



ECONOMIC DEVELOPMENT AUTHORITY BOARD MEETING
SEPTEMBER 14, 2022 - 7:00 PM
KING WILLIAM COUNTY ADMINISTRATION BUILDING
KING WILLIAM, VIRGINIA

A G E N D A

- 1. Call to Order**
- 2. Motion to Approve Electronic Participation**
- 3. Roll Call**
- 4. Review and Adoption of Meeting Agenda**
- 5. Approval of Minutes**
- 6. Presentations**
 - a. Fredericksburg Regional Alliance at the University of Mary Washington - Todd Gillingham
Vice President, Marketing and Operations
 - b. RKG Opportunity Site Analysis - Kyle S. Talente, President
 - c. Master Utility Plan Overview - Steve Hudgins, Deputy County Administrator
 - d. Project Update - Percy C. Ashcraft, County Administrator
- 7. Treasurer's Report**
 - a. Current Budget Report
- 8. Chairperson's Report**
- 9. Unfinished Business**
 - a. Farmers Market - Sarah Williams, EDA Member
- 10. New Business**
 - a. Nestle Performance Agreement - Steve Hudgins, Deputy County Administrator
- 11. Public Comment Period**
- 12. Next Meeting - October 12, 2022 Work Session w/Planning Commission**

13. Closed Meeting

- a. Motion to Convene Closed Meeting in accordance with Section 2.2-3711 (A)(5) of the Code of Virginia to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made.
- b. Motion to Reconvene in Open Session
- c. Certification of Closed Meeting
- d. Action on Closed Meeting (if necessary)

14. Adjourn or Recess

NOTES REGARDING AGENDA:

This agenda is tentative only and subject to change by the Economic Development Authority Board.

During Public Comment and any Public Hearing periods, speakers shall be provided one opportunity of three minutes per individual or five minutes per group. Speakers shall provide their name, district of residence, and if applicable, the group they are representing. The EDA Board may modify and/or set other rules governing the conduct of Public Hearings.

Detailed instructions for viewing live-streams of meetings, signing up to speak via Zoom (registration required by noon on the day of the meeting), and general guidelines for Public Comment & Public Hearings are available from the [King William County website](#).

AGENDA ITEM 6.b.

RKG Opportunity Site Analysis - Kyle S. Talente, President

King William County, Virginia
Economic Development Strategy

*King William Economic Development Authority
Opportunity Site Analysis*

September 14, 2022

Presented by Kyle Talente, President
RKG Associates, Inc.

Agenda

- Methodology
- Criteria
- Results
- Strategies

Methodology

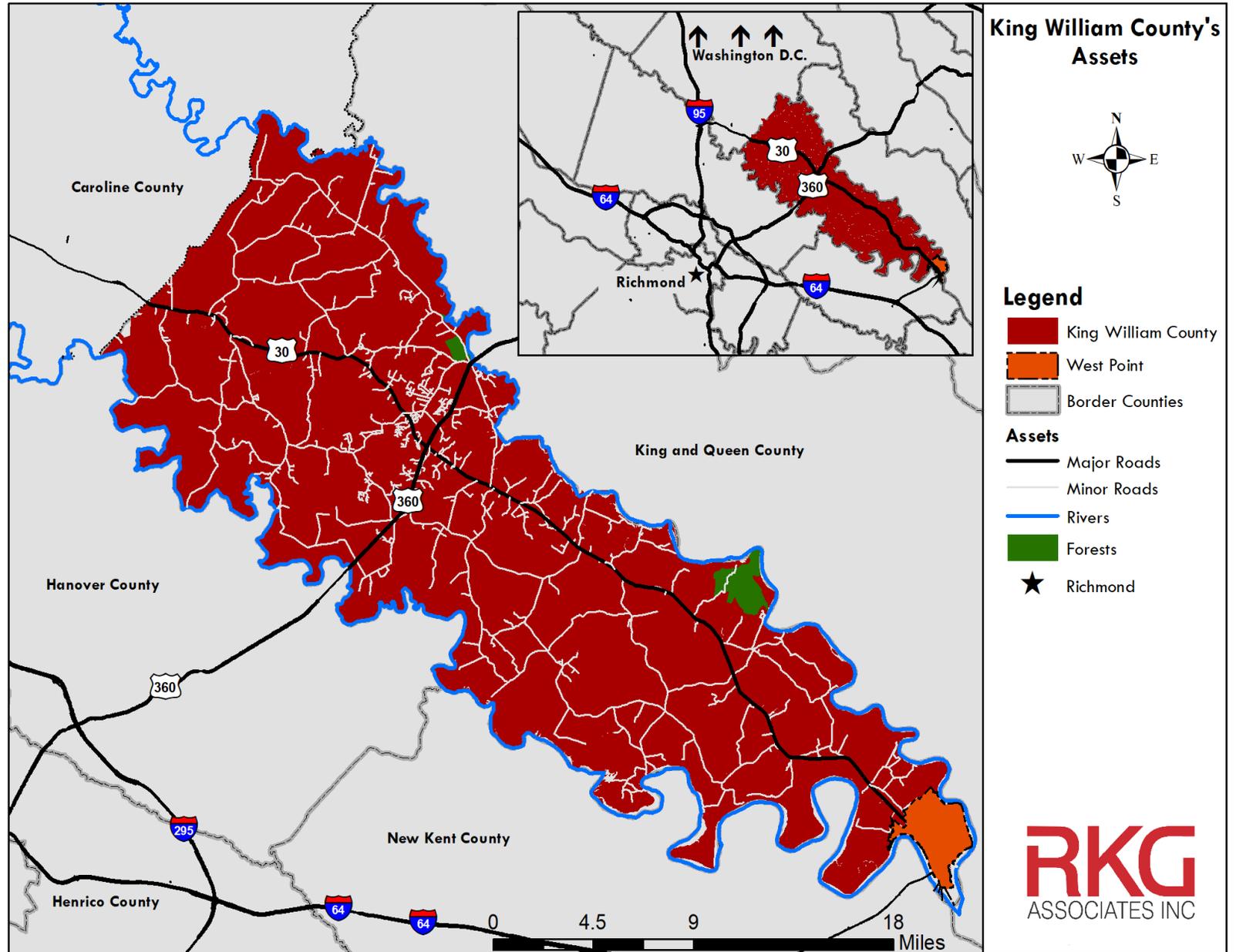
- **RKG used a land use analysis to identify future economic development sites**
 - Targeted locations for mixed use, commercial, or industrial development
 - Sites were parsed into 'primary' and 'secondary' based on scoring
 - Primary – few barriers to development, meets most criteria
 - Secondary – some barriers to development, less ideal locations
- **Selection process used several physical characteristics to determine 'suitability'**
 - RKG used the target industry segments as a guide to determine ultimate suitability
 - Different target sectors have different primary and secondary sites
- **The site characteristics were 'scored' based on set of economic development criteria**
 - Different factors have different scores
 - Focus on understanding sites that are the most 'ready to go' for the County
 - Attempting to minimize public cos while maximizing opportunity
- **NOTE – This analysis does not consider property owner investment strategy**
 - EDA and County will need to engage property owners BEFORE marketing sites to confirm aligned interests
 - Suitability (either positively or negatively) may change based on those engagements

