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Virginia's Gateway Region

### ANNUAL REPORT 2021

23

### LETTER FROM THE BOARD CHAIRMAN Helping Business Thrive

Virginians faced many difficulties in 2021, as we continued to navigate through the pandemic. Those challenges continue, but the desire to persevere and to help our community move forward and grow holds strong. Throughout this report, you'll read about new business locations and expansions in the Gateway Region. Some of these exciting expansions fall within the pharmaceutical industry. Our region is becoming nationally known as a cluster for manufacturing active pharmaceutical ingredients. Because of the collaboration between governments, researchers, manufacturers, educators, and workers, the Gateway Region will play a major role in providing quality medications for Virginians and Americans as a whole.



EDWARD "TED" RASPILLER

In order for companies to thrive in the Gateway Region, a qualified workforce is critical. Filling jobs was a challenge over the past year, as industries continued to change and evolve. VGR is playing a critical role in addressing workforce needs by helping connect workers to potential employers through a variety of programs like Network2Work. VGR also works closely with the Crater Regional Workforce Development Board and its new executive director.

We are proud to build on this important work with **Transformative Growth 2025**, a fiveyear capital campaign that focuses on business growth, partnerships, and delivering innovative resources. We truly appreciate your support, as we strategize and work for a better future. We invite you to join us and follow along as we continue on this exciting journey, toward 2025.

Sincerely,

**Dr. Edward Raspiller, VGR Board Chairman** President of John Tyler Community College

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ABOUT THE FRONT COVER: The Dinwiddie Airport is set for new growth in the area. Read more on page 11.

# LETTER FROM THE PRESIDENT & CEO ECONOMIC MOMENTum

2021 reminded us how collaboration is key to moving Virginia's Gateway Region forward through a global pandemic. Economic development in our service area saw a pick-up in momentum throughout the year.

The first announcement in January was a blessing, not only for the Gateway Region, but for the United States of America. Civica Rx announced that it will construct a 120,000-square-foot state-of-the-art manufacturing facility in the City of Petersburg, Virginia to manufacture vials and syringes of injectable medicines used for COVID-19 patient care, emergency rooms, surgeries, and the treatment of serious infections and hypertension, which will be shipped to hospitals across the country. With this \$124.5 million investment to establish its first in-house operation, Civica Rx also created 186 new jobs.

During the year, an unprecedented reality began forming — we started developing an advanced pharmaceutical manufacturing cluster in Petersburg — re-shoring an essential industry sub-sector back to the United States. It was only four months later that AMPAC Fine Chemicals announced they're expanding their current facility in this urban core to meet the demands of a new, innovative model for making essential medicines, known as "continuous manufacturing"; AMPAC Fine Chemicals announced that their Petersburg operation would add 156 new jobs and invest another \$25 million in capital investment.



This cluster is unique; any company involved with this industry should desire the Gateway Region as their strategic location."

KEITH BOSWELL

These companies, in addition to VGR's other pharma cluster strategic partners, Phlow Corporation and the Virginia Commonwealth University College of Engineering's Medicines for All Institute, made this possible, setting VGR apart. This cluster is unique; any company involved with this industry should desire the Gateway Region as their strategic location.

The momentum didn't stop with pharma, though, or at our urban borders. In July and September, there were back-to-back announcements made in VGR's outer-region localities to expand operations of two signature businesses: Virginia Diner in Sussex County and Service Center Metals in Prince George County. These expansions are creating 110 new jobs and investing \$104.5 million into our rural municipalities.

Jobs and investment are what we strive for everyday as economic developers, but as a regional economic development organization, it's about more than that. There are certainly precursors to establishing those objectives — quality of life and placemaking — which wouldn't be possible to improve without a prosperous economy. There will be a need for the region to become a destination living space where communities promote health and wellness, and provide features which make it a journey's end. Our region needs to be a place that people think positively about how to promote the Gateway Region as a "must have" address. When I think of the Appomattox River Trail currently being built by Friends of the Lower Appomattox River, I see but one of the many great examples where our regional leaders are inventing and uncovering the possibilities of how our region is developing as a great place to live, work and play.

As you flip through these pages, the momentum will be evident. We look forward to another year of **uniting our region for economic prosperity**.

