

local
roots

global
reach



ISLE OF WIGHT COUNTY DEPARTMENT OF ECONOMIC DEVELOPMENT
2024 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.



JOEL C. ACREE

2024 Chairman, Isle of Wight County Board of Supervisors

Home to more than 40,000 residents, Isle of Wight County has long been known for its Local Roots and Global Reach. Located in the heart of Hampton Roads, the county maintains its excellent quality of life by balancing rural tranquility with easy access to regional amenities. The county continues to welcome visitors from all over the world to its award-winning festivals and events yearlong. My fellow supervisors and I are extremely proud of the county's efforts to provide world-class educational opportunities and vocational resources focused on preparing a sustainable workforce for the future. We eagerly anticipate completing several industrial, commercial and medical facilities that were steadily progressing during 2024. We are grateful for the investments in our community that continue to stimulate our economy's growth and diversity. We invite you to make plans to visit us and enjoy our community as we do. You will find that we are indeed a "community of choice that cares."



KRISTI SUTPHIN

Director, Isle of Wight County Economic Development

For the past 16 years, I have had the pleasure of supporting a variety of businesses, from home-based to major employers, within the thriving community of Isle of Wight County. 2024 was a busy year for the Economic Development team that included managing multiple industrial development projects, working with our state and regional partners to prepare for the closure of the Keurig Dr Pepper facility, assisting existing businesses to grow and providing resources to small start-ups. The Economic Development Annual Report provides an opportunity to reflect and celebrate our collective achievements. This report highlights new and expanding businesses, successful collaborations, and the unique character that makes this county a prime destination for economic growth.

Through these pages, we celebrate the resilience and innovation of our local businesses while showcasing the partnerships and initiatives that fuel our economic momentum. By providing a comprehensive look at our progress, we aim to inspire entrepreneurs and investors to consider Isle of Wight County as the ideal place to establish roots, grow their ventures and contribute to the continued prosperity of our community.



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 on the Isle of Wight County Economic Development Authority (EDA) since 1993 and to serve as its chairman since 2021.

In April 2024, the EDA sold a 42-acre parcel of land in Shirley T. Holland Phase II to W. M. Jordan Co. to develop 460 Commerce Center. Construction began on the 352,000-square-foot cross-dock facility in the spring.

The EDA continues to prepare remaining EDA-owned land for prospective developers and is under contract on two large tracts of land within the intermodal park. The properties are being marketed for light manufacturing and distribution and logistics uses.

In May 2024, the EDA partnered with Isle of Wight County Economic Development to launch a customer rewards program that offered cash back rewards for spending at local businesses. The EDA invested \$5,000 for an initial small-scale implementation for targeted businesses on Main and South Church streets in Smithfield that have been negatively impacted by the Cypress Creek Bridge construction.

In October 2024, the EDA signaled its interest in serving as the landlord and fiscal agent for the proposed new location of the Smithfield Farmers Market. The new facility would include a restaurant and retail space. The market serves as a small business incubator helping businesses put down roots and grow in the community.

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

ECONOMIC DEVELOPMENT

Kristi Sutphin

Director

Nicole Talton

Economic Development Coordinator

Gloria Spratley

Administrative Assistant

2024 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 August 2024)

2024 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

Joel C. Acree

Chairman (District 4)

Don G. Rosie II

Vice-Chairman (District 5)

William M. McCarty Sr.

(District 2)

Rudolph Jefferson

(District 3)

Renee K. Rountree

(District 1)

COUNTY ADMINISTRATION

Randy R. Keaton

County Administrator

Donald T. "Don" Robertson

Assistant County Administrator

CONTACT US

ISLE OF WIGHT COUNTY DEPARTMENT
OF ECONOMIC DEVELOPMENT
P.O. Box 80, Isle of Wight, VA 23397
(757) 356-1962 | InsideTheIsle.com
iwced@iwus.net

