



Revised Strategic Economic Development Plan 2008

JULY 2009 UPDATE

Acknowledgements

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PREFACE

The Economic Development Authority, Department of Economic Development and Planning Commission have been working on a number of action items identified in the Revised Strategic Economic Development Plan that was finalized in November 2008.

This document includes all the action items in the November 2008 plan and provides information about the status of each area of activity. The format organizes the items by Priority A, B or C—a designation that was made in the Revised Plan.

In spite of the reduction of a full-time position in Department of Economic Development, staff has been able to accomplish a great deal. Much of this has been possible due to the increased involvement of EDA members and citizen volunteers on EDA committees, citizen involvement, the newly formed Broadband committee, the Planning Commission, support and involvement of the Shenandoah Valley Partnership, the Luray Page Chamber of Commerce, Virginia Economic Development Partnership and Page County staff.

PRIORITIES A

OBJECTIVES	LEAD	SUPPORT	STATUS
1) Expand existing efforts to educate businesses about what local, state and federal resources are available to them (i.e. HUBZone).	Dept. of Economic Development	Chamber of Commerce and Economic Development Authority	Implementation of microenterprise loan program: Business Development Specialist available in Department of Economic Development
2) Continue to build relationships with local businesses through a visitation program.	Dept. of Economic Development	Board of Supervisors and Economic Development Authority	Partnering with Chamber on this initiative
3) As part of the existing business program, undertake a survey of local businesses to ascertain needs, problems and general perceptions of business climate.	Dept. of Economic Development	Board of Supervisors and Economic Development Authority	Part of business visitation program
4) Continue work on ready-to-go-sites and identify locations in conjunction with the future land use plan.	Economic Development Authority	Dept. of Economic Development	Rezoning of Project Clover proceeding. Related marketing initiatives moving forward
5) Identify companion businesses to those existing in the county and target these kinds of organizations to locate in Page County.	Dept. of Economic Development	Economic Development Authority	This is being accomplished through business attraction program
6) Identify the sectors and business types that are most conducive to locating in Page County. Ensure that: 1) the list matches the future land use plan and intergovernmental agreements; and 2) the zoning ordinances support the needs of targeted businesses and industries.	Dept. of Economic Development	Planning Department, Zoning Department and the Towns	Project Clover is in compliance with draft land use land. Working with Planning office to implement zoning ordinances that are in compliance with environment of county and clear, concise and manageable from business point of view

PRIORITIES A - Continued

OBJECTIVES	LEAD	SUPPORT	STATUS
7) Develop land use plans targeted to areas surrounding the towns taking into consideration existing infrastructure and future infrastructure planning.	Planning Commission	Towns' Planning & Utility Departments	Not started yet
8) Develop and implement a marketing program to attract new businesses. Include information about the HUBZone program.	Dept. of Economic Development	Economic Development Authority, Virginia Economic Development Partnership, Shenandoah Valley Partnership	Focusing on the Web page as first step including launching and populating EDA Web site.
9) Develop a "fast-tracking" process at the County to secure permits. Pursue in conjunction with the Planning Commission and Zoning/Planning Departments appropriate zoning subdivision plans for industrial parks, business parks, technology parks, etc	Dept. of Economic Development	Building, Zoning and Planning Department	Not started yet
10) Monitor and pursue all appropriate federal and state grant and loan funding needs that are consistent with local funding needs and economic development activities.	Dept. of Economic Development	Staff	Processes underway through EDA grant resource program & with Northern Shenandoah Valley Regional Commission
11) Prepare and submit an Enterprise Zone application during the next application cycle which is the summer of 2009.	Dept. of Economic Development	Board of Supervisors and Economic Development Authority	Process is underway. Target date of application Oct 2009.
12) Investigate key details about Page County's proximity to the nation's capital and how it can be marketed as an asset for development purposes.	Dept. of Economic Development	Staff	Part of marketing initiative.