Sincerely, Keith Boswell, VGR President & CEO

## **Our Potential**

54 NEW PROJECTS

23 PROJECT PROPOSALS (RFIs) & INFORMATION SUBMITTED

2,768 COMPANIES RESEARCHED 6 BUSINESS ATTRACTION PROGRAMS

LEAD

**48** 

BUSINESS

MEETINGS

ATTRACTION

GENERATION

21 PROPERTIES SUBMITTED

SITE

8

SELECTION

**PROSPECT VISITS** 

9 PROPERTIES VISITED

REGIONAL AMBASSADORS VIRTUALLY VISITED

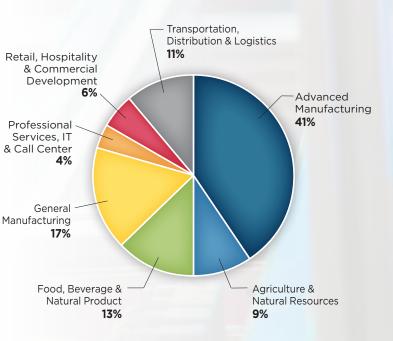


CALIFORNIA COLORADO CONNECTICUT DELAWARE GEORGIA MASSACHUSSETS NEW JERSEY NORTH CAROLINA TEXAS UTAH

### 

BELGIUM CANADA FRANCE GERMANY IRELAND NORWAY SPAIN SWITZERLAND

### **PROJECT INDUSTRY COMPOSITION**





## **2021 Deals**

Five premier economic development announcements were made within Virginia's Gateway Region in 2021. Three announcements were expansions of existing operations while two were new locations.



<sup>\$</sup>4.5M

INVESTED

16

JOBS CREATED

Virginia Diner will invest over \$4.5 million to

peanuts. Founded in 1929, Virginia Diner is

known for its landmark restaurant on Route

nearly double production of its iconic gourmet

460 in Wakefield and line of gourmet seasoned

peanuts, snack mixes, peanut brittles, and other

candies. The company will create 16 new jobs

and commit to sourcing 100 percent of its

peanut purchases from the Commonwealth.





**Civica Rx** will invest \$124.5 million to establish its first in-house pharmaceutical manufacturing operation in the City of Petersburg. The project will create 186 new jobs. The Civica Rx plant will manufacture vials and syringes of injectable medicines used for COVID-19 patient care, emergency rooms, surgeries, and the treatment of serious infections and hypertension, which will be shipped to hospitals across the country.

CIVICA





### 30 JOBS CREATED \$4M INVESTED

**Davis Oil** is expanding its footprint in Prince George County with a new travel center. The 10,000-square-foot facility will serve residents and tourists alike with a fuel center, as well as the restaurants Subway, Wendy's, and Little Caesar's. The development is creating 30 new jobs through a \$4 million investment.



156 JOBS CREATED \$25M

**AMPAC Fine Chemicals** is investing \$25 million to expand its existing operation on North Normandy Drive in the City of Petersburg. Virginia successfully competed with California and Texas for the project, which will create 156 new jobs. Founded in 1945, the company solves problems through technology and innovation to reliably deliver quality products that save and improve lives.



94 JOBS CREATED STORM

Service Center Metals, a manufacturer of aluminum extrusions, will invest more than \$100 million to expand in Prince George County. The company will construct two new facilities, an aluminum extrusion plant and a compact remelt plant, in Crosspointe Centre. The facilities will increase production capacity to meet customer demand. Virginia successfully competed with Tennessee for the project, which will create 94 new jobs.

## **Business Expansion**



### **VSU SHARES THEIR AG RESEARCH**

VGR's team and board members visited the Virginia State University (VSU) Agriculture Research Station on Randolph Farm. VSU taught the team about their College of Agriculture's Food Safety & Microbiology Program. This program does important work to improve the safety and quality of the region's food supply. VGR hopes to continue to develop the partnership with VSU, especially around food entrepreneurialism.

### \$1.63 MILLION APPROVED FOR SITE DEVELOPMENT

This summer, GO Virginia approved VGR's site development grant request for \$1.63 million. The grant will help VGR improve 15 regional sites, of which 11 are in the Gateway Region, to a Tier 4 level. These updates will help the region win projects that will provide jobs for the

citizens of our region and increased revenue for our regional economy.

### ANNUAL MEETING HELD IN PERSON

The 2021 Annual VGR Meeting was held on June 8th, at the Boathouse at City Point. It was the first time partners had gathered in person since 2019 due to the COVID-19 pandemic. This special spot in Hopewell was a perfect location for a productive meeting of reflection and discussion. Attendees heard from Keynote Speakers Brian Ball, Virginia Secretary of Commerce & Trade, and Cassidy Rasnick, Deputy Secretary of Commerce & Trade for Rural Economic Development.