ECONOMIC SNAPSHOT

POPULATION ESTIMATES



2023	2022	2021
40,711	40,151	39,278

Source: U.S. Census Bureau

INCOME

\$47,674 Average Per Capita
\$96,118 Median Household

+ 5.4%
over
2022

+ 4.8%
over
2022

Source: U.S. Census Bureau, 2023 Estimates

HOME VALUE & SALE PRICES

2023 Median Home Value	\$333,600	
		5.1% under 2022
2024 Average Sale Price/Existing Homes	\$424,928	
		9% over 2023
2024 Average Sale Price/New Construction Homes	\$444,545:	
		6% over 2023

Sources: U.S. Census Bureau ACS 2023 5-Year Estimates;
Rein MLS/Residential Databank

NEW RESIDENTIAL & COMMERCIAL BUILDING PERMITS

	2024	2023
Permits Issued	282	206
Value	\$76,365,634	\$271,257,045

Source: Isle of Wight County Community Development, Building Inspections

PRIME-AGE POPULATION & LABOR FORCE



Prime-Age Population (25-54)
14,059

Civilian Labor Force
19,930

Labor Force Participation Rate
64%

Sources: U.S. Census Bureau
ACS 2023 5-Year Estimates;
Hampton Roads Alliance

NEW BUSINESS LICENSES

	2024	2023
Isle of Wight County	180	232
Town of Smithfield	58	72
Town of Windsor	23	18
TOTAL	261	322

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

MAJOR PRIVATE SECTOR EMPLOYERS



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

Source: Virginia Employment Commission, 3Q 2024

TAX REVENUE HIGHLIGHTS

Machinery & Tools Tax

\$5,444,376

+6.0% compared to FY 2023



Commercial Real Estate Tax

\$6,998,322

+13.2% compared to FY 2023



Meals Tax

\$804,159

+6.0% compared to FY 2023



Retail Sales Tax

\$3,285,211

+3.1% compared to CY 2023



Source: Isle of Wight County Commissioner of Revenue, as reported in the Annual Comprehensive Financial Report, Fiscal Year Ending June 30, 2024

LARGEST EMPLOYERS BY INDUSTRY

Description	Employees		%	
	2024	2023	2024	2023
Private Sector				
Manufacturing (Incl. food processing & packaging; processing of paper, wood & agricultural products)	2,366	2,577	19.65%	21.40%
Accommodation & Food Services	1,148	1,144	9.54%	9.50%
Retail Trade	1,097	1,090	9.11%	9.05%
Health Care & Social Assistance	983	949	8.17%	7.88%
Other Services (except Public Administration)	759	747	6.31%	6.20%
Construction	662	653	5.50%	5.42%
Transportation & Warehousing	452	470	3.76%	3.90%
Administrative, Support, Waste Management & Remediation	430	439	3.57%	3.65%
Management of Companies & Enterprises	409	425	3.39%	3.53%
Professional, Scientific, & Technical Services	407	413	3.38%	3.43%
Agriculture, Forestry, Fishing & Hunting	369	377	3.06%	3.13%
Educational Services	236	229	1.96%	1.90%
Finance and Insurance	205	190	1.70%	1.58%
Wholesale Trade	205	205	1.70%	1.70%
Arts, Entertainment, & Recreation	177	184	1.47%	1.53%
Real Estate and Rental & Leasing	141	140	1.17%	1.16%
Utilities	72	71	0.60%	0.59%
Unclassified Industry	31	35	0.25%	0.29%
Information	22	24	0.19%	0.20%
Mining, Quarrying, & Oil & Gas Extraction	16	16	0.13%	0.13%
Public Sector				
Government (Federal, State, Local)	1,677	1,662	13.93%	13.81%
TOTAL	11,865	12,040		

