime location for manufacturing, logistics and commercial development. Our proximity to The Port of Virginia and access to a skilled regional workforce continue to be key drivers of this success.

Equally important are the investments in our people and quality of life. From new health care facilities and workforce training programs to thriving tourism, small business development and educational partnerships, Isle of Wight County remains committed to creating opportunity while preserving the character that defines our community.

This progress is made possible through strong collaboration among local leadership, regional and state partners, and our business community. Together, we are building a resilient and competitive economy while maintaining the values that make Isle of Wight County a special place to live, work and visit.



DEPARTMENT OF ECONOMIC DEVELOPMENT
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InsideTheIsle.com

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 serve our community as a member of the Isle of Wight County Economic Development Authority (EDA) since 1993 and as board chairman since 2021.

The EDA is responsible for the development and maintenance of more than 1,000 acres within the Shirley T. Holland Intermodal Park in the Windsor Development Service District.

Development activity remained strong in 2025, with more than 1.3 million square feet of industrial space under construction or planned, representing more than \$200 million in capital investment. As part of our stewardship of the park, the EDA commissioned a cultural resources assessment on a 47-acre parcel proposed for industrial zoning. The site is already being marketed for light manufacturing, distribution and logistics operations.

Work also began on a new signage program for the intermodal park that reflects the county's branding and enhances visibility and wayfinding throughout the park.

Another milestone was reached in December 2025 when W.M. Jordan Co.'s 460 Commerce Center — a 352,000-square-foot cross-dock facility — received its Certificate of Occupancy. This marked the completion of the newest building in the intermodal park.

During the year, Michael Maddox was appointed to the EDA Board as the town of Windsor representative. Additionally, the EDA began recording its monthly meetings to expand public access and transparency.

This Annual Report highlights the programs and initiatives that support economic growth in Isle of Wight County. It also reflects our continued commitment to strengthening the community we serve.

STAFF

ECONOMIC DEVELOPMENT

Kristi Sutphin, Director
Nicole Talton, Economic Development Coordinator
Katie Kelley, Business Development Analyst
Gloria Spratley, Administrative Assistant

2025 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)
Michael W. Maddox, (Town of Windsor, June 2025-present)

2025 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

Don G. Rosie II, Chairman (District 5)
Rudolph Jefferson, Vice-Chairman (District 3)
Joel C. Acree, (District 4)
William M. McCarty, (District 2, 2017-January 2025)
Thomas J. Distefano, (District 2, March-October 2025)
David O. Garner, (District 2, November 2025-present)
Renee K. Rountree, (District 1)

COUNTY ADMINISTRATION

Randy R. Keaton, County Administrator
(September 2016-June 2025)
Donald T. "Don" Robertson,
County Administrator (July 2025-present)
Assistant County Administrator (July 2016-June 2025)
William E. Webb, Assistant County Administrator
(September 2025-present)



ECONOMIC SNAPSHOT



POPULATION ESTIMATES

2024 40,942
2023 40,711
2022 40,151

Source: U.S. Census Bureau

PRIME-AGE POPULATION & LABOR FORCE



Prime-Age Population (25-54) **14,281**

Civilian Labor Force **19,743**

Labor Force Participation Rate **62.5%**

Sources: U.S. Census Bureau ACS 2024 5-Year Estimates; Hampton Roads Alliance

INCOME

\$47,015

Average Per Capita

- 1.4%
under 2023

\$95,241

Median Household

- 0.91%
under 2023

Source: U.S. Census Bureau ACS 2024 5-Year Estimates

HOME VALUE & SALE PRICES

2024 Median Home Value **\$356,500**
6.9% under 2023

2025 Average Sale Price / Existing Homes **\$462,219**
8.8% over 2024

2025 Average Sale Price / New Construction Homes **\$457,496**
2.9% over 2024

Sources: U.S. Census Bureau ACS 2024 5-Year Estimates; Rein MLS/Residential Databank

MAJOR PRIVATE SECTOR EMPLOYEES

1. Smithfield Foods and related entities
2. International Paper
3. Keurig Dr Pepper
4. Food Lion
5. World Market
6. Publix
7. ST Tissue
8. Riverside Health System
9. Helping Hands Facilitators
10. Kroger
11. Isle of Wight Academy
12. Peninsula Metropolitan YMCA
13. C.R. England
14. AmeriCare Plus
15. Consulate Health Care