Criteria

- **Physical Attributes**
 - Size of parcel
 - Vacant vs developed
- **Land Use**
 - Existing zoning
 - Agricultural preservation
- **Location**
 - Proximity to 360 and 30
 - Access to existing water and sewer
 - Access to planned utilities
 - Proximity to the rivers (tourism)
- **Compatibility**
 - Proximity to single family homes/neighborhoods
 - County owned vs privately owned

Location

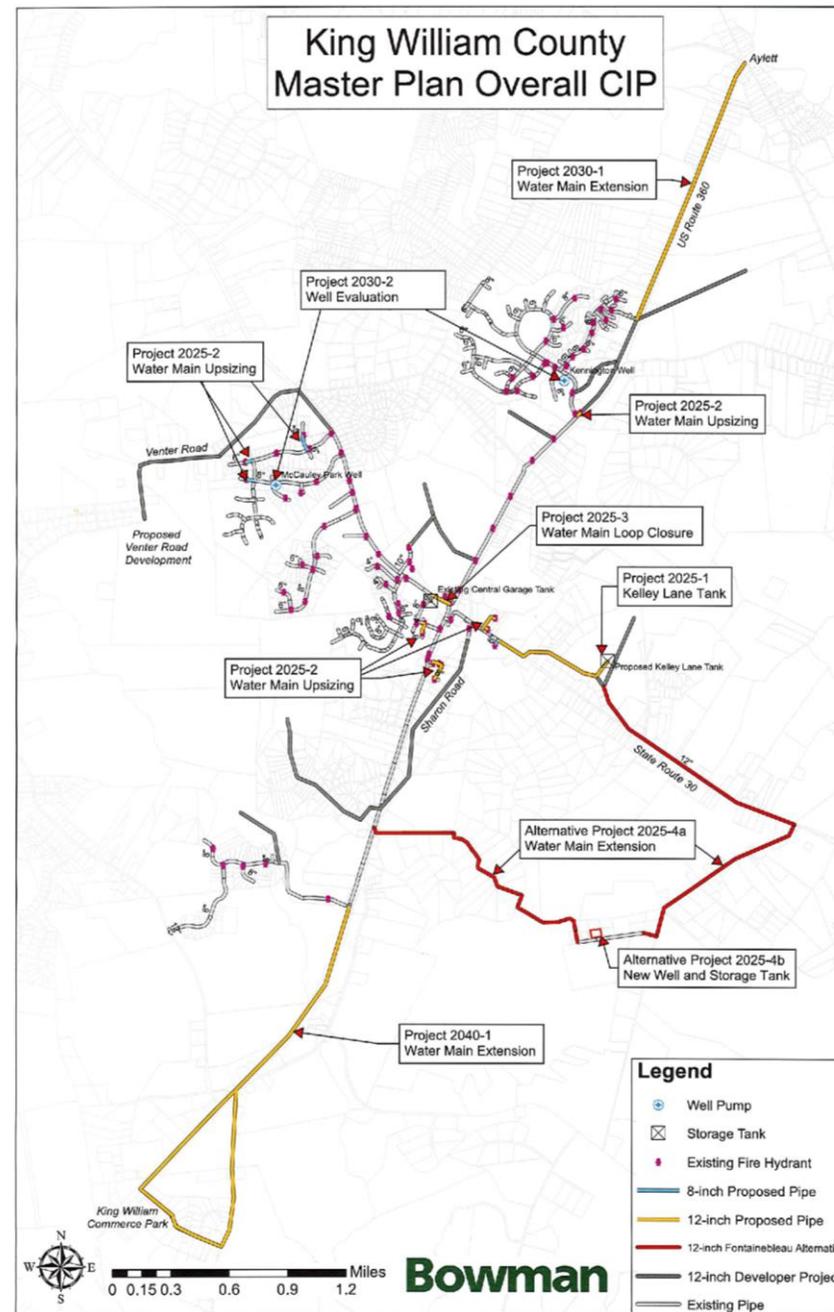
- Proximity to roads/infrastructure highly valued
 - Greater likelihood of advancing positive economic development outcomes
- Different assets can produce different opportunities at sites
 - Sites along VA-360 can foster live-work-play environments
 - Sites along VA-30 near NW boundary are prime for warehousing uses
 - Sites near rivers can enhance county's recreational and tourism industries



RKG
ASSOCIATES INC

Land Use

- Zoning and regulations impact certainty and timing
 - Zoning changes spark public review
 - Agricultural preservation challenging to undo
- Physical characteristics frame opportunity
 - Access to water/sewer
 - Proximity to incompatible uses
 - Size of parcel



