



# LOCAL ROOTS

*ISLE of WIGHT* 2013 ANNUAL REPORT  
COUNTY IN VIRGINIA



# GLOBAL REACH

# MESSAGE FROM THE CHAIRMAN

## INDUSTRIAL DEVELOPMENT AUTHORITY



Dear Friends,

*It has been my pleasure* to serve on the Board of the Isle of Wight County Industrial Development Authority (IDA) for more than 20 years. The IDA is composed of seven members who are appointed by the Board of Supervisors to serve three-year terms. Our members are bankers, accountants, private business owners and federal government employees.

Historically, the IDA has been a support organization for the County's Department of Economic Development. Our goals are similar in that we want to promote economic and industrial growth in our community. In the past we issued industrial revenue bonds to industries locating or expanding in Isle of Wight. Today, we own large tracts of industrial land in Shirley T. Holland Intermodal Park, which are available for development. This change in roles is driven by our geographic location to the Port of Virginia. The growth of the ports and the growth of our intermodal park have gone hand in hand. In recent years, the IDA has also generated revenue by leasing land for farming and hunting.

Despite the harsh economic times in recent years, our County continues to build on the positive momentum gained with the reopening of the International Paper mill and the opening of Green Mountain Coffee Roasters in 2012.

Franklin Lumber LLC restarted the former International Paper sawmill operation in late 2013, investing \$14.8 million over the next five years and creating 72 jobs.

Green Mountain Coffee Roasters (GMCR) continues to ramp up operations and has about 350 employees.

Isle of Wight County, which was designated by the Commonwealth of Virginia as an Enterprise Zone in 2011, continues to promote zone benefits to existing businesses and prospects. In 2013, International Paper became the first County business to receive a state Job Creation Grant.

One of the largest events of this year and the next decade for our County has to be the U.S. Route 460 Commonwealth Connector Project. The County continues to express its support of this project as it will securely link the Shirley T. Holland Intermodal Park and its subsequent expansion to the Port of Virginia and to the vast Interstate networks as it connects in the Petersburg area to I-95, I-85 and I-295.

The IDA looks forward to continuing to support the County to promote industrial and business growth as well as promoting employment opportunities for County citizens.

Sincerely,

*Ronald H. Pack*

Chairman, Isle of Wight County Industrial Development Authority

## ECONOMIC DEVELOPMENT

The mission of the Department of Economic Development is to facilitate the attraction, retention and expansion of new business investment in Isle of Wight County and to provide quality employment opportunities for County citizens. By attracting new industry sectors, the department seeks to diversify the County's economic base.

The department provides staff assistance to the Industrial Development Authority (IDA), Economic Development Committee and the Purchase of Agricultural & Conservation Easements (PACE) Committee, as well as funding to the Hampton Roads Economic Development Alliance (HREDA). The department also assists the local farming and agricultural community. Overall, the Department of Economic Development is committed to creating a business friendly environment where businesses can grow and prosper.

### Goals and Objectives

- Identify real estate opportunities for industrial and commercial development and investment.
- Develop and execute a targeted marketing effort designed to attract new business investment.
- Help the business community benefit from public and private assistance services, programs and policies.
- Develop and enhance relationships with key economic development allies including HREDA, Virginia Economic Development Partnership (VEDP), and Virginia Department of Agriculture and Consumer Services (VDACS).
- Develop a skilled local workforce.
- Promote the County as a desirable business location.
- Establish and oversee an existing industry program to identify key business/agribusiness retention opportunities.
- Provide support to small and minority business entrepreneurs.
- Assist the farming community achieve greater profitability.
- Develop initiatives to increase business development opportunities in the County's rural communities.
- Develop and facilitate programs for the conservation of rural land.
- Assist the County's development as a tourism and cultural destination.

## INDUSTRIAL DEVELOPMENT AUTHORITY

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. Contributions made to the authority are used to promote industrial development and existing business to provide an adequate tax base for government services and to promote employment opportunities for County citizens.

## ECONOMIC DEVELOPMENT

Lisa T. Perry, Director  
 Amy M. Ring, Business Development Manager  
 Rachel M. Chieppa, Rural Economic Development Manager  
 Kristine R. Sutphin, Project Manager  
 Gloria B. Spratley, Executive Assistant

## INDUSTRIAL DEVELOPMENT AUTHORITY

Ronald H. Pack, Chairman  
 Carroll Keen Jr., Vice-Chairman  
 Len Alphin  
 Diana Beale  
 James Ford  
 Tim Hillegass  
 Richard J. "Dick" Holland Jr.

## 2013 ISLE OF WIGHT COUNTY BOARD OF SUPERVISORS

JoAnn W. Hall, Chairman (Hardy District)  
 Byron B. Bailey, Vice Chairman (Newport District)  
 Alan E. Casteen (Smithfield District)  
 Rex Alphin (Carrsville District)  
 Delores M. Darden (Windsor District)

## COUNTY ADMINISTRATION

Anne F. Seward, County Administrator  
 (October 2013 – Present)  
 W. Douglas Caskey, County Administrator  
 (December 1994 – September 2013)



DEPARTMENT OF ECONOMIC DEVELOPMENT

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Front cover photos by Rachel Chieppa

Back cover photo by Wendy Spain



PHOTO BY LOIS TOKARZ

## Business as Usual at Smithfield Foods Following Chinese Merger

On May 29, 2013, Smithfield Foods announced plans to merge with leading Chinese pork company, Shuanghui International, in a \$4.7 billion deal. According to Forbes magazine, this is the largest acquisition of a U.S. company by a mainland Chinese company.

“This is a great transaction for all Smithfield stakeholders, as well as for American farmers and U.S. agriculture,” said C. Larry Pope, President and Chief Executive Officer of Smithfield. “We have established Smithfield as the world’s leading and most-trusted vertically integrated pork processor and hog producer, and are excited that Shuanghui recognizes our best-in-class operations, our outstanding food safety practices and our 46,000 hard-working and dedicated employees.”

