



ALBEMARLE
COUNTY
ECONOMIC DEVELOPMENT
2019 ACTIVITY REPORT





“Economic Development
is a team sport.”

ROGER JOHNSON

Director of Economic Development
Albemarle County

I am inspired and encouraged by the groups who work cohesively to realize economic vitality in this community. Economic Development requires cooperation between cities, counties, educational institutions, workforce development agencies, chambers and business associations, community groups, non-profits, Economic Development Authorities, County Executives, elected officials, and more. Locally, these groups are dedicated to one mission: making Albemarle County a great place to live and work. Growing jobs and strengthening our economy is inherently a joint venture.

For that, I thank you.

Best regards,
Roger

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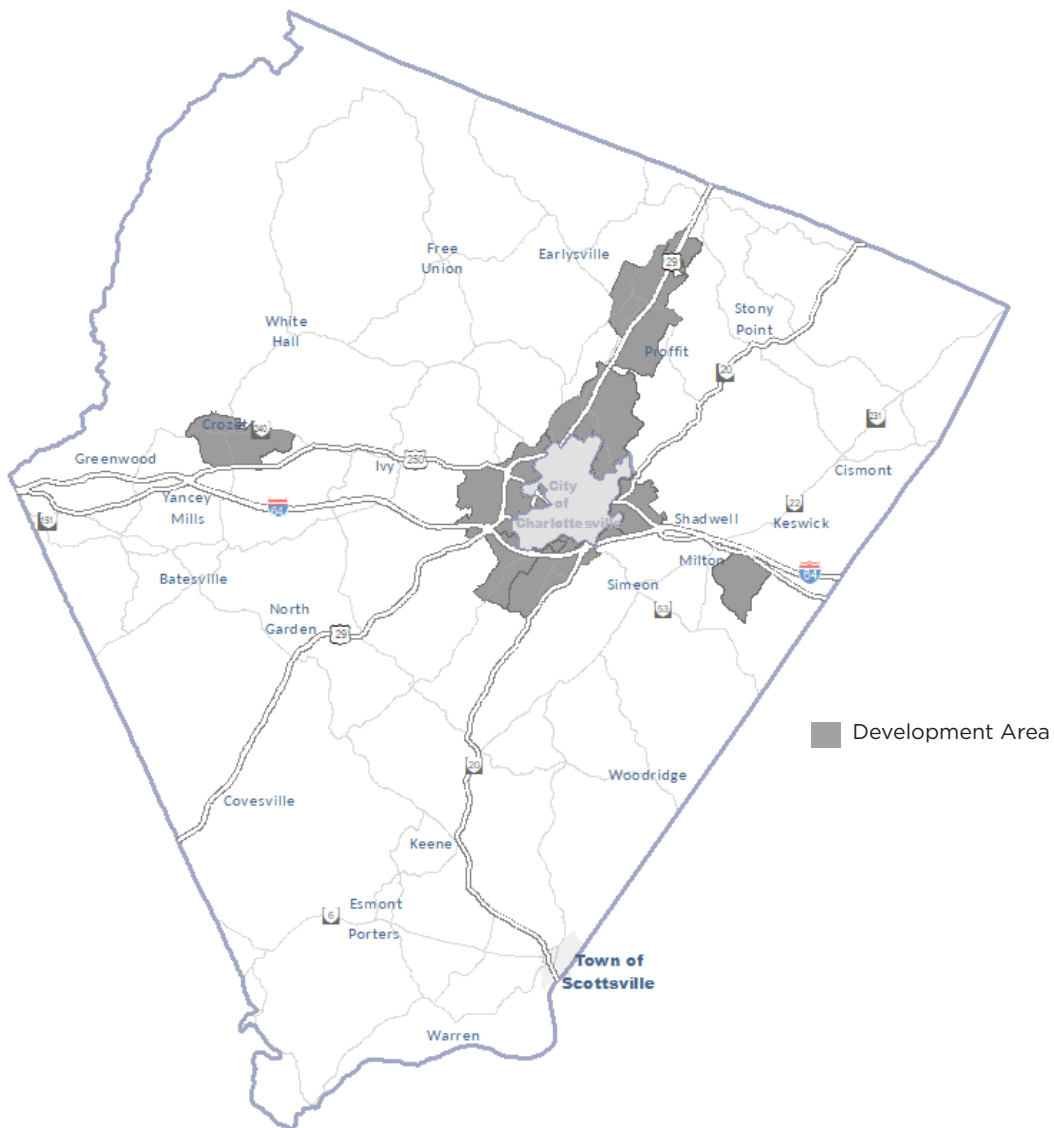
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ENABLE ALBEMARLE

Located in Central Virginia, Albemarle County is known for its natural beauty, historic sites, and the University of Virginia. Featuring both rural and urban areas, Albemarle County is poised to accommodate a variety of business ventures and interests. The area is unique in its ability to grow while maintaining its charm and small-town feel.

