

**MINUTES
KING WILLIAM COUNTY
ECONOMIC DEVELOPMENT AUTHORITY
REGULAR MEETING OF FEBRUARY 9, 2022**

A regular meeting of the King William County Economic Development Authority Board of Directors was held on the 9th day of February 2022, beginning at 7:00 p.m. in the Board Room of the County Administration Building and via Zoom.

Agenda Item 1. CALL TO ORDER

Chairman Rhoads called the meeting to order.

Agenda Item 2. ROLL CALL

Chairman Rhoads asked for a motion to approve participation via Zoom for Authority Members Longest and Hodges due to work constraints. Authority Member Campbell made a motion to approve participation via Zoom for Authority Members Longest and Hodges. Authority Member Brown seconded the motion. The Chairman called for any discussion. The Chairman called for any opposition. There being none, Authority Members Longest's and Hodges's electronic participation via Zoom was approved.

The members were polled:

Eugene L. Campbell, Jr. – Secretary/Treasurer	Present
Travis W. Longest	Present (Zoom)
Jay Brown	Present
W. Brian Hodges	Absent
Kenneth A. Holderied	Absent
Charles F. Piersa – Vice Chair	Present
C. Meade Rhoads, Jr. – Chairman	Present

Agenda Item 3. REVIEW AND ADOPTION OF MEETING AGENDA

Chairman Rhoads asked to move Items 5 and 6 after Item 7 – Presentations to allow those presenting to leave sooner. Authority Member Campbell made a motion to adopt the meeting agenda with the aforementioned change. Authority Member Brown seconded the motion. There being no discussion or opposition, the Meeting Agenda was adopted with the aforementioned amendment.

Agenda Item 4. APPROVAL OF MINUTES

- 4.a. October 13, 2021 Regular Meeting Minutes
- 4.b. November 10, 2021 Regular Meeting Minutes
- 4.c. January 12, 2022 Organizational & Regular Meeting Minutes

Authority Member Brown made a motion to approve the minutes as presented. Motion was seconded by Vice Chair Piersa. There being no discussion or opposition, the meeting minutes for October 13, 2021; November 10, 2021; and January 12, 2022 were approved as presented.

Agenda Item 7. PRESENTATIONS

7.a. Bay Consortium Workforce Development Board (Virginia Career Works) – Jackie Davis, Executive Director (Attachment A)

Ms. Davis introduced the Workforce Development Board and outlined their history, partners, programs, and the services available for adults, youth, support, and businesses.

Ms. Davis said there is currently a training center located in the Middlesex County DSS office where people can come to use computers and get internet access. She would like to open another center in King William County and is working with Lewie Lewis of the MPPDC to make that happen.

The Workforce Development Board is able to offer wage subsidies and have a grant to help employed workers with transportation to the job for a limited time.

They are able to work with and assist the EDA by offering services to businesses considering locating in the County. A database is available to search for workforce statistics which businesses can use themselves or the WDB can do it for them.

Authority Member Campbell asked for some examples of services they've provided to businesses in King William County. Ms. Davis said they were recently able to help West Rock with upscaling fifty staff members by providing pneumatics training using funds from the Governor's Set-Aside Fund. They are able to identify employer tax credits, provide labor market information, and offer rapid response services to help avoid layoffs. They also help workers going through layoffs.

Chairman Rhoads asked if they exclusively work with private-sector enterprises or would they work with the EDA, for example. Ms. Davis said they will work with the EDA and anyone else who might benefit from their services.

Vice Chair Piersa asked how people apply to receive help. Ms. Davis said they apply through the Virginia Workforce Connection website which shows jobs available statewide and offers

the ability to search by several criteria (vawc.virginia.gov). If a new business is considering locating in the area, they can contact the WDB directly for any help they might need in building a workforce.

7.b. RKG Preliminary Findings – Kyle S. Talente, President (Attachment B)

Mr. Talente went over the findings in the presentation (Attachment B). He said he would like to come to the March meeting to provide fiscal impact analysis information.

The methodology used analyzed whether an industry was local, adding jobs, competitive, able to capitalize on the County's strengths, and consistent with the County's goals. Business Climate Factors were used from Prosperity Now rankings.

Site selection priorities include focusing on smaller support industries due to the limited labor force availability in the County. A major challenge in attracting industry to the County is that available non-residential properties are not inventoried or professionally marketed which means they are not found in site searches. 90% of site selection is done online before a business ever expresses interest to a locality.

Opportunities exist in attracting telecommuters due to the County's high quality of life scores and along western Route 30 due to its proximity to I-95. Suggestions include strengthening recreation tourism and attracting more restaurants.

Authority Member Campbell asked the order of potential success. Mr. Talente said as listed on the Target Industry Clusters page of the presentation.

Chairman Rhoads asked if the retail leakage recapture rate was typical. Mr. Talente said it's generally between 20-40% - 20% is conservative, 30% is moderate, and 40% is aggressive. The presentation showed a 50% recapture rate. Mr. Talente will redo the assessment using different scenarios. Chairman Rhoads asked him to identify a number he thinks the County should work from.

Authority Member Brown said it seemed the only category the County could expect to recover is Restaurants. Mr. Talente said that was correct. He said the Avg. Store SF shown represents the size of most average chains.

Chairman Rhoads said there is plenty of land for business and asked if you zone it, will they come. Mr. Talente said no. He referenced the Go Virginia Region 6 plan and said businesses are looking for already developed sites. He said the issue is quality more so than quantity of land. He said it's important that sites in King William County are not catalogued or advertised which makes it impossible for a business to find when searching online.

Authority Member Brown asked if quality meant infrastructure, site readiness, or possibly even a shell structure. Mr. Talente said yes, businesses are looking at the amount of time it

will take until they are able to open. He suggested King William wade into it gradually – perhaps starting with pad-ready sites and seeing how it goes. He said economic development is a marathon, not a sprint. The County should identify sites they feel are most competitive and work on developing those first.

Chairman Rhoads asked why clustering residential development is important for retail growth. Mr. Talente said retail is only one facet. Clustering development is valuable to create a stronger retail node – it strengthens market potential in that area. It also makes maximum use of the land – leaving as little a footprint as possible with as much consumer impact as possible.

Authority Member Brown asked if a fair conclusion to be drawn from the data is that retail is not our focus. Mr. Talente said retail growth should not be a short-term focus but a longer-term one as the population grows, other than restaurants. He suggested waterfront, B&B, brewery/distillery restaurants as possibilities.

Chairman Rhoads asked if there was value in pursuing heavy industry. Mr. Talente said it depends on the use and may create the lowest demand for services. He will have better information in March. Mr. Talente said he's never worked on a project where non-residential development caused a negative economic impact.

Authority Member Campbell asked for examples of agricultural/forestry industries. Mr. Talente gave the example of a woodworking co-op wherein a timber business might lease space to artisans who use that timber to create value-added products such as cabinetry, furniture, etc. He also gave the examples of an agri-business incubator or co-op cannery.

Authority Member Brown suggested the EDA engage with farmers to see what their needs are and if the EDA can support them by attracting businesses to fill those needs.

Chairman Rhoads said a goal should be to create a center in the County that would draw people here from across the region, not just from within the County.

Authority Member Campbell asked what WWOOF is. [Per WWOOF.net - Worldwide Opportunities on Organic Farms links visitors (WWOOFers) with organic farmers to promote a cultural and educational exchange and build a global community conscious of ecological farming and sustainability practices.] Matthew Cardin with RKG described it as taking volunteer farmers to live and work on a farm where they receive education and experience in exchange for room and board. Mr. Talente said it creates a labor force and economy onto itself.

Mr. Talente said he would be back at the March EDA meeting with the balance of RKG's analysis including a fiscal analysis of land use types to revenues and expenditures and preliminary ideas on how to take advantages of the County's strengths.

Chairman Rhoads said the Board wants one thing they can actually accomplish and asked when they would receive RKG's recommendations. Mr. Talente said in March. Site identification would follow if the Board decides to continue to Phase II of the contract.

Authority Member Brown thanked RKG for the information and said it was timely with the upcoming Comprehensive Plan joint work session on February 14, 2022. He asked that RKG provide their slides prior to then.