“It will be business as usual — only better — at Smithfield,” he continued. “We do not anticipate any changes in how we do business operationally in the United States and throughout the world. We will become part of an enterprise that shares our belief in global opportunities and our commitment to the highest standards of product safety and quality. With our shared expertise and leadership, we look forward to accelerating a global expansion strategy as part of Shuanghui.”

In July, Pope testified before the U.S. Senate Committee on Agriculture, Nutrition and Forestry, and reviewed the benefits of the Shuanghui-Smithfield transaction for U.S.

farmers and agriculture. He reaffirmed Smithfield’s commitment to upholding the highest food safety standards.

On Sept. 6, the Committee on Foreign Investment in the United States (CFIUS) cleared the way for the transaction, and on Sept. 26, Smithfield Foods announced it had completed its merger with Shuanghui International.

“This transaction will create a leading global animal protein enterprise,” said Zhijun Yang, Chief Executive Officer of Shuanghui International. “Shuanghui International and Smithfield have a long and consistent track record of providing customers around the world with high-quality food, and we look forward to moving ahead together as one company.”

Smithfield Foods is now a wholly owned independent subsidiary of Shuanghui International Holdings Ltd., which is now named WH Group Ltd. Pope remains as President and Chief Executive Officer of Smithfield, and the management teams and workforces of Smithfield’s independent operating companies are still in place.

Smithfield Foods is a \$13 billion global food company and the world’s largest pork processor and hog producer. In the United States, the company is also the leader in numerous packaged meats categories with popular brands including Smithfield, Eckrich, Farmland, Armour, Cook’s, Gwaltney, John Morrell, Kretschmar, Curly’s, Carando, Margherita and Healthy Ones.

### QUICK FACTS ABOUT THE SMITHFIELD FOODS MERGER

- China is the largest global consumer of pork products. Expansion into that market will significantly increase Smithfield’s export revenue. Smithfield has no plans to import food products from China.
- The acquisition reflects the realities of a global economy. The acquisition by Shuanghui keeps Smithfield whole, while other potential USA-based buyers had publicly announced intentions to break the company into several entities.
- Smithfield’s leadership team is unchanged as is its historic philanthropic commitment to the Town of Smithfield and surrounding areas.
- Shuanghui gains an understanding of Smithfield’s mastery of the pork industry “farm-to-fork” supply chain.
- In summary, in the words of Smithfield Chief Executive Officer Larry Pope: “Same old Smithfield, only better.”

*Compiled by Smithfield 2020, a nonprofit organization that serves to promote the town’s historic district.*



PHOTO BY RUSSELL PARRISH

## 2013 Economic Development Announcements and Activity

In 2013, Isle of Wight County continued to see industrial activity related to the reuse of the International Paper (IP) facility. In June, Franklin Lumber LLC announced that it would invest \$14.8 million and create 72 jobs to restart the former IP sawmill.

The Department of Economic Development staff responded to 14 real estate inquiries from industrial prospects, five of which came from site selection consultants. Shirley T. Holland Intermodal Park was recommended 11 times. Staff also hosted two unique site visits to the park and one to a privately owned property.

Staff also hosted 15 site selection consultants from all over the country at Shirley T. Holland Intermodal Park in September, which generated positive publicity for Isle of Wight and the Hampton Roads region. The tour was hosted by the Virginia Economic Development Partnership (VEDP), the Hampton Roads Economic Development Alliance (HREDA) and the Virginia Port Authority.

### Target Industries

- Advanced manufacturing
- Renewable energy
- Plastics
- Wholesale packaging
- Distribution and logistics
- Agribusiness (nursery, equine and food processing industries)

## 2013 Marketing Missions, Trade Shows and Conferences

The Department of Economic Development staff participated in marketing missions and trade shows with our regional and state economic development partners, HREDA and VEDP. These activities allow staff to connect with business prospects, site selection consultants and developers from all over the world, which translates into potential business development in the County. Staff also attended state association meetings, which provide educational and networking opportunities.

- Retail Industry Leaders Association (Orlando)
- TPM – Virginia Port Authority Shipper's Dinner (Long Beach)
- Virginia Specialty Food & Beverage Conference (Richmond)
- Virginia Economic Developers Association Spring and Fall Conferences and Annual Meeting

## Small Businesses Contribute to Community's Culture and Economy

The following businesses opened or relocated in Isle of Wight County in 2013.

- **H&R Block** relocated a few doors down from its former location in Smithfield Plaza, where it had provided tax services for more than 25 years. A ribbon cutting was held Jan. 10.
- **Sharon Elizabeth Photography**, a lifestyle portrait and wedding photographer, opened a studio in the Smithfield Firehouse 1939 at 113 North Church St. A ribbon cutting was held Feb. 28.
- **The Catering Place**, offering full-service catering throughout

Southeastern Virginia and the Outer Banks of North Carolina, opened a sales office at the Smithfield Firehouse 1939. A ribbon cutting was held Feb. 28. The office quickly became a one-stop shop for event planning with the addition of **Smithfield Tuxedos LLC** and **Music Makes You Happy Entertainment**.

- **Nature's Acre**, a local artisan's venue and farmer's market featuring green/organic herbs, vegetable and plants, opened in Smithfield in March.

- **This Little Piggie**, a children's consignment boutique, opened at the Smithfield Firehouse 1939 in April.

- **Pet Country Kennels**, a full-service boarding and day care for dogs, opened in Isle of Wight in April. The facility is affiliated with **American K-9 Interdiction**, a company that trains military working dogs.

- **Family Behavioral Health & Healing**, an intensive in-home counselor agency to help children 5 to 18 years of age with behavioral disorders, opened in Carrollton. A ribbon cutting was held April 9.

- **Logan Fire Apparatus**, which repairs, remounts and custom builds fire apparatus and emergency vehicles, signed a lease at the former Franklin Equipment facility for 13,500 square feet in April.

- **Reel In Restaurant**, serving contemporary southern seafood cuisine, opened in the Carrollton Cove Shoppes in July.

- **Yo-Mix**, a self-serve frozen yogurt bar, opened in the Eagle Harbor Shopping Center in July.

- **M.A.M.A.S. Creative Sweets**, a family-owned and -operated shop, opened in Windsor in July.