Source: Virginia Employment Commission, 2Q 2025

TAX REVENUE HIGHLIGHTS

Commercial Real Estate Tax **\$7,230,265**
+ 3.3% compared to FY 2024

Machinery & Tools Tax **\$5,158,993**
- 5.2% compared to FY 2024

Meals Tax **\$1,343,885**
+ 67.1% compared to FY 2024

Retail Sales Tax **\$3,372,613**
+ 2.7% compared to CY 2024



Source: Isle of Wight County Commissioner of Revenue, as reported in the Annual Comprehensive Financial Report, Fiscal Year Ending June 30, 2025



NEW BUSINESS LICENSES

	2025	2024
Isle of Wight County	75	181
Town of Smithfield	58	58
Town of Windsor	9	23
TOTAL	142	262

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

LARGEST EMPLOYERS BY INDUSTRY

Description	Employees		Employees			
	2025	%	2024	%		
Private Sector						
Manufacturing (Incl. food processing & packaging; processing of paper, wood & agricultural products)	1,997	17.21%	2,175	18.60%		
Retail Trade	1,194	10.29%	1,114	9.52%		
Accommodation & Food Services	1,109	9.55%	1,126	9.63%		
Health Care & Social Assistance	1,010	8.71%	1,001	8.56%		
Other Services (except Public Administration)	774	6.67%	781	6.68%		
Construction	673	5.80%	677	5.79%		
Administrative, Support, Waste Management & Remediation	443	3.82%	456	3.90%		
Transportation & Warehousing	423	3.65%	424	3.62%		
Professional, Scientific, & Technical Services	396	3.42%	406	3.47%		
Management of Companies & Enterprises	379	3.26%	385	3.30%		
Agriculture, Forestry, Fishing & Hunting	320	2.76%	330	2.82%		
Educational Services	224	1.93%	223	1.90%		
Wholesale Trade	222	1.91%	222	1.90%		
Finance & Insurance	211	1.82%	213	1.82%		
Arts, Entertainment, & Recreation	194	1.67%	173	1.48%		
Real Estate and Rental & Leasing	147	1.27%	138	1.18%		
Utilities	63	0.54%	61	0.52%		
Unclassified Industry	29	0.25%	25	0.21%		
Information	19	0.16%	23	0.19%		
Mining, Quarrying, & Oil & Gas Extraction	18	0.16%	17	0.14%		
Public Sector						
Government (Federal, State, Local)	1,758	15.15%	1,724	14.74%		
TOTAL	11,603		11,693			

Source: Lightcast, Q1 2026 and Hampton Roads Alliance

	NEW RESIDENTIAL & COMMERCIAL BUILDING PERMITS	
	2025	2024
Permits Issued	285	282
Value	\$112,979,539	\$76,365,634

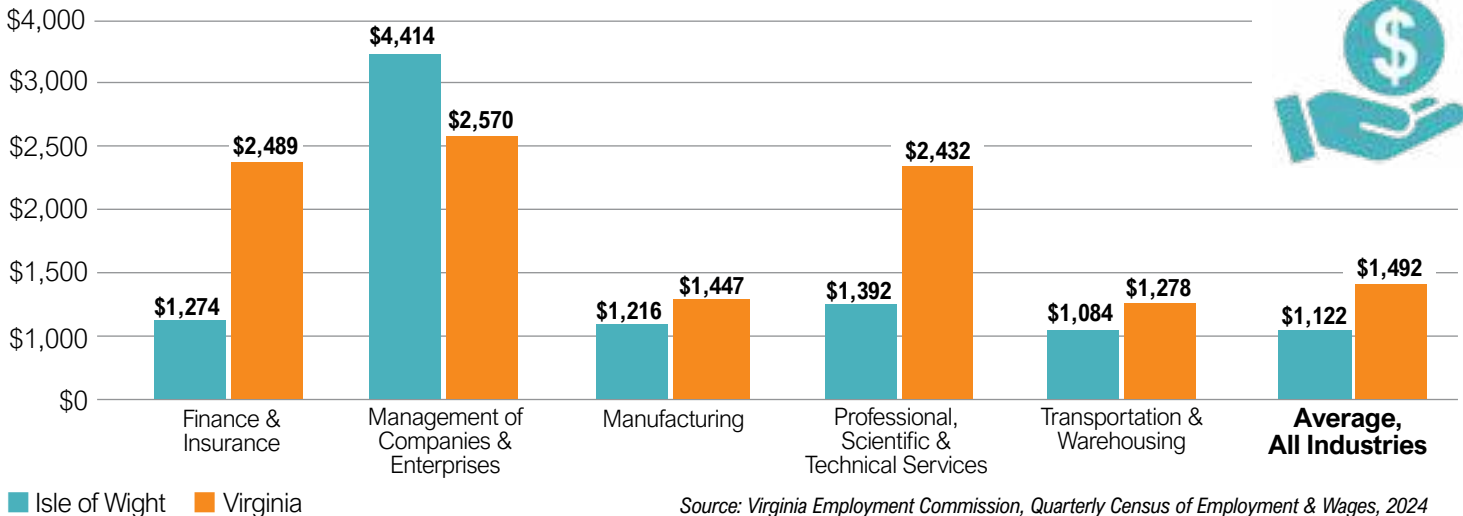
Source: Isle of Wight County Community Development, Building Inspections

