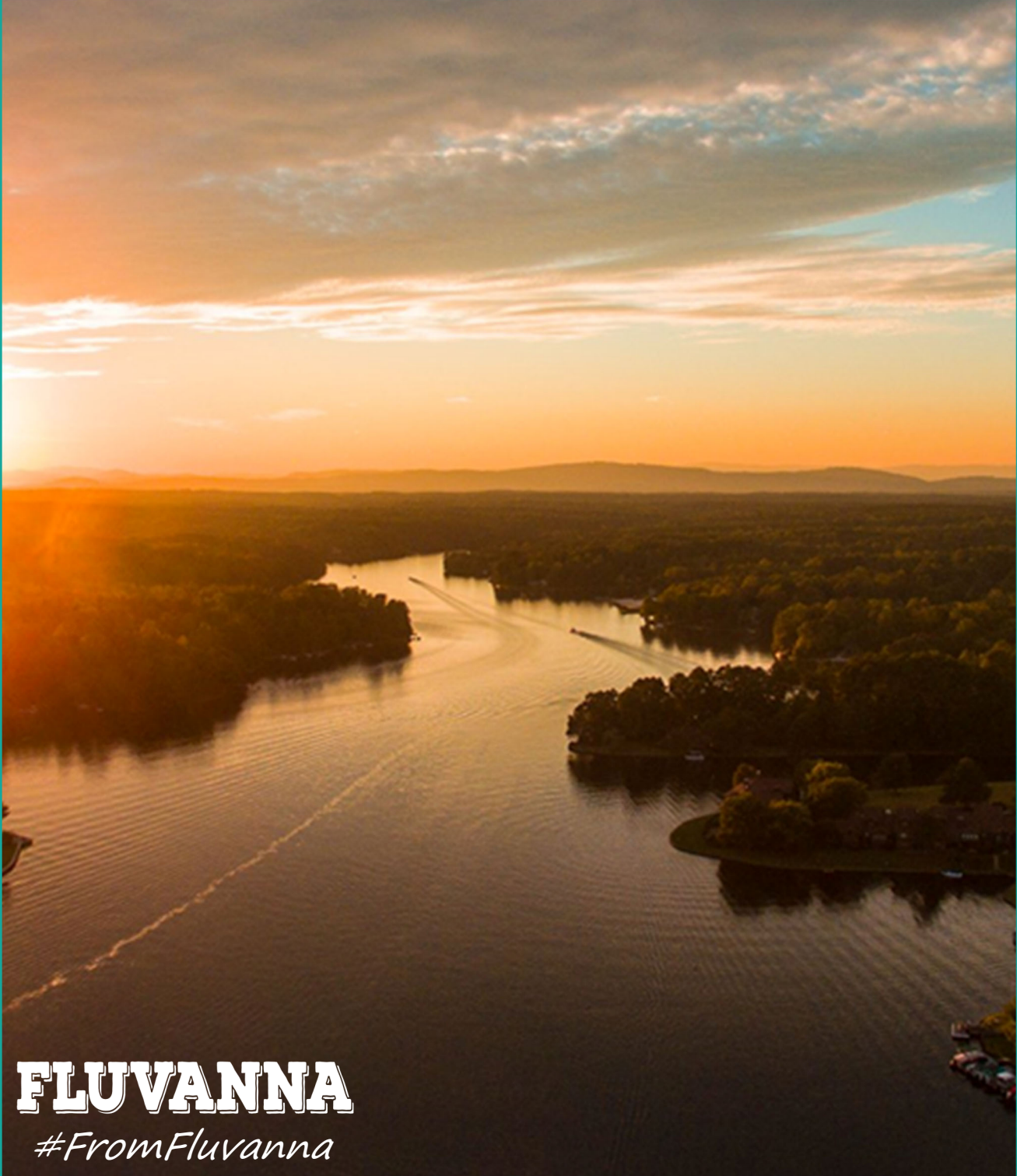

Economic Development Office

FY 2020 Annual Report



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Dear Partner, We have made great strides in FY 2020. The Economic Development Office was busy growing our current businesses and assisting new businesses coming into the county. This past year we have seen several projects go through approvals. Our brightest spot was the Tractor Supply Company sketch plan approval in December. We rang in calendar year 2020 with the announcement of Foothill Irrigation's headquarters coming to the Zion Crossroads area.