- **The Farmer's Daughter Café** opened in Windsor in July at the former Windsor Café location.

- **Taco Bell** opened in the Smithfield Plaza at the former KFC/Taco Bell location in July.

- **Torx Wheel Shop & Accessories**, a one-stop shop for vehicle accessories, wheels and tires, opened in Smithfield in July.

- **Southern Chic Trading**, an antiques, home décor and furniture consignment shop, opened in the Smithfield Historic District. A ribbon cutting was held Aug. 8.

- **Mary Elizabeth**, a new women's fashion boutique in the Smithfield Historic District, opened in August.

- **When Pigs Fly... Magic Happens**, an artful market and studio filled with unique gifts, opened in the Smithfield Historic District in September.

- **Church Street Dental Care**, operated by Dr. Gayle Terwilliger, DDS, opened in Smithfield in the fall.

- **Aaron's**, a national leader in the sales and lease ownership and specialty retailing of residential and office furniture, consumer electronics, home appliances and accessories, opened in the Smithfield Square Shopping Center. A ribbon cutting was held Nov. 12.

- **Sew Personal**, Screen Printing & Embroidery changed ownership and relocated to 15221 Carrollton Blvd. in December.



The Chamber of Commerce hosts ribbon cuttings for small businesses.

PHOTO COURTESY OF THE ISLE OF WIGHT-SMITHFIELD-WINDSOR CHAMBER OF COMMERCE

## County Receives AFID Grant to Help Reopen Sawmill



In the 2012 General Assembly session, Gov. Bob McDonnell introduced legislation to establish a new economic development tool called the Agriculture and Forestry Industries Development Fund (AFID). Specifically designed for value-added or processing projects in agriculture and forestry, AFID grants are available to the Commonwealth's political subdivisions interested in growing their agriculture and forestry industries by strategically targeting to help those businesses that add value to Virginia-grown agriculture and forestal products.

Isle of Wight County is pleased to be the recipient of an AFID grant to reopen the Franklin sawmill. Franklin Lumber LLC was given a local incentive that was matched by an AFID grant for \$150,000.

The former International Paper (IP) Franklin sawmill, closed since 2009, was purchased by Franklin Lumber LLC, which restarted operations at the end of 2013. A new company started by former IP mill employees, Franklin Lumber created 72 jobs when it reopened the facility, with the potential to eventually create more jobs by adding a second shift when the market warrants one. The new owners plan to make \$14.8 million in capital investment to the facility over the next five years to increase the mill's capacity and competitiveness.

"In addition to the 72 new jobs and new investment, the reopening of the mill will create important new opportunities for loggers and landowners in southeastern Virginia, who have the opportunity to benefit from a new purchaser of forest resources," said Todd Haymore, Secretary of Agriculture and Forestry. "With the Governor's AFID and its Virginia-grown component driving purchases of the Commonwealth's high-quality agricultural and forestry products, having been in place now for almost one year, projects such as this one highlight the economic development gains that can be made while building on two of Virginia's largest industries."

According to the Virginia Department of Agriculture and Consumer Services (VDACS) website:

*AFID grants are made at the discretion of the Governor with the expectation that grants awarded to a political subdivision will result in a new or expanded processing/value-added facility for Virginia-grown agricultural or forestal products. The amount of an AFID grant and the terms under which it is given are determined by the Secretary of Agriculture and Forestry and approved by the Governor. An AFID grant is awarded to a political subdivision for the benefit of the company, with the expectation that the grant will be critical to the success of the project.*

*Grants are made upon an application by both the locality and the business beneficiary for a project under the following conditions:*

- *The business beneficiary is a facility that produces 'value-added agricultural or forestal products.'*
- *A minimum of 30 percent of the agricultural or forestry products to which the facility is adding value is produced within the Commonwealth of Virginia on an annual basis in normal production years.*

- *The grant request does not exceed \$250,000 or 25 percent of qualified capital expenditures (whichever is less).*
- *The applicant provides a dollar-for-dollar matching financial commitment (cash or qualified in-kind).*
- *A performance agreement is executed between the applicant and the company to ensure fulfillment of promised job creation, capital investment and purchase of Virginia-grown agricultural or forestry products.*
- *Public announcement of the project is coordinated with the Governor's Office.*

VDACS takes into account many factors when determining grant awards. Those include anticipated levels of job creation, capital investment, amount of Virginia-grown agricultural and forestal products used by the project, as well as projected impact on agricultural and forestal producers, a return-on-investment analysis, and an analysis of the impact on competing businesses located in the area.

If you're thinking of starting or expanding an agribusiness, contact Rachel Chieppa, Rural Economic Development Manager, at (757) 357-6126 to start the process. The application for AFID grants must be made by the locality in conjunction with the potential or existing business.

## Local Agribusiness Expands with Additional Export Market to Japan



Montague Farms contracts with a network of farmers in the region as well as other Virginia localities and surrounding states to grow and ship specialty soybeans. Early in 2013, Gov. Bob McDonnell announced an additional soybean contract between Montague Farms Inc. and Sun-Tommy International in Japan. The soybeans exported must meet strict requirements for size, shape, color, moisture content and other properties. They also must be certified as not having been genetically modified.

"The support that the Commonwealth of Virginia and the McDonnell administration, in particular, has provided to Montague Farms and other agricultural exporters has been excellent," said Tom Taliaferro, Operations Manager for Montague Farms. "From the agricultural research that continues at Virginia Tech developing new and better crop varieties to the on-the-ground support we received during business meetings in Japan and Virginia from the Virginia Department of Agriculture and Consumer Services' international marketing staff, we are able to achieve new successes."

"The support that the Commonwealth of Virginia and the McDonnell administration, in particular, has provided to Montague Farms and other agricultural exporters has been excellent," said Tom Taliaferro, Operations Manager for Montague Farms. "From the agricultural research that continues at Virginia Tech developing new and better crop varieties to the on-the-ground support we received during business meetings in Japan and Virginia from the Virginia Department of Agriculture and Consumer Services' international marketing staff, we are able to achieve new successes."