Criteria Matrix

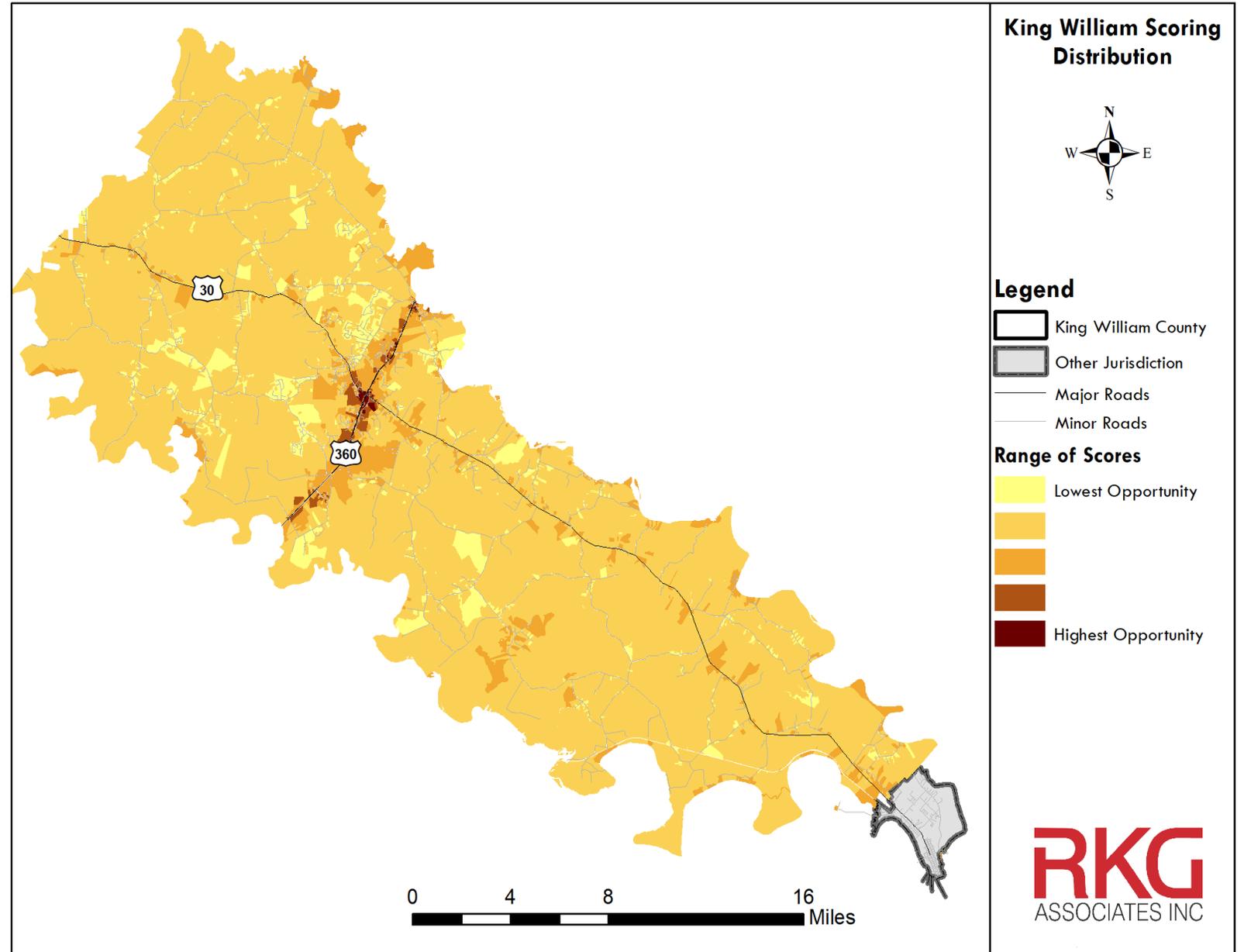
- Each characteristic was scored based on RKG Associates valuation for future economic development

Ag. Preserve		Developed		Zoning		Proximity to 360 (miles)		Proximity to 30 (miles)		Proximity to river (miles)	
No	3	No	3	Non-Res.	3	<.25	7	<.25	7	<.10	7
Yes	0	Yes	1	Other	0	.25-.50	5	.25-.50	5	.10-.25	5
--	--	--	--	--	--	.50-.75	3	.50-.75	3	.25-.40	3
--	--	--	--	--	--	>.75	0	>.75	0	>.40	0

Proximity to SF Homes		Proximity to Water Lines (feet)		Proximity to Planned Water Lines (feet)		Proximity to Sewer Lines (feet)		Parcel Size (acres)		Ownership	
Not Adjacent	3	<1,000	3	<1,000	1.5	<1,000	1.5	>5	5	County	2
Adjacent	1	>1,000	0	>1,000	0	>1,000	0	2-5	3	Private	1
--	--	--	--	--	--	--	--	.50-2	2	Other	0
--	--	--	--	--	--	--	--	<.50	1	--	--

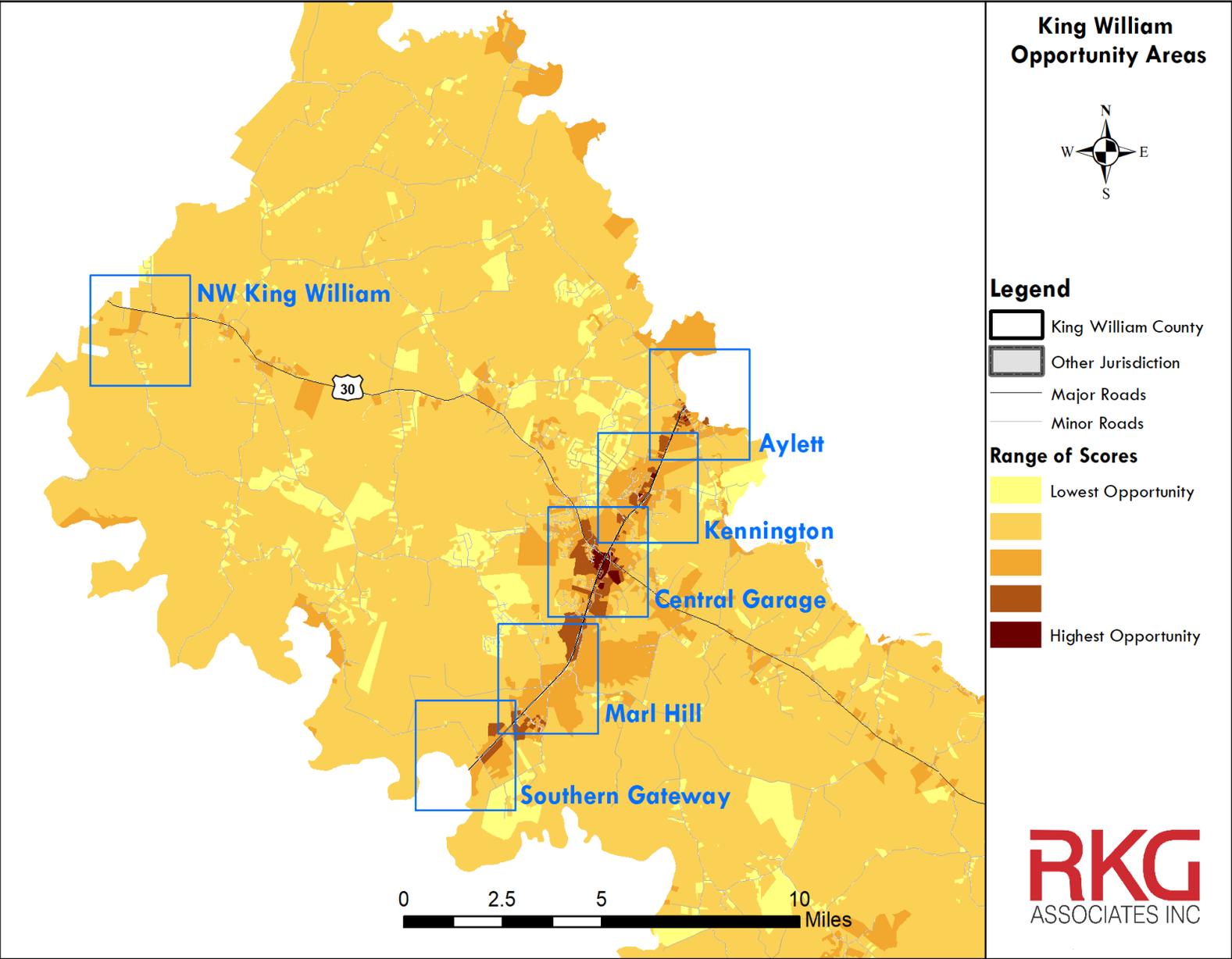
Results

- Central Garage/360 corridor most appropriate location for short-term commercial and industrial development
 - Zoning
 - Access
 - Infrastructure
- Highway 30 NW remains potential for warehouse/distribution operations
 - Low/no need for water and sewer
 - Proximity to I-95
- Riverfronts offer opportunities for tourism related activity
 - Event venues
 - Camping
 - Wineries/distilleries