ISLE OF WIGHT FARM CHARACTERISTICS 2023

	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



ISLE OF WIGHT PARTNERS, PILLARS AND PROSPECTS

New Isle Maritime Trades Academy Combines Education and Training

In September 2025, Gov. Glenn Youngkin joined representatives from Camp Community College, Isle of Wight County Schools and HII–Newport News Shipbuilding to celebrate the opening of the Isle Maritime Trades Academy at Camp’s Center in Smithfield. This innovative program, designed for 11th- and 12th-grade students, provides a two-year pathway that combines education with hands-on training and career opportunities in the maritime industry.

Chancellor David Doré of the Virginia Community College System, Dr. Corey McCray of Camp Community College, Virginia Secretary of Education Aimee Guidera and Dr. Theo Cramer, Isle of Wight Schools superintendent, among others, participated in the event. This program opens doors to rewarding careers in trades vital to the Hampton Roads region.



PHOTO COURTESY OF ISLE OF WIGHT COUNTY SCHOOLS

Pinewood Heights Benefits from State Policy Change

The town of Smithfield has been working to transform the former Pinewood Heights neighborhood behind Smithfield Foods’ meat-packing plant into an industrial park for the past 19 years. Thanks to a bill State Sen. Emily Jordan sponsored in the General Assembly that reduced the acreage requirements for the Virginia Business Ready Sites Program grant, it is now eligible for state grant funding. The grant program, which identifies and assesses the readiness of potential industrial sites of at least 50 acres, now also allows sites of at least 25 contiguous acres in localities of 35 or fewer incorporated square miles to qualify. The funding can be used for due diligence studies and site development work to prepare the area for new business investment.

Windsor Launches Grant To Assist With New Business Openings

Windsor’s Economic Development Authority developed a cash incentive program of up to \$1,000 to assist new brick-and-mortar businesses opening within the town limits. This program is designed to assist with the opening costs associated with acquiring the appropriate permits and/or licenses to operate a business within the town of Windsor. It became effective July 7, 2025.

State of the County Luncheon Highlights Progress, Partnerships

In September, the Smithfield Center was filled with energy, optimism and community spirit as local officials, business leaders and community partners gathered for the State of the County luncheon event. From economic development and infrastructure improvements to education, public safety and quality-of-life initiatives, this year’s event highlighted incredible progress, partnerships and potential across Isle of Wight County. The Isle of Wight Chamber of Commerce hosted the event.



New Hampton Roads Playbook Will Help Guide Region’s Growth

In October 2025, the Hampton Roads Alliance, the county’s regional economic development partner, launched the Hampton Roads Playbook, a collaborative roadmap designed to guide the region’s next chapter of growth and success. Developed through funding from the alliance, the Hampton Roads Workforce

Council and the GO Virginia program, and in partnership with public and private leaders across the region, the playbook highlights shared assets and outlines the strategy to help Hampton Roads win.

At its core, the playbook focuses on four sectors that define the regional economy and future: Defense, Energy, Aerospace and Logistics. These are the pillars that have long sustained Hampton Roads. This DEAL framework is creating conditions where business thrives, talent grows and opportunity multiplies.

Director Attends Business Attraction Events

The Economic Development director was part of the Hampton Roads delegation attending the 2025 SelectUSA Investment Summit held in National Harbor in Maryland. Other attendees included representatives from the Hampton Roads Alliance, the cities of Virginia Beach, Chesapeake, Portsmouth, Hampton and Franklin, and the counties of Southampton and James City. The director also had the opportunity to promote Isle of Wight County and engage with site selection consultants from across the country at the biennial Virginia Consultants Forum in Northern Virginia.



