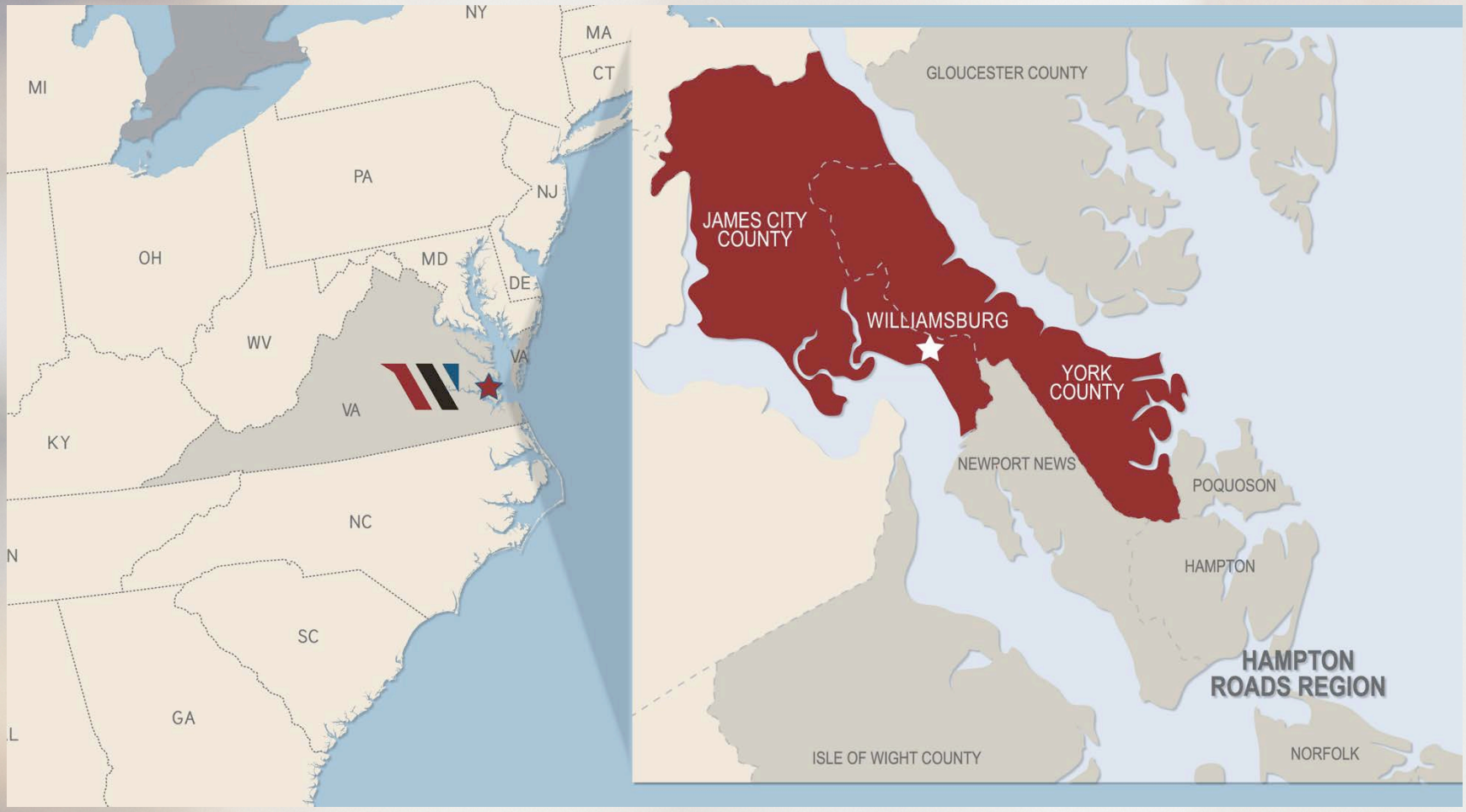
GREATER WILLIAMSBURG PARTNERSHIP

Overview for the York County Board of Supervisors

David W. Denny, Greater Williamsburg Partnership

February 7, 2017

About the Partnership



About the Partnership

- Established in 2015 (legally formed June 2016)
- Current Organization
  - A regional economic development organization focused on diversification of economy and creation of opportunities for our citizens
  - A marketing organization
  - Joint initiative of the three communities' Economic Development Authorities
  - Day-to-day management and operations handled by Executive Director and part-time Administrative Assistant
  - Oversight by Board of representatives of three localities and the Launchpad Board Chair
  - Building the organization while seeking opportunities