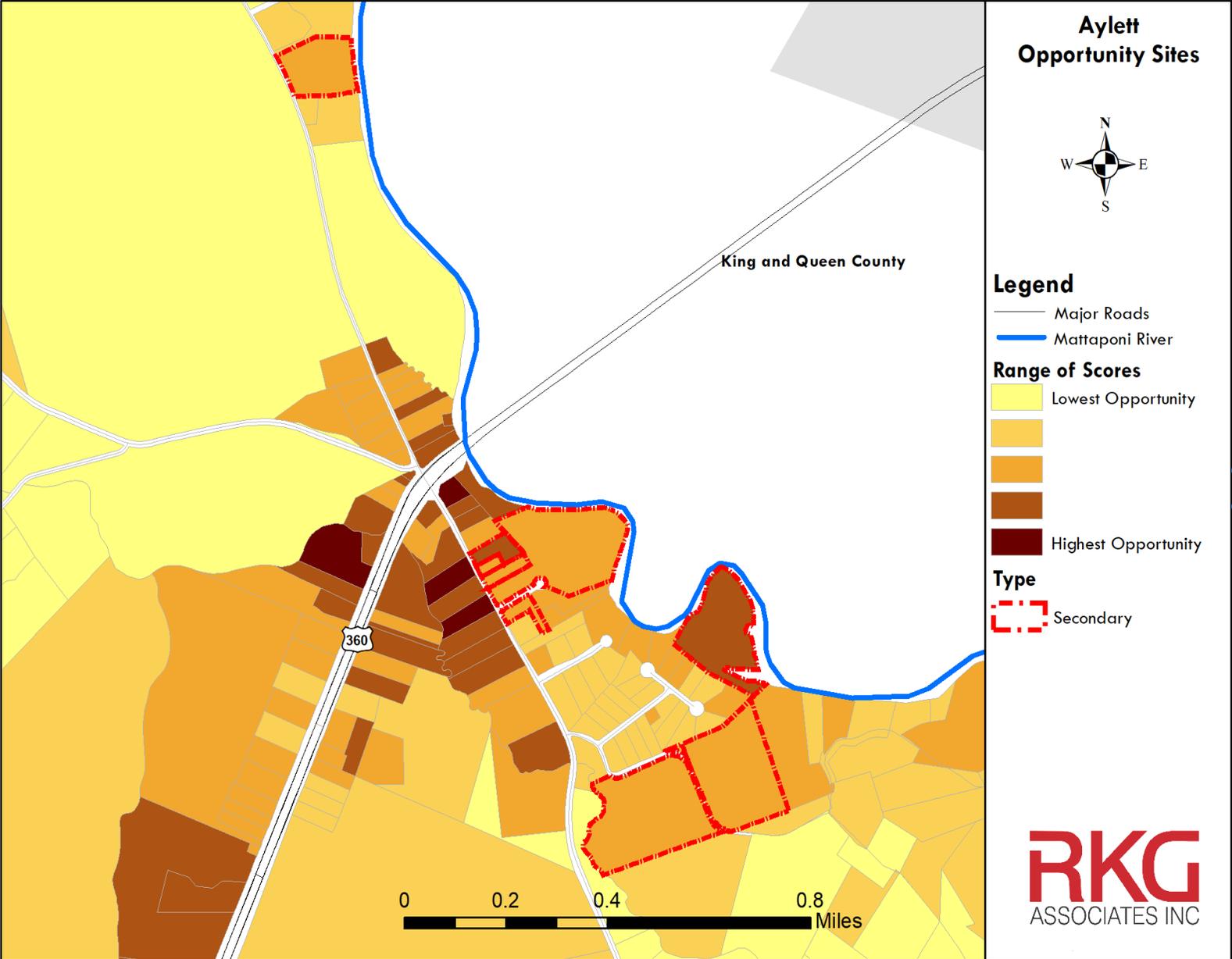
Opportunity Areas

- Different areas of the county offer different opportunities
 - RKG Associates has provided a 'straw man' for EDA consideration for each one



