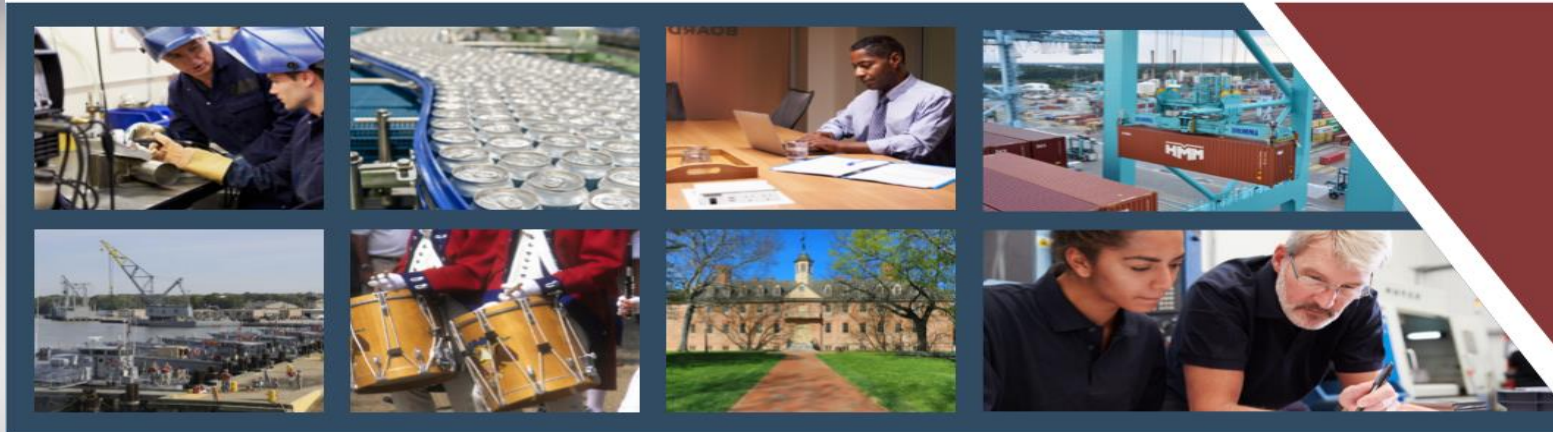




**HAMPTON ROADS PLANNING DISTRICT  
COMMISSION MEETING**

**THURSDAY, APRIL 15, 2021  
12:30 P.M.**

# GWP INAUGURAL ANNUAL REPORT



PROPELLING BUSINESS FORWARD FOR OVER 400 YEARS

## 2020 ANNUAL REPORT

CITY OF WILLIAMSBURG  
JAMES CITY COUNTY  
YORK COUNTY

## CY2020 Annual Report

- 500 +/- Distributed electronically Feb. 26, 2021
- 125 Limited print distribution by late March

## Constant Contact Results

- 26% Open Rate vs 17% Industry avg.
- 37% Click Rate vs 10% Industry avg.