Regional businesses benefit from a highly educated and skilled workforce, transportation infrastructure, and an unparalleled quality of life, making this an ideal community. There are five master-planned areas highlighted for development within Albemarle County—these areas have infrastructure in place to support business activity. In an already dynamic and vibrant local economy, this readiness provides a rare opportunity for business success.



WillowTree

Tobias Dengel

“If you create great jobs in a place like Albemarle County, people will come.”

WillowTree Inc. is a computer software company committed to helping clients realize the potential of rapidly evolving mobile technologies, from developing a mobile strategy to launching mobile products. WillowTree's clients range from medium and large businesses to Fortune 500s, and include Regal Cinemas, Wyndham Hotels, GE, AOL, PepsiCo, and the University of Virginia.

The County is investing in a redevelopment partnership because Albemarle recognizes the value of the significant private investment, job creation, and other direct and indirect benefits associated with WillowTree's relocation and expansion. Incentives include:

- \$500,000 in tax rebates
- \$200,000 to match the Virginia Jobs Investment Program
- \$160,000 for a transit partnership



This project will retain 200 existing jobs and create 200 net new jobs with an average salary of \$80,000.

Woolen Mills

Brian Roy

“Albemarle County has been a consistent partner in the overall development of Woolen Mills and has always worked to find solutions to challenges instead of answering with a hard “no”. The County has honored the history of the site, helped with engaging the Rivanna River and trail system and looked to future to the unlock the potential this area of the County can offer the larger community.”

Woolen Mills will become the corporate campus for WillowTree, Inc., a highly valued employer with an anticipated private investment of \$12.3 million, a minimum of 200 projected net new jobs, and salaries far above the Albemarle County average. The Board of Supervisors partnered with the Commonwealth of Virginia, the Economic Development Authority, and Woolen Mills, LLC to redevelop the iconic historic site along the Rivanna River.

As part of this redevelopment project, the County will help provide public-serving infrastructure including, a trail connection linking the site to the existing Rivanna Trail across Moore’s Creek. A transit connection between the site and downtown Charlottesville will be established as part of the County’s commitment to alternative transportation.



Woolen Mills

The total employment impact on Albemarle County increases from 563 in 2019 to 1,152 in 2025. Corresponding impacts are \$93.3 million in 2019 to \$190 million in 2025.

Source: *Economic Impact Analysis of Project Daffodil for the Charlottesville Region*, Terance J. Rephann, Regional Economist—Weldon Cooper Center for Public Service, June 22, 2018

Perrone Robotics

Paul Perrone

“Perrone Robotics is beyond excited to apply our technology to provide a zero-emission transit approach that will benefit businesses and neighbors – right here and right now in Albemarle County.”



Meet TONY, the autonomous technology that powers AVNU (Autonomous Vehicle, Neighborhood Use), the micro transit shuttle pilot program that launched this past summer as a result of an Albemarle County, JAUNT, and Perrone Robotics collaboration. The shuttle provided free rides throughout downtown Crozet. Onboard ambassadors served as tour guides and safety operators to provide a safe, informative experience to all riders. The project gathered feedback from users, operators, community members, and businesses. This project established groundwork for future autonomous transportation initiatives in the county and beyond.



Potter's Craft Cider



Tim Edmond

“We have enjoyed working with Albemarle County’s Economic Development Department on this project. We are very appreciative for the support of the county and the EDA as we have embarked on rehabilitating a historic stone church to create a new home for our cider company!”