Target Industries



MANUFACTURING



FOOD & BEVERAGE
PROCESSING



TRANSPORTATION
& WAREHOUSING



PROFESSIONAL,
SCIENTIFIC &
TECHNICAL SERVICES



DEFENSE



MANAGEMENT
OF COMPANIES
& ENTERPRISES

Isle of Wight – Pillars of the Economy

MANUFACTURING

Key Employers: Smithfield Foods and International Paper

Jobs: ± 3,330

Avg. Annual Wages: \$83,366

Gross Regional Product: \$317.5 M



CONSTRUCTION

Key Employers: Mill Creek Renewables and Ryan Homes

Jobs: ± 700

Avg. Annual Wages: \$69,051

Gross Regional Product: \$81.7 M



HEALTHCARE & SOCIAL ASSISTANCE

Key Employers: Riverside Health System

Jobs: ± 1,010

Avg. Annual Wages: \$52,941

Gross Regional Product: \$67.3 M



WAREHOUSING & DISTRIBUTION

Key Employers: Smithfield Foods, World Market, and C.R. England Trucking

Jobs: ± 423

Avg. Annual Wages: \$66,003

Gross Regional Product: \$51.9 M



Source: Lightcast, Hampton Roads Alliance, 2026

Strategic Partners

STATE

- Virginia Economic Development Partnership (VEDP)
- The Port of Virginia
- 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)

REGIONAL

- Hampton Roads Alliance
- Eastern Virginia Regional Industrial Facility Authority (EVRIFA)
- Hampton Roads Workforce Council
- Hampton Roads Small Business Development Center (HRSBDC)
- Hampton Roads Planning District Commission (HRPDC)

LOCAL

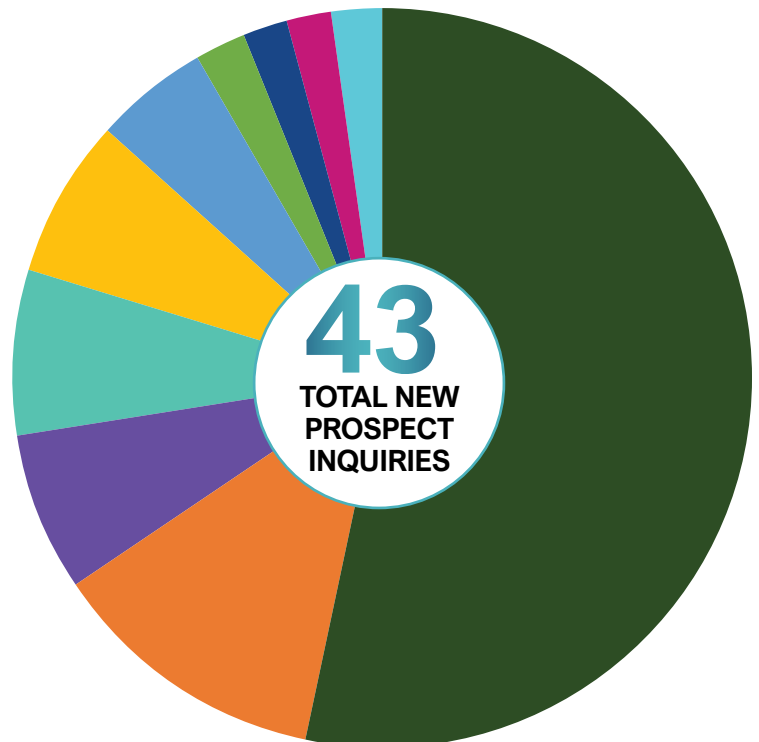
- Isle of Wight Chamber of Commerce
- Isle of Wight County Schools (IWCS)
- Town of Smithfield
- Town of Windsor
- Paul D. Camp Community College
- Blackwater Regional Library

2025 New Prospect Activity

In addition to working with existing businesses throughout 2025, Economic Development increased its marketing efforts and media presence to help attract a high level of interest and inquiries from new business prospects. Staff actively engaged with VEDP, the Hampton Roads Alliance, The Port of Virginia, site selection consultants, commercial real estate brokers and developers, and directly with various companies to assist new prospective businesses interested in the county.

