



# Fluvanna County Community Business Forum

**What's Ahead for Business in Fluvanna County?**

***Co-Sponsored by:***

*Fluvanna County Community & Economic Development Dept.*

*Fluvanna County Economic Development Authority*

*Fluvanna Chamber of Commerce*



# FORUM AGENDA



- **5:30 – 6:15 pm**
  - Socialize and network with local business leaders
  
- **6:15 – 7:00 pm**
  - **Role of the Economic Development Authority**
  - **What's an EDTAC?**
  - **Diane Arnold**, Central Virginia SBDC Business Advisor
    - Presenting an Overview of the CVSBDC
  - **Betty Hoge**, Director of the Central Virginia SBDC
    - Presenting The Basics of Web Marketing for Small Business  
(Getting Found online and which Social Media Platform is Best for Your Business)
  
- **7:00 – 8:30 pm**
  - **Business Climate Survey Results**
  - **Creating a Business Support Action Plan**



# FORUM GOALS



- **Socialize and network with local business leaders**
- **Provide information to help your business**
- **Review the Business Climate Survey results**
- **Start the process to create a Fluvanna County *Business Support Action Plan***



# PRESENTATIONS

- **Role of the Economic Development Authority**
- **What's an EDTAC? ([Charter](#))**
- **Diane Arnold, Central Virginia SBDC Business Advisor**

**Role of the EDA**

**What's an EDTAC?**



**CVSBDC**

- Presenting an Overview of the CVSBDC
- **Betty Hoge, Director of the Central Virginia SBDC**
  - Presenting The Basics of Web Marketing for Small Business (Getting Found online and which Social Media Platform is Best for Your Business)



**Social Media**

# BUSINESS CLIMATE SURVEY: *Review of Key Results*



# SURVEY COMPOSITION

## ■ **Twenty-five Questions**

- Type and size of business
- Business plan and finances
- Business support
- Business advantages and challenges
- How best to help your business and other comments

*Survey closed April 5, 2016*

***65 Responses***

*(and 51 Comments)*

*~10% of Fluvanna Businesses*

# BUSINESS SUPPORT

**Satisfied with other local permit and inspection processes.**

32%

**Satisfied with local building inspection processes.**

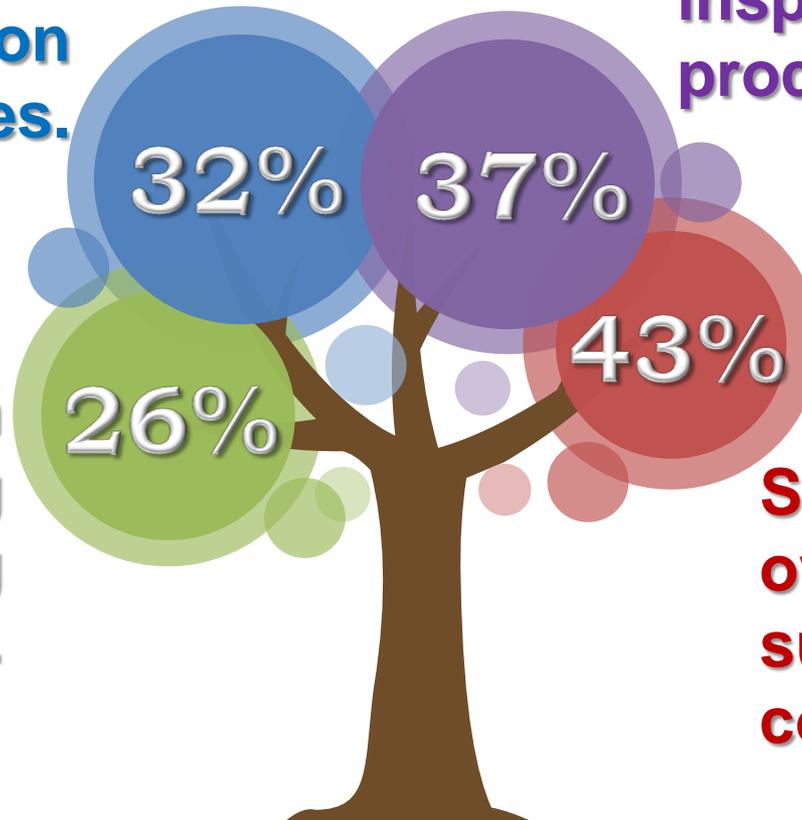
37%

**Satisfied with local planning and zoning processes.**

26%

43%

**Satisfied with the overall level of support from local county offices.**



# BUSINESS PLAN & FINANCES

**63%**

## FINANCIAL HEALTH

Rate the current financial health of their business as *Excellent or Good*.

**54%**

## BUSINESS REVENUES

Say business revenues have increased over the past 12 months.

**62%**

## BUSINESS EXPECTATIONS

Expect their business' financial situation will be better 12 months from now.

# DOING BUSINESS IN FLUVANNA COUNTY



## MAJOR ADVANTAGES

Quality of Lifestyle

Cost of Doing Business

Local Customer Loyalty

Quality of the Environment

Proximity to Customers



## MAJOR DISADVANTAGES

Small Size of Local Market

Market Share is Too Small

Uncertainty of Customer Loyalty



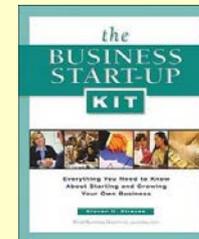
**52%**

In business in  
Fluvanna County  
for 10 years or  
more



**54%**

Recommend  
Fluvanna County  
as a business  
location



**57%**

Starting a business  
in Fluvanna  
County is easy

# Frequent Survey Comment Themes

- |   |
|---|
| a. Better media coverage, better communication, and more marketing.   |
| <b>b. Sign ordinance is overly restrictive.</b>   |
| c. Help us generate traffic and sales.  |
| <b>d. Maintain limited involvement/licensing/fees.</b>  |
| e. High speed internet needed throughout the county.  |
| <b>f. Water and sewer needed at Zion Crossroads.</b>  |
| g. Improve planning review/zoning process for quicker & consistent action.  |
| <b>h. Implement a purchase local campaign, including County purchases.</b>  |
| i. Need low cost office space.  |
| <b>j. Fluvanna is helpful when needed.</b>  |
| k. Provide increased support for Fork Union businesses.   |
| <b>l. Offer tax incentive package to bring in new business; favorable tax incentives on property and equipment.</b> |
| m. Lacking all around better food service and retail.   |

# **Creating a Fluvanna County *Business Support Action Plan***

**Where do we go from here?**



# Action Plan Ideas



## ■ Underway or Planned County Actions

- New County Tourism web page
- New County Business web page
- Process Review to improve Planning, Zoning, and Building Inspection Practices

## ■ Additional Actions?

- Role of the EDA? Chamber? EDTAC?
- Sign Ordinance changes?
- Create a Business Calendar of Events?
- Annual/Biennial Business License Fee?
- Purchase local campaign, including County purchases?
- Marketing?

**Next Steps...**

**Thanks for  
coming tonight!**

**Drive safely**

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