7.c. Virginia Cooperative Extension (VCE), Small Farm Outreach Program – Tracy Porter, Agriculture Management Agent (Attachment C)

Chairman Rhoads said he learned of this program and would like to take one acre of land and make it crank. He pointed to the Farmers Market in Fauquier County and said the EDA could have a win within six months.

Mr. Porter introduced himself and said a position for an Extension Agent to serve King William County and King & Queen County was just announced by the VCE. He explained Virginia has two land grant universities – Virginia Tech, generally with large agricultural applications, and Virginia State University, generally focused on small farms and underserved populations. Mr. Porter works with VSU. The General Assembly funds the VCE's Virginia Tech agents whereas the VSU agents are grant-funded.

Mr. Porter spoke about the wealth of workshops and educational opportunities available through the VCE. These programs are free for anyone to attend and many are offered virtually.

One program Mr. Porter pointed out is a mobile slaughter/butcher trailer – <https://www.ext.vsu.edu/sfop-mobile-unit>. He also pointed out other resources listed in his presentation.

The Carver Center in Culpepper is an incubator farm where people come to learn how to start their own farms.

The Fauquier Education Farm is an example of the VCE working with the community. The County paid the farm manager's salary for the first two years and grants have funded it for the last ten years. Mr. Porter believes something similar can be done in King William County, perhaps through the KWHS FFA.

Chairman Rhoads asked who teaches the classes. Mr. Porter said Jim Hankins who is a former extension agent, provides 95% of the training plus he brings in outside experts and the Culpepper ag agent.

The Farm donates produce to the local food bank. They have 10 acres and practice crop rotation – not all acres are in production at all times. The Farm donated over 111,000 lbs. of produce in 2021.

Mr. Porter suggested working with Howard Hill, FFA teacher at KWHS. They could possibly put up a high tower for demonstration in King William County. The challenge is that there is no where under cover to do demonstrations. Setting it up at the High School is a possibility. He said the current generation of farmers is aging and there are not many coming up. The next generation is needed to fill their shoes. It's critical to involve youth.

Mr. Porter said the EDA is welcome to visit the Fauquier site and VSU can provide transportation if they give them 1-2 weeks' notice.

Percy Ashcraft, County Administrator, said it's definitely a possibility and fits in with what RKG said should be a focus for the County.

Mr. Porter said an incubator is a place where businesses take raw product and produce value-added products. There are grants available to help make purchases for value-added products.

Chairman Rhoads asked if a 501(c)(3) would need to be created. Mr. Porter said that is what Fauquier did. Chairman Rhoads said there may be grant money available through Career Works.

Mr. Porter said the challenge for small farmers planting high value niche crops is where to sell them. A food hub with cold storage is an opportunity. He always tells farmers never plant the first seed if you haven't already sold it.

Mr. Rhoads said some sell at farmer's markets in big cities like Washington, DC. He said there seems to be opportunity and need for a slaughterhouse and cold/freezer storage space. Mr. Porter said there is definitely demand for these services, especially from smaller goat, cattle, and hog farmers. He said hog processing is booked up a year out.

Vice Chair Piersa asked if there were grants available. He said local hunters are also looking for a place to process their meat and asked if more than one type of animal could be processed. Mr. Porter said he gathered from the Workforce Development presentation that grants were available. He said you cannot process wild game through USDA, only livestock. He said there is also nowhere for small chicken farms to process their livestock. He said there is a limit of 1,000 birds per calendar year you can process without inspection. After that, the next level available is 30,000. He said there is big need for a facility in this area.

Mr. Porter said if someone could be found willing to build a slaughterhouse or cold/frozen storage facility, it seemed that the Workforce Development Alliance can then step in to educate, train, and certify a workforce.

Mr. Porter said grants were available for schools to install educational pavilion learning centers through a STEM grant (\$300,000). Students can learn needed SOLs in the pavilion, have a garden, and process and clean the food which then can be used in the school cafeteria. He said it could be done in phases at KWHS. Other schools could then go there for field trips to learn sustainable agriculture practices and we can get the next generation interested in agriculture again.

Authority Member Campbell said this ties to the EDA - attracting youth to stay in the County as farmers/agriculturalists which would help keep the rural feel. Mr. Porter said it also creates additional revenue in the form of Sales & Use taxes paid to the county from the State. He said value-added and other small niche products can be turned into something else and sold. For example, a mushroom farmer who doesn't sell all their mushrooms while fresh could then dry them and sell them. In the same way, berries approaching the end of their fresh sale marketability could be turned to syrups. He said he can do site visits on beginning farms to help them grow. They also offer pond and fish management classes and provide technical assistance.

Chairman Rhoads said the first step is to take a site visit to Fauquier. He will send a few dates to Mr. Porter and they will work out a time over email. Mr. Porter will also check around for grants for schools, localities, and Indian Tribes.

Vice Chair Piersa said the Farm Bureau did a program at Hamilton-Holmes Middle School teaching kids how to plant and it was a big success. He said Howard Hill does apprenticeships and sends FFA students to work on farms. He mentioned Chris Couch and Luke Hallman as successful small farmers in the County. He said Mr. Hill has the resources to teach them to do whatever they want to do but the challenge is where to sell and slaughter.

Mr. Porter said you can subscribe to the VCE's calendar online to be informed of upcoming events and educational opportunities.

Agenda Item 5. TREASURER'S REPORT

There was no Treasurer's Report presented.

Agenda Item 6. CHAIRPERSON'S REPORT

Chairman Rhoads read the purpose of the EDA from the Bylaws. He said he'd like to put in a process to bring forward ideas in writing prior to future meeting dates so the Board can have more focused and targeted discussions. Authority Member Brown suggested developing a concept brief if there's a program you're interested in. It could be a paragraph which then could be included in the agenda packet to give Board members an opportunity to refine their thoughts and drive focused discussion at the meetings.

Agenda Item 8. PUBLIC COMMENT PERIOD

There was no one present.

Agenda Item 9. NEXT MEETING – FEBRUARY 14, 2022 JOINT WORK SESSION

The next meeting will be held on Monday, February 14, 2022, and is a joint work session with the Board of Supervisors and Planning Commission. Hill Studio will be presenting the latest draft Comprehensive Plan.

Agenda Item 10. UNFINISHED BUSINESS

10.a. Vacant Position Recommendations – Percy C. Ashcraft, County Administrator

Mr. Ashcraft said, after about a year of considering qualifications for future appointments to the Economic Development Authority, Chairman Rhoads is asking the members of the EDA to consider recommending to the Board of Supervisors the professions of an accountant and lawyer be considered to fill the current vacancies on the EDA Board.

Authority Member Brown made a motion to recommend to the Board of Supervisors the professions of an accountant and lawyer be considered to fill the current vacancies on the EDA Board. Vice Chair Piersa seconded the motion. The Chairman called for any discussion.

Authority Member Brown said these are welcome additions and asked if there were any current applications on file. Mr. Hudgins said yes, but none with experience in these areas.

Vice Chair Piersa asked how long we wait for qualified applicants. Chairman Rhoads said for Board members to encourage any people they may know to apply. Mr. Ashcraft said we can advertise as well.

All present were in favor of the motion. With no opposition, the motion to recommend to the Board of Supervisors the professions of an accountant and lawyer be considered to fill the current vacancies on the EDA Board was approved.

Agenda Item 11. CLOSED MEETING

11.a. Motion to Convene Closed Meeting

Authority Member Brown made 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. Authority Member Campbell seconded the motion. The Chairman called for discussion. The members were polled:

Charles F. Piersa – Vice Chair	Aye
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
Travis W. Longest	Aye
Jay Brown	Aye
W. Brian Hodges	Absent
Kenneth A. Holderied	Absent
C. Meade Rhoads, Jr. – Chairman	Aye

11.b. Motion to Reconvene in Open Session

Authority Member Brown made a motion to reconvene in Open Session. Vice Chair Piersa seconded the motion. The Chairman called for any discussion. With no opposition, the meeting was reconvened in Open Session.