Prospect Activity by Industry Type

Manufacturing	53%
Other Services	12%
Retail Trade	7%
Transportation & Warehousing	7%
Health Care & Social Assistance	7%
Information	5%
Accommodation & Food Service	2%
Wholesale	2%
Finance & Insurance	2%
Real Estate Rental & Leasing	2%



TOTAL PRE-APPLICATION MEETINGS HELD

19

ISLE OF WIGHT OFFERS PRIME MANUFACTURING AND LOGISTICS OPPORTUNITIES



460 Commerce Center

- FOR LEASE: 352,000 SF light manufacturing and distribution facility
- Construction completed in 2025



Virginia ColdDock 258

- FOR LEASE: 240,000 SF cold storage facility
- Site plan approved; shovel-ready



Tidewater Logistics Center

- FOR LEASE: 726,000 SF in four buildings
- Site plan under review

New Lights and Signage Planned for Intermodal Park

With the recent completion of the 460 Commerce Center and the near completion of Gwaltney Way, plans are under way to bring additional improvements to the Shirley T. Holland Intermodal Park. Sixteen light poles will be installed along Gwaltney Way. New and improved signage, reflecting the county's branding and color scheme, also will be installed throughout the park. This includes a new brick monument sign at U.S. Route 460 and Old Mill Road, refacing of existing brick monument signs, directional signs along Old Mill Road and driveway signs for each building along Gwaltney Way.



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 region



Scan code to explore Class-A industrial spaces under development!



Former Keurig Facility Available

The former Keurig Dr Pepper facility, a Class A manufacturing and distribution facility in the Shirley T. Holland Intermodal Park, is for lease. The facility, which ceased operations in April 2025, is situated on 64 acres off U.S. Route 460 in Isle of Wight County. Currently, the manufacturing/warehouse area is about 313,981 square feet and the two-story office is about 34,126 square feet but it can be expanded. Ceiling height is 32.5 feet clear. Located within 28 miles of The Port of Virginia, the building is within a Virginia Enterprise Zone and a Foreign Trade Zone.



Former Cold Storage Facility Offers Port Proximity

In summer 2025, Lineage Logistics ceased operations at its 126,078 SF cold storage facility on Old Stage Highway near Smithfield Foods. A fully racked, high-capacity distribution center built in 1987 with direct access to The Port of Virginia, the property features 90,715 SF of cold storage, including 78,074 SF of freezer space and 12,640 SF of cooler space. With a clear height of 29 feet, the building is optimized for high-volume throughput and is supported by an ammonia refrigeration system and 13 dock-high doors. The site includes a 3,360 SF processing room, 19,467 SF refrigerated dock and 5,470 SF of office space, making it ideal for food distribution, cold chain logistics or third-party warehousing. Positioned within a 45-minute or so drive of four major marine terminals, the facility offers a business a rare opportunity with unmatched port proximity.



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 2025.



The Port of Virginia moves more than 26 million tons of cargo and is responsible for more than \$41 billion in labor income and 565,000 full- and part-time jobs throughout Virginia. It helps to drive more than \$124 billion in total spending and creates \$5.8 billion in state and local taxes.



East Coast's deepest port (55-foot-deep channel in 2025) and currently accommodates two-way ultra-large container vessel traffic.



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



\$1.4 billion Gateway Investment Program will modernize operations and expand container capacity by 2027.

**FIRST EAST COAST PORT
POWERED BY 100% CLEAN ENERGY**

**NET-ZERO CARBON
EMISSIONS GOAL BY 2040**



HEALTHCARE AND HAM TOP BUSINESS ENDEAVORS

Isle of Wight Welcomes Three Riverside Health Facilities



PHOTO COURTESY OF RIVERSIDE HEALTH

Riverside Smithfield Celebrates Hospital Opening

Riverside Health hosted a ribbon cutting and open house in December, to celebrate the opening of the state-of-the-art Riverside Smithfield Hospital, a major addition to the region's health care landscape. The new facility, which opened to the public in January 2026, is designed from the ground up to deliver a seamless, patient-first experience that incorporates an impressive range of clinical spaces and advanced-care services.

Riverside Medical Office Building Opens

In September 2025, Riverside Health opened the Jamison-Longford Medical Office Building on the campus of Riverside Smithfield Hospital. This new 27,000-square-foot facility provides administrative and clinical space for multiple specialty practices, including orthopedic, urology, gastroenterology, cardiology and vascular specialists, along with physical therapy.

The building was named in honor of Dr. Bernard "Barney" Jamison and the late Dr. Desmond Longford, two beloved former physicians who shaped health care in the Smithfield area.

Riverside Converts Former Rite Aid to Primary Care Facility

In December 2025, Riverside opened a new primary care office at the former Rite Aid store at 1200 Bennis Church Boulevard, close to the new hospital complex. Services at this location include prevention and wellness visits, medical screenings, on-site laboratory services, chronic disease management, some in-office procedures, injections and treatment of dermatological conditions.