Source: Lightcast, Q1 2025 and Hampton Roads Alliance



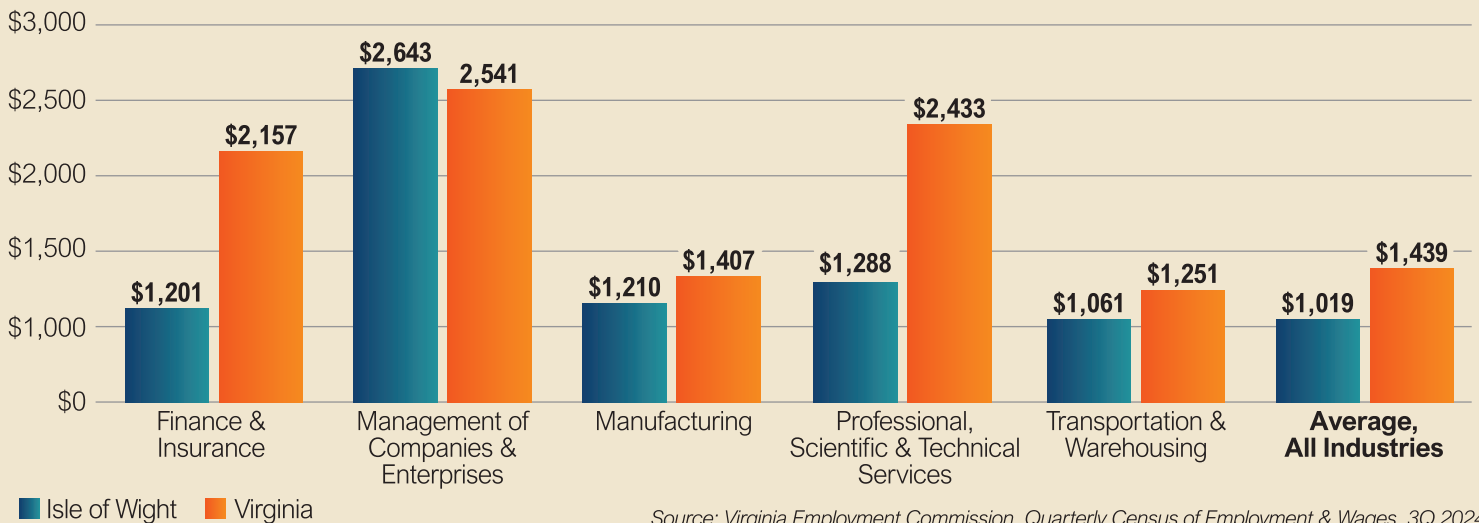
ISLE OF WIGHT FARM CHARACTERISTICS 2022



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, 3Q 2024

ISLE OF WIGHT PARTNERS, PILLARS AND PROSPECTS

Target Industries



MANUFACTURING



FOOD & BEVERAGE
PROCESSING



TRANSPORTATION
& WAREHOUSING



PROFESSIONAL,
SCIENTIFIC & TECHNICAL
SERVICES



MANAGEMENT
OF COMPANIES &
ENTERPRISES



ISLE MARITIME TRADES ACADEMY

New Lab School Approved

Isle of Wight County Schools partnered with Paul D. Camp Community College and Huntington Ingalls - Newport News Shipbuilding to create a lab school, the Isle Maritime Trades Academy, which will be housed at Camp's Smithfield location. The Virginia Board of Education approved IMTA in April 2024 and beginning in the fall of 2025 students may engage in trade-specific, hands-on learning in the maritime trades including both welding and electrical. In conjunction with their high school diploma, graduates of IMTA will earn an Associates of Applied Sciences Degree in maritime welding or electrical trades as well as industry-recognized certifications. This tremendous opportunity for IWCS students will substantially and positively impact the community.

County's Energy Task Force Releases a Final Report

The Board of Supervisors created the Isle of Wight County Energy Task Force (ETF) in 2023 to review Isle of Wight's existing energy infrastructure, remaining capacity in high-voltage transmission lines, future energy generation projects and emerging energy generation technologies. The ETF concluded its work and presented a final report to the board in August 2024, which included developing ordinances related to energy storage and revising solar energy ordinances. The board directed the planning commission to form an energy subcommittee as part of the comprehensive plan review process, which also began in 2024.

Camp Receives GO Virginia Workforce Development Grant

In April 2024, Camp Community College was awarded a \$100,000 GO Virginia Workforce Development Planning Grant to study the current needs and skills gaps in mechatronics in the Western Tidewater re-

gion and develop strategies to address those needs by creating a comprehensive workforce development plan. Partners in this project are Camp Community College, Hampton Roads Workforce Council, city of Suffolk, city of Franklin, Southampton County and Isle of Wight County. Camp Community College and all of the partners are part of GO Virginia Region 5.