Potter’s Craft Cider was seeking to expand its business footprint to meet customer demand for its cider products, but couldn’t at its existing site. The Board of Supervisors and the Economic Development Authority worked together to match a \$50,000 AFID grant from the Virginia Department of Agriculture and Consumer Services, granting \$100,000 to Potter’s Craft Cider to support their relocation/expansion in Albemarle. Potter’s Craft Cider and partners are committed to creating 12 full-time employees, generating over \$1.5 million in capital investment, and purchasing of over 2.5 million pounds of Virginia-grown apples. This project will rehabilitate Neve Hall, a historic structure, to serve as a tasting room and will establish a new 8,000 square-foot production facility.

Barnes Lumber



Frank Stoner

“Public Private Partnerships are one of the best ways the County can realize its economic and community development goals. I’m pleased Albemarle County is helping us and the Crozet community realize the long sought after vision for their downtown.”

The Barnes Lumber redevelopment project will transform a vacant industrial site in downtown Crozet, with a public plaza, commercial and retail space, a hotel, and approximately 52 residential units. Albemarle County entered into a Public-Private Partnership with Crozet New Town Associates to redevelop the Barnes Lumber property. The agreement included a \$1.6 million County contribution for tax financing and an additional \$1.6 million for a public plaza. The developer will provide \$2 million cash to match \$2.3 million from VDOT to build a road network.

ENABLE



Business Retention and/or Expansion

Hired an expert to create and launch the Business Retention and Expansion program with state and regional partners

In year 1, program resulted in VJIP, VALET, Workforce Development and AFID grants



Improve the Business Climate

Review process starts in 2020

Created a Rapid Response Team

A new Economic Development website is currently under construction



Readiness to Accommodate Business

Assisted WillowTree, Castle Hill Gaming, Co-Construct, Potter's Craft Cider, and Perrone Robotics

Established Capital Investment Grant and 3 State Economic Development Grant Policies

Identified locations within the development areas for site readiness activities



Seek Further Investment

County investment at Woolen Mill Barnes Lum

Co-marketed Opportunity with Charlo

FACTS

\$96.86
Million
New Capital
Investment

Launched
**Business
Visitation**
Program

4
New

GOALS



Private Investment to Public Good

Investments in Mills, and other

and Zones in Charlottesville



Educate the Community

Created Project ENABLE, the first strategic plan

Governor's announcements for WillowTree, Co-Construct, Castle Hill Gaming and Potter's Craft Cider

Created video and promoted on social media



Create Strategic Partnerships

Partnered with UVA and Charlottesville to create the Catalyst Program

Provided financial support for the Defense Affairs Committee



Build the Tourism Sector

Helped Crozet Trolley acquire VTC grant

Chairman of the CACVB Board, to include new strategy campaign and recruitment of Executive Director

14
New Jobs

Partnerships with
University of
Virginia & City of
Charlottesville

4
Public-Private
Partnerships

ENABLE PARTNERSHIP



Friends of Venture Central, clockwise from left: Denise Herndon, Roger Johnson, Chris Engel, Pace Lochte

PACE LOCHTE

Assistant Vice President for Economic Development
University of Virginia

“The vibrancy of our community depends on intentional partnership and collaboration among government, academia, and private industry. I’m delighted to see this vision come to life through cooperation between UVA and Albemarle County.”

CHRIS ENGEL

Director of Economic Development
City of Charlottesville

“Given our shared boundaries, it makes sense to work together. I’m pleased the City and County are working cooperatively on economic development to the benefit of our collective community.”

ECONOMIC DEVELOPMENT AUTHORITY

ROD GENTRY

Chairman of Economic Development Authority
Albemarle County

“The Albemarle County Economic Development Authority is firmly committed to work in partnership with the Albemarle County Board of Supervisors, as well as other entities who are working jointly with the County, to foster a strong regional approach to sound economic development that is consistent with our comprehensive plan and meets the approved objectives of Project Enable as adopted by the Board of Supervisors in 2019.”

The Albemarle County Economic Development Authority, a political subdivision of the Commonwealth of Virginia, was created in 1976 by the Albemarle County Board of Supervisors. The EDA’s role is to assist qualified businesses and industries who plan to expand or locate within the County by administering grant and bond programs that support economic growth and vitality.

2019 Economic Development Authority Members

Jim Atkinson
Rod Gentry

Don Long
David Mellen

Elton Oliver
George Ray

David Shreve



110 Old Preston Avenue
Charlottesville, VA 22902



www.Albemarle.org



EconomicDevelopment@Albemarle.org



(434) 972-4016