Altogether, these three new facilities created 356 new jobs in the community.



PHOTO COURTESY OF RIVERSIDE HEALTH



PHOTO COURTESY OF SMITHFIELD FOODS

Smithfield Foods Goes Public, Plans to Add Corporate Jobs

In January 2025, Smithfield Foods, the world's largest pork producer with headquarters in the town of Smithfield, went public again when it began trading on the Nasdaq Global Select Market under the ticker symbol "SFD."

In June 2025, the company announced plans to close regional offices in Illinois and Missouri and relocate roughly 115 jobs to the corporate headquarters by the end of 2026 including finance, procurement, human resources, information technology and other support positions. The move will improve operational efficiencies and increase collaboration.



Darden Hams to Expand Production

In October 2025, Isle of Wight County Economic Development hosted an event with Matthew Lohr, Virginia Secretary of Agriculture and Forestry, to announce Darden Hams' plans to invest \$1.2 million to construct a new 7,200-square-foot ham-processing facility on a 10-acre site near Darden's Country Store.

Darden Hams will expand production of Darden's Country Ham, which will be produced as a product line under TLD Hams, dba Darden Hams. In addition to housing a new and efficient curing and smoking operation, Darden's new facility will offer more than five times the company's current production capacity, as well as a warehouse, processing area, and a show kitchen for demonstrations and product tastings.

Darden Hams will seek a USDA grant of inspection for the facility, which will allow the company to sell products online and through wholesale interstate distribution. The project will bring country ham production back to the area, known as the "Ham Capital of the World."

The Virginia Department of Agriculture and Consumer Services worked with Isle of Wight County to help fund this project. Gov. Glenn Youngkin approved a \$50,000 facility grant from the Governor's Agriculture and Forestry Industries Development Fund, which Isle of Wight County will match with local funds. Darden Hams has committed to purchase \$306,331 (or 300,942 pounds) of Virginia-grown pork.



PHOTOS COURTESY OF MIKE O'SHELL PHOTOGRAPHY

PRIMED AND READY FOR BUSINESS



Fiddlin' Pig Hits the "Marque"

The Fiddlin' Pig, a British pub in the town of Smithfield's Historic District, set out to attain a prestigious designation common to many pubs in Great Britain, but one that remains mostly rare in America: the Cask Marque. This coveted designation is given to establishments that not only serve multiple cask-conditioned ales at all times but also adhere to strict pouring and serving guidelines similar to what one would expect from a fine dining restaurant.

Prior to The Fiddlin' Pig, there were just 14 establishments granted a Cask Marque in the United States and none were in Virginia. That changed in January 2025, when The Fiddlin' Pig officially received its Cask Marque after having gone through multiple rounds of unannounced and secret evaluations. Cask Marque means that the establishment serves cask brews that meet the highest standards for taste, temperature, aroma and appearance.



New Commercial Developments Approved for Bennis Church Blvd.

In 2025, Smithfield Town Council approved a ModWash express car wash at Cypress Crossing, a new 14-acre development on Bennis Church Boulevard. A Sheetz gas station, the first for Isle of Wight County, will anchor a new seven-acre development just inside the town limits. The 6,193-square-foot convenience store with a drive-thru will have indoor/outdoor seating and create 24 jobs. A Take 5 Oil Change was also approved as part of the new development.



County Hosts Elevate & Thrive Business Workshop Series

In collaboration with the Hampton Roads Small Business Development Center, the Isle of Wight County Economic Development Department hosted an in-person business workshop series at the Smithfield Center. Called Elevate & Thrive Inside the Isle, its presentations included Home-Based Biz Success: Building Your E-Commerce Strategy, Data Drive Growth: Unlocking Google and Funding Your Future: Access to Capital.

BUSINESS RETENTION & EXPANSION PROGRAM OUTREACH

125 NEW BUSINESS WELCOME PACKETS MAILED

47 UNIQUE BUSINESS VISITS OR ASSISTANCE PROVIDED

MORE BUSINESSES COME & GROW

The following brick-and-mortar businesses opened, expanded, came under new ownership or changed names in 2025:

Isle of Wight County

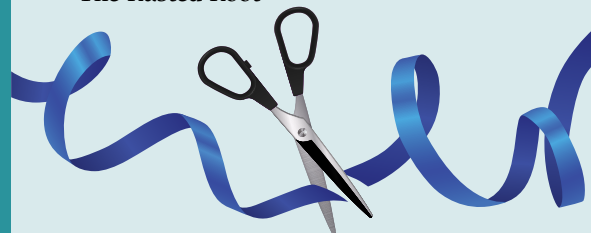
- A1 Seafood & Pho
- Connor's Country Store
- Crush It Art Bar
- Darden's Country Store - Outpost
- Dashiell Landscaping
- Dollar Tree
- Field of Dreams Gymnastics Club
- GO Car Wash
- James River Tattoo
- Os Wight Foot and Ankle Institute
- Publix
- Q's Quisine
- South Harbor
- The Nail Lounge
- The Pink Picket Fence Boutique
- 24 Seven Storage

Town of Smithfield

- Annabel's Daughter Pottery
- Ascension Healing
- Ashley's Place & Services
- Companion of Care Home Health
- Cool Arrows Art
- Great Clips
- Grooms Galore
- Hummingbird Counseling Center for Women
- Main Street Diner
- Oak and Ivy Taphouse (formerly Red Point Tavern)
- Peace & Balance Holistic Center
- Smithfield Fit Body Boot Camp

Town of Windsor

- Redd's Filling Station
- Stella's Kitchen
- The Rusted Root



QUALITY OF LIFE IN THE COUNTY: FRESH AND VIBRANT



RENDERING COURTESY OF GREENWOOD HOMES

Town Approved New Mixed-Use and Residential Developments

The town of Smithfield approved The Promontory, a mixed-used development by Greenwood Homes on Benns Church Boulevard that will include 210 housing units and five commercial outparcels. The Cottages at Battery, a new development of 104 detached homes by Quality Homes, was also approved off Battery Park Road.



PHOTO COURTESY OF THE SMITHFIELD TIMES

Luter Sports Complex Opens New Concession Stand

In March 2025, the town of Smithfield held a ribbon cutting to celebrate the completion of a concession facility for the football field at Luter Sports Complex. The two-story building includes a concession stand, restrooms and conference space. The town used American Rescue Plan Act funding for the new building.



PHOTO COURTESY OF ELLY CONDIT



Farm to Schools Program Launches

In November 2025, Isle of Wight County Schools Agricultural Land Lab embarked on a new journey partnering with the IWCS's Child Nutrition Department to help bring fresh produce into the school cafeterias. Students enrolled in the agriculture program provide fresh hydroponically grown lettuce as well as lettuce grown in the ground in a greenhouse.

Plans are underway to increase production to supply all the lettuce needs in all cafeterias across the division. The program also provides breakfast sausage links from pigs grown at the Land Lab. A greenhouse is under construction for cherry tomato production. Starting next school year, these cherry tomatoes will be added to the menus in all nine schools.

The agriculture students play an important role in growing and raising these fresh products for the same cafeterias they eat in every day.



PHOTO COURTESY OF THE SMITHFIELD TIMES

IWCS Debuts New Patient Care Technician Program

In January 2025, Isle of Wight County Schools launched its Patient Care Technician Program that introduces Virginia high school students to health care careers using a three-year, \$200,000 joint grant from the Hampton Roads Workforce Council and the Claude Moore Charitable Foundation.

A cinderblock storage space in the CTE building at Smithfield High School was transformed into a classroom with hospital beds complete with mannequins and suspended intravenous bags. The program provides a pathway to industry certification and employment directly from high school.



2024-2025 SCHOOL STATS

93% ON-TIME GRADUATION RATE

604 INDUSTRY CERTIFICATIONS ACHIEVED

48% OF STUDENTS EARNED ADVANCED STUDIES DIPLOMAS



TOURISM SUPPORTS LOCAL COMMUNITY



Cypress Creek Bridge Reopens

In October, Smithfield and Isle of Wight Tourism hosted a ribbon-cutting ceremony to celebrate the grand reopening of the Cypress Creek Bridge following nearly two years of construction.

Smithfield High School cheerleaders led a classic car parade and spectators on foot across the newly resurfaced 50-year-old bridge just before it reopened to two-way vehicular traffic.

Thanks to a grant from Virginia Tourism Corporation, tourism staff increased marketing efforts and disseminated information about the bridge closure. Impacted merchants, restaurants, lodging and attractions weathered the construction storm well.



PHOTO COURTESY OF ELLY CONDIT



Caboose Honors Windsor's Rail History

The town of Windsor is restoring a 1927 Norfolk & Western caboose to honor its railroad heritage. The caboose, which was donated to the town by Bishard Homes, was moved from Suffolk to Isle of Wight in March 2025. Once restored, the CG Class cupola caboose will be permanently placed along the U.S. Route 460 corridor to interpret the town's railroad history.