PRIORITIES A - Continued

OBJECTIVES	LEAD	SUPPORT	STATUS
13) Investigate and implement ways to use the internet (i.e. EDA website, State of Virginia website) that will attract new business to Page County	Dept. of Economic Development	Staff	EDA website is in process of going online. Through membership in SVP our sites have been updated on Virginia scan.
14) Review and update the strategic plan on a regular basis. Meet with 2008 Economic Development Plan Citizen Committee on an annual basis to update members on the plan's implementation.	Economic Development Authority	Dept. of Economic Development	Meeting will be scheduled
15) Continue to monitor and take advantage of state and federal grant opportunities designed to foster business development and expansion.	Dept. of Economic Development	Consultants	Working on several applications
16) Build a portfolio about the County and present it to financial institutions in order to promote and support funding of businesses within Page County.	Economic Development Authority	Dept. of Economic Development and Board of Supervisors	Not started
17) Provide support and recommendations to the Economic Development Authority in furthering their mission and activities.	Economic Development Authority	Dept. of Economic Development	Ongoing: have established Agricultural, Marketing and Communication Committees
18) Establish an annual roundtable discussion between stakeholders such as the School Board and administrative staff, Workforce Investment Board, Lord Fairfax Community College, Technical Training Center, etc. to promote better planning and coordination of business-related training and education in the county.	Economic Development Authority and Dept. of Economic Development	Board of Supervisors, School Board and staff, Workforce Investment Board, Lord Fairfax Community College, Technical Training Center	Not started

PRIORITIES A - Continued

OBJECTIVES	LEAD	SUPPORT	STATUS
19) Continue communication with Norfolk & Southern on passing tracks in the County.	Dept. of Economic Development	Economic Development Authority	Active communications going on
20) Complete the broadband initiative. When concluded, explore funding options, operational outlines and implementation schedule.	Dept. of Economic Development	Board of Supervisors	Completed and submitted grant applications to fund it. Establishment of Broadband Authority.
21) Work with telecommunication providers to offer and expand services to meet the needs of existing and prospective businesses.	Dept. of Economic Development	Board of Supervisors	Broadband Authority is engaged in those conversations
22) Increase one-on-one communication and cooperation with the three towns regarding providing/extending water and sewer service.	Board of Supervisors and Economic Development Authority	Dept. of Economic Development and Planning Department	Continue efforts with Stanley. Have not yet started with other towns
23) Department of Economic Development will ensure that political leadership of the County is educated, as soon as possible, about the issues facing the agricultural community	Dept. of Economic Development	Agricultural Community	Have created the Agricultural group, Gerald Cabbage is a member. Participating in SVP regional AG discussion
24) The Director of Economic Development will work with the Executive Director of the Chamber to develop reporting formats for the marketing and financial updates that will be submitted to the Board of Supervisors on a regular basis.	Dept. of Economic Development And Chamber Of Commerce	Board of Supervisors	In place.

PRIORITIES B

OBJECTIVES	LEAD	SUPPORT	STATUS
<p>1) Promote a unified relationship with the towns by:</p> <ul style="list-style-type: none"> A. Reviewing Strategic Economic Development Plan with the towns and political leadership. B. Working through issues with the towns in advance (i.e. zoning) that will allow for effective marketing to business. 	<p>Board of Supervisors</p>	<p>Dept. of Economic Development</p>	<p>A. This is one of the efforts of the EDA Communication committee B. Not started</p>
<p>2) Have a representative from the Economic Development Department join the Tourism Council to promote communication between these two groups.</p>	<p>Chamber of Commerce</p>	<p>Dept. of Economic Development</p>	<p>Not possible due to staff reduction in Dept of Economic Development</p>
<p>3) Economic Development Authority and Department of Economic Development will hold forums on what can be done to assist the agriculture industry and educate farmers about what can be done.</p>	<p>Economic Development Authority</p>	<p>Agriculture Community, Dept. of Economic Development, Cooperative Extension Office</p>	<p>Being worked on by the EDA Agricultural working group</p>
<p>4) Economic Development Authority and Department of Economic Development will engage farmers and the public on the current situation and research other communities about how they are dealing with the issues facing the poultry industry.</p>	<p>Economic Development Authority</p>	<p>Agriculture Community, Dept. of Ec. Development, Cooperative Extension Office</p>	<p>EDA Agricultural working group</p>
<p>5) Economic Development Authority and Department of Economic Development will explore the viability of holding a summit about agriculture in the Shenandoah Valley. The Shenandoah Valley Partnership could be the host and invitations would be sent to Virginia Tech and other counties in the valley.</p>	<p>Economic Development Authority</p>	<p>Agriculture Community, Dept. of Ec. Development, Cooperative Ext. Office, Shenandoah Valley Partnership Virginia Tech</p>	<p>Agricultural working group is discussing this</p>