About the Partnership

Focus

- Recruitment of new to region industries and HQ/Office operations
- Support development of existing industries
- How we do it?
  - FIND
  - FOLLOW-UP
  - FACILITATE

About the Partnership – Additional Regional Initiatives

- Launchpad: Greater Williamsburg Business Incubator

Why Regional? The Virginia Way

Deal Flow:

National/International

↓

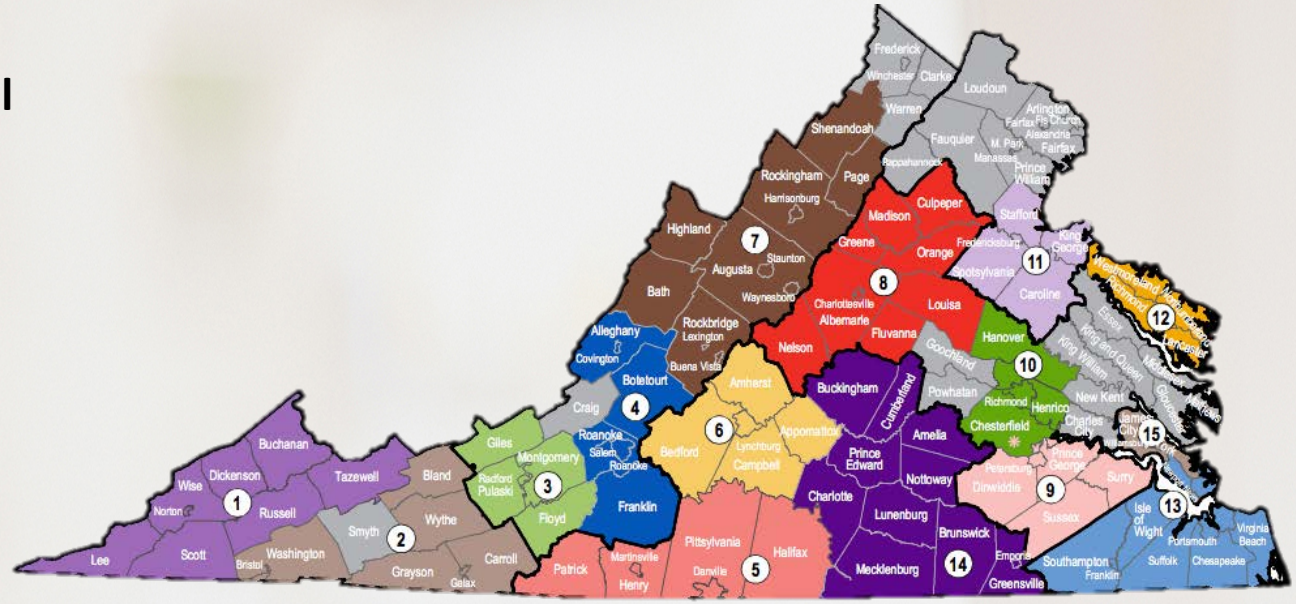
State (VEDP)

