

Marketing and Public Relations

- FY22 Marketing Plan - on time and within budget.
- New Shopping & Dining Guide.
- Sponsor of the Hampton Roads Workforce Council 2021 Workforce Innovation Awards Banquet.
- New photography gallery developed representing the Gloucester business community.
- Press releases and public relations efforts resulted in approximately \$23,900.00 in media coverage and exposure for our business community.
- Hampton Roads Homebased Business Conference and EXPO sponsor.
- Direct mail postcards to all new business licenses for home based and commercial businesses.
- Ad placements in Virginia Business, Business Facilities and Coastal Virginia magazines promoting the Gloucester Business Park, quality of life and tourism in Gloucester.



Major Employers FT Employment

New Business Announcements

Burkes Outlet/Home Centric
 Gloucester Restoration, LLC
 The Copper Dog, LLC
 Village Art Colony
 Random Words Bookstore, LLC
 Great Clips
 Community Stop
 Big Byrds Woodworking
 Taylor's Do It Center
 Liberty Tax Service
 Joes Kwik Mart
 Bayport Credit Union (2-location)
 Love Food Mart 19
 Dominos
 Coastal Kitchen
 Gloucester Point Barbershop
 Wholistically Beautiful
 Winterberry Solar Facility
 Carvers Creek Solar Project
 Riverside Walter Reed Hospital Cancer Center

GLoucester County Economic Development

Annual Report 2022



2022 Economic Development Authority

Alistair (Al) Ramsay, **CHAIRMAN**
 Christian "Buddy" Rilee, **VICE-CHAIRMAN**
 Evan B. VanLeeuwen, **TREASURER**
 David Meeker, **SECRETARY**
 Mac Houtz
 Greg Earwood
 Stephen C. Barrs, **IMMEDIATE PAST CHAIR**
 Dr. JJ Orth, **BOARD OF SUPERVISORS LIAISON**

Economic Development Staff

Sherry A. Spring, **DIRECTOR**
 Amanda Ridings, **ECONOMIC DEVELOPMENT COORDINATOR**

Mission: The Gloucester County Board of Supervisors, the Economic Development Authority (EDA), County Administration and staff are dedicated to promoting and improving the economic health and quality of life in Gloucester.

The EDA maximizes private, public and educational resources to create the best possible environment in which to live, work, shop, visit and do business.

FY2022 Strategic Planning and Initiatives:

- **Go Virginia initiatives** continued to make meaningful strides across the Commonwealth. Gloucester is part of Regional Council 6 made up of business leaders, educators, economic developers, and local officials from across the region.

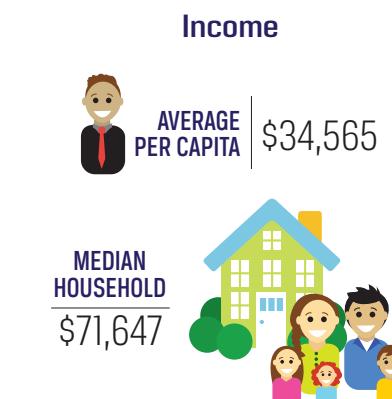
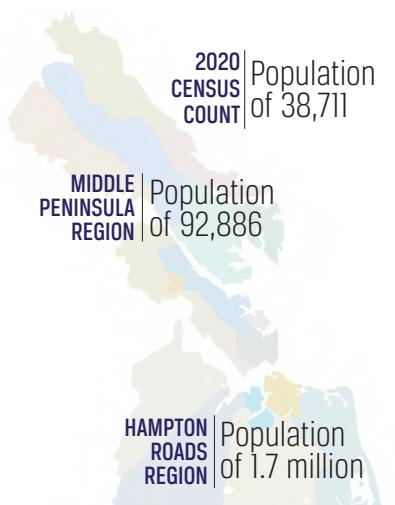
- The “Opportunity Zone” is being promoted/marketed to new and expanding developments through the county website. During FY22, the first Opportunity Zone property, The Point Shoppes, was purchased and went through a tremendous renovation by the new owners.

Year seven of the Small Business Incentive Program

The program was funded jointly by the Board of Supervisors and the EDA for a total of \$77,351. Fifty-five grants were awarded to businesses during the 12-month period. There was approximately



Economic Profile



*Source: U. S. Census Bureau American Community Survey 2020

Exceptional Sources of Labor



Residential & Commercial Building Permits

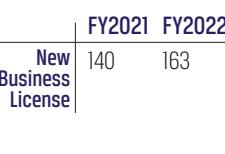
	FY2021	FY2022
PERMITS ISSUED	178	93 (Jan.-June)

Gloucester's Fastest Growing Occupations

Healthcare
 Personal Care & Service
 Community & Social Service
 Computer And Mathematical
 Protective Service
 Education
 Construction



New Business License



Economic Development Activities

- 19 new commercial business recruitments and 146 home-based businesses
- Over 165 local business visits in FY22 as part of the Industry Visitation Program.
- Homebased Business Lunch-n-Learn held monthly.
- Eastern Virginia Regional Industrial Facility Authority (RIFA).
- Peninsula Economic Resource Team.
- Peninsula Home Based Business Network.
- Virginia Economic Development Partnership - Regional Economic Development Organization.
- Hampton Roads Workforce Council Job Fair.
- International Economic Development Council - 2022 Future Forum, Richardson, TX.
- Virginia Economic Development Association Fall and Spring Conferences.
- Virginia Economic Development Partnership Indiana Call Trip.
- State of the Region - Hampton Roads 2021.
- American Clean Power - Offshore Wind Power Conference in Boston.