**BUSINESS COUNCIL EVENT WAS A HOME RUN** 

VGR held its first Business Council event of the year on April 21st at the home of the new Tri-City Chili Peppers, in Colonial Heights. The team made their debut in the Coastal Plain League this summer. This league is the top summer collegiate baseball league in the nation, and Shepherd Stadium is a beautiful place to enjoy America's pastime and offer a special place to build relationships and community. Go Chili Peppers!

### FORT LEE: A STRONGHOLD IN THE REGION

As a major economic engine in the region, VGR partners with Fort Lee to promote collaboration and share information. Highlights this year included being part of the Civilian Military Council and supporting Fort Lee's effort to house hundreds of Afghan refugees on the base.

### REVITALIZING OUR DOWNTOWNS

VGR was proud to invite Downtown Strategies, a part of Retail Strategies LLC, to tour and advise its seven localities. Consultants were able to see first-hand the exciting potential of each urban and commercial hub in the region and create strategies for revitalization that include individualized plans for VGR's partner communities.



### VGR'S MARKETING EFFORTS RECOGNIZED

VGR was recognized by The Richmond Chapter of the Public Relations Society of America in the fall. VGR won the "Commonwealth Award of Excellence" for its Integrated Communications Campaign, a "Capital Award of Excellence" for its brand video and three "Capital Awards of Merit" for its 2020 Annual Report and feature articles.

### A LOOK AT TRANSFORMATIVE GROWTH 2025

VGR kicked off its Capital Campaign, Transformative Growth 2025, in September. The investment strategy supports a new five-year strategic plan, which intends to build prosperity through three pillars business growth, partnerships, and delivering innovative resources. Significant work still needs to be done to advance and sustain the region's economy. Increased competition for business growth and workforce issues, as well as post-COVID recovery in the region, are among the challenges being faced. The strategic plan addresses these challenges and prepares our region to respond to future opportunities, such as the emerging pharmaceutical industry centered in Petersburg. Fully-implemented, "Transformative Growth 2025" is projected to generate 1,500 jobs, \$500 million in capital investment and 25 announcements for the region.



# Virginia's Gateway Region Claims National Spotlight with Burgeoning **Pharmaceutical Cluster**

Advanced manufacturing is a longstanding target industry in Petersburg and we are roud that essential ingredients for medicines are again 'Made in the USA' — creating reshoring opportunities for American workers. Hundreds more of those jobs are close at hand with the launch of this new manufacturing initiative. Now is the time for supporting companies to join this cluster in the Gateway Region." Keith Boswell, VGR President & CEO





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an opinion editorial that ran in the Richmond Times-Dispatch on May 5, 2021.

### More than 240 attendees Zoomed in

to hear "The Future of Petersburg" from Richmond BizSense. The informational session highlighted the growing pharma cluster and was

sponsored by VGR and Phlow. Speakers included VGR President & CEO Keith Boswell, Phlow CEO Dr. Eric Edwards, Petersburg Mayor Samuel Parham and Real Estate Developer Dave McCormack.

### Just days after it was announced that

cable business channel CNBC had voted the Commonwealth of Virginia as the top state for business for a second year in a



row, Virginia Secretary of Commerce and Trade Brian Ball cited Petersburg's advanced pharmaceutical manufacturing cluster as being an integral part of the state receiving its second, consecutive "Top State for Business" recognition.

"We're very proud of all of our economic development projects," Secretary Ball said, adding that, "industries such as pharma extend benefits that reach far beyond the city limits of Petersburg into the rest of Virginia." Virginia is the only state to receive this award two years in a row.



### VGR partnered with Richmond-based data and

analytics startup EDai to forge clear economic competitiveness messages through identifying strengths which promote the Gateway Region as the East Coast's best-suited location for pharmaceutical manufacturing. With this opportunity, VGR is now moving at twice the speed to ensure the momentum continues with its partners and the innovative cluster takes hold in Petersburg and the region.



on the growing pharmaceutical manufacturing cluster opportunity. The campaign featured a marketing video, website landing page, brochure, digital ads and a feature article on Livability.com.