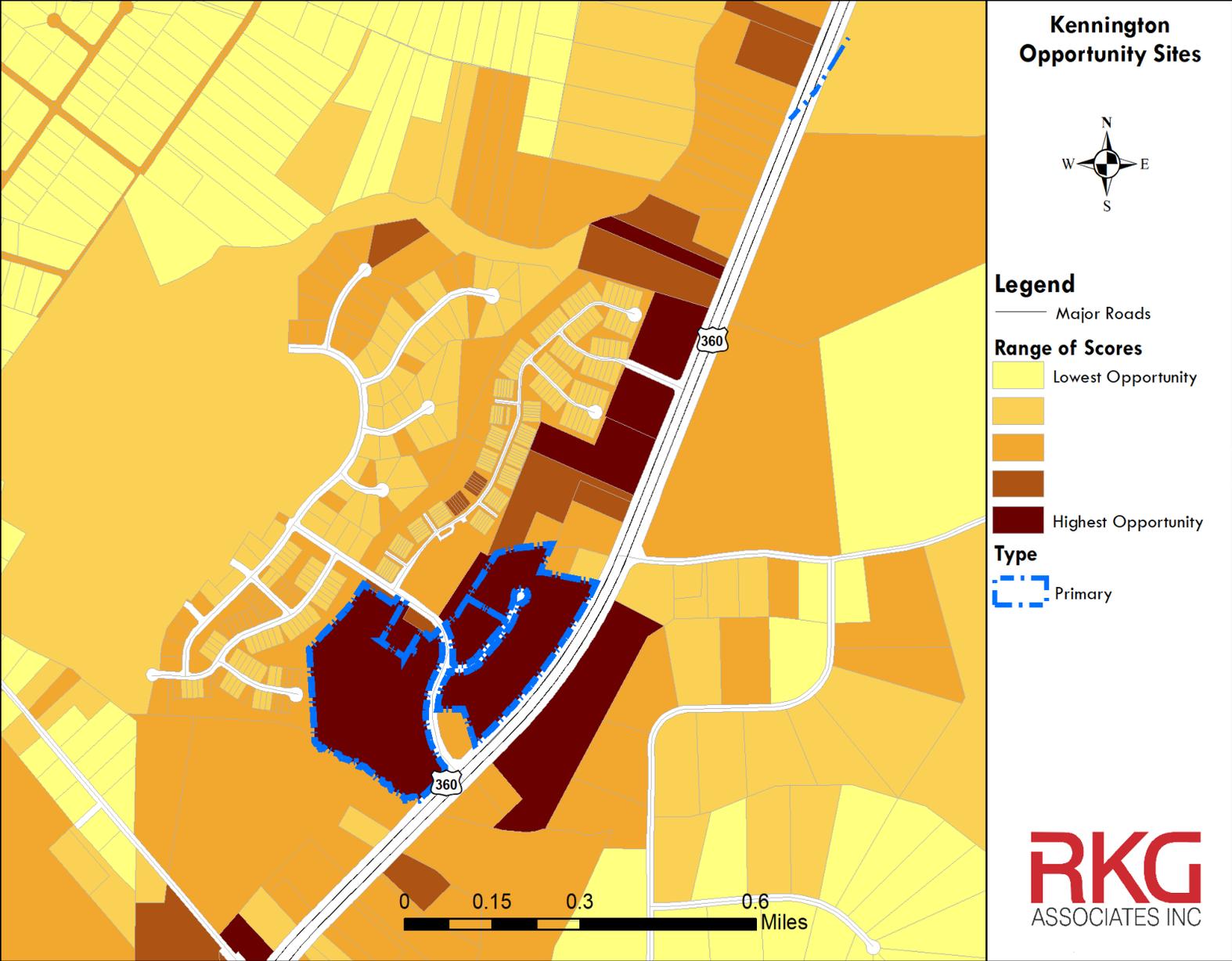
Opportunity Areas

- **Aylett**
 - Northern gateway into King William
 - Extension of water and sewer can create commercial viability
 - Strong connection to tourism concepts for riverfront development (e.g., visitor center)
 - Potential trail head for future hiking/biking strategy?



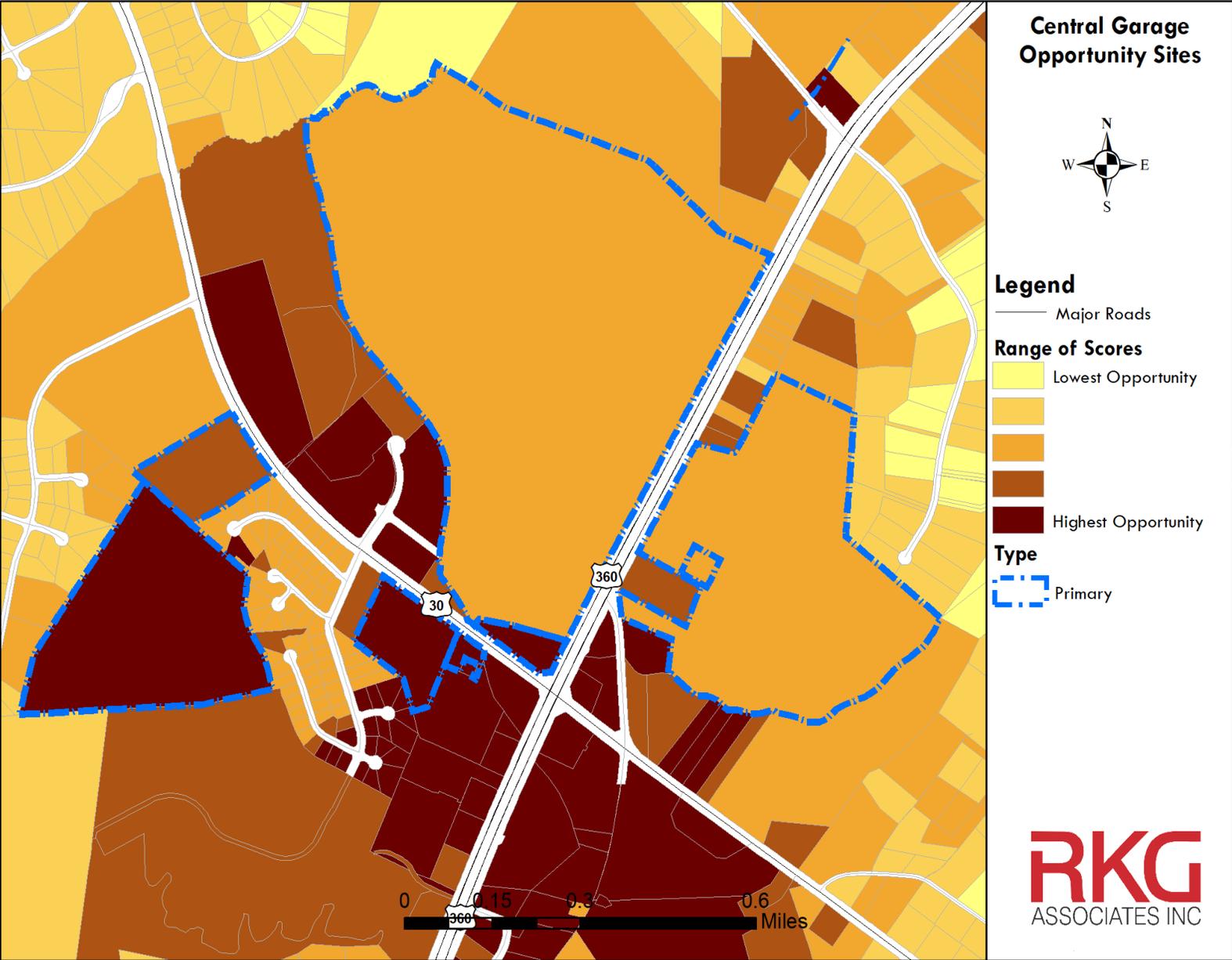
Opportunity Areas

- **Kennington**
 - Existing low-density commercial and industrial uses
 - Expansion of water and sewer can expand production-based opportunities
 - Done in consideration of Central Garage and Aylett efforts to avoid duplication/competition