11.c. Certification of Closed Meeting

Authority Member Brown moved for adoption of Standing Resolution 1 (SR-1) in accordance with Section 2.2-3712 (D) of the Code of Virginia, 1950, as amended; the motion was seconded by Authority Member Campbell. The Chairman called for any discussion. The members were polled:

Travis W. Longest	Aye
Jay Brown	Aye
W. Brian Hodges	Absent
Kenneth A. Holderied	Absent
Charles F. Piersa – Vice Chair	Aye
Eugene L. Campbell, Jr. – Secretary/Treasurer	Aye
C. Meade Rhoads, Jr. – Chairman	Aye

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 9th day of February, 2021, 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.

DONE this the 9th day of February, 2022.

11.d. Action on Closed Meeting (if necessary)

No action was taken as a result of the Closed Meeting.

Agenda Item 12. ADJOURN OR RECESS

Authority Brown Campbell made a motion to adjourn. Motion was seconded by Authority Member Longest. There being no discussion and no opposition, the meeting was adjourned.

COPY TESTE:

C. Meade Rhoads
Chairman

Christine H. Branch
Deputy Clerk

ATTACHMENT A

Bay Consortium Workforce Development Board



February 9, 2022
King William Economic Development Authority



1

WIOA Titles (Virginia)

- Title I
 - Adult, Dislocated Worker, and Youth Programs
 - Workforce Development Boards
- Title II
 - Adult Education
 - Regional Providers
- Title III
 - Wagner-Peyser
 - Virginia Employment Commission
- Title IV
 - Vocational Rehabilitation
 - Dept. for Aging and Rehabilitative Services
 - Dept. for Blind and Vision Impaired

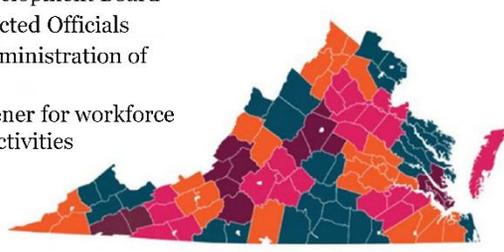


2

1

Workforce Development Boards

- 14 different workforce areas
- Workforce Development Board
- Chief Local Elected Officials
- Oversight & administration of WIOA Title I
- Regional convener for workforce development activities



3

Convening Workforce Development



4

WIOA Title I Programs

Adult
18+ years old
Citizen or right to work in U.S.
Selective Service registered (if applicable)

Priority:
Veterans
Low income
Basic skills deficient

Dislocated Worker
Laid off through no fault of their own
Displaced Homemaker
Unemployed small business owner



5

WIOA Title I Programs

Youth
Between the ages of 16-24
Out of school
Citizen or right to work in U.S.
Selective Service registered (if applicable)
Barriers to employment and/or education--
Low Income
Pregnant or parenting
Homeless, Runaway, Foster Care
Disability
Involved with juvenile or adult justice system



6

3

Services Available
(Adult and Dislocated Worker)



Basic Career Services
Individualized Career Services
Training Services
Follow-Up Services
Business Services



7

Basic Career Services

- Computer and Internet Access
- Telephone and Fax Access
- Unemployment Claims Assistance
- Assessment of literacy skills
- Labor Market Information
- Employment Opportunities Listings
- Information on Workforce Programs



8

4

Individualized Career Services



- Individual Employment Plan development
- Career counseling and assessments
- Basic skills assessments
- Basic literacy skills tutoring/training



9

Training Services

- Occupational Skills Training
- Pre-vocational training
- On-the-Job Training
- Work Experience
- Support services provided while in training



10

5

Follow-up Services



- One year after services are complete
- Job search assistance
- Referrals
- Limited support services



11

Services Available (Youth)



- Work Experience Opportunities
- Occupations Skills Training
- On-the-Job Training (OJT)
- High School Equivalency Education Assistance
- Tutoring and Basic Skills Education
- Leadership Development
- Financial Literacy
- Career Counseling and Exploration Services
- Post-secondary Education Preparation
- Entrepreneurial Skills Training
- Supportive Services



12

Work Experience and Training Services

- Occupational Skills Training
- On-The-Job training (OJT)
- Summer Employment Opportunities
- Work Experience Placement
- Pre-Apprenticeship Opportunities



13

Supportive Services

- Transportation assistance
- Payment of credentialing/licensing fees
- Child care assistance
- Books and training materials
- Required uniforms and other work-related expenses



14

7

Business Services

- Recruitment and Screening
- Training and Hiring Incentives
- Education and Retention
- Research and Planning
- Sector Strategies

Resources to help businesses recruit, train, and retain the ideal workforce.



15

Contact

Jackie Davis
jdavis@baywib.org
804-333-4048 ext. 2
804-456-7651



16

ATTACHMENT B



Target Industry Analysis

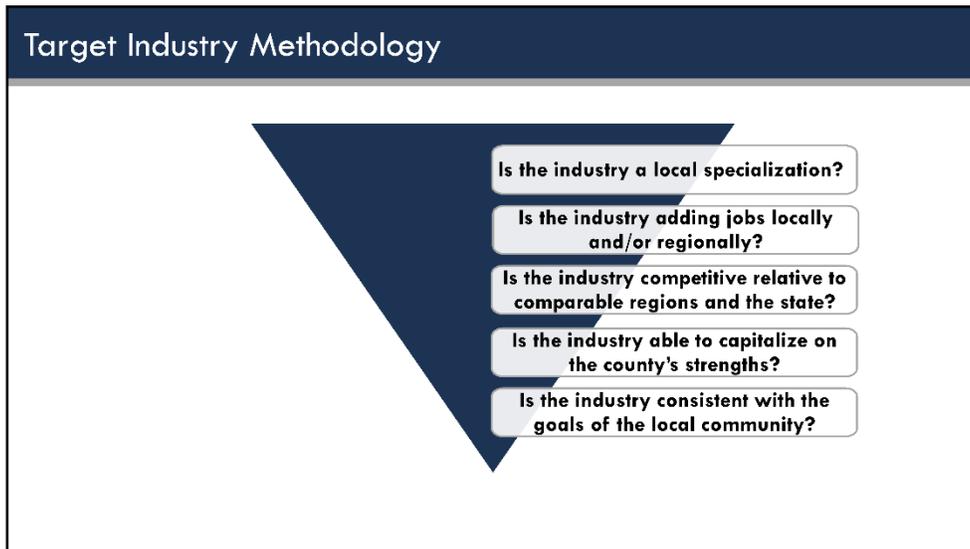
King William County, Virginia

February 9, 2022

Presented by:
Kyle Talente, President
RKG Associates, Inc.



1



Target Industry Methodology



- Is the industry a local specialization?
- Is the industry adding jobs locally and/or regionally?
- Is the industry competitive relative to comparable regions and the state?
- Is the industry able to capitalize on the county's strengths?
- Is the industry consistent with the goals of the local community?

2

Target Industry Methodology

- **Business climate factors**
 - Examines an area's assets and constraints as a place to do business
 - Education levels
 - Housing costs
 - Helps identify King William County's competitive economic development features relative to state
- **SWOT Analysis (Strengths, Weaknesses, Threats, Opportunities)**
 - Identifies King William County's existing assets to capitalize on
 - Natural resources
 - Proximity to major markets
 - Facilitates development of policies and programs
- **Job growth and concentration by industry**
 - Cluster analysis
 - Quantified Location Quotients (LQ) to highlight economic specializations
 - Identifies industries to focus business recruitment/retention efforts
 - Examined surrounding regions to help identify county's target industries

3

Geographic Analysis Reference

- **Region 1**
 - King William County
 - Caroline County
 - Hanover County
 - King and Queen County
 - New Kent County
- **Region 2**
 - City of Richmond
 - Henrico County
- **Region 3**
 - Charles City County
 - James City County
 - City of Williamsburg

4

2

Business Climate Factors: Statewide Assets

- **Financial Assets & Income**
 - Liquid Asset Poverty Rate (8th)
 - Income Poverty Rate (10th)
 - Saved for Emergencies (12th)
- **Businesses & Jobs**
 - Unemployment Rate (6th)
 - Average Annual Pay (15th)
- **Housing & Homeownership**
 - Foreclosure Rate (6th)
 - High-Cost Mortgage Loans (15th)
- **Healthcare**
 - None
- **Education**
 - Four-Year College Degree (7th)
 - 8th Grade Math Proficiency (11th)
 - Disconnected Youth (12th)