Montague Farms, which has been shipping to other customers in Japan for more than two decades, has built a successful business based upon specialty soybean exports. The company contracts with other farmers for more than 15,000 acres of production of field crop each year. Growers in Montague's farm network cultivate soybean, corn, wheat and other grain crops. Montague Farms owns and operates two grain storage and conditioning facilities in Virginia, one in Center Cross and another in Windsor.

## PACE Program Funded Again



In FY 2013, the Virginia Department of Agriculture and Consumer Services (VDACS) awarded nearly \$150,000 in matching funding to Isle of Wight County for the

Purchase of Agricultural and Forestal Conservation Easements (PACE) Program. This is the sixth round of funding for this program, and Isle of Wight is pleased to have received funding in each round. With previous years' grant funds of more than \$1 million, the County was able to acquire the first conservation easements on over 900 acres of farm and forestland in February 2010.

The PACE Program is a voluntary land preservation program where landowners apply to have their development rights purchased by the County. In exchange, landowners agree not to develop their property through the use of a conservation easement placed on the land in perpetuity.

## Browders Named Farm Family of the Year



The Isle of Wight-Smithfield-Windsor Chamber of Commerce honored Jake and Amanda Browder of Browder's Fresh Pickins with the Farm Family of the Year Award 2013 during its annual meeting Sept. 5. The event featured a special "Farm-to-Table" dinner catered by Smithfield Gourmet Bakery & Café on Hayden's Lane in downtown Smithfield.

In 2011, the couple started Browder's Fresh Pickins to provide the community with a mix of locally grown, delicious and healthy products including a variety of tomatoes, peppers, onions, garlic, sweet potatoes, melons, herbs, pumpkins, eggplants, lettuces, spinach, arugula and mesclun, along with hanging baskets, cut flowers, annual flowers and perennial plants.

Browder's Fresh Pickins is open seasonally for farm tours and also sells its goods at the Smithfield Farmers Market.

Commonwealth Gin, DeWitt's Automotive, Prescription Fertilizer and The Scouler Co. sponsored the Farm Family of the Year.



PHOTOS COURTESY OF JAKE BROWDER



**Equine Services Directory** ■ The Department of Economic Development recently updated the Equine Services Directory, which details local equine-related services from boarding facilities, veterinarians and farriers to tack shops, hay suppliers and equine massagers. Contact the department to obtain a digital copy or to list your equine service-related business.



**Rain Barrel Workshops** ■ The Department of Economic Development, in partnership with the Western Tidewater Master Gardeners, held two rain barrel workshops in April 2013 at Windsor Hardware and the Carrollton Library. The 25 participants learned how to conserve water by using a rain barrel and then made one to take home.



**Composting 101** ■ The Department of Economic Development, in partnership with the Virginia Cooperative Extension and Windsor True Value Hardware, hosted a composting class/workshop. Participants learned about different composting methods, and five randomly selected attendees won composters.

# BY THE NUMBERS



Founders Pointe Residents' Club

## DEMOGRAPHICS

- **Size:** 319 square miles
- **Population:** 36,426 (July 2013 estimate)
- **Households:** 13,585
- **Median Household Income:** \$64,491 (2012)
- **Median Age:** 43.7
- **Education:** High School Graduate or Higher – 85.5% (population 25 years and over)
- **2013 Retail Sales:** \$202,181,719 (+0.50%)
- **2013 Residential Sales**
  - New Construction Average Sale Price: \$349,789 (+17.6%)
  - Existing Home Median Sale Price: \$238,500 (+3.69%)
- **Building Permits 2013**
  - Residential Permits: 127 issued (+38%)
  - Value: \$29,962,802 (+82.9%)

(Percentages listed after numbers represent increases over 2012 data.)

Sources: Weldon Cooper Center For Public Service, U.S. Census Bureau 08-12 ACS; VA Dept. of Taxation; Residential Databank

## LABOR FORCE 2013

- **Civilian Labor Force:** 18,849 (December 2013)
- **Unemployment Rate:** 4.9% (December 2013)
- **Quarterly Census of Employment and Wages – All Industries**
  - Number of Businesses: 719
  - Number of Employees: 10,324
  - Weekly Wage: \$1,090

Source: Virginia Employment Commission, 3rd Quarter 2013

## TAXES

### Countywide

Real Estate .....	\$ .73/\$100 of assessed value (effective July 1, 2013)
Machinery & Tools .....	\$ .70/\$100 of assessed value
Business Personal Property .....	\$4.50/\$100 of assessed value (based on 40% of original cost)
Meals .....	4%
Lodging .....	2%
Utilities .....	10% of first \$1,000 (commercial/industrial consumers)
Business License .....	varies based on gross receipts and type of business

### Town of Smithfield

Real Estate .....	\$ .16/\$100
Machinery & Tools .....	\$ .15/\$100
Personal Property .....	\$1.00/\$100

