

### Major Employers FT Employment

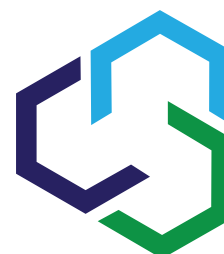
## Marketing and Public Relations

- 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.
- Ad placements and direct mail recognizing Business Appreciation week
- Sponsorship for Fall 2022 Virginia Economic Developers Association Conference
- Published the FY21 Annual Report on Economic Development.
- Monthly E-Newsletters highlighting new businesses, events, economic development resources, available buildings and sites, spotlights on existing businesses and more to over 2,000 subscribers.
- Thirty-three Gloucester Businesses receive top honors in Virginia Living Magazine's 2022 Best of Eastern Virginia Businesses.



### 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  
 Opportunity | Synergy | Sustainability

## GLOUCESTER COUNTY ECONOMIC DEVELOPMENT

# Annual Report 2022







## 2022 Economic Development Authority

Alistair (AI) 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



\$5,288,155 in private investment with \$54,186 in public grants paid out. By every account, the seventh year of the program continued to be a successful economic driver and marketing tool for the County.

- **Hampton Roads Small Business Development Center** and Jim Carroll meet with small businesses to provide consulting services. A total of 39 appointments were scheduled with local businesses over the past fiscal year.



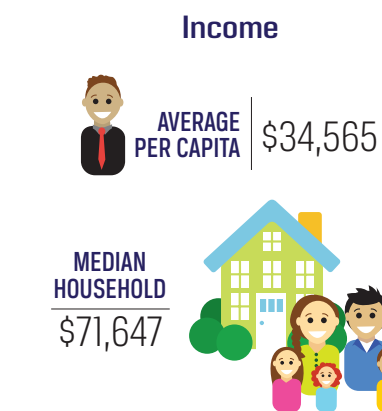
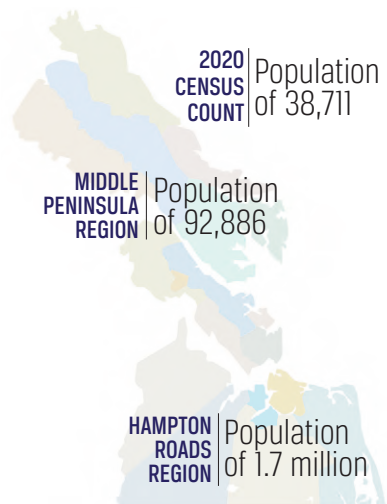
### Strategic Partners

- Virginia Economic Development Partnership
- Virginia Department of Agriculture and Consumer Services (VDACS)
- Virginia Department of Housing and Community Development (DHCD)
- Hampton Roads Workforce Council
- Hampton Roads Small Business Development Center (HRSBDC)
- Virginia Peninsula Chamber of Commerce
- Gloucester County Chamber of Commerce
- Peninsula Home-Based Business Network

## 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.

## Economic Profile



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

### Exceptional Sources of Labor



	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



	FY2021	FY2022
New Business License	140	163