County's Enterprise Zone Renewed

In December 2024, Gov. Glenn Youngkin approved a five-year renewal of Isle of Wight County's Virginia Enterprise Zone, a designation it has shared with the city of Franklin and Southampton County since 2011.

Approximately 3,108 acres within Shirley T. Holland Intermodal Park Phases II and III and the Camptown area adjacent to the city of Franklin are designated Enterprise Zone.

Virginia's Enterprise Zone program was created to assist the development and redevelopment of economically distressed areas of the Commonwealth by providing grant funding for job creation and real property investment within these areas. Isle of Wight offers local incentives, including machinery and tools tax rebates and job creation grants, for qualifying businesses within the Enterprise Zone.



Economic Development Staff Attends Business Attraction Events

Economic Development staff was part of the Virginia delegation attending the 2024 Retail Industry Leaders Association (RILA) Supply Chain Conference in Dallas, Texas. Other attendees included representatives of the Virginia Economic Development Partnership, Port of Virginia, Hampton Roads Alliance, Virginia Gateway Region and New Kent County. Staff also attended a site selector event with the alliance hosted by The Port of Virginia at Canoe in Atlanta, Georgia.

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 20.02% of all jobs in the county. On average, these jobs had earnings of \$75,431. This is significantly higher than the \$45,514 median income for individuals in the county. Smithfield Foods remains the largest employer in the manufacturing industry in Isle of Wight, with more than 1,000 employees. This is followed by International Paper and Keurig Dr Pepper.

Gross regional product (the market value of goods produced in Isle of Wight) was approximately \$328.3 million in 2024. While this is a slight decline from 2023, the county remains among the strongest markets for manufacturing, with a location quotient of 2.62. This means Isle of Wight has more than double the concentration of manufacturing when compared to the national average.

Financial & Professional Services

Financial & Professional Services is a leading sector within the county's economy. Total gross regional product exceeded \$700 million for the second consecutive year, making it one of the highest-value industries. The largest employer in this sector is also Smithfield Foods, specifically Smithfield Support Services Corp., which employs more than 250 individuals in the county. While this industry cluster does not employ nearly the same number of individuals as the manufacturing sector, average earnings per job are considerably higher than the county and regional average at \$258,099 per job.

Warehousing & Distribution

Warehousing & Distribution remains one of the top industry clusters in the county, contributing \$121.9 million to the gross regional product in 2024. This represents an increase of more than \$5 million year-over-year. Average wages in this sector are also high at \$90,275. Smithfield Foods, World Market and C.R. England Trucking are the largest employers within this industry.

Construction

The *Construction* industry is yet another core industry for Isle of Wight, contributing \$74.1 million to the gross regional product in 2024. This is a \$3.7 million (5.2%) increase from 2023 and a \$22.7 million (44.2%) increase from 2019. Earnings in this sector average \$63,674 and approximately 662 individuals are currently employed in the industry. James River Mechanical Inc. is the largest single employer in this industry in the county, employing between 20 and 50 individuals.

Source: Lightcast, Hampton Roads Alliance, 2025

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

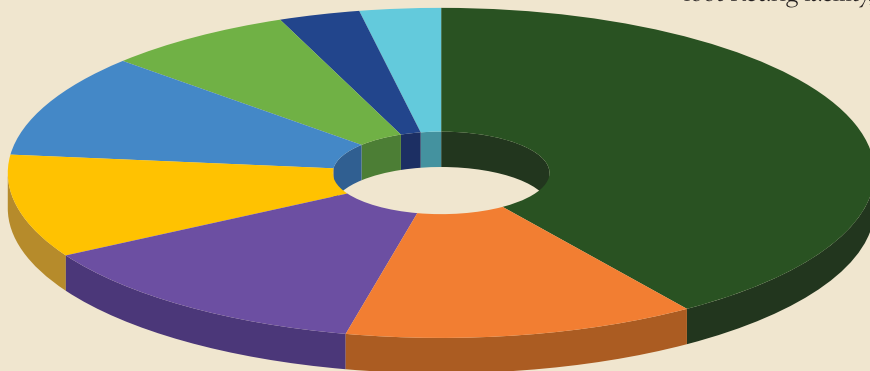
- Isle of Wight Chamber of Commerce
- Isle of Wight County Schools (IWCS)
- Town of Smithfield
- Town of Windsor
- Paul D. Camp Community College
- Blackwater Regional Library