### Town of Windsor

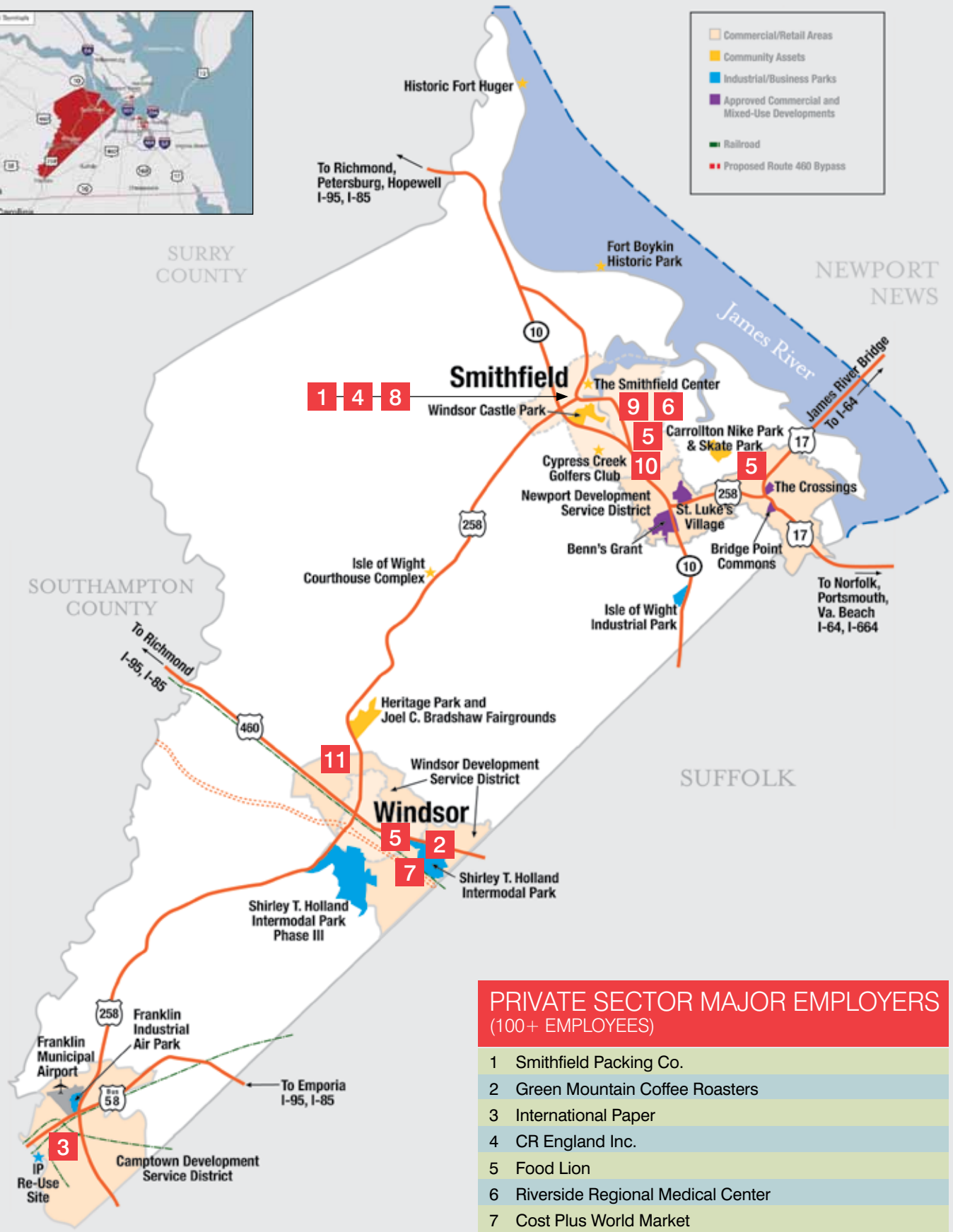
Real Estate .....	\$ .10/\$100
Machinery & Tools .....	\$ .10/\$100
Personal Property .....	\$ .50/\$100

### Virginia

Corporate Income Tax .....	6%
Retail Sales Tax .....	6% (effective July 1, 2013)

## INDUSTRIAL DEVELOPMENT AUTHORITY FACTS

- **1,260:** the number of acres owned by the Industrial Development Authority (IDA) available for industrial development
  - **619:** the number of acres in Shirley T. Holland Intermodal Park currently leased for hunting
  - **76:** the number of acres of farmland currently leased



**PRIVATE SECTOR MAJOR EMPLOYERS  
(100+ EMPLOYEES)**

- 1 Smithfield Packing Co.
- 2 Green Mountain Coffee Roasters
- 3 International Paper
- 4 CR England Inc.
- 5 Food Lion
- 6 Riverside Regional Medical Center
- 7 Cost Plus World Market
- 8 Packers Sanitation Service Inc.
- 9 Smithfield Foods
- 10 Farm Fresh
- 11 Consulate Health Care of Windsor

Source: Virginia Employment Commission, 3rd Quarter 2013

## AWARDS & ANNIVERSARIES

### International Paper Named Port's Shipper of the Year

The Port of Virginia named International Paper (IP) Shipper of the Year during the Virginia Maritime Symposium in Norfolk May 9, 2013. IP returned to using the port in 2012 after repurposing a



portion of the Franklin mill and opening a fluff pulp plant. Con-

tainer volume, job creation, reinvestment in the community and spin-off opportunities were some of the factors that contributed to IP's selection. The mill produces about 900 tons of fluff pulp each day and exports nearly 100 percent.

### Virginia Wins Silver Shovel Award: Green Mountain Coffee Roasters is No. 1 Deal



The Commonwealth of Virginia received a 2013 Silver Shovel Award from Area Development Magazine, the leading publication covering site selection and facility planning. The new Green Mountain Coffee Roasters facility in Isle of Wight County was

the top development project in Virginia in 2012, which contributed to the Commonwealth receiving this award for excellence in economic development.

### Café Celebrates 20 Years in the Smithfield Historic District



Smithfield Gourmet Bakery & Café, a quaint, award-winning restaurant and full-service caterer, celebrated its 20th anniversary on Main Street Aug. 24, 2013. Owner Carolyn Burke also celebrated the opening of the café's new outdoor patio.

### Windsor Pharmacy Celebrates 40th Anniversary



Windsor Pharmacy, your local "Good Neighbor Pharmacy" run by owners Robert and Beverly Parsons in the Town of Windsor, celebrated its

40th anniversary in October 2013. In addition to filling prescriptions, the variety store is the go-to spot for almost anything including fabric, craft supplies, hardware, greeting cards and fresh popcorn. The pharmacy also offers services including copying, money orders, UPS shipping, lamination and key cutting.

Windsor Pharmacy is the town's only drugstore, and Mr. Parsons knows most people by name. The walls lined with autographed black-and-white photos of past Virginia governors, thank you notes, customers' snapshots, faded newspaper clippings and business cards tell the story of the community.

### Town of Smithfield Boasts Second World Record



PHOTO COURTESY OF INSIDE BUSINESS

An idea for promoting the business and reminding customers to change their motor oil landed Smithfield Fast Lube owners Glen Schlickemeyer and his brother Mike in the Guinness Book of World Records. Betty Thomas, store publicist, came up with the idea of building a giant 7½-foot-tall bottle and filling it with 220 gallons of motor oil. The record-setting bottle is tapped for oil changes. Thomas also was responsible for marketing Smithfield

Foods' 2,200-pound ham biscuit that was named the world's biggest ham biscuit in 2003.