### The coalition of public and private

organizations in support of creating an advanced pharmaceutical cluster in Central Virginia was named by the Economic Development Administration (EDA) as a finalist in the \$1 billion Build Back Better



Regional Challenge. VGR's leadership and involvement in the coalition will help to develop and scale the advanced pharmaceutical industry in Central Virginia.

**6** This EDA grant is essential in the long-term planning and growth of the pharmaceutical cluster in the Petersburg and Richmond regions. Work can now move forward in workforce training, developing the infrastructure and other tools needed that will ensure this critical industry is successful in Virginia."

Petersburg Mayor Samuel Parham Member of VGR's Board of Directors.

VGR launched a marketing blitz in 2021 to capitalize



### DINWIDDIE COUNTY

The completion of the Dinwiddie County Airport's four new executive hangars was a gamechanger for the County and the region. Major companies in the Richmond-Petersburg MSA can conveniently fly in and out of the airport to do business both efficiently and affordably. The completion of the new executive hangars was the locality's largest economic development highlight of 2021. Additionally, Dinwiddie County saw numerous small businesses open their doors in the locality during 2021, including Paradise Haven and Rustic Shears Salon & Boutique. This type of activity spurred renewed interest in entrepreneurialism throughout the COVID-19 pandemic timeline. Dinwiddie also ended the year with 20 sites available to market to prospective businesses and developers which take advantage of the County's low cost of

living and promote the community's diversely qualified and well-educated workforce.

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### CITY OF COLONIAL HEIGHTS

ROYALFARN

Colonial Heights concluded 2021 with nine projects; three were new construction – Mission BBQ, TownePlace Suites, Royal Farms – and six were expansions or new to Colonial Heights (Midas, Ace Hardware, Crumbl Cookies, Locke Supply, Valvoline, and Dunkin'®). Additionally, Mission BBQ and Royal Farms were the City's largest economic development announcements in 2021. There are also several pad sites available around the Southpark Mall area, including a light industrial site owned by the City with a Tier 4 rating from the Virginia Economic Development Partnership. During the year, the City completed a new comprehensive plan and worked to strengthen the City's workforce development efforts by partnering with the Virginia Employment Commission and the Crater Regional Workforce Development Board. Also, during 2021, Colonial Heights continued to develop into a key regional retail destination, presenting the only major shopping opportunities along I-95 between the state capital and North Carolina with a retail trade-area population of over 1.1 million people.

### **CITY OF HOPEWELL**

DINWIDDIE COUNTY AIRPORT

In 2021, the most impactful economic development program in the City of Hopewell was the locality's "Small Business Recovery Grant Program". It allocated a total of \$1 million of the Coronavirus Aid, Relief and Economic Security Act (CARES Act) funding to support small and local businesses. Further- more, the program provided \$720,000 to 137 businesses in the City in the form of grants of either \$5,000 or \$10,000. Moreover, the City's "Small Business Marketing Program" assisted 26 businesses in developing a marketing plan and offered up to \$2,500 for each business to implement a portion of their marketing strategy. The City funded another round of the "Legacy Business Grant Program" through the Hopewell Economic Development Authority, awarding nearly \$35,000 in grants to five existing local commercial businesses to help improve their properties by making permanent enhancements to the interiors and exteriors of their buildings. Progress continues on many of the City's redevelopment efforts through the ongoing work of the Hopewell Downtown Partnership (HDP), which seeks to be an integral partner in executing improvement projects and promoting entrepreneurial opportunities throughout the city's core.

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With the culmination of this top priority, Surry is one of the few localities in the Commonwealth of Virginia to have total, county-wide broadband coverage. In fact, the County won a Virginia **Economic Developers Association award for** the project. Another exciting development was the \$50,000 Virginia Food Access Investment Grant received from the Virginia Department of Agriculture and Consumer Services to assist in advancing the goal of bringing jobs, investment and quality of life to Surry County. In September, the County sponsored a job fair that brought together roughly 35 employers and high school students to learn about local employment opportunities in and around Surry. Finally, throughout 2021, Surry's Economic Development Department promoted an effort to support local small businesses through the "Shop Surry! Be Local, Buy Local" campaign.

The County of Surry ended 2021 with its largest economic development announcement being the completion of its universal broadband project.