King William County Competitive Assets				
Category	Rank	U.S.	Virginia	King William
Income Poverty Rate	10	12.7%	10.5%	4.7%
Liquid Asset Poverty Rate	8	36.0%	30.6%	26.9%
Households with Zero Net Worth	-	15.7%	16.7%	9.4%
Affordability of Homes	33	3.71 : 1	3.88 : 1	3.05 : 1
Uninsured Rate	32	10.4%	10.2%	5.2%

5

Business Climate Factors: Statewide Constraints

- **Financial Assets & Income**
 - Low Financial Well-Being (44th)
 - Underbanked Households (39th)
 - Income Inequality (37th)
- **Businesses & Jobs**
 - Microenterprise Ownership Rate (36th)
- **Housing & Homeownership**
 - Affordability of Homes (33rd)
 - Housing Cost Burden-Renters (31st)
- **Healthcare**
 - Employee Share of Premium (50th)
 - Uninsured Low-income Children (38th)
 - Uninsured Rate (32nd)
- **Education**
 - Median Student Loan Debt (48th)

King William County Competitive Constraints				
Category	Rank	U.S.	Virginia	King William
Four-Year College Degree	7	32.6%	39.3%	21.0%
Four-Year College Degree (Female %)	-	33.3%	39.7%	24.6%
Early Childhood Education Enrollment	18	48.2%	48.9%	35.6%
Cost-Burdened Homeowners	24	27.7%	25.5%	29.7%

6

Site Selection Priorities

Executives' Top Site Selection Criteria: Changing Preferences			
2020	2019	2010	2000
Availability of Skilled Labor	Highway Accessibility	Highway Accessibility	Highway Accessibility
Highway Accessibility	Availability of Skilled Labor	Labor Costs	Labor Costs
Energy Availability & Costs	Labor Costs	Tax Exemptions	Availability of Skilled Labor
Quality of Life	Quality of Life	Occupancy or Construction Costs	Corporate Tax Rate
Labor Costs	Occupancy or Construction Costs	State & Local Incentives	State & Local Incentives
Occupancy or construction costs	Corporate Tax Rate	Corporate Tax Rate	Tax Exemptions

Source: Area Development Magazine Corporate Survey and RKG Associates, Inc., 2021

- **Availability of labor a limiting factor – focus on small (<50 jobs) companies**
- **Transportation-dependent firms have stronger options in region**
- **Quality of Life and Labor Costs advantages for King William**

7

SWOT Analysis

- **Strengths**
 - King William County has existing (and potential) property available for non-residential development
 - Access to I-95, I-295, and I-64
 - Route 30 in western KWC potential to serve logistics needs of I-95 corridor
 - Convenient access to Washington DC, Richmond, and Hampton Roads markets
 - Housing costs are relatively cheaper in King William County
 - Attracting young families
 - The County's raw materials are plentiful
 - Timber
 - Diatomaceous clay and Fuller's earth
 - Water access for recreational and commercial (West Point) activity
- **Weaknesses**
 - King William is on the edge of the Richmond market, with comparatively low availability of skilled labor
 - Infrastructure is limited to certain areas, particularly fiber access
 - Interstates are close, but there are sites closer in other counties
 - Most non-residential properties (land and buildings) are not inventoried or professionally marketed
 - There are two primary roads through King William, limiting opportunities
 - The county does not have a major medical facility or post-secondary facility

8

4

SWOT Analysis	
Opportunities	<ul style="list-style-type: none"> ▪ King William can market quality of life options to telecommuters from regional employment centers ▪ Western Route 30 has potential for economic development growth ▪ Clustering residential development creates critical mass for retail growth <ul style="list-style-type: none"> ▪ Central Garage ▪ West Point ▪ Strengthening and growing the recreational tourism market ▪ Regulatory programs to transfer development rights from no-growth areas to higher growth areas
Threats	<ul style="list-style-type: none"> ▪ Balance between rural character and growth necessary to achieve some community 'wish list' items ▪ Imprecise zoning can allow less favorable uses (e.g., self-storage) to consume scarce land resources ▪ Inefficient development codes can lead to large consumption of land ▪ Lack of organized marketing/inventory will preclude King William from most site searches <ul style="list-style-type: none"> ▪ 90% of site selection done online

9

Non-Residential Development Activity				
Non-Residential Development Activity (2000-2021)				
King William County, VA				
Land Use	No. of Properties	Acreage	Building SF	% Of Building Space
Automotive	5	9.6	35,496	12.9%
Bank	1	1.0	5,954	2.2%
General Office	2	2.1	4,165	1.5%
Medical Office	1	1.9	6,000	2.2%
Restaurant	1	1.2	3,760	1.4%
Services	2	6.6	36,000	13.1%
Shopping Center	4	18.8	101,581	36.9%
Warehouse/Distribution	8	92.6	74,986	27.2%
Warehouse-Retail	1	6.5	7,700	2.8%
Total	25	140	275,642	100.0%

10

5

Retail Opportunity Gap Assessment - CONSERVATIVE						
RETAIL LEAKAGE AND SUPPORTABLE SQUARE FOOTAGE ASSESSMENT						
King William County, Virginia						
Category	Sales Leakage	Recapture Rate	Capturable Sales	Avg. Sales PSF	Supportable SF	Avg. Store SF
General Merchandise Stores	\$26,234,755	20.0%	\$5,246,951	\$375	13,992	100,000 - 150,000
Restaurants	\$20,421,030	20.0%	\$4,084,206	\$450	9,076	5,000 - 10,000
Grocery Stores	\$12,247,079	20.0%	\$2,449,416	\$550	4,453	40,000 - 60,000
Home Centers	\$11,139,280	20.0%	\$2,227,856	\$400	5,570	75,000 - 125,000
Clothing Stores	\$10,402,266	20.0%	\$2,080,453	\$275	7,565	50,000 - 100,000
Health & Personal Care Stores	\$5,753,474	20.0%	\$1,150,695	\$650	1,770	20,000 - 40,000
Electronics Stores	\$2,615,253	20.0%	\$523,051	\$350	1,494	60,000 - 80,000
Shoe Stores	\$2,151,739	20.0%	\$430,348	\$330	1,304	5,000 - 30,000
Office Supplies, Etc.	\$1,449,027	20.0%	\$289,805	\$220	1,317	30,000 - 60,000
Pet Supplies	\$1,167,507	20.0%	\$233,501	\$275	849	10,000 - 30,000
Furniture Stores	\$1,139,545	20.0%	\$227,909	\$300	760	20,000 - 50,000
Sporting Goods	\$790,541	20.0%	\$158,108	\$225	703	50,000 - 80,000

11

Retail Opportunity Gap Assessment - MODERATE						
RETAIL LEAKAGE AND SUPPORTABLE SQUARE FOOTAGE ASSESSMENT						
King William County, Virginia						
Category	Sales Leakage	Recapture Rate	Capturable Sales	Avg. Sales PSF	Supportable SF	Avg. Store SF
General Merchandise Stores	\$26,234,755	30.0%	\$7,870,427	\$375	20,988	100,000 - 150,000
Restaurants	\$20,421,030	30.0%	\$6,126,309	\$450	13,614	5,000 - 10,000
Grocery Stores	\$12,247,079	30.0%	\$3,674,124	\$550	6,680	40,000 - 60,000
Home Centers	\$11,139,280	30.0%	\$3,341,784	\$400	8,354	75,000 - 125,000
Clothing Stores	\$10,402,266	30.0%	\$3,120,680	\$275	11,348	50,000 - 100,000
Health & Personal Care Stores	\$5,753,474	30.0%	\$1,726,042	\$650	2,655	20,000 - 40,000
Electronics Stores	\$2,615,253	30.0%	\$784,576	\$350	2,242	60,000 - 80,000
Shoe Stores	\$2,151,739	30.0%	\$645,522	\$330	1,956	5,000 - 30,000
Office Supplies, Etc.	\$1,449,027	30.0%	\$434,708	\$220	1,976	30,000 - 60,000
Pet Supplies	\$1,167,507	30.0%	\$350,252	\$275	1,274	10,000 - 30,000
Furniture Stores	\$1,139,545	30.0%	\$341,864	\$300	1,140	20,000 - 50,000
Sporting Goods	\$790,541	30.0%	\$237,162	\$225	1,054	50,000 - 80,000

