



Fluvanna County Office of Economic Development

**Overview and Recommended Approach
June 6, 2012**



Entertainment Event Tourism

- » **Fairly Easy to Recruit**
- » **Requires land**
- » **Heavy advertisement outside of our borders**
- » **Need to partner with others**
- » **Likely to be short term events**
- » **Likely not a long range revenue source (1-5 years)**



Entertainment Event Park

- » Intensive recruitment
- » Requires ID of large parcels for sale (700+ acres)
- » Community buy-in
- » Intensive Studies (By the investors)
- » Cooperation from the Commonwealth of Virginia (VDOT Planning, Safety Planning, Support from Virginia Economic Development Partnership, Support from Trade and Commerce)



Heritage Tourism

- » Intensive background research
- » Slow to start
- » Intensive advertisement
- » Needs other destination points in the area to make it worthwhile
- » Gives a sense of community for other recruitment



Agricultural-Tourism

- » **Requires unique themes and creative advertising or proven business model (Winery, Brewery)**
- » **May need special equipment**
- » **Possibly dependent on weather patterns**
- » **Dependent on advertisement and regional cooperation**



Restaurant and Retail

- » **Requires large population densities or Employment Centers like technology, light Industrial and office parks**
- » **Requires investment studies**
- » **Requires population or traffic population density studies to determine feasibility**
- » **Requires willing Investors**



Technology, Office, and Light Industrial

- » **Heavy recruitment**
- » **Infrastructure investment**
- » **Willing Investors**
- » **“Shovel Ready” locations**
- » **Incentives such as tax rebates, easy processing of applications, and location considerations**
- » **Recruitment to inception takes up to 3 years**



Legacy Projects

- » **Multi-faceted in nature**
- » **Requires community buy in**
- » **May take 20 to 25 years to develop fully**
- » **Special investors**
- » **Long range planning strategy**
- » **Likely to have several different types of zoning**
- » **Will need dedicated partners from the Public and Private sectors**



Current Resources and Advantages

- » **Fluvanna has a GREAT location (Central to all prominent metro areas in the Commonwealth)**
- » **Rich heritage extending back to the Revolution**
- » **Rivers and Agricultural background**
- » **Underutilized road infrastructure and access to an Interstate**
- » **Not over populated (Clean Slate)**
- » **No BPOL Tax or Meals Tax**



Current Disadvantages

- » **Not well known throughout the Commonwealth**
- » **Rail is not as accessible for spurs**
- » **Do not control the exits for the interstate**
- » **Do not have a comprehensive water plan**
- » **Do not have an incentive package for bigger recruitments**



What's Next?



Short Term Recruitment

- » **The short term recruitment strategy is to focus on Entertainment Tourism**
- » **This will give quick returns and allow Fluvanna to plan for the mid and long term strategies**
- » **Also, can be done in conjunction with Heritage and Event Park Recruitment efforts**
- » **Will not disturb the Rural Character of the County**



**A “Targeted Approach” will
need to be
deployed in order to keep the
County Character without
turning it into a bedroom
community!!!
SUSTAINABILTY is KEY!!!**



Targeted Development: Certain Businesses bring a sustainable tax base without bringing extra population

» R&D Facilities

- > Large land acquisition, small usage that brings a sustainable tax base (Facility is hidden in the trees)

» Agri-Business

- > Matches the rural flavor of the County and does not require population booms. These businesses become destination points

» Employment Center Approach

- > Bring larger facilities with (200-500) employees to Zions and centralize business growth that is sustainable

» Legacy Project

- > Brings varied business, but centralizes growth and is sustainable



Why Not Retail and Restaurant Recruitment?

- » **Both are cyclical in nature and too dependent on the highs in the economy**
- » **Would require a large population adjustment to it make a main target for economic development**
- » **Does not always match the character of the community**
- » **Will naturally occur in areas where we concentrate Employment Centers and if we bring a Legacy Project**



Similar Model: Rockingham County

- » **Large business grouping in Eastern and Central part of the County**
- » **Honeywell, Bantam Books, Coors, Perdue, Pilgrims Pride, Crown Door, etc. are all in Rockingham.**
- » **Large Retail Centers are in the City of Harrisonburg**
- » **Rockingham County is mostly rural**
- » **School District ranked 21 out of 118 shown**



Summary

» A Targeted Plan Brings the Following to Fluvanna

- > Brings Success
- > Brings Sustainability
- > Brings Balance
- > Keeps our Character intact
- > Increases tax base without adding extra services



Questions?