

Discussion on Economic Development

December 10, 2014

2:00 – 3:30 pm

County Office Building, Room 226

Attending: Kim Connolly (CCAC), Jennie Moore (CCAC), David Stoner (CCAC), Timothy Hulbert (Charlottesville Regional Chamber of Commerce), Lee Catlin (Albemarle County), Emily Kilroy (Albemarle County), Susan Stimart (Albemarle County)

Crozet Economic Development Action Items for Discussion

- 1) Demographic & Business Surveys
 - a) Define the market areas to study (Downtown Crozet District “DCD”, Crozet Growth Area “CGA”, Charlottesville/Albemarle, Region)
 - b) Present demographics of areas, historical and projected
 - c) Compile survey/data of existing businesses
- 2) Market Analysis
 - a) Identify economic development climate, trends, & drivers that may influence development
 - b) Identify strengths and weaknesses that the DCD and CGA have relative to economic development
 - c) Forecast demand for new commercial and retail business, and apartment/condo rental in the DCD and CGA over a 5-10-20 year period
 - d) Recommend types and amounts of commercial/retail and apartment/condo development in the DCD, and the former Barnes Lumber site in particular, considering these areas’ likely capture relative to competition from other areas (Rte 250, Old Trail, Charlottesville/Albemarle)
 - e) Provide specifics for those forecasts and recommendations, including:
 - i) Types and mix of development (square feet & land area consumed)
 - ii) Market positioning – types, lease rates and sizes
 - iii) Specific targeted types of businesses, markets, or renter profiles
 - iv) Timing or phasing estimates
 - v) On-site amenities needed to attract businesses (e.g, plaza, greenspace, services, etc)
 - vi) Identify key competitive issues for success
 - vii) Branding strategies
- 3) Community Input (charrette?)

- a) Identify Crozet's uniqueness (railroad, mountain/NP, eclectic, small town, history, etc)
 - b) Identify Crozet's Vision of what a revitalized downtown looks like
 - c) Assess kinds of businesses we want/don't want
 - d) Evaluate tolerance for impacts (traffic, noise, visual, etc)
- 4) Grow Existing Businesses
- a) Survey of existing businesses in DCD and CGA
 - i) Identify growth plans, needs, desires
 - ii) What businesses are successful?
 - b) Seek & target Charlottesville/Albemarle businesses seeking expansion (how to identify?)
 - c) Potential targets:
 - i) Breweries & Wineries
 - ii) Tourism
- 5) Attract New Business
- a) Albemarle County Target Industries Study cites 4 target industries, noted below. What specifically, if anything, can/should Crozet do to target these?
 - i) BioScience & Medical Devices
 - ii) Business & Financial Services
 - iii) IT and Defense Security
 - iv) Agribusiness, Food Processing, & Related Technology
 - b) Identify & pursue other new business that may be suitable specifically for Crozet
 - i) Tourism (Nat'l Park, Wineries, Breweries, Events)
 - ii) hotel
 - c) Identify what kinds of businesses are successful in other towns similar to Crozet and why? (e.g. Damascus, VA; UNC's "Small Towns/BIG IDEAS" case studies)
- 6) Develop "product" (e.g. suitable sites or buildings) for business
- a) Create database of potential sites for various types of development, including strengths/issues of each site/location
 - b) Identify "product" needs based on Market Analysis, and New/Expanded Existing Business above
 - c) Create plan for "perfecting the product" – making sites or buildings suitable for need when it arises
- 7) Marketing Efforts
- a) Compile information created above in marketing materials useful to prospective or targeted businesses
 - b) Visitors & Tourism information materials, visitors center, etc
 - c) Websites for a) and b) above – create Crozet's own or tag onto existing websites (CACVB, County, etc)
 - d) Branding & logo development - e.g., "Brand" Crozet as "Historic Railroad Town", "Basecamp to Shenandoah Nat'l Park", "Brew Ridge Trail Head", "Appellation Trail Head", etc

8) Resources

- a) Staffing - County, CCAC, partners, Milestone
- b) Funding
 - i) County
 - ii) Milestone
 - iii) Partners
 - iv) Grants
 - (1) CDBG
 - (2) VA Main Street Program
- c) Explore opportunities with partners:
 - i) Downtown Crozet Association/Crozet Business Networking Group
 - ii) Chamber of Commerce
 - iii) Central Virginia Partnership for Economic Development
 - iv) The Economic Development Authority (EDA)
 - v) Charlottesville Albemarle Convention & Visitors Bureau (CACVB)
 - vi) Charlottesville Business Innovation Council
 - vii) Central VA Small Business Development Center
- d) Identify existing or evaluate new incentives available for business development:
 - i) Historic designation – tax credits
 - ii) Tourism zone – VA Tourism Development Financing
<http://www.crozetgazette.com/2013/10/county-wants-state-tourism-designation-for-crozet/>
 - iii) County waiver of property or other taxes
 - iv) State tax incentives