12

Retail Opportunity Gap Assessment - AGGRESSIVE						
RETAIL LEAKAGE AND SUPPORTABLE SQUARE FOOTAGE ASSESSMENT						
King William County, Virginia						
Category	Sales Leakage	Recapture Rate	Capturable Sales	Avg. Sales PSF	Supportable SF	Avg. Store SF
General Merchandise Stores	\$26,234,755	40.0%	\$10,493,902	\$375	27,984	100,000 - 150,000
Restaurants	\$20,421,030	40.0%	\$8,168,412	\$450	18,152	5,000 - 10,000
Grocery Stores	\$12,247,079	40.0%	\$4,898,832	\$550	8,907	40,000 - 60,000
Home Centers	\$11,139,280	40.0%	\$4,455,712	\$400	11,139	75,000 - 125,000
Clothing Stores	\$10,402,266	40.0%	\$4,160,906	\$275	15,131	50,000 - 100,000
Health & Personal Care Stores	\$5,753,474	40.0%	\$2,301,390	\$650	3,541	20,000 - 40,000
Electronics Stores	\$2,615,253	40.0%	\$1,046,101	\$350	2,989	60,000 - 80,000
Shoe Stores	\$2,151,739	40.0%	\$860,696	\$330	2,608	5,000 - 30,000
Office Supplies, Etc.	\$1,449,027	40.0%	\$579,611	\$220	2,635	30,000 - 60,000
Pet Supplies	\$1,167,507	40.0%	\$467,003	\$275	1,698	10,000 - 30,000
Furniture Stores	\$1,139,545	40.0%	\$455,818	\$300	1,519	20,000 - 50,000
Sporting Goods	\$790,541	40.0%	\$316,216	\$225	1,405	50,000 - 80,000

13

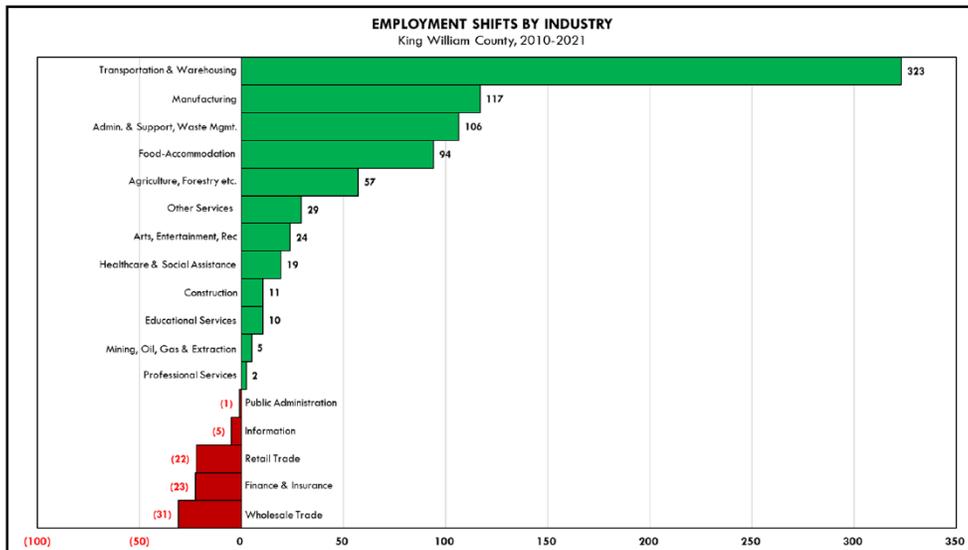
Retail Opportunity Gap Assessment – "HOME RUN"						
RETAIL LEAKAGE AND SUPPORTABLE SQUARE FOOTAGE ASSESSMENT						
King William County, Virginia						
Category	Sales Leakage	Recapture Rate	Capturable Sales	Avg. Sales PSF	Supportable SF	Avg. Store SF
General Merchandise Stores	\$26,234,755	50.0%	\$13,117,378	\$375	34,980	100,000 - 150,000
Restaurants	\$20,421,030	50.0%	\$10,210,515	\$450	22,690	5,000 - 10,000
Grocery Stores	\$12,247,079	50.0%	\$6,123,540	\$550	11,134	40,000 - 60,000
Home Centers	\$11,139,280	50.0%	\$5,569,640	\$400	13,924	75,000 - 125,000
Clothing Stores	\$10,402,266	50.0%	\$5,201,133	\$275	18,913	50,000 - 100,000
Health & Personal Care Stores	\$5,753,474	50.0%	\$2,876,737	\$650	4,426	20,000 - 40,000
Electronics Stores	\$2,615,253	50.0%	\$1,307,627	\$350	3,736	60,000 - 80,000
Shoe Stores	\$2,151,739	50.0%	\$1,075,870	\$330	3,260	5,000 - 30,000
Office Supplies, Etc.	\$1,449,027	50.0%	\$724,514	\$220	3,293	30,000 - 60,000
Pet Supplies	\$1,167,507	50.0%	\$583,754	\$275	2,123	10,000 - 30,000
Furniture Stores	\$1,139,545	50.0%	\$569,773	\$300	1,899	20,000 - 50,000
Sporting Goods	\$790,541	50.0%	\$395,271	\$225	1,757	50,000 - 80,000

14

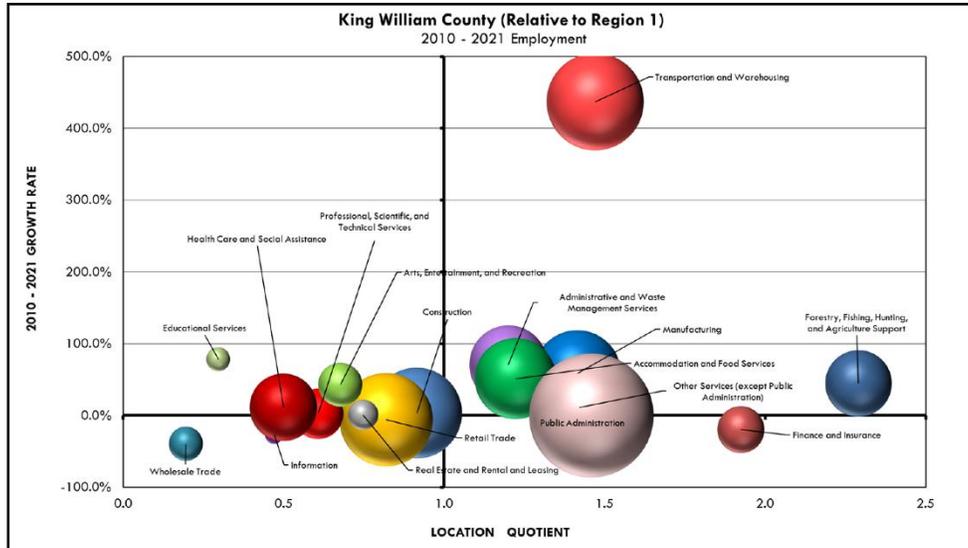
Interregional Labor Market Trends

- **Labor market analyses done on three distinct but inextricably linked regions**
 - Region 1 (King William County, Caroline County, Hanover County, King & Queen County, New Kent County)
 - Region 2 (City of Richmond, Henrico County)
 - Region 3 (Charles City County, Jamestown City County, City of Williamsburg)
- **Each region exercises distinct economic and social features**
 - Region 1: abundance of natural resources & rural character
 - Region 2: white collar industries & urban lifestyle
 - Region 3: education & historic preservation
- **Economic development is interregional affair in southeastern Virginia**
 - Policies and programs in King William County are shaped by surrounding regions' economic dynamics
 - Housing development as a tool to support Richmond MSA labor market and increasing housing costs
 - Agricultural production and agritourism to support population centers in Richmond and Williamsburg
 - Natural resource extraction to support small business development and research opportunities
- **Cluster Analysis**
 - Identifies specialized industries relative to competing geographic areas
 - King William County vs. Region 1
 - Region 1 vs. Region 2 & Region 3, relative to State of Virginia