2024 New Prospect Activity

30 TOTAL NEW PROSPECT INQUIRIES

In addition to working with existing business projects throughout 2024, 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 a variety of new prospective businesses interested in the county. With the announcement of the closing of the 330,000-square-foot Keurig facility, the number of inquiries from manufacturing users increased.



Prospect Activity by Industry Type

- 40% ■ Manufacturing
- 13% ■ Retail Trade
- 13% ■ Information
- 10% ■ Accommodation & Food Service
- 10% ■ Transportation & Warehousing
- 7% ■ Other Services
- 3% ■ Health Care & Social Assistance
- 3% ■ Construction

INTERMODAL PARK AND PORT OF VIRGINIA EXTEND ISLE OF WIGHT'S GLOBAL REACH



460 COMMERCE CENTER
DELIVERS SUMMER 2025



AIR STATION REFRIGERATED WAREHOUSE
BREAKING GROUND IN 2025

460 COMMERCE CENTER

- 352,000 SF cross-dock facility for lease
- Under construction, delivers 3Q25

AIR STATION REFRIGERATED WAREHOUSE

- 240,000 SF cold storage facility
- Breaking ground in 2025

TIDEWATER LOGISTICS CENTER

- 726,000 SF in 4 buildings
- Site planning underway

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

EDA Sells Land for Class A Industrial Development



In April 2024, the Economic Development Authority (EDA) sold a 42-acre permit-ready site in Shirley T. Holland Intermodal Park, Phase II, to W.M. Jordan Development Co. W.M. Jordan broke ground on 460 Commerce Center, a 352,000-square-foot industrial building

suitable for light manufacturing or warehousing and distribution uses. In October, the W.M. Jordan construction and real estate development teams, along with elected officials, investors and trade partners, celebrated a ceremonial beam signing as construction on the project kicked into high gear. Stephen Edwards, CEO and executive director of The Port of Virginia, was the keynote speaker.

460 Commerce Center is scheduled for completion in summer 2025 and is available for lease. In September 2023, the Commonwealth Transportation Board awarded an \$850,000 Economic Development Access Grant to the county to help fund the extension of William A. Gwaltney Way, which will provide a second entrance to 460 Commerce Center. Road construction began in November and is expected to be completed this spring.

Scan this code to explore Class-A industrial spaces under development.





PHOTO COURTESY OF THE PORT OF VIRGINIA



TIDEWATER LOGISTICS CENTER
PLANNED

The Port of Virginia: America's Most Modern Gateway

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

The Port handled 3.5 million 20-foot equivalent units (TEUs) in 2024

In FY 2022, The Port of Virginia moved more than **26 million tons of cargo**, 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 in 2025) and currently accommodating two-way ultra-large container vessel traffic

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

BUSINESS CONTINUES TO THRIVE IN ISLE OF WIGHT

Riverside Smithfield Hospital Campus Takes Shape



PHOTO COURTESY OF RIVERSIDE HEALTH SYSTEM

Construction on the new three-story, 200,000-square-foot Riverside Smithfield Hospital began in September 2023, followed by a beam-signing ceremony in June 2024. By September 2024, the exterior was mostly complete, and construction moved to the facility's interior. The 50-bed hospital will include an emergency room, intensive care unit, medical/surgical unit, operating suites, and other diagnostic and procedural service stations. The hospital projects an early 2026 opening.

Contractors also began construction on Riverside's 25,000-square-foot Jamison-Longford Medical Office Building. Services will include cardiology, gastroenterology, general surgery, neurology, orthopedic and sports medicine, urology and vascular specialists when the facility opens in late 2025. Around the same time, Riverside also plans to open a primary care facility on Benns Church Boulevard in the former Smithfield Rite Aid building.