↓

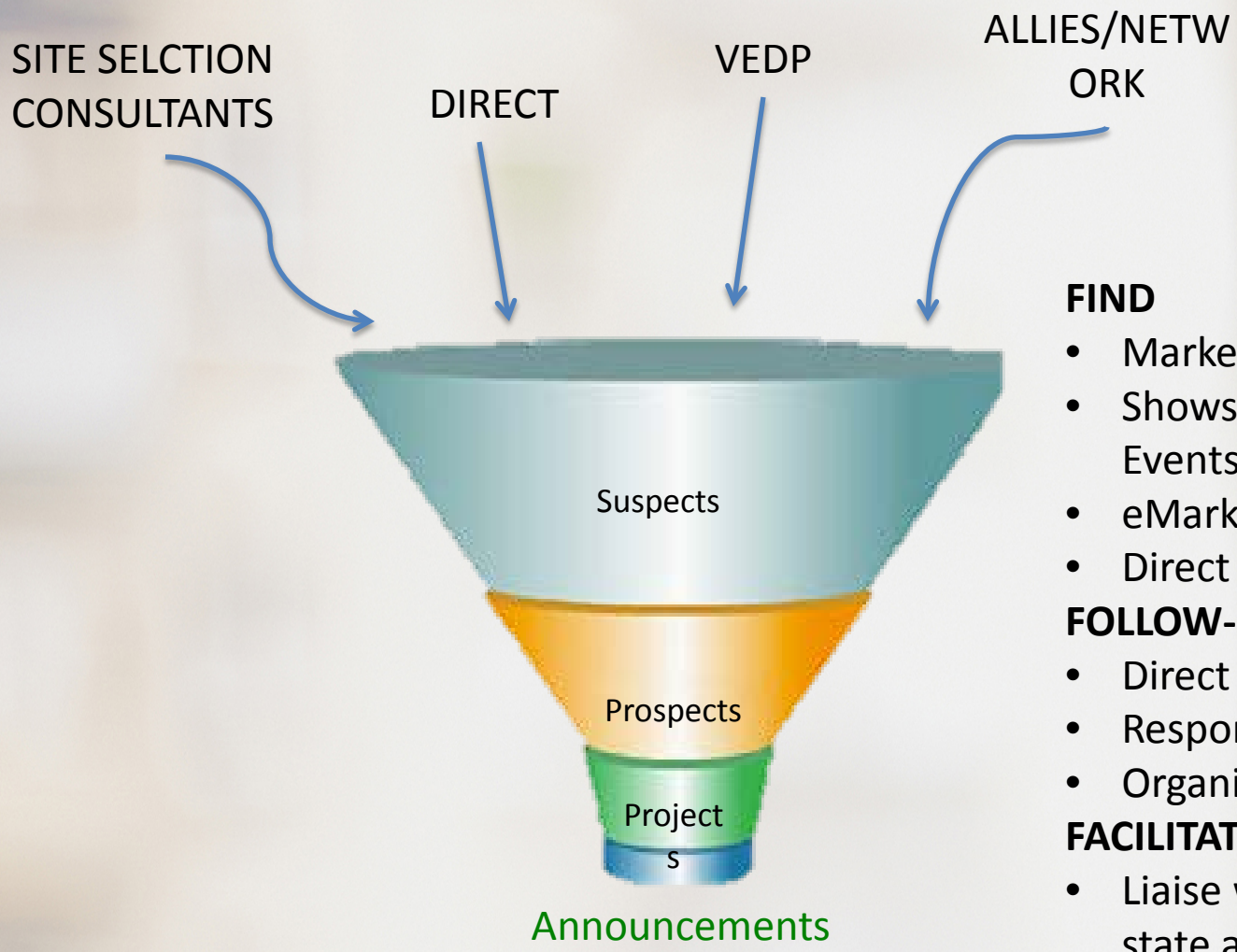
Regional (GWP)

↓

Localities
(York County, James City County, City of Williamsburg)



How do we gain successes?



FIND
- Marketing missions
- Shows, Conferences, Events
- eMarketing
- Direct marketing

FOLLOW-UP
- Direct "touchs"(regular)
- Respond to RFIs
- Organize and host visits

FACILITATE
- Liaise with company, state and locality

About the Partnership

How are we funded?

Now

- **Public sector by mutual agreement of 3 localities**
- **$0.95 per capital population**
- **Funding requests submitted:**

York County	$65,993
James City County	$69,659
City of Williamsburg	$14,117
TOTAL	**$149,769**

+

Future

- **Private Sector Funding Program**
- **Programs/grants,etc. (task specific)**
  - **Virginia Business Ready Sites**
  - **GoVirginia**
  - **US Dept. of Commerce -EDA**
  - **Etc.**

Building the Regional Case

TOP SITE SELECTION FACTORS OF 2016

#1: Availability of Skilled Labor
#2: Highway Accessibility
#3: Quality of Life
#4: Occupancy OR Construction Costs
#5: Available Buildings
#6: Labor Costs
#7: Corporate Tax Rate
#8: Proximity to Major Markets
#9: State and Local Incentives
#10: Energy Availability and Costs