The end of FY 2020 was quite unpredictable with the COVID-19 health crisis forcing a stay at home order from the Governor's Office. The Economic Development Office changed gears with a heightened focus on businesses from Fluvanna. This resulted in launching the Fluvanna Business Recovery Loan and the Funds for Recovery and Operations Management (FROM): Fluvanna Small Business Grants. One notable highlight was an increase in retail spending in the first quarter of 2020. Fluvanna County saw a 24% increase compared to the first quarter of 2019. We also launched the From Fluvanna app (app.fromFluvanna.org) to help residents continue to utilize businesses from Fluvanna.

FY 2020 laid a strong foundation for the lofty goals we have for the Economic Development Office. It is an exciting time to be from Fluvanna.



From Fluvanna,

A handwritten signature in black ink that reads "Bryan".

Bryan Rothamel

Economic Development Coordinator

Project Fluvanna: Becoming Workforce Ready

In September 2019, four local businesses met for the first gathering of Project Fluvanna, a local solution to help alleviate workforce issues local business are facing. The goal is to enable Fluvanna County High School (FCHS) graduates to be employed by a business from Fluvanna the Monday after graduation.

The Economic Development Office views workforce issues that businesses from Fluvanna are experiencing as a local issue. Fluvanna finds local solutions for local problems.

Career and Technical Education (CTE) classes at FCHS. Afterwards the companies discussed what they liked and how it could be applicable to their own work environment. Brunch was provided by the FCHS culinary department.

Early in 2020 teachers and guidance counselors toured the businesses. Future plans include inviting the businesses to participate in the CTE program through applicable activities, classroom Q&As, field trips, and more. FCHS also is planning a spring “signing day.”

**We find local solutions
for local problems.**

Project Fluvanna includes four, large businesses that are hiring employees on a regular basis. Companies were selected because they have immediate and ongoing openings to fill. All who were invited were enthusiastic for the opportunity. Representatives of the companies were invited to tour the

A first year success includes one business creating three internships for Fluvanna graduates. Project Fluvanna begins building a sustainable pipeline of employees for years to come.

Project Fluvanna is an innovative program to connect local potential employees to businesses from Fluvanna.

FY 2020 Highlights

July 2019: Planning Commission approved Lane Self-Storage sketch plan in the Zion Crossroads Area.

September: Mechanical Business Solutions (MBS) was approved for B-1 rezoning on 1 acre in the Zion Crossroads area. MBS will construct its office on the site for their business.

November: Fluvanna and Louisa began the Zion Crossroads Small Area Plan, a cross-jurisdictional approach to land-use and transportation for the area at the intersection of I-64 and Route 15.

January 2020: Foothill Irrigation (Project Diggity) received Planning Commission sketch plan approval for a new facility in Zion Station Industrial Park. The initial plans are for a 2,000 sq ft building.

May-June: Fluvanna created the Fluvanna Business Recovery Loan and the FROM: Fluvanna Small Business Grants to assist with the disruption the COVID-19 health crisis caused.

August: The Virginia Economic Development Partnership (VEDP) Products Team visited Fluvanna on a familiarization tour. VEDP toured Carbon Core in the Zion Station Industrial Park and took home Fluvanna-made products.

October: Two new businesses opened in the county: Wahoo BBQ and Sprint. Wahoo BBQ opened with much fanfare and sold out the first three days in operation.

December: Developers for a new Tractor Supply Co. (Project KC) received Planning Commission sketch plan approval for a location on South Boston Road near Sycamore Square.