## BUSINESS APPRECIATION WEEK

The Commonwealth of Virginia and Isle of Wight County celebrated "Advancing Workforce Excellence" during Business Appreciation Week June 3-7, 2013.



Since 2005, the Isle of Wight County Department of Economic Development has been honoring

a County business as Entrepreneur of the Year in conjunction with the Commonwealth's Business Appreciation Week celebration. Previous winners include Bella Fabrics, Bon Vivant Market, Ringo's Donuts, The Oaks Veterinary Clinic, Darden's Country Store and Sesroh Tack Shoppe.

### Travis's Auto Repair Named 2013 Entrepreneur of the Year

Travis Latimer, Owner of Travis's Auto Repair in Carrollton, was honored with the 2013 Entrepreneur of the Year Award from the Isle of Wight County Department of Economic Development in conjunction with Virginia's Business Appreciation Week.

Latimer started his full-service auto repair business in 1999 in rented space with just two additional employees. His wife, Wanda, soon joined them. In a short time, he doubled his space and continued to grow. Ultimately, Latimer built a new, larger facility in 2009. He now has 20 employees, including the original two. Latimer's employees describe him as a strong leader, yet very compassionate about the needs of others.

Travis's Auto Repair hosts fundraisers and numerous community events, including car shows, yard sales, auctions and bake sales.

The Entrepreneur of the Year Award was presented to Latimer and his wife at the Isle of Wight County Board of Supervisors' meeting June 20, 2013.

## Community Electric Cooperative Named Chamber Business of the Year



PHOTO COURTESY OF THE ISLE OF WIGHT-SMITHFIELD-WINDSOR CHAMBER OF COMMERCE

The Isle of Wight-Smithfield-Windsor Chamber of Commerce named Community Electric Cooperative Business of the Year for 2013 during the third annual Business Appreciation Luncheon June 5, 2013.

Community Electric, in its 75th year of operation, was originally formed through the efforts of the Holland Ruritan Club under the leadership and guidance of the late Paul Everett. Construction of the first 220 miles of line started in winter 1939, with those lines energized in September 1940. In May 1951, the cooperative moved to its present location in Windsor.

"Community Electric Cooperative has given distinguished service to many residents of the Windsor community over the years. They have been a good corporate citizen to the Town of Windsor as well," commented Rita Richardson, Mayor of Windsor.

Today, the cooperative serves 10,900 members, utilizing 1,598 miles of line, in the rural portions of Isle of Wight, Southampton, Sussex and Surry counties and the City of Suffolk. The company started a new era with Steven Harmon, the new president and general manager, who began his job in June 2013.

## Randolph Barlow Receives 2013 Grace Keen Distinguished Community Service Award



PHOTO COURTESY OF THE ISLE OF WIGHT-SMITHFIELD-WINDSOR CHAMBER OF COMMERCE

It was a high honor and a privilege for John Edwards, Editor of the Smithfield Times, to present the 2013 Grace Keen Distinguished Community Service Award to his long-time friend Randolph Barlow during the Business Appreciation Luncheon June 5.

The timing could not have been more appropriate. Barlow had just retired that week after many years of owning and managing Farmers Service with his brother Stanley. Farmers Service, a local Southern States Cooperative, was founded by Randolph and Stanley's father and uncle in 1952. The brothers grew up in the business, and Randolph returned to manage it in 1969. S.B. Cox of Richmond purchased Farmers Service and plans to continue its tradition of service to the community.

Barlow has always had a sense of humor, been outspoken and

cares a great deal about this community and its people. His service as a volunteer firefighter is legendary, as are some of his firefighting escapades.

He was the founding member of the program's board of directors and helped write policy and acquire federal grants for the project. Today, CHIPS remains an important annual outreach to the children of our community.



## A Coffee and Tea Collaboration

Green Mountain Coffee Roasters, a leader in specialty coffee and coffee makers, has collaborated with Lipton Tea, America's favorite tea brand, to launch hot and iced teas in K-Cup packs for the Keurig K-Cup single-cup brewing system.

## BUSINESS RETENTION PROGRAM

Through its business retention efforts, the Department of Economic Development staff communicated with more than 200 businesses in 2013. Staff interacts with existing businesses via face-to-face visits, phone calls, emails, electronic newsletters, educational and networking events, the department website, Facebook and Twitter. Providing information on programs and services available to County businesses, staff meets with both new and established businesses throughout the year. Staff continually seeks feedback from businesses on critical issues impacting the business community and develops programs to try to resolve those issues.

## Business Workshops Held

The Department of Economic Development provides education and network opportunities to businesses by hosting free workshops throughout the year.

- February 2013 – **Why You Need an Effective Website** workshop presented by Eric Schuster, Owner/Developer of Fresh Look Web Design.
- April 2013 – Two-part series on **Owning Your Own Business** and **Writing an Effective Business Plan** with Jack Leach, Business Analyst from the Hampton Roads Small Business Development Center.
- November 2013 – **E-Commerce Sales & Promotion** workshop presented by Duc Truong Sr., Operations Manager with the Virginia Department of Business Assistance.

## Free Small Business Marketing Opportunities

Ten small businesses were featured in the Small Business Spotlight in the Department of Economic Development's monthly newsletter, Inside the Isle. Seven small businesses were featured during the Small Business Close-Up segment at the monthly Board of Supervisors' meetings. Economic Development staff also provides one-on-one analysis of available no-cost and low-cost marketing opportunities unique to each business and helps businesses create and use Facebook pages.

## Local Roots with a Global Reach Capture Vision for Future



The Board of Supervisors adopted its new Economic Development Strategic Plan in March 2013, reaffirming the progressive community's commitment to embrace change while protecting the integrity of its rich cultural and historical heritage. Months of analytical research and community input conducted during the planning development process show strong support for education, workforce development and

community engagement that informs and promotes innovation and entrepreneurship. Below are several of the key findings of the new plan:

- The residents and businesses of Isle of Wight County enjoy a quality of life equal to if not greater than the state as a whole and the nation.
- Manufacturing and agriculture remain pillars of the County's economy, along with the construction industry, corporate management and enterprise, transportation and warehousing, and other services excluding public service.
- Target industries with future growth potential for the County could include finance and insurance, professional and technical services, health care and social assistance, and accommodation and food services.
- Recent real estate trends in Isle of Wight County generally follow regional and national trends. They show declines following the national economic recession beginning in 2008 with slight positive increases beginning in 2011 for most real estate markets.