PRIORITIES B - Continued

OBJECTIVES	LEAD	SUPPORT	STATUS
6) Department of Economic Development will develop a list of targeted industries and communicate that information to the Technical Training Center and Lord Fairfax Community College in order to provide direction regarding skills that will be needed.	Dept. of Economic Development	Economic Development Authority, Technical Training Center and Lord Fairfax Community College	Not started
7) Encourage the school district to have conversations with students in middle school and high school about topics such as life skills, introduction to different kinds of professions and schooling necessary to achieve success in these areas, importance of completing GED, etc.	Economic Development Authority and Dept. of Economic Development	School Board and staff	Not started
8) Engage business in conversations about their needs and bring this information to the roundtable discussions.	Dept. of Economic Development	Chamber of Commerce and Economic Development Authority	Schedule to be implemented as part of business visitation
9) Department of Economic Development will build ongoing relationships with VDOT to facilitate approvals and engage other state agencies to assist in making progress with submitted applications. Department of Economic Development will identify other angles (i.e. HUBZone, legislators) to promote approvals of VDOT requests.	Economic Development Department and Board of Supervisors	Dept. of Economic Development	Will revisit this once VDOT reorganizes
10) Continue to support the airport's capital improvement plan including safety improvements for helicopters	Dept. of Economic Development	Economic Development Authority and Board of Supervisors	EDA is providing funding and Economic Development Dept. is working with airport commission on funding of future projects

PRIORITIES B - Continued

OBJECTIVES	LEAD	SUPPORT	STATUS
11) Continue to work cooperatively with the towns on the preparation of grant and loan applications designed to facilitate maintenance and existing facilities and expansion of utilities in the County.	Dept of Economic Development	Town Councils	Actively engaged with Stanley on this. Not with other two towns yet.

PRIORITIES C

OBJECTIVES	LEAD	SUPPORT	STATUS
1) Complete a survey of the skills of Page County citizens that commute out of the county for employment.	Dept. of Economic Development	Economic Development Authority, Weldon-Cooper Center, Workforce Investment Board and Virginia Employment Commission	Negotiating with Weldon Cooper Center to do this work
2) Request tourism funding support from the towns.	Chamber of Commerce	Dept. of Economic Development	Not started
3) Review tourism marketing initiatives to ensure that they promote the entire County.	Chamber of Commerce	Dept. of Economic Development	Chamber working on this area
4) Explore the possibility of involving citizen volunteers to assist the Department of Economic Development.	Dept. of Economic Development	Economic Development Authority and Dept. of Economic Development	Not started
5) Research how graduation rates compare to other counties and explore what needs to be done to bring Page County to a competitive level.	School system	Economic Development Authority and Dept. of Economic Development	Not started
6) Educate the County and towns on the importance of including access to utilities within their requirements for development.	Dept. of Economic Development	Board of Supervisors, Economic Development Authority and Planning Dept	Not started
7) Engage the Board of Supervisors on roadway transportation issues and obtain direction to move forward.	Dept. of Economic Development	Planning Department, Economic Development Authority and the public	Not started

PRIORITIES C - Continued

OBJECTIVES	LEAD	SUPPORT	STATUS
8) Find out from VDOT and Norfolk Southern if water/sewer and telecommunications can be installed during the construction of new roads/rail and repair of existing roads/rail.	Dept. of Economic Development	Planning, Zoning and Building Departments	Working with Norfolk Southern on this
9) Identify arterial transportation corridors in coordination with plans for future development.	Planning Department	Dept. of Economic Development	Will be completed at end of summer 2009
10) Investigate an overlay on roadways to prevent future building within widening areas.	Planning Department	Dept. of Economic Development	Not started
11) Assist in establishing a new group (could be a subcommittee of the EDA) to promote education, cooperation and communication between the county, towns and organizations involved in business attraction. Key issues this group must address are zoning, land use planning, utilities and transportation.	Economic Development Authority	Dept. of Economic Development	Not started