SURRY COUNTY

### **PRINCE GEORGE COUNTY**

In 2021, two economic development announcements made history for the City. In January,

square-foot sterile injectable manufacturing facility potentially creating more than 180 jobs

manufacturer of active pharmaceutical ingredients, announced plans to expand their current facility with an investment of \$25 million and the addition of 156 jobs. Both of these projects are unprecedented and revolutionary, and will be central to the building of an advanced pharmaceutical manufacturing cluster in the City. In addition, Petersburg's bond rating was upgraded to an A+ by S&P Global Ratings and to an A2 by Moody's Investor Service which marked the fifth straight year that Petersburg's bond rating has improved. Numerous small businesses opened in Petersburg during 2021, such as Hibbett Sports and the Hip Hop Spot.

Civica Rx, a non-profit generic drug company, announced its plans to build a 120,000

with a new plant investment of \$124.5 million. In May, AMPAC Fine Chemicals, a leading

Prince George County grew in 2021. Its largest economic development announcement was a \$101.7 million expansion by Service Center Metals, located in Crosspointe Centre, to construct a new facility to accommodate an additional aluminum extrusion operation and a compact remelting plant to meet customer demand. Additionally, Prince George awarded "Key to the County" plaques during ribboncutting ceremonies, grand-opening events and special anniversary celebrations for businesses, like: Davis Travel Express, Patriot Outfitters, The Award & Frame Shop, and Bopper's Malt Shop. Another signature event was the County's partnership with Fort Lee's Army & Air Force Exchange Services to hold a grand opening for six additional Fort Lee businesses. Other notable businesses which opened doors in 2021, were: Holy Mackerel Brewery, a new Wendy's inside Davis Express and a new 7-Eleven. In October, County Economic Development Department staff hosted a "Business Show & Job Fair"; over 50 job-seekers attended. Finally, the County hosted the 2021 Dixie Softball World Series, bringing over 2,000 visitors and an estimated \$750,000 economic impact to the community.

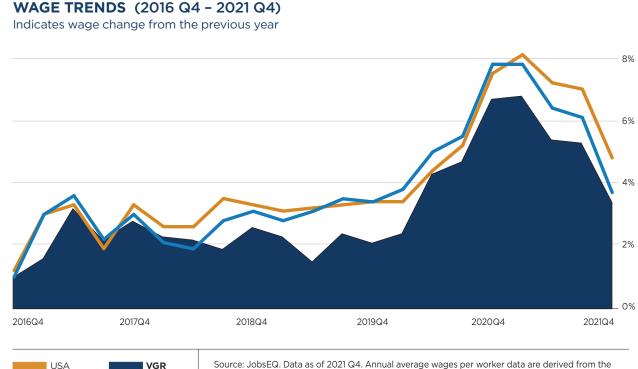
### SUSSEX COUNTY

Sussex County is home to Virginia's landmark restaurant, The Virginia Diner, which announced a major expansion in July. The Virginia Diner plans to double its iconic gourmet peanut production operation creating 16 new jobs and making a capital investment of \$4.5M in the Town of Wakefield. The nationally known landmark company, which is strategically located on State Route 460, will further commit to source 100% of its peanut purchases from Virginia farmers which is expected to be nearly four million pounds of peanuts over the next four years. Additionally, the Town of Waverly was selected, out of 2,200 towns across America, to receive the Lowe's "100 Hometowns" initiative grant which will be used to support the Sussex County Young Men's Athletic Club.

JOBOX

**CITY OF PETERSBURG** 

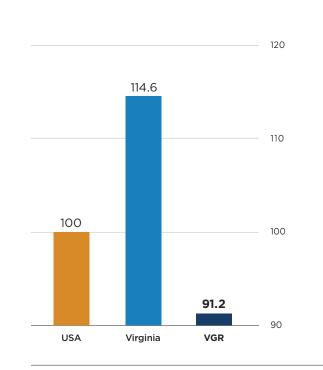
## **VGR Economic Dashboard**



USA USA Virginia

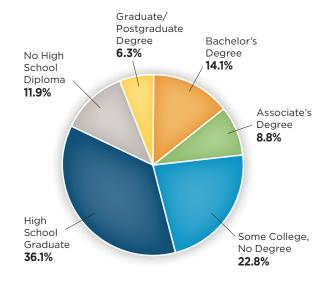
Source: JobsEQ. Data as of 2021 Q4. Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021 Q3 with preliminary estimates updated to 2021 Q4.