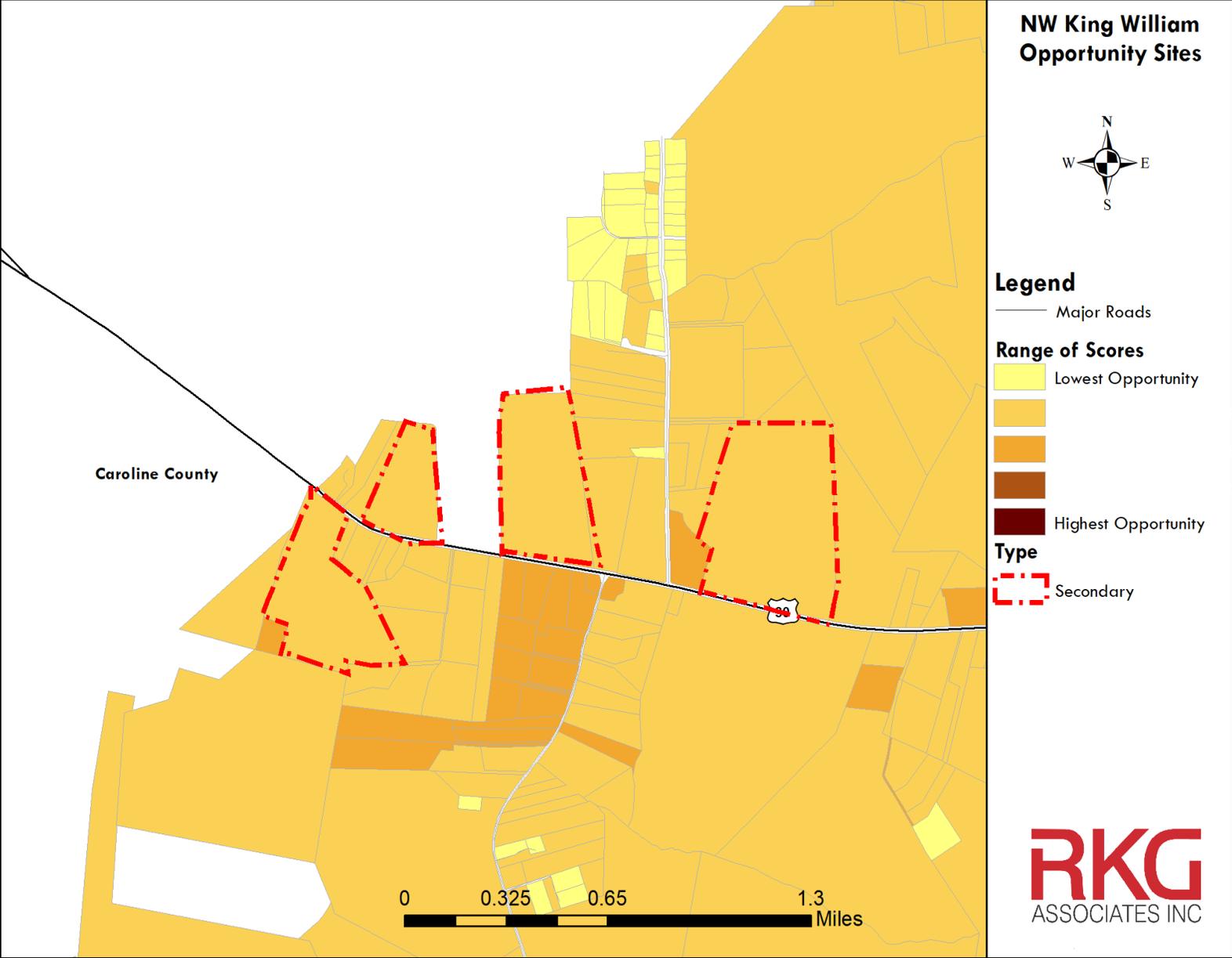
Opportunity Areas

- **Central Garage**
 - Greatest opportunity to build county's economic base
 - 360/30 intersection is the 100% location in the county
 - Creation of mixed-use development (larger properties) can expand commercial opportunities
 - Capitalize on the county's existing infrastructure by maximizing yields



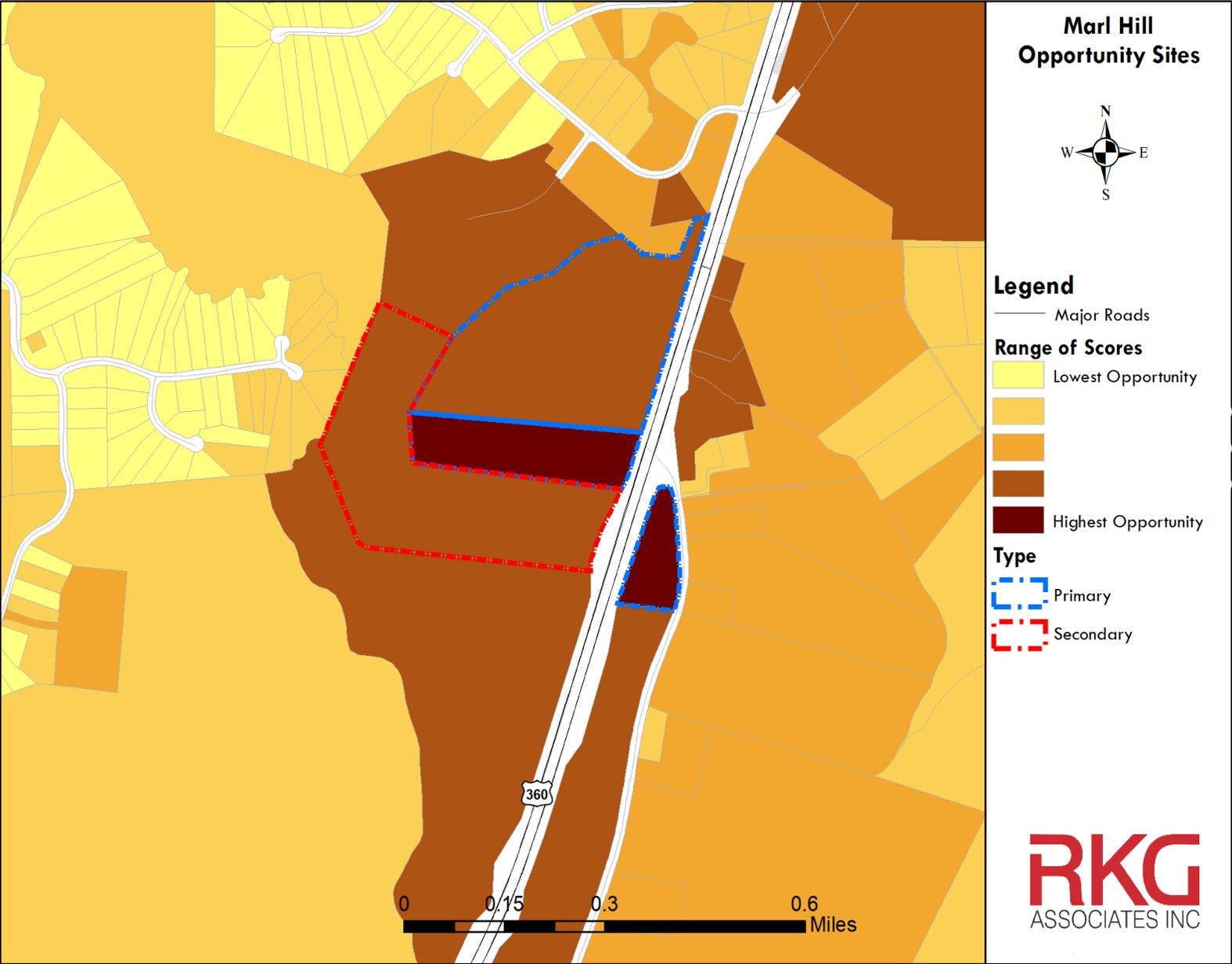
Opportunity Areas

- **NW King William**
 - Development will need to be low-infrastructure impacts (e.g., no heavy water and sewer users)
 - Proximity to I-95 offers opportunity to attract warehouse/distribution and auto-service based businesses
 - Agricultural preservation along 30 may want to be reconsidered long-term