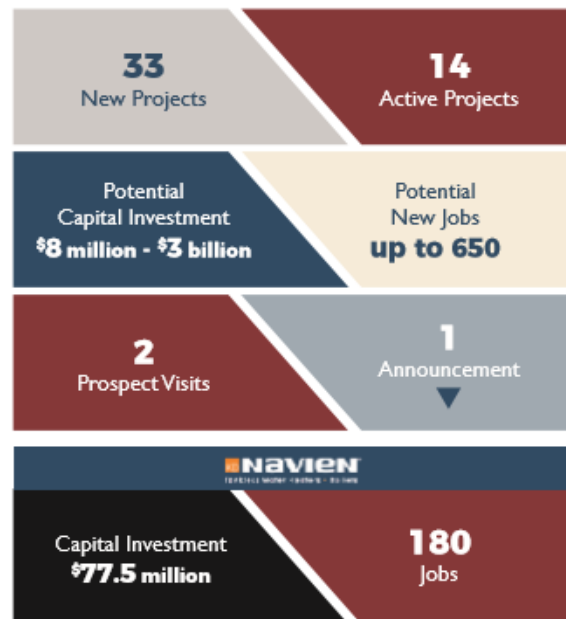
# BUILDING CAPACITY

*for the Greater Williamsburg Region*

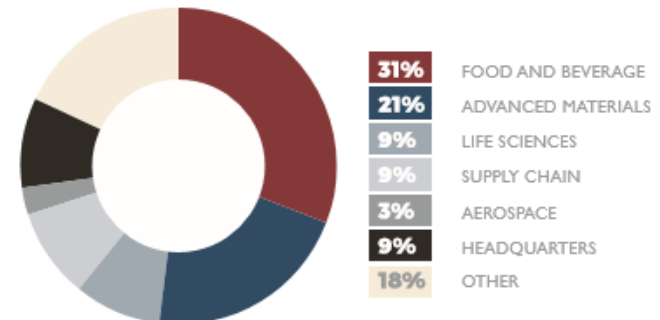
The Greater Williamsburg Partnership is laser-focused on building capacity in economic development by working with its three localities to attract, retain, and grow companies with high-wage jobs. It all starts with a project inquiry and grows from there—in this Calendar Year (CY) 2020, 33 to be exact. When a company chooses to invest in a community, everyone benefits from their presence ranging from corporate involvement to increased tax base and enhanced quality of life for all.

## GWP CY 2020 Project Activity

For Calendar Year 2020, the Greater Williamsburg Partnership received 33 project requests from the Virginia Economic Development Partnership, Site Selection Consultants and Direct sources, resulting in two prospect visits, one announcement, and 14 active projects.



These projects represent the following industries:



**In CY2020, the Greater Williamsburg region attracted over \$200 million of new capital investment across three localities.**

# BUILDING CAPACITY IN 2021



- James City County Plant receives news of Multi-Million Dollar Expansion, February 4, 2021
- Company-wide \$1 billion will be expended over AB's operations
- \$400 million in 2021 will go to the 12 major breweries, includes JCC

## REGIONAL SPORTS COMPLEX

- City of Williamsburg continuing the planning process for a regional sports complex on the Colonial Williamsburg Visitor Center property



## PRODUCT/SITES

- York County leading a regional effort to redevelop Former Fuel Farm site encompassing 432 acres
- 13 Properties identified in the VEDP Business Ready Sites Program
- 817 acres assessed for potential brownfield redevelopment under EPA Grant

# BUILDING STRATEGIC PARTNERSHIPS

*for shared growth*

Economic development is a true team sport. Strategic partnerships are vital to bringing value-added assets and resources to communities.

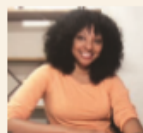
In the wake of a global pandemic with COVID-19, businesses throughout the Greater Williamsburg region found innovative ways to adapt their efforts, protect their workers, safely reach their consumers, and better serve our region. GWP and its member localities shepherded the following COVID-related relief opportunities:

## Entrepreneurial Incubation

Start Peninsula builds entrepreneurship on the Peninsula and celebrates our local entrepreneurial ecosystem. The event helps develop early stage businesses – those with a product or service that is still being brought to fruition and connects those entrepreneurs with opportunities to validate their business ideas and earn capital. Started in 2012, the event is backed by six regional Economic Development Authorities who are eager to support entrepreneurship.

Start Peninsula 2020 was hosted by the Greater Williamsburg area including the City of Williamsburg, James City County, and York County, in partnership with the Cities of Hampton, Newport News, and Poquoson.

### START PENINSULA 2020 WINNERS



Chair One Fitness



Hottrok



Wave Coffee Brewer

Each winner receives \$5,000 to fuel their business growth and will receive a six month community membership to Launchpad, the Greater Williamsburg Business Incubator. All contestants will continue to have access to and gain guidance from local economic development departments.



## Greater Williamsburg Small Business Relief

The Greater Williamsburg Small Business Relief Fund began in April 2020 with a partnership among the Virginia 30 Day Fund, the Williamsburg Community Foundation, Chesapeake Bank, the Greater Williamsburg Partnership, and the economic development authorities for Williamsburg, James City, and York counties. During the pandemic, funds have helped businesses meet payroll, benefits, rent, and other costs to cover the gaps as the local economy recovers. Businesses are still strongly encouraged to apply at [www.va30dayfund.com](http://www.va30dayfund.com).