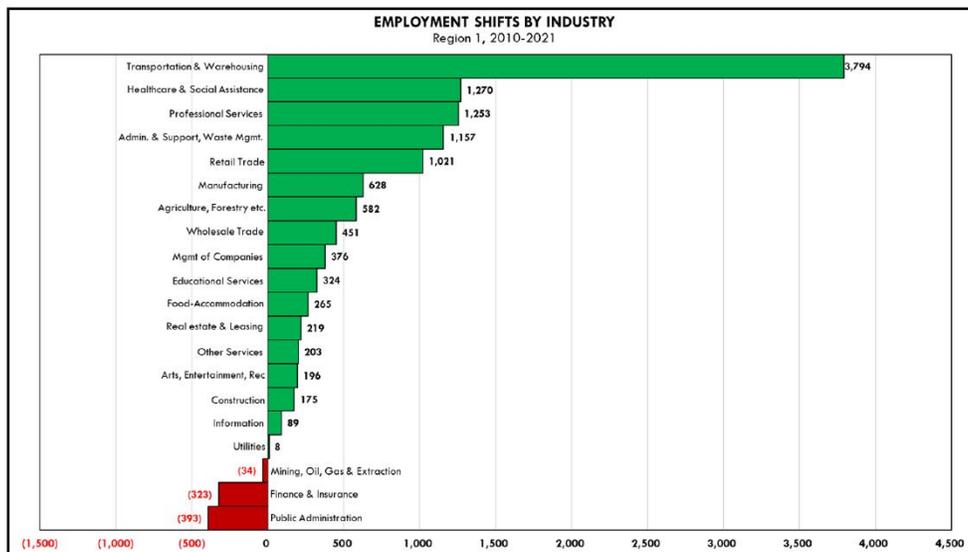
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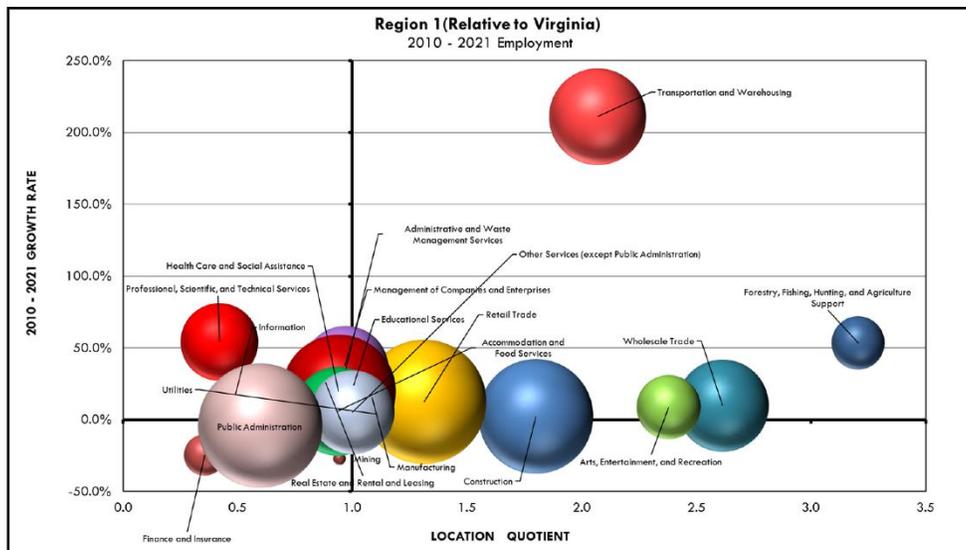
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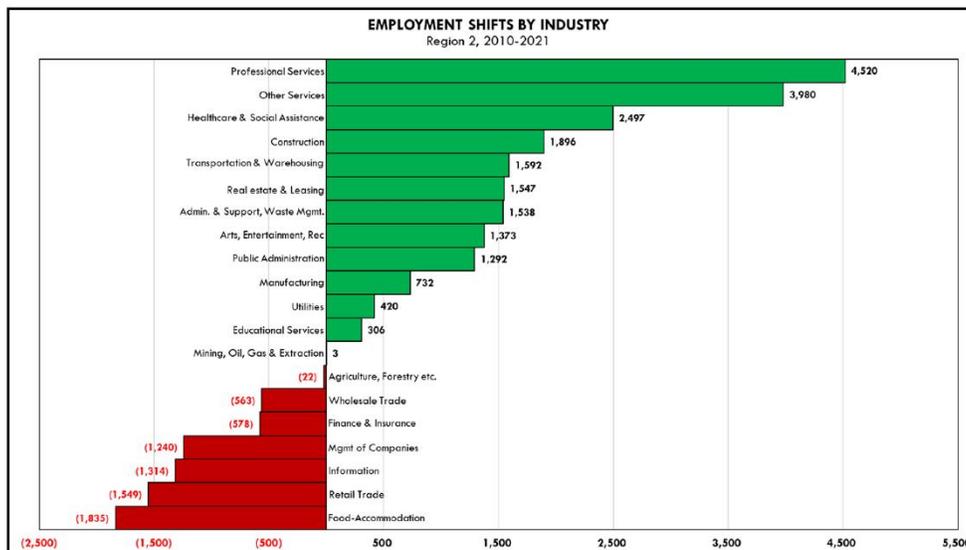
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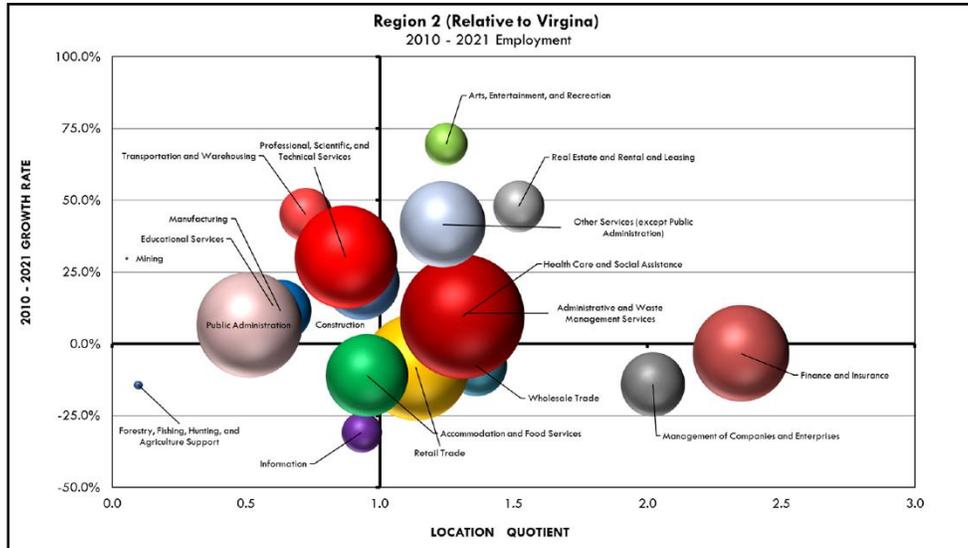
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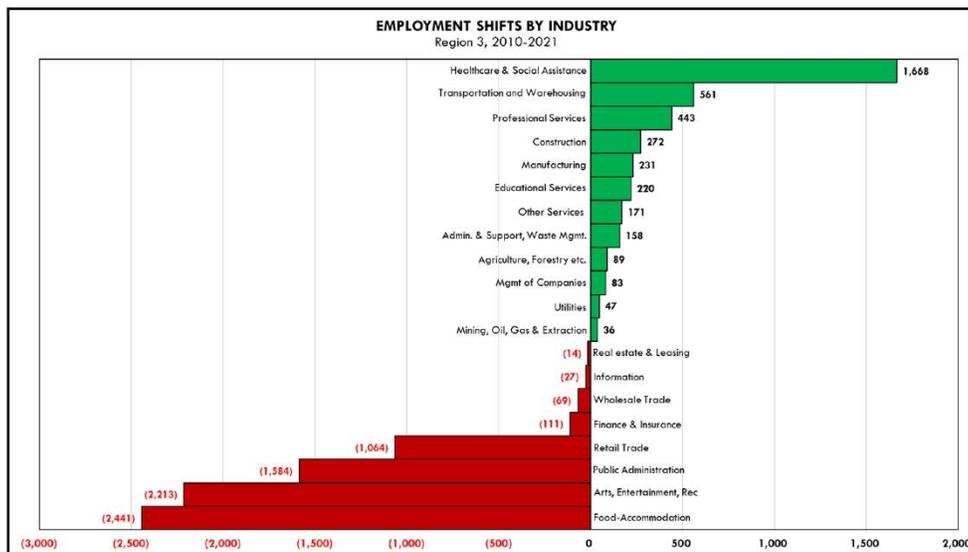
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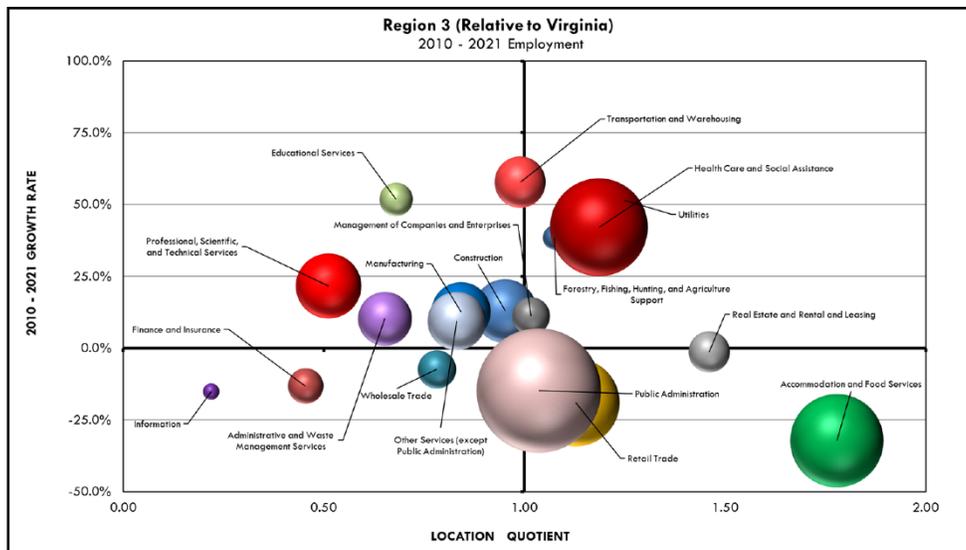
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21