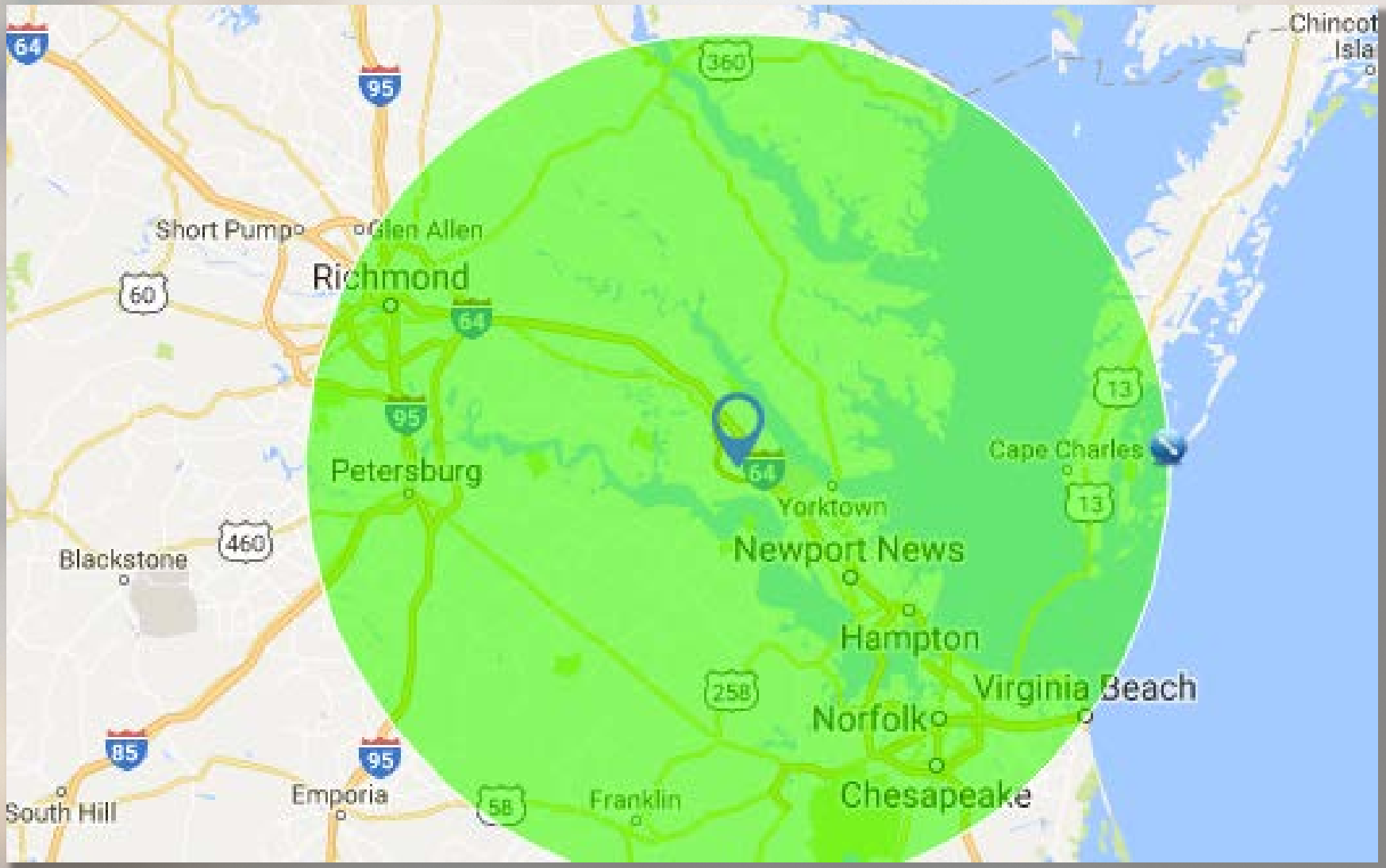
The Benefits of Location

- GWP has its own important assets and benefits to companies

BUT

- By virtue of location the GWP has an even <u>bigger and better</u> story to tell

The Wider Region-50 mile radius



The Benefits of Location

Region	Population	Labor Force	Running Total	
GWP	149,940	80,340		
Contiguous Counties	78,442	41,471	228,382	121,811
Adjacent Metros	991,740	524,481	**1,220,122**	**646,292**

Key Target Sectors

Targets

- Food and Beverage
- Professional and Technical Services
- Advanced Materials and Components

Legacy Sectors

- Tourism
- Defense

Determined by

- Labor force
- Skills match
- Demographics
- Existing company clusters
- Location Quotient
- Economic trends
- Other

Next Steps
(to end of fiscal year)

- Build messages, materials and eMarketing around selection factors framework
- "Tweak" website to better reflect messaging and focus of the GWP
- Continue and build on the positive results of the social media strategy
- Host VEDP managers for FAM tour
- Continue outreach and site selection consultants from SiteLink Forum
- Conduct 2 sector/consultant marketing missions
- Visit local companies to develop a supply chain and FDI strategy (leverage existing network contacts)
- Host new VEDP CEO, Stephen Moret for one day regional visit
- Finalise and implement Private Sector Funding program
- Develop a comprehensive marketing activities plan for 2017/18 FY

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Thank You!

Please feel free to contact David Denny or Tom Tingle with questions and concerns.