March: Fluvanna County retail sales experienced a large increase due Gov. Northam's Executive Order 53, requiring everyone to stay at home, therefore shopping local.

June: Fluvanna participated with UVA to move the Fluvanna economy online. As a first step, the EDO created the From Fluvanna app (p.4).

Making Lemonade: COVID-19 Health Crisis

COVID-19 created havoc for everyone's life and businesses from Fluvanna were not left unscathed. However, because of COVID-19, Economic Development Office made the most of opportunities given through various recovery efforts.

UVA Swoops In

COVID-19 made it difficult for businesses from Fluvanna to adapt to conducting transactions in a world without face to face interactions. The University of Virginia Career Center created the Propel Management Consulting Program for undergraduate students unable to attend planned internships. Propel interns did a two-week intensive study into the Fluvanna economy to make it more resilient and online. The proposals included creating an online, centralized business district, a budget, and ongoing management plan.

One of the biggest helps to the Office was the addition of an intern from UVA. Austin Katstra was originally supposed to go to a federal agency. When his federal internship was canceled, the Schaffer Fellow in Government Service was

redeployed to Fluvanna for a 10-week internship. Austin played a critical role in the From Fluvanna app and the FROM: Fluvanna Small Business Grants.

From Fluvanna App

As a first step towards the solution from the Propel interns, the Office



launched the From Fluvanna app, accessible at app.fromfluvanna.org. Serving as a centralized marketplace, the app lists all businesses from Fluvanna. Each listing includes, if applicable, an address, phone number, email, website, Facebook, online ordering, and more!

FROM: Fluvanna Small Business Grants

In May, Fluvanna County received \$2.379 million from the CARES Act for local assistance to the COVID-19 health crisis. The Board of Supervisors allocated 19%, \$450,000, for the Funds for Recovery and Operations Management (FROM): Fluvanna Small Business Grants. The program had over 120 businesses apply.

Major Wins

The Economic Development Office works to grow the business community, including attraction of new business. Through the help of the Virginia Economic Development Partnership (VEDP) and the Central Virginia Partnership for Economic Development (CVPED), Fluvanna has responded to several companies looking to come to the area. The under construction Zion Crossroads Water and Sewer System already has enabled Fluvanna to respond to proposals we previously could not. Here are the named projects Fluvanna won or are still open for FY 2020:

Project Name	Description	Status
Bennett*	Manufacturer	<i>Ongoing</i>
Spectrum	Manufacturer	<i>Ongoing</i>
Whooping Crane	Manufacturer	<i>Ongoing</i>
Diggity*	Corporate Office	Foothill Irrigation sketch plan approved for Zion Station.
KC*	Retailer	Tractor Supply Co. sketch plan approved for a site on South Boston Road.
Wahoo*	Restaurant	Wahoo BBQ opened in the Cunningham Market on Thomas Jefferson Parkway.

*Fluvanna-led project

Major Non-Wins

Because Fluvanna is now responding to more projects, that also means a chance to be eliminated. In FY 2020, Fluvanna was eliminated from 11 projects. In previous years, Fluvanna would not have been able to be considered for at least 10 of the projects below. There were an additional 13 projects Fluvanna could not meet the requirements of the prospective companies. The majority of the projects were sent to the Economic Development Office from VEDP and CVPED. Fluvanna was only eliminated from one project that originated from the office in FY 2020:

Project Name	Description	Status
Bean	Food Processing	Eliminated
Bronco	Manufacturer	Eliminated
Cosmo	Manufacturer	Eliminated
Denali	Manufacturer	Eliminated
Hulk*	Regional Office	Eliminated
Mesh	Manufacturer	Eliminated
Meteor	Manufacturer	Eliminated
Movement	Distribution	Eliminated
Select	Manufacturer	Eliminated
Tangle	Retailer	Eliminated
White Oak	Manufacturer	Eliminated

*Fluvanna-led project



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