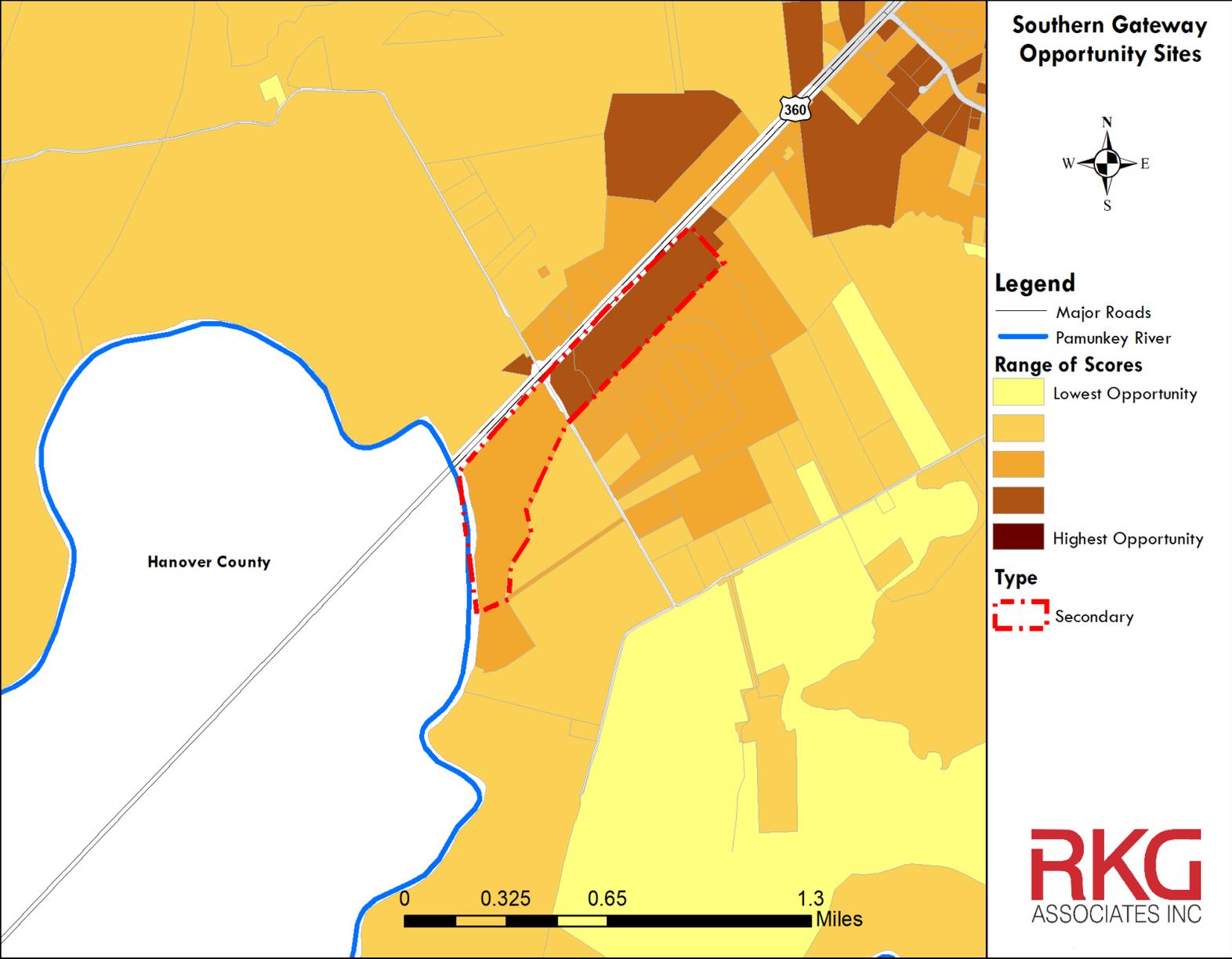
Opportunity Areas

- **Marl Hill**
 - Offers the county's greatest short-term opportunity for industrial development
 - Need to engage property owners critical to determine interest/opportunities



Opportunity Areas

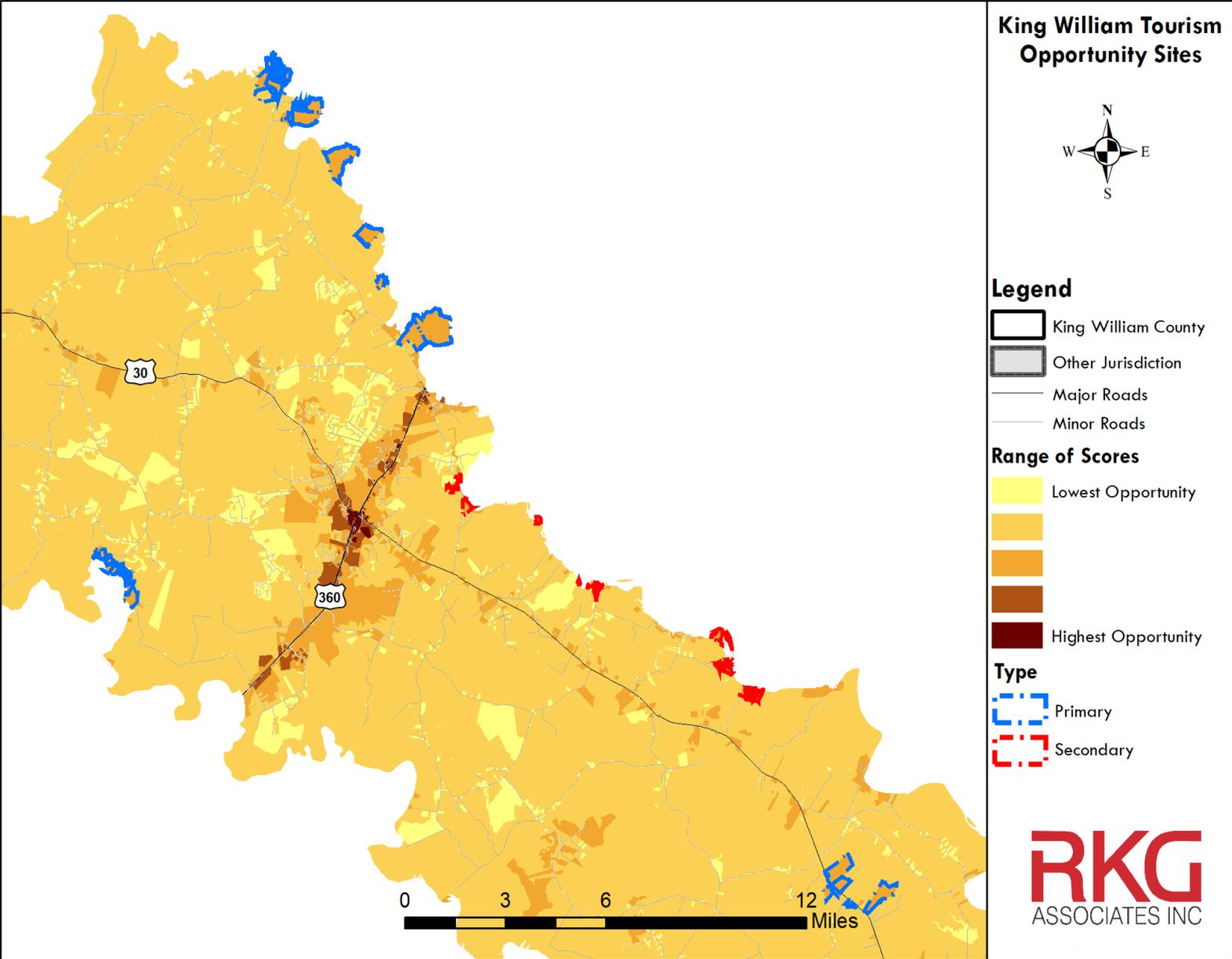
- **Southern Gateway**
 - Highly desirable location challenged with lack of existing infrastructure
 - Once water and sewer available, this area has potential to attract production-based opportunities
 - County should avoid development of highway commercial in this area if possible (e.g., fast food) to avoid diluting long-term sustainability of Central Garage