2024 DIRECT TOURISM IMPACT

Local tourism expenditures (down 3.3% from 2023)	\$50.4 million
Local taxes generated (down 4.16% from 2023)	\$2.3 million
Tourism-supported jobs (down 1.3% from 2023)	527
Per household annual taxpayer savings	\$253
Savings on the average county real estate bill	9%



Source: Virginia Tourism Corporation, Tourism Economics and Isle of Wight County Commissioner of the Revenue



Signature Festivals Generate Millions to Benefit Local Community

Since 2012, Smithfield VA Events has been hosting three signature festivals at Windsor Castle Park in Smithfield — Wine & Brew Fest, BOB Fest and Bacon Bourbon Fest. By May 2025, these events had raised more than \$2 million, benefiting 180 community organizations.



PR and Influencers Generate Free Media Coverage

In 2025, Smithfield and Isle of Wight Tourism capitalized on free media content from influencers like “Dinnie in Virginnie.” Smithfield was mentioned in the HBO Max show “And Just Like That” and featured in articles in Southern Living and The Smithfield Times. There was also an opportunity to promote hometown girl, 2026 Miss America Cassie Donegan.



Finding Tourism Money

Smithfield and Isle of Wight Tourism received more than \$39,000 in grants from Virginia Tourism Corporation for various marketing efforts. The department received \$16,000 in grants for planning and promotion for SAIL250 and VA250 events taking place in 2026. The department also received a \$5,000 Food Access Grant from the Obici Healthcare Foundation to purchase and donate fresh produce.

2025 VISITOR COUNTS

22,000 Smithfield Farmers Market

11,680 Smithfield & Isle of Wight County Visitor Center

Source: Smithfield and Isle of Wight Tourism



AWARDS



COMMONWEALTH OF VIRGINIA 2025 RANKINGS

ISLE OF WIGHT COUNTY

- » **Distinguished Budget Presentation Award**
(for fiscal year beginning July 1, 2025)
- » **Certificate of Achievement for Excellence in Financial Reporting**
(for fiscal year ending June 30, 2024)
from Government Finance Officers Association
- » **Outstanding EMS Agency**
for implementation of medical kit exchange program
from Tidewater EMS Council
- » **Community Champion for Care Award**
for Peer Support Team's contribution to public safety mental health
from Old Dominion University

ISLE OF WIGHT COUNTY SCHOOLS

- » **Purple Star School Division**
for outstanding support of military-connected students and their families
by Virginia Department of Education

TOWN OF SMITHFIELD

- » **Smithfield Police Department**
1st Place: Traffic Safety programs
by The National Law Enforcement Officers Memorial Fund

SMITHFIELD FARMERS MARKET

- » **Virginia Certified Farmers Market Program - Gold**
(2nd consecutive year)
- » **4th Best Farmers Market in Virginia**
- » **Top 100 Best Farmers Markets in America**
by Farmers Market Coalition and American Farmland Trust

TOWN OF WINDSOR

- » **Treasurer's Office Accreditation**
(by the Treasurers' Association of Virginia)
- » **Windsor Police Department Accredited**
by the Virginia Law Enforcement Professional Standards Commission

No. 1

State for Education
by CNBC

No. 1

Customized
Workforce Training

Cybersecurity
by Business Facilities

No. 1

State in the South:
Educational
Attainment
by WalletHub

No. 2

Tech Talent
Pipeline

by Business Facilities

No. 3

AI Jobs Market
by Business Facilities





Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA



HAMPTON ROADS REGION

SURRY COUNTY

SOUTHAMPTON COUNTY

SUFFOLK

WINDSOR

SMITHFIELD

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

To Hampton, Newport News I-664

To Richmond I-95, I-85

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

To I-95, I-85

Historic Fort Huger

Fort Boykin Historic Park

The Smithfield Center

Windsor Castle Park

Cypress Creek Golfers Club

Carrollton Nike Park & Skate Park

Sentara St. Luke's Medical Campus

Riverside Smithfield Hospital

Benn's Grant

Isle of Wight Industrial Park

Eagle Harbor

The Crossings

Isle of Wight Courthouse Complex

Heritage Park & Joel C. Bradshaw Fairgrounds

Windsor Development Service District

Shirley T. Holland Intermodal Park

Franklin Regional Airport

Franklin Air Park

Camptown Development Service District

Global Cellulose Fibers

-  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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