22



23

Target Industry Clusters

- **Transportation & Warehousing**
 - Distribution and fulfillment centers
 - Cold storage facilities
 - Logistics management and administration
- **Agriculture and Forestry**
 - *Production*
 - Woodworking co-ops
 - County/regional Agri-business incubator
 - Upper market trends (local-source, free-range, hemp etc.)
 - Environmentally friendly products (e.g., soybeans for tires)
 - WWOOF
 - *Agritourism*
 - Distilleries, breweries, wineries etc.
 - Crop-pickings (tree-farms etc.)
 - Retreat and rendezvous centers
 - Farmers markets
 - Wedding venues
 - Nature centers

24

Target Industry Clusters

- **Industrial**
 - Prefabricated housing manufacturing
 - Wood products manufacturing
 - Artisan/home goods production
 - Food products manufacturing
 - Automotive service and repair
- **Research laboratories**
 - Fuller's earth and local minerals for human uses
 - Wetland's research
 - Cooperatives with Virginia Tech Agricultural and Extension Center
- **Healthcare & Social Assistance**
 - Offices of physicians
 - Offices of dentists
 - Outpatient care centers
 - Home health care services
 - Child day care services
 - Community care facilities for elderly

25

Target Industry Clusters

- **Entertainment & Recreation**
 - Outdoor concert venues
 - Kayaking, fishing, hunting services
 - Bed & Breakfasts
 - Camping/non-permanent lodging venues

26

ATTACHMENT C



Information Brief to the King William County Economic Development Authority February 7, 2022

Tracy M. Porter, Sr.
Regional Program Assistant, Eastern Virginia
VSU Small Farm Outreach Program



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VCE Work Experience

2015-2017: VT VCE ANR Agent, King William & King and Queen
2017-2018: Added Essex, Middlesex, Mathews, Gloucester

2018-Present: Northern Neck, Middle Peninsula, Hampton Roads,
Chesapeake, Virginia Beach, Virginia Eastern Shore, Wicomico
County, MD Eastern Shore



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ATTACHMENT C

Minutes of the King William County Economic Development Authority
Meeting of February 9, 2022
Page 32 of 39

Virginia Cooperative Extension Mission Statement

- Virginia Cooperative Extension brings university-based, scientifically-proven information you can use to improve your quality of life.
- Virginia's two land grant universities—VT and VSU



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VSU Small Farm Outreach Program

- Educates and empowers small, limited-resource, socially disadvantaged and veteran farmers and ranchers to own, operate and sustain farms and ranches independently with agricultural training programs that improve farm management skills and quality of life.
- Provides outreach and learning opportunities to small farmers for production management, financial and risk management, marketing, USDA assistance programs and more.
- These opportunities are designed to improve farm profitability and promote sustainability



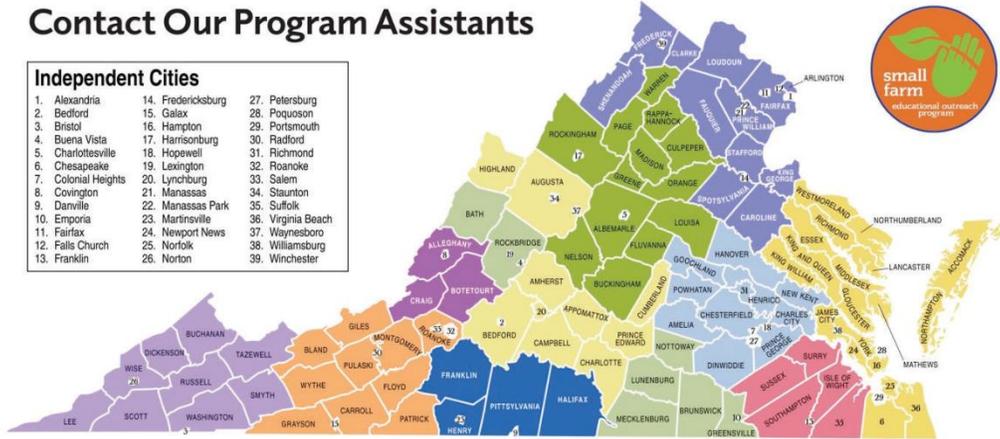
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Contact Our Program Assistants

Independent Cities

1. Alexandria	14. Fredericksburg	27. Petersburg
2. Bedford	15. Galax	28. Poquoson
3. Bristol	16. Hampton	29. Portsmouth
4. Buena Vista	17. Harrisonburg	30. Radford
5. Charlottesville	18. Hopewell	31. Richmond
6. Chesapeake	19. Lexington	32. Roanoke
7. Colonial Heights	20. Lynchburg	33. Salem
8. Covington	21. Manassas	34. Staunton
9. Danville	22. Manassas Park	35. Suffolk
10. Emporia	23. Martinsville	36. Virginia Beach
11. Fairfax	24. Newport News	37. Waynesboro
12. Falls Church	25. Norfolk	38. Williamsburg
13. Franklin	26. Norton	39. Winchester



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Regional Program Assistants*

Michael Carter Sr. (804) 481-1163 mcarter@vsu.edu	Vernon Heath (804) 892-4518 vheath@vsu.edu
Derrick Cladd (804) 892-4489 dcladd@vsu.edu	Brent Noell (804) 892-0140 bnoell@vsu.edu
Leonard Elam (804) 894-3095 lelam@vsu.edu	Tracy Porter (804) 481-2566 tporter@vsu.edu
Marilyn Estes (804) 481-0485 mestes@vsu.edu	Cliff Somerville (804) 892-4581 csomerville@vsu.edu
Mandy Fletcher (804) 892-0108 afletcher@vsu.edu	Grace Summers (804) 712-0093 gsummers@vsu.edu
	Roland Terrell (804) 892-4612 rterrell@vsu.edu