Opportunity Areas

- **Tourism**

- The Mattaponi and Pamunkey Rivers offer opportunities to expand destination-based tourism
- King William’s agriculture sector can expand its agritourism markets (e.g., seasonal attractions)
- Craft beverage manufacturing can create destination-based opportunities



Action Steps

- **Comprehensive property owner outreach**
 - Final opportunity sites will depend on owner's interest/willingness
 - County needs to prioritize partnerships/acquisition strategy based on engagement
 - Long-term opportunities base on infrastructure development should be considered
- **Development/refinement of county's economic development toolbox**
 - Zoning for the plan, not what may be easiest
 - Clearly define the incentives (if any) and their qualifying criteria the county is willing to consider
 - Prioritize public investments based on short-term and long-term plan
 - A more dynamic, comprehensive virtual presence
 - Staffing
- **Creation of marketing collateral**
 - Incentives sheet
 - Quality of life brochure
 - **Site prospectus book**
- **Proactive marketing and continued engagement**
 - Business recruitment is a process and not an event
 - Developing relationships with regional partners, site selectors, property owners, investors can lead to opportunities
 - Initial responses may be "no", don't shut the door because of that

Next Steps

- **October EDA Meeting**
 - Presentation of detailed fiscal impact analysis
 - Discussion on differences in other efforts
 - Implications for economic development
- **November EDA Meeting**
 - Presentation of draft implementation plan
 - Discussion of priorities/strategies
- **December 1, 2022**
 - Submission of economic development plan for review
- **After December EDA Meeting**
 - Final revisions of economic development plan

AGENDA ITEM 7.a.

Current Budget Report

AGENDA ITEM 13.a.

Motion to Convene Closed Meeting in accordance with Section 2.2-3711 (A)(5) of the Code of Virginia to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made.

CLOSED MEETING MOTIONS - EDA

PERSONNEL – In accordance with Section 2.2-3711 (A)(1) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting to consider a personnel matter involving the (choose from below):

1. appointment of individuals to Boards and Commissions.

2. interview of a prospective candidate for employment.

(or the)

3. Employment

6. Promotion

9. Salary

4. Assignment

7. Performance

10. Discipline

5. Appointment

8. Demotion

11. Resignation

of a specific public officer / appointee / employee.

PUBLIC PROPERTY – In accordance with Section 2.2-3711 (A)(3) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting regarding real property used for a public purpose, specifically pertaining to (choose from below):

1. the acquisition of real property for a public purpose.

2. the disposition of (name publicly held real property involved).

because discussion in an open meeting may adversely affect the bargaining position or negotiating strategy of the Board.

PROTECTION OF PRIVACY OF INDIVIDUALS – In accordance with Section 2.2-3711 (A)(4) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting regarding a personal matter not related to public business in order to protect the privacy of individuals.

 **PROSPECTIVE BUSINESS OR INDUSTRY OR EXPANSIONS OF EXISTING BUSINESS OR INDUSTRY** –

In accordance with Section 2.2-3711 (A)(5) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting to discuss a prospective business or industry or expansion of an existing business or industry where no previous announcement has been made.

INVESTING OF PUBLIC FUNDS – In accordance with Section 2.2-3711 (A)(6) of the Code of Virginia, I move that the Economic Development Authority Board convene in Closed Meeting to discuss the investing of public funds where competition or bargaining is involved and where discussion in open session would adversely affect the financial interest of the County.

CERTIFICATION OF CLOSED MEETING - EDA

Mr. Chairman, I move that the King William County Economic Development Authority Board approve Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended, certifying that the Closed Meeting was conducted in conformity with the requirements of the Virginia Freedom of Information Act.

**STANDING RESOLUTION – 1 (SR-1)
A RESOLUTION TO CERTIFY COMPLIANCE WITH THE FREEDOM OF INFORMATION ACT
REGARDING MEETING IN CLOSED MEETING**

WHEREAS, the King William County Economic Development Authority Board has convened a Closed Meeting on this date pursuant to an affirmative recorded vote, and in accordance with the provisions of the Virginia Freedom of Information Act; and,

WHEREAS, Section 2.2-3712 (D) of the Code of Virginia requires a certification by the King William County Economic Development Authority Board that such Closed Meeting was conducted in conformity with Virginia law,

NOW, THEREFORE, BE IT RESOLVED that the King William County Economic Development Authority Board on this _____ day of _____, 2022, hereby certifies that, to the best of each member’s knowledge:

1. Only public business matters lawfully exempted from open meeting requirements under the Freedom of Information Act were heard, discussed, or considered by the King William County Economic Development Authority Board in the Closed Meeting to which this certification resolution applies; and
2. Only such public business matters as were identified in the motion convening the Closed Meeting were heard, discussed, or considered by the King William County Economic Development Authority Board.

[ROLL CALL VOTE]