The new Riverside campus, located near the intersections of U.S. Route 258 and VA-10, will employ more than 200 team members.



Blue Sky Distillery Expands

Blue Sky Distillery, an award-winning micro-distillery that had been operating in Isle of Wight Industrial Park since 2017, expanded and reopened in the former "Kuntry Kabin" antiques property on Benns Church Boulevard in Smithfield. The move allows the business to expand operations to include a tasting room and to become more of a tourist destination by hosting indoor and outdoor events. Blue Sky sources ingredients

locally and regionally and produces eight liquors, such as Dog Star Vodka, Painted Pig Whiskey, Blackbeard's Point Rum and Seven Cities Gin.

Keurig To Close Windsor Facility

In July 2024, Keurig Green Mountain, a subsidiary of Keurig Dr Pepper, announced the closing of its Windsor production and distribution facility. The company, which then employed 379 people, plans to cease all operations by spring 2025. KGM began operations in Isle of Wight County's Shirley T. Holland Intermodal Park in 2012. It is the third-largest machinery and tools taxpayer behind International Paper and Smithfield Foods. Economic Development staff is working with state and regional partners to assist the dislocated workers and to market the building to a new buyer.



Two Businesses to Build in Isle of Wight Industrial Park

Two electrical contracting businesses received county approval to construct new buildings in Isle of Wight Industrial Park in Smithfield. Each company will occupy a portion of its building and will lease excess space. Hall Electrical Contracting broke ground on an 11,000-square-foot office/storage building in 2024. Performance Electrical Services will soon begin construction on a 15,000-square-foot retail/warehouse/office building.

County Business License Change Benefits Small Business Owners

In November 2024, the Isle of Wight County Board of Supervisors approved a change to the county ordinance that will benefit nearly 400 small businesses by raising the minimum threshold for requiring a business license from \$4,000 to \$25,000 (based on gross receipts). Business owners such as dog walkers, church organists, deputies who work private security during off hours and ride-share and delivery service drivers such as Uber and DoorDash could qualify. The change took effect Jan. 1, 2025.

Shop Local Program Rewarded Loyal Customers



The Isle of Wight County Economic Development Department and the Isle of Wight County Economic Development Authority partnered with a technology company, Blutot, and launched a customer rewards program that offered cash-back rewards for spending at local businesses. The program, Open Rewards, is a free shop-local app that supports and rewards shopping local by earning cash

back. The EDA invested \$5,000 for an initial small-scale implementation for targeted businesses in Smithfield on Main and South Church Street that had been negatively impacted by the Cypress Creek Bridge construction. The program had nearly 450 users who earned rewards at 68 participating businesses for a total economic impact of \$153,061. The funds were depleted in January and the local program concluded.

Carnival of Appreciation Adds Networking to Spring Fest



On April 26, 2024, the Isle of Wight County Economic Development Department sponsored "Carnival of Appreciation at Spring Fest" – a business appreciation and networking event at the Joel C. Bradshaw Fairgrounds during the annual Spring Fest weekend. Businesses had the opportunity to enjoy refreshments while networking with businesses and local officials. Prizes were awarded, with the \$500 grand prize going to Jacqueline Weber of 4U Handcrafted Jewelry Designs, pictured on right.

READY FOR BUSINESS

To celebrate new or expanding businesses and anniversaries in 2024, the Isle of Wight Chamber of Commerce hosted ribbon cuttings for the following businesses:



The Fiddlin' Pig, an authentic British pub, opened at 100 Main Street in Smithfield in October. Sporting a full bar, it serves cask ale, local draft beer, gin drinks and British favorites made from scratch with local ingredients. Owners David and Mischelle Goodman have transformed the former Isle of Wight Chamber building into a cozy and welcoming environment.



Smallcakes Cupcakery opened at Cypress Run Plaza in Smithfield in October. The new shop, owned by Vincent and Amanda Brass, bakes cupcakes fresh daily in up to 15 flavors. It also specializes in cookie sandwiches, pupcakes for dogs, cake pops, cake slices and macarons to satisfy the community's sweet tooth.