**142**  
Businesses Awarded

**\$426,000**  
Total Assistance



# BUILDING PARTNERSHIPS IN 2021

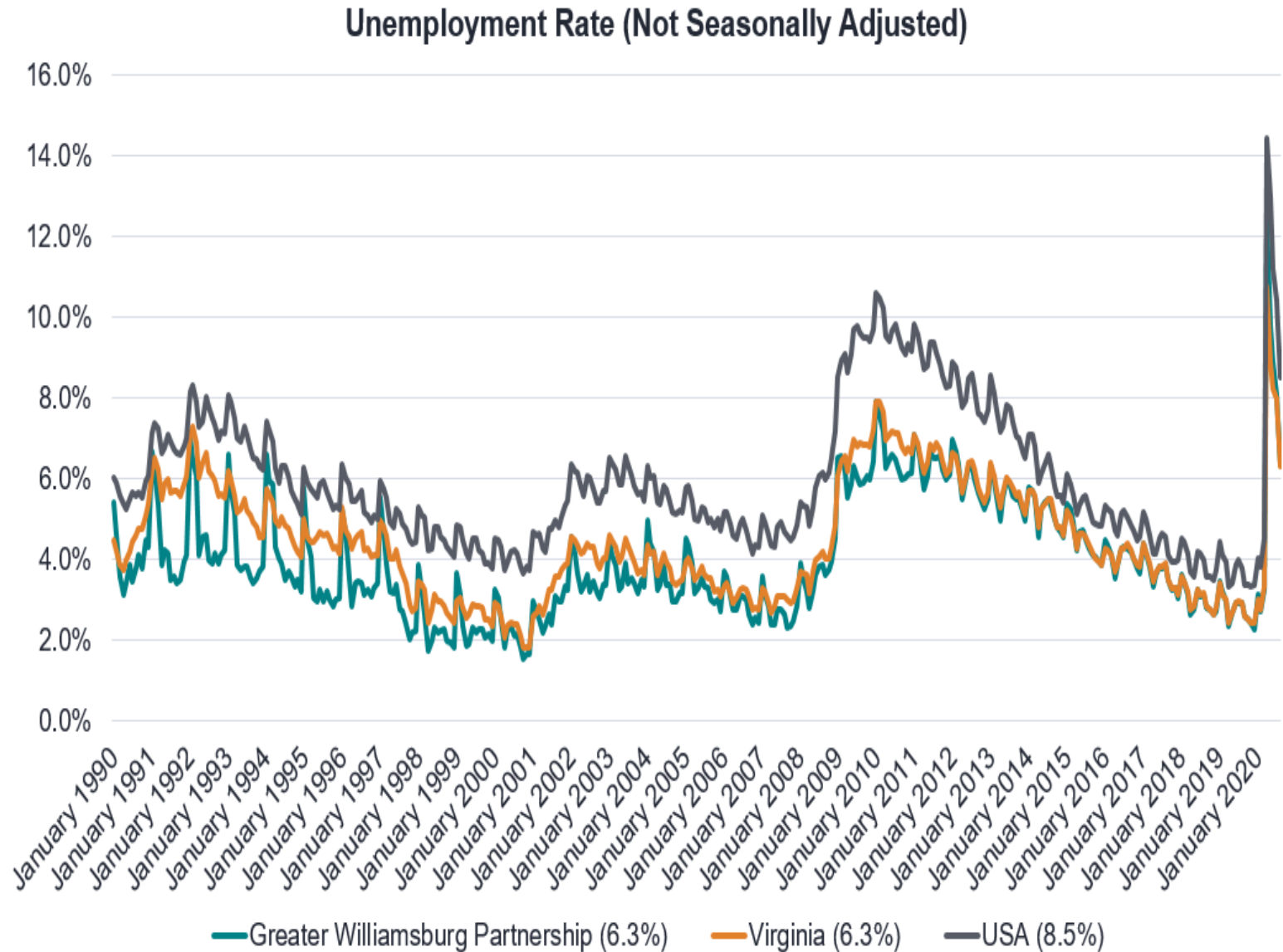


- Target Industry Update completed by Chmura Economics & Analytics
- Finalized Report late Feb 2021
- Formal presentation of Report findings by Chmura Economics March 31, 2021
- GO VA Region 5 grant funds secured to offset costs of updating Report



- \$1.6M Dept. of Labor Grant Award
- 8,000 sf New Skilled Trades Center
- Locate in Greater Williamsburg
- GWP and TNCC Property Search
- Targeted opening date Fall 2021
- Center Offerings
  - Machining and Welding programming immediately
  - Construction Trades programming will follow