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Agriculture Management Coordinator

Michael Carter Jr. | (804) 691-0490 | mcarter@vsu.edu
Small Farm Resource Center Coordinator

Leonel Castillo | (804) 731-0230 | lcastillo@vsu.edu
Hispanic Outreach

Derrick Cladd | (804) 892-4489 | dcladd@vsu.edu
Beginning Farmers

James Edwards | (804) 720-2588 | jtedwards@vsu.edu
Military Veteran, AgrAbility

Tammy Holler | (804) 229-2730 | tholler@vsu.edu
Nutrient Management

Grace Summers | (804) 712-0093 | gsummers@vsu.edu
NRCS, SFOP High Tech Tunnel

Wanda Johnson | (804) 894-4858 | wjohnson@vsu.edu
Community Gardens, Food Services



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ATTACHMENT C

Minutes of the King William County Economic Development Authority
Meeting of February 9, 2022
Page 34 of 39

SFOP WORKSHOPS — February-March 2022						
DATE	WORKSHOP	TIME	LOCATION	PROGRAM ASSISTANT	LIMIT	COST
2/9/22	Farming/Gardening with Pollinators in Mind	2-4 pm	Virtual	Roland Terrell		
2/9/22	How to Select and Breed Chickens	11:30 am-1 pm	Virtual	Tracy Porter	50	
2/10/22	Backyard Poultry for Beginners	10 am-12 pm	Virtual	Leonard Elam	12	
2/14/22	Small Farm Orientation	9-11 am	Virtual	Vernon Heath	15	
2/17/22	Pruning Your Vines To Make More Wine	12-1 pm	Crews, Virginia	Leonard Elam	20	
2/19/22	Starting a Community Garden	6-7:30 pm	Virtual & Milford VA	Michael Carter Jr	30	
2/23/22	DCR Informational Meeting	10 am-12:30 pm	Virtual	Derrick Cladd		
2/23/22	Early Production with Raised Beds	11:30 am-1 pm	Virtual	Tracy Porter	50	
2/24/22	VDACS Farmer Farmland Match & Virginia Market Maker	1-3 pm	Virtual	Michael Carter Jr		
2/28/22	Estate Planning for Farmers	10 am-12 pm	Virtual	Clifford Somerville		
3/9/22	Forestry Hot Topics	10 am-12 pm	VCE Prince Edward Office, 100 Dominion Drive, Farmville, VA 23901	Leonard Elam	15	
3/9/22	Pastured Poultry	9 am-12 pm	Virtual	Tracy Porter	50	
3/10/22	Farm Equipment Safety & Maintenance Basics	3-5 pm	Glade Spring, VA	Mandy Fletcher	30	
3/12/22	Agribusiness Production & Financial Management Program	9 am-5 pm	VSU Randolph Farm Pavilion, 4415 River Road, Petersburg, VA 23803	Derrick Cladd	20	\$25.00
3/14/22	Small Farm Orientation	9-11 am	Virtual	Vernon Heath	15	

SFOP WORKSHOPS — February-March 2022						
DATE	WORKSHOP	TIME	LOCATION	PROGRAM ASSISTANT	LIMIT	COST
3/15/22	Estate Planning for Farmers	1-3:30 pm	Lake Country Advanced Knowledge Center, 18 E Danville St., South Hill, VA 23970	Marilyn Estes	20	
3/16/22	Laying Plastic and Using a Seeder	10 am-12 pm	World, VA	Marilyn Estes	10	
3/16/22	Bedding Sweet Potatoes for Slip Production	11 am-1 pm	Virtual	Tracy Porter	50	
3/16/22	Basic Computer Skills for Farmers	6-8 pm	Milford, VA	Michael Carter Sr	6	
3/17/22	Mapping with Drones for Precision Agriculture	1-3 pm	Culpeper, VA	Leonard Castillo	5	
3/17/22	Good Agriculture Practices Dos and Don'ts	5:30-7:30 pm	Virtual	Michael Carter Jr	30	
3/17/22	VDACS Farmer Farmland Match & Virginia Market Maker	10 am-12:30 pm	Virtual	Derrick Cladd		
3/22/22	Using The High Tunnel for Vegetable Production	10 am-12 pm	Virtual	Clifford Somerville		
3/22/22	Making Wreaths Highlighting Plant Materials	10 am-12 pm	Virtual	Roland Terrell		
3/23/22	Preparing for Honeybees: New Hives and Hive Expansion	9 am-12:30 pm	VSU Randolph Farm Pavilion, 4415 River Road, Petersburg, VA 23803	Tracy Porter	25	
3/23/22	Greenhouse Ethnic Vegetable Production	2-4 pm	Virtual	Michael Carter Jr	30	
3/24/22	Small Ruminant Series: Weaning for Success	4-6 pm	Glade Spring, VA	Mandy Fletcher	30	
3/24/22	Spring Gardening: Early Growing Tips	3-5 pm	Damascus, VA	Mandy Fletcher	25	
3/28/22	Farm Equipment Safety & Maintenance Basics	6-8 pm	Remington, VA	Michael Carter Sr		



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Our Partners

- USDA (FSA, NRCS, Rural Development)
- DCR/Soil & Water Conservation Districts (SWCD)
- VDACS
- Farm Credit
- Farm Bureau
- Southern SARE
- Agribility Virginia
- Farmer Veteran Coalition
- Minority & Veteran Farmers of the Piedmont
- Brunswick Farms to Families
- Virginia Soil Health Coalition
- Arcadia
- Southern Extension Risk Management Education



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Resources

www.ext.vsu.edu

<https://www.ext.vsu.edu/small-farm-outreach-program>

<https://www.ext.vsu.edu/carver-center>

<https://www.ext.vsu.edu/small-farm-resource-center>

<https://www.ext.vsu.edu/sfop-mobile-unit>

<https://www.facebook.com/FauquierEducationFarm>



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Fauquier Education Farm



www.agriculture.vsu.edu



Carver Center, Culpepper, VA

- SFOP started incubator farm in 2018
- 2 acres
- 2 high tunnels
- SFOP conducts demonstrations and workshops



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Fauquier Education Farm

Mission & Vision

Mission

The Fauquier Education Farm exists to advance agriculture and agriculture-related education through best-method demonstrations, classroom instruction, on-farm workshops, and hands-on learning. The farm supports the community by contributing all of its agricultural products to local food banks and by providing richly rewarding volunteer opportunities.

Vision

A vibrant community advancing and supporting agriculture.



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Fauquier Education Farm

History

The Fauquier Education Farm, a 501(c)(3) organization, was created in 2010. The original plan of establishing a community farm was initiated by the Fauquier Community Action committee in 2009. In 2010 a new non-profit organization was established to further develop a program of agricultural education and the growing of fresh produce for lower income residents.

Over the past several years, the farm has grown and is regularly donating 60,000 lbs per year to several local area food banks.



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Fauquier Education Farm

Programs

The Fauquier Education Farm is a learning resource for students, farmers, gardeners and anyone wanting to learn more about how food is grown.

We offer a broad range of activities to showcase how to plant, maintain and harvest fresh wholesome vegetables while also being good stewards of the land. These activities include:

- Volunteer Workdays**
- Demonstrations**
- Workshop Series**
- Beginning Farmer and Rancher Program**
- New Farmer Incubator Program**



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Fauquier Education Farm

Incubator Program

FARMER INCUBATOR PROGRAM

The Fauquier Education Farm Incubator Program is intended to offer real-world experience with small scale farming to individuals who are ready to start commercial vegetable or cut flower production but do not own land and equipment. In addition to land access these new farmers would have access to technical and training support from the Education Farm Director and limited equipment use. The goal is to enable these new farmers to establish experience and credibility that they can use in seeking other land leasing or purchase options. A further goal is to help these individuals make more fully informed decisions about their commercial farming plans.

This program is not intended for individuals seeking a home garden for themselves. Instead it is for individuals with a commercial farming intent. Any profits that will be generated through this incubator project will belong to the new farmer.



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Fauquier Education Farm



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