Great Oaks Learning Center, a microschool, opened at 102 Underwood Lane in Smithfield in December. The school, operated by Sarah Edwards, a local educator with more than 20 years of experience, offers grade level equivalents of first- through eighth-grade teaching, tutoring and homeschool services, as well as support for IEP and 504 plans and other special education services.

MORE BUSINESSES COME AND GROW



Additionally, the following brick-and-mortar businesses opened, expanded, came under new ownership or changed names in 2024:

Isle of Wight County

- Royal Farms
- Langley Federal Credit Union
- Body Refinement Institute
- Raceway Carrollton (*new ownership*)
- Jones Curb Appeal
- Carrollton Blvd. Tobacco & Gift (*new ownership*)
- The Academy Salon & Suites (*formerly Virginia Hair & Nail Design*)
- Whole Village Counseling, Advocacy & Mental Health Services
- 7-Eleven Carrsville (*new ownership*)
- Sweet Beans Coffee & Roastery

Town of Smithfield

- Babb Disposal
- PetVet at Tractor Supply
- Fit Body Boot Camp
- Smithfield Electric
- Serene Tree Apothecary

Town of Windsor

- Coastal Point Gymnastics and Sports Centre
- El Mexa Mexican Restaurant
- Pure Home Fragrance Co.
- The Rusted Root
- Fizz Fusion
- Checkers Restaurant (*new ownership*)
- NAPA Auto Parts (*new ownership*)
- Brinkley's Wrecker Service

BUSINESS RETENTION & EXPANSION PROGRAM OUTREACH

202 NEW BUSINESS WELCOME PACKETS MAILED

28 UNIQUE BUSINESS VISITS OR ASSISTANCE PROVIDED



QUALITY OF LIFE SPANS GENERATIONS

New Residential Developments Under Construction

Phase one of the 812-home Mallory Pointe development is under construction off Battery Park Road in Smithfield and is set to see its first houses in 2025. Windsor Station, a 60-home development, is underway off Shiloh Drive in the town of Windsor. The Crossings at Bartlett Station, a mixed-use development anchored by Carrollton's Publix grocery store, is under construction with 240 condominiums and 52 single-family homes. The Brewers Station Apartments continue to build out. The 340-home South Harbor and 118-home Church Square age-restricted developments are also still being built out.

In May 2024, the Isle of Wight County Board of Supervisors approved mixed-use zoning for Sweetgrass, a proposed residential and mixed-use development by Ryan Homes. The development, which fronts Benns Church Boulevard, will include 615 homes, some of which are age-restricted, along with up to 73,000 square feet of commercial space.



Better Together Café Opens at Windsor Town Center

In February 2024, Senior Services of Southeastern Virginia partnered with the town of Windsor and Isle of Wight County Parks and Recreation to open Better Together Café, a center for senior adults, at Windsor Town Center. The program, offered three days a week, allows seniors to get together, socialize, play games, exercise and have fun. SSSEVA and Isle of Wight County also operate the Mary Wells Senior Center at Nike Park in Carrollton.



PHOTOS COURTESY OF SENIOR SERVICES OF SOUTHEASTERN VIRGINIA

IWCS Hosts Reverse Job Fair

Isle of Wight County Schools' Career and Technical Education program held its first Reverse Job Fair in March 2024. Students in healthcare, early education, building trades, agriculture, cosmetology, welding and culinary programs were able to showcase their skills for local and regional employers. Several students received employment offers because of the event.