The new plan, including the results of local statistical analysis and community stakeholder meetings, can be found at [www.insidetheisle.com](http://www.insidetheisle.com), the Department of Economic Development's website.

## Vital Work of Route 460 Corridor Master Plan Continues



The County's Department of Planning and Zoning continues to coordinate the Route 460 Corridor Master Plan begun in fall 2013. By providing a direct link between the Port of Virginia, Interstate 95 and the County's Intermodal Park, the Route 460 corridor is a critical component in the County's economic

development strategy. The study will be conducted in-house, using existing staff resources and expertise.

This planning initiative will include a review of the existing boundaries and the currently proposed future land uses for the

Zuni Village Center and the Windsor Development Service District (DSD) as well as the connecting corridor, including technical analysis and community input. After determining a final boundary and land-use configuration, County staff will work with the community to develop transportation, market and livability recommendations for the area.

The expected completion date for the master plan is the end of 2014. More information on the Route 460 Corridor Master Plan can be found at <http://www.co.isle-of-wight.va.us/planning-and-zoning> or by calling Richard Rudnicki, AICP, Planner II, at (757) 365-6276.

## Commonwealth Connector is Critical Link in County's Future Success

The County leadership and several County businesses wrote to Virginia's new Governor, Terry McAuliffe, to express their support for the Commonwealth Connector project to upgrade Route 460 from Suffolk to Petersburg to a limited access highway. Many businesses in the County depend on a safe, reliable road network



for their suppliers as well as for shipping their finished products to customers.

Construction of the Commonwealth Connector not only will improve safety along the U.S. Route 460 highway corridor, but also will create enhanced market access for local businesses to the Port of

Virginia and I-95 and the rest of the national market. As Virginia seeks to diversify its economy in light of the reduction in defense-related spending, providing forward-thinking infrastructure such as the Commonwealth Connector can create opportunities for economic development seeking to reduce transportation costs as well as facilitate access to the Port of Virginia and the global marketplace.

In addition to its potential to enhance the revenues of local businesses and the Commonwealth as a whole, Route 460 provides an extremely important hurricane evacuation route. Unfortunately in the past, existing Route 460 has experienced significant flooding that has negated its ability to provide safe passage for travelers and business customers.

Because of this project's importance to the local and state economy as a conduit for business as well as public safety, the County will continue to support the construction of the Commonwealth Connector. County staff will continue to monitor the project's progress throughout the year.

## County Rezones Nearly 1,000 Acres for Industrial Development

The Isle of Wight County Board of Supervisors voted in August 2013 to amend the zoning for approximately 890 acres of land in Phase III of the Shirley T. Holland Intermodal Park from Rural Agricultural Conservation (RAC) to Conditional Limited Industrial (C-LI). Phase III is slated for 938,750 square feet of manufacturing and 3.6 million square feet of high-cube warehousing. The estimated full build-out in 15 years is expected to generate \$5.1 million per year for the County and create more than 3,600 new jobs.

## First State Job Creation Grant Awarded to Isle of Wight County Enterprise Zone Business

International Paper, located in Isle of Wight's Camptown Enterprise Zone, qualified as the first County recipient of the state's Enterprise Job Creation Grant. Businesses located in an enterprise zone may qualify for grant funds by creating new full-time positions that offer health benefits and pay at least 175 to 200 percent of the federal minimum wage. In return for creating these new full-time jobs, the state awarded International Paper a grant of \$121,095 in 2013.

The Camptown portion of the County's local enterprise zone is only part of the 2,438-acre County Enterprise Zone. The County Enterprise Zone consists of three subzones located near the Town of Windsor and adjacent to the City of Franklin. The County shares the designation with the Franklin/Southampton Joint Enterprise Zone.

Localities are awarded enterprise zone designations through the Virginia Enterprise Zone Program to assist in developing and re-developing economically distressed areas of the state. In addition to local incentives provided by the County, the state provides grant funding for job creation and real property investment within these zones. For more information on the County's Enterprise Zone Program, please visit [www.insidetheisle.com](http://www.insidetheisle.com).

## Town Of Windsor Offers Incentives for Tourism Development



In March 2013, the Town of Windsor's Economic Development Authority adopted an incentive policy within its newly established Tourism District along U.S. Route 460. The incentive is available to any new, expanded or relocating business that builds new structures, expands or improves existing structures, or performs site improvements which

increase property values by \$25,000 or more. Incentives include property tax rebates and reduced water service facility fees.

For more information, contact Dennis Carney, Windsor's Planning and Zoning Administrator, at (757) 242-4288.

## Newport Development Service District is Next Boomtown

The Newport Development Service District (DSD), in northern Isle of Wight County, is one of three strategic growth areas in the County designated as a principal residential, commercial and employment center. Currently, nearly 2,000 new residential units and more than 1.1 million square feet of retail, commercial and office developments are approved in the Newport DSD, the fastest-growing area in the County.

### APPROVED DEVELOPMENTS

#### Carrollton Condos

34 condominiums

#### Bridge Point Commons

230 condominiums  
46,000 SF retail

#### The Crossings

240 apartments  
234,000 SF retail

#### Eagle Harbor Tract 8

208 apartments  
90,000 SF commercial

#### Brewer's Station

34 townhomes  
54 single-family detached  
162 apartments  
85,000 SF retail

#### St. Luke's Village

179 single-family attached/detached  
79,650 SF specialty retail  
96,000 SF medical office

#### Benn's Grant Apartments

240 apartments  
40 single-family attached  
280 single-family detached  
533,000 SF retail  
100-room hotel  
9 commercial out parcels

#### Red Oaks

191 mobile home lots

### PENDING APPROVAL

#### Archer's Meade

71 single-family detached  
3.5 acres commercial

## Genuine Smithfield – “Savor Our Small-Town Southern Charm”



During Town and Country Days in June 2013, the Town of Smithfield unveiled its new brand — “Genuine Smithfield – Savor our Small-Town Southern Charm” — and featured it on bright blue T-shirts and bumper stickers. The new brand will supplement the current brand, “Hams, History, Hospitality and HeART,” to entice tourists and residents of Smithfield and Isle of Wight County to visit the downtown area.