### 2021 COST OF LIVING INDEX



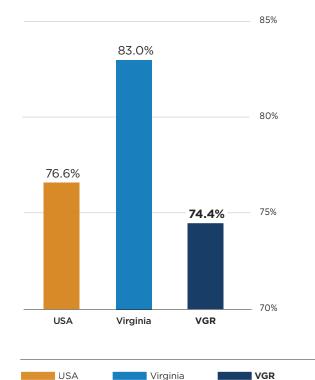
### **2021 EDUCATIONAL ATTAINMENT**

**B.1%** HAVE ATTAINED AT LEAST A HIGH SCHOOL DEGREE

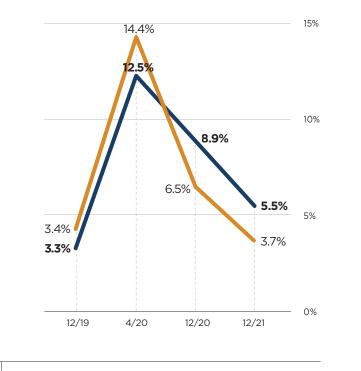


Source: Jobs EQ, Chmura Economics & Analytics. Note: Educational attainment data are for the population aged between 25 years-old and 64 years-old.

### 2021 PARTICIPATION RATE OF PRIME-AGE LABOR FORCE



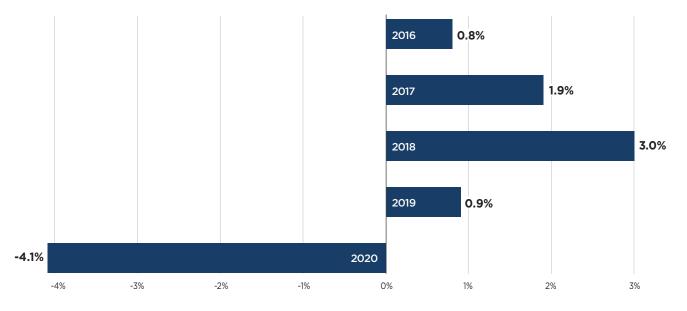
### UNEMPLOYMENT RATE (SHOWS PEAK RATE IN APRIL 2020)



Source: Jobs EQ, Chmura Economics & Analytics

### **GROSS DOMESTIC PRODUCT** (2016 - 2020)

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2020, nominal GDP in the Virginia's Gateway Region contracted 4.1%. This follows growth of 0.9% in 2019. As of 2020, total GDP in the Virginia's Gateway Region was \$7,987,229,000.



Sources: Gross Domestic Product data are provided by the Bureau of Economic Analysis imputed by Chmura where necessary, updated through 2020.

## **STAFF AND BOARD**

### **STAFF**



Keith Boswell

Ajay Sujanani President & CEO

Jill Vaughan

Consultant

Marketing and

Communications

Communications Specialist



Amy Everett Director of Customer Experience



Michelle Rogers Director of Workforce Development



Chief Operating Officer

### **BOARD OF DIRECTORS**

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CHAIRMAN - Dr. Edward Raspiller President of John Tyler Community College, soon to be Brightpoint Community College

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**TREASURER - Nick Walker** Roslyn Farm Corporation

**SECRETARY - J. Peter Clements** Bank of Southside Virginia

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PRINCE GEORGE COUNTY J. Peter Clements **Donald Hunter** 

SURRY COUNTY **Ernest Blount** Judy Lyttle

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Will Harlan, III Harlan Construction

Casey Logan Prince George Electric Cooperative

Willam H. Talley, IV William H. Talley & Son, Inc.

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**Colonial Heights Dinwiddie County** Hopewell/Prince George Petersburg Sussex

### **COMMUNITIES**

City of Colonial Heights City of Hopewell City of Petersburg Dinwiddie County Prince George County Surry County Sussex County

### **EDUCATION & TRAINING**

John Tyler Community College Virginia State University

#### **ENTERTAINMENT, RETAIL** AND HOSPITALITY

The Boathouse - Hopewell M.L. Davis Oil Company Shamin Hotels The Country Club of Petersburg

### **ECONOMIC DEVELOPMENT**

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**16** 

INDIVIDUALS Mike Colb

Pamela Martin Comstock Jeffrey Geisz Nicholas Walker Robert Walker

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Prince George Electric Cooperative

Southside Electric Cooperative

Dominion Energy

UTILITIES

Ruralband



### VISION

Uniting our region for economic prosperity

### MISSION

VGR fosters regional prosperity through business growth, powerful partnerships and delivering innovative resources to its communities.

### VALUES

Stewardship Authentic Respectful Visionary

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