PHOTOS COURTESY OF IWCS

2024-2025
SCHOOL STATS

92.6%
ON-TIME GRADUATION RATE

878
INDUSTRY CERTIFICATIONS ACHIEVED

51%
OF STUDENTS EARNED ADVANCED STUDIES DIPLOMAS

BACK TO SCHOOL

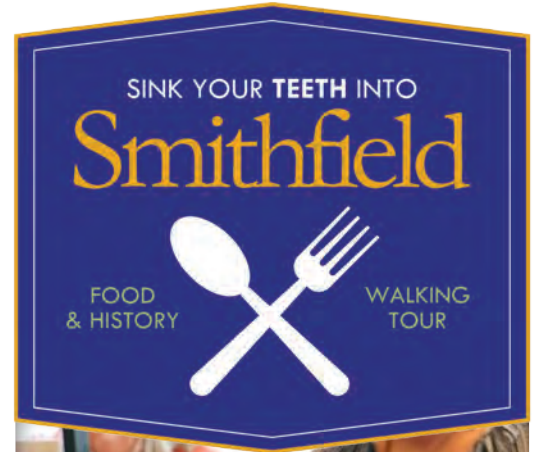
TOURISM AND COMMUNITY EVENTS



Farmers Market Design Plans Evolve

Throughout 2024, design plans continued to evolve for the proposed Smithfield Farmers Market which is part of the approved The Grange @ 10Main development. In October, the Isle of Wight

County Economic Development Authority agreed in concept to partner with Isle of Wight County and the town of Smithfield to be the landlord and fiscal agent for the proposed new farmers market property, which could include a restaurant and retail space.



Sink Your Teeth Into Smithfield

Isle of Wight and Smithfield Tourism launched a new food and history walking tour that encourages participants to discover the culinary delights from up to six establishments in downtown Smithfield. People can spend the afternoon savoring tastes of pork, seafood, desserts and more while uncovering the fascinating history of the pork and peanut industries that put Smithfield on the map.

**If You Love Our Downtown,
Keep Coming Around!**



If You Love Our Downtown, Keep Coming Around!

Smithfield and Isle of Wight Tourism developed a new marketing campaign with signage and mapping. The campaign encourages shoppers to continue supporting the merchants along Main and Church Streets in Smithfield while the Cypress Creek Bridge is under construction.

2024 VISITOR COUNTS

22,000 Smithfield Farmers Market

12,828 Smithfield & Isle of Wight County Visitor Center

Source: Smithfield & Isle of Wight Tourism

2023 DIRECT TOURISM IMPACT

\$52.1 million
Local tourism expenditures
(up 5.1% from 2022)

\$2.4 million
Local taxes generated
(up 5.0% from 2022)

534
Tourism-supported jobs
(up 4.1% from 2022)

Source: Virginia Tourism Corporation and Tourism Economics



AWARDS

ISLE OF WIGHT COUNTY

- » **Distinguished Budget Presentation Award**
(for fiscal year beginning July 1, 2024)
- » **Certificate of Achievement for Excellence in Financial Reporting**
(for fiscal year ending June 30, 2023)
from Government Finance Officers Association
- » **Achievement Award**
(for the R.I.S.E. Program – Resilient-Independent-Social-Empowerment)
from Virginia Association of Counties
- » **2024 Locality of the Year**
from Energy Right
- » **Lead Isle Award**
(Smithfield & Isle of Wight Tourism)
by Isle of Wight County Schools

TOWN OF SMITHFIELD

- » **Certified Crime Prevention Community (10 consecutive years)**
by Virginia Department of Criminal Justice Services as one of only 12 localities in Virginia to achieve this status
- » **Public Works Accreditation (since 2014)**
by the American Public Works Association
- » **Diamond Award for Perfect Environmental Compliance (Public Works and Utilities Department)**
by Hampton Roads Sanitation District for the 12th consecutive year
- » **Virgo Award**
(for Smithfield VA Events' multiple event entry highlighting the annual Wine & Brew Fest, Bacon Bourbon Fest and BOB Fest)
by Virginia Association of Destination Marketing Organizations

SMITHFIELD FARMERS MARKET

- » **Virginia Certified Farmers Market Program - Gold**
- » **7th best 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

COMMONWEALTH OF VIRGINIA 2024 RANKINGS

No. 1 Top State for Business
by CNBC

2024 State of the Year
by Business Facilities

No. 11 Best States to Live in
by WalletHub



Local Roots, Global Reach

ISLE OF WIGHT COUNTY, VIRGINIA



HAMPTON ROADS REGION



SURRY COUNTY

NEWPORT NEWS

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

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



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ISLE OF WIGHT COUNTY, VIRGINIA

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