The Smithfield and Isle of Wight Tourism Bureau and Smithfield 2020, a nonprofit organization that serves to promote the town’s historic district, initiated the rebranding effort with help from focus groups made up of residents and businesses. While many think of Smithfield as a small, safe town with charm, friendly people and unique architecture, the recurring feedback about Smithfield’s “genuine” feeling led to the new brand.

## Isle of Wight Academy Expands with Capital Campaign



Isle of Wight Academy (IWA) held a groundbreaking ceremony Sept. 30 for its future Early Learning Center, which includes six classrooms and a common area for preschool through kindergarten students. It is expected to be complete by August 2014. This is one of three projects in IWA’s \$1.2 million ongoing capital campaign called “Building for the Future,” which includes a facelift for the original gymnasium, landscaping and updated IT infrastructure.



PHOTOS COURTESY OF STEPHEN H. COWLES OF THE TIDEWATER NEWS IN FRANKLIN

In December, IWA, a private, nonprofit, day school with 675 students enrolled from preschool to 12th grade, announced that Smithfield Foods Inc. pledged \$1 million for new facilities and scholarship funds.

## Carrsville Elementary Receives National Blue Ribbon Schools Award

Carrsville Elementary School was one of seven Virginia public schools to earn the distinction of being named a Blue Ribbon School. The National Blue Ribbon Schools Award honors public and private elementary, middle and high schools where students

perform at very high levels or where significant improvements are being made in students’ levels of achievement. Schools are considered for the award based upon “measurable academic growth” for multiple years.

## Vacated Windsor Middle School Gym to Become Community Center

The Isle of Wight County Board of Supervisors voted to contribute \$100,000 to the Town of Windsor to fund a portion of the Windsor Middle School gym renovations. The free-standing building will be vacated by the school when the new Georgie D. Tyler Middle School opens in 2014. The old gym will be repurposed as an activity center for residents and meeting space. Renovations will include exterior brick work and a new HVAC system.

## Parade of Homes Held at Cypress Creek

Cypress Creek in Smithfield hosted the Parade of Homes Oct. 5-20, 2013. The 16-day single-site display of fully furnished and fully landscaped custom showcase homes demonstrated the latest in home construction, design, furnishings and technological innovations.



PHOTO COURTESY OF CYPRESS CREEK

This was the second time the Peninsula Housing & Builders Association’s Parade of Homes has been held in Cypress Creek. The show featured

seven homes for sale ranging from 2,400 square feet up to more than 3,800 square feet. Prices range from the mid-\$400,000s to the mid-\$500,000s.

## County Fair Marks 20th Anniversary with Record-breaking Attendance



PHOTO COURTESY OF BOBBY CLONTZ

The Isle of Wight County Fair celebrated its 20th anniversary in 2013 with a record-setting attendance of 33,886, beating the 2012 record by 154 attendees. Excellent weather and nationally known entertainers, such as Chris Cagle and Joe Nichols, were big draws. There was something for everyone at the fair — from a small engine demonstration featuring a 1931 Maytag washing machine and the ever

popular bull-riding event to a tractor pull and an ATV competition.

In addition to its record-breaking attendance, the fair was recognized as having the best overall marketing efforts for large fairs in the Commonwealth of Virginia.

## Smithfield Farmers Market Celebrates Successful 11th Season



The “The Daily Meal” website ranked the Smithfield Farmers Market among the top 101 farmers markets in the nation. At No. 77, Smithfield was the only market on the list from Virginia. According to the USDA, there are 8,144 farmers markets in the United States.

The market celebrated its 11th season in 2013. Its first ever Evening Christmas Craft and Food Market, which was an overwhelming success, featured more than 100 craft and food vendors, a wine and beer garden, live music, carolers and a visit from Santa.

## Sold-out Wine and Brew Fest Benefits Charitable Organizations



About 2,500 people attended the second annual Smithfield Wine and Brew Fest at Windsor Castle Park in April. Tickets sold out nine days prior to the event, which featured Virginia wineries and brews, organic brews from all around the world, culinary delights and upscale retail vendors, along with a full day of live entertainment. The event raised \$46,800, which benefitted the Christian Outreach Program, Western Tidewater Free Clinic, Windsor Castle

Park Foundation and Smithfield Rotary. The economic impact of the event was \$340,000, with 141 lodging room nights booked.

## Paddling on the Pagan



PHOTO BY TINA L. HILL

ers can paddle Cypress Creek and parts of the Pagan River.

Kayaking is one of the adventurous offerings at Windsor Castle Park in Smithfield. Windsor Castle Kayaks officially launched June 1 and offers single and tandem kayak rentals through Labor Day. Kayakers can paddle Cypress Creek and parts of the Pagan River.

## Mansion on Main Bed & Breakfast Featured on TV Show



Smithfield’s Mansion on Main Bed & Breakfast appeared on the Discovery Channel’s “A Haunting.” The Victorian on the corner of Main and South Church streets resembles a real haunted house, the S.K. Pierce Mansion in Massachusetts. The show, “Haunted Victorian,” was based on interviews with property owners who experienced supernatural events. It was produced by New Dominion Pictures in Suffolk.

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PHOTO BY JOHN BOYLE

## Tourism Revenue Grew in 2012 in Smithfield and Isle of Wight County

Tourism was again an important contributor to the local economy in 2012. Tourism revenue for Smithfield and Isle of Wight reached slightly more than \$36.3 million, a 2.2 percent increase over 2011. Local tourism-supported jobs totaled 370 while local tourism-related taxes were almost \$801,000.



**ISLE of WIGHT**  
COUNTY IN VIRGINIA

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