# Signs of Success in Diversification



# Population and Demographics are Strong

## Highly Educated, Growing Population

- Over the past 10 years, population increased at an average annual rate of 1.0%, compared with 0.7% in VA and US
- 48% have bachelor's or higher (20.8% in US)
- 10% have an associate degree (9.1% in US)
- Prime age labor participation rate (age 25-54) is high (84.4% vs. 81.8% in US)
  - Boosted by veterans
- Over the next ten years, the fastest expected growth is in the cohort ages 35-44
- Thru 2030 GWP expected to grow annual average 0.8% per year (+13,200 people) compared with 0.6% and 0.7% in Virginia and nation



# BUILDING AWARENESS

*of opportunities*

Raising awareness and collaboratively telling the story of the Greater Williamsburg region's rich history, assets, and lifestyle is an integral part of growing our business community.

## Regional Differentiators

- + Strategic Location
- + Port of Virginia
- + Higher Education Assets
- + Entrepreneurial Community
- + Military Presence
- + Tourism and Quality of Life

The value of Port of Virginia cargo moving to and from the Greater Williamsburg region in 2020 totaled over **\$240 million.**



## Foreign Direct Investment Strategy

*Fostering awareness of Greater Williamsburg as a preferred business location*

*"The [German] mission confirmed to me that GWP is targeting the right type of companies and that our region has much to offer such companies...Pegasus should also be commended for making the arrangements and obtaining access to the right kind of companies and organizations."*

— Ole Rygh, Founder and CEO,  
Ryson International  
Vertical Conveying Solutions  
Participant, February 2020  
German Marketing Mission



### GERMANY

GWP Southern Germany Marketing Trip  
with Pegasus Partners

FEBRUARY 23-28, 2020

*10 companies engaged*

- 7 member GWP delegation
- Target Clusters: Logistics, Sensors, Mechatronics, Packaging
- Existing Business Ambassadors: Ball Metal, Greystone, Ryson International



### ISRAELI DEFENSE COMPANIES

GWP Collaboration with Visit Williamsburg  
Virginia Israel Advisory Board in Greater Williamsburg

FEBRUARY 6, 2020

*20 Israeli defense sector companies*

- Toured American Revolution Museum of Yorktown
- Experienced Local Dining
- Received an Overview of Greater Williamsburg Business Assets

# EARNED MEDIA

Hope Springs Eternal, After Tough Pandemic Season, Williamsburg Seeks 2021 Renewal, Virginia Business, Nov. 29, 2020

<https://www.virginiabusiness.com/article/hope-springs-eternal/>

Partnering through a Pandemic, The Municipal Magazine, posted on Sep. 8, 2020  
<http://www.themunicipal.com/2020/09/partnering-through-a-pandemic/>

Greater Williamsburg is Open for Business, Next Door Neighbor Magazine, Aug 2020  
<https://www.williamsburgneighbors.com/issues/2020/Aug20NDN.pdf>

Greater Williamsburg Business Delegation Visits Regensburg (Bavaria/Germany), Sensorik Magazine, page 12, Apr 2020

The logo for Virginia Business, featuring the word "VIRGINIA" in a serif font above the word "BUSINESS" in a bold, sans-serif font.The logo for The Municipal, with "THE" in a small, red, sans-serif font and "MUNICIPAL" in a large, red, serif font.The logo for Williamsburg's Next Door Neighbors, with "WILLIAMSBURG'S" in a small, red, serif font above "Next Door Neighbors" in a blue, serif font.The logo for Strategische Partnerschaft Sensorik, with "Strategische Partnerschaft" in a small, blue, sans-serif font and "Sensorik" in a large, blue, sans-serif font, with a stylized blue circular graphic to the right.

# BUILDING AWARENESS IN 2021



- Community Economic Development Awards 2021
- Two award winning communities from one region--James City County and Williamsburg
- Best practices in Economic Development during a pandemic



- Greater Williamsburg and Arlington, VA short listed to host 2023 Annual Conference
- Site Visit April 19 – 20, 2021 in Greater Williamsburg
- 3 Day Conference
- 350 economic development professionals from around the world

# *Thank You*

*Voncile “Von” Gilbreath  
Executive Director  
Greater Williamsburg Partnership  
757-645-0687*

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