



2018-2019

HANOVER COUNTY ECONOMIC DEVELOPMENT

**ANNUAL
REPORT**



ECONOMIC DEVELOPMENT

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Brandon S. Turner, Existing Business and
Project Manager
Angela Wright, Marketing Manager
Maria Snyder, Office Manager

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County Administrator
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Deputy County Administrator
James P. Taylor
Deputy County Administrator
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Deputy County Administrator

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Director's Letter

Our mission is to attract, grow and retain businesses in Hanover County in a manner that contributes to our premier quality of life while fostering a profitable climate for business investment.



Dear Community Stakeholders,

For fiscal year 2019, Hanover County experienced one of the most successful years on record as the local economy continued to perform at an extremely high level. Over 2,200 net new jobs were created this past year across all industry sectors, and Hanover's unemployment rate of 2.5% ending June 2019 is the lowest in over 10 years and remains well below both the State and national averages.

Building off the momentum from FY-2018, the county added 64 new project announcements and expansions, which is up nearly 20% from the previous fiscal year. The Department of Economic Development continues to make existing businesses a major priority through our current business retention and outreach efforts. Using targeted grass roots initiatives, such as the use of business walks as part of our Business First Program, helps us to uncover the needs of our local industries. Through these critical initiatives, we have been able to assist over 500 companies since its inception.

Cascades, a major international cardboard and tissue company, announced a \$275 million investment in Hanover County that will create 140 well-paying jobs. This project alone was one of the top five announcements in Virginia over the past 12 months and one of the largest industrial projects in the Commonwealth during the same period. The company will take over the idle facility, and after full build out, will once again be one of county's largest taxpayers.

With a strong economy and few vacancies, the County also implemented a speculative building program

to encourage new construction of industrial and flex spaces. This has spurred major investments by nationally respected developers and helped create much needed product for companies looking to call Hanover County home. Other announcements and expansions include Northlake Commerce Center, EAT's Pizza & Beer, Publix, Northlake 95 Speculative Building, ChemTreat, Tru Hotel, Avid Hotel, Charred, Delta Pure, Blue Bell Creameries, and Kroger along with Kings Dominion's WinterFest. These projects totaled more than \$300 million in announcements over the last fiscal year.

As we move into 2020, Hanover County will continue to provide support for our local small businesses along with a keen focus on site-readiness and strategies regarding the advancement of key properties that have major economic development potential for the tax base. The county continues to see major interest from corporations globally due to our favorable business climate that includes low taxes, expedited permitting processes and our location along the eastern seaboard. Economic Development is a team sport and is impossible without the strong support of our local businesses, citizens, community leaders and board of supervisors.

Sincerely,

A handwritten signature in black ink that reads 'E. Linwood Thomas IV'.

E. Linwood Thomas IV, Director
Hanover County Economic Development

About Us

As a publicly-funded entity, the Hanover County Department of Economic Development's primary mission is to expand and diversify the county's tax base and employment opportunities through business development. This mission is accomplished by providing services to companies that are considering a location in the County and assistance to its existing businesses. Numerous programs, information sources and databases have been developed to provide important information to Hanover's established business base, the corporate community and the consultants that represent them.



The department's responsibilities may be summarized as follows:

General

- Develop and implement long-term County economic development policy.
- Foster economic development collaboration among County leaders, citizens and businesses.
- Market the County's business advantages along with initiatives and incentives.
- Serve as the primary contact when the County receives business-related inquiries.
- Serve as a resource to the Economic Development Authority.

Assist Existing Businesses

- Be a technical resource to the County's business community.
- Encourage existing County businesses to invest and expand where/when appropriate.
- Visit/interview existing businesses to gauge business needs and general business climate.
- Respond to local business needs and serve as a business community liaison with the County.

Encourage New Business

- Provide local entrepreneurs with guidance and resources for their start-up ventures.
- Provide training resources and information to small businesses and start-up ventures.
- Provide marketing support for the Dominion Energy Innovation Center.

Recruit/Relocate Out-Of-Town Businesses

- Respond to commercial prospect inquiries whether sourced in-house or via regional partners.
- Expand the County's supply of available commercial and industrial sites and buildings.
- Be a strategic resource and facilitator to groups looking to develop sites within the County.



 **The perfect location!**



**HANOVER COUNTY
ECONOMIC DEVELOPMENT**

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The Year in Review



July 2018

Bear Island purchased by Cascades



August 2018

Northlake Commerce Center announced



November 2018

Kings Dominion's WinterFest begins first season



January 2019

Publix Grand Opening at Brandy Creek Commons



April 2019

ChemTreat breaks ground on \$10M Applied Tech Lab



April 2019

Tru Hotel announced in Ashland



June 2019

Avid Hotel announced on Rte. 1 near Sliding Hill Road

August 2018

Crescent Business Center V completed



October 2018

2nd Annual Green Top Expo (Awarded VTC Grant)



December 2018

EAT's Pizza & Beer announces new location at The Shoppes of Rutland



March 2019

Northlake 95 speculative industrial warehouse announced



April 2019

Blue Bell Creameries opens distribution center in Northlake Business Park



May 2019

Kroger Grand Reopening at Mechanicsville Turnpike location



June 2019

DeltaPure completes facility expansion



Product Development

Hanover is increasing focus on delivering commercial product in an effort to attract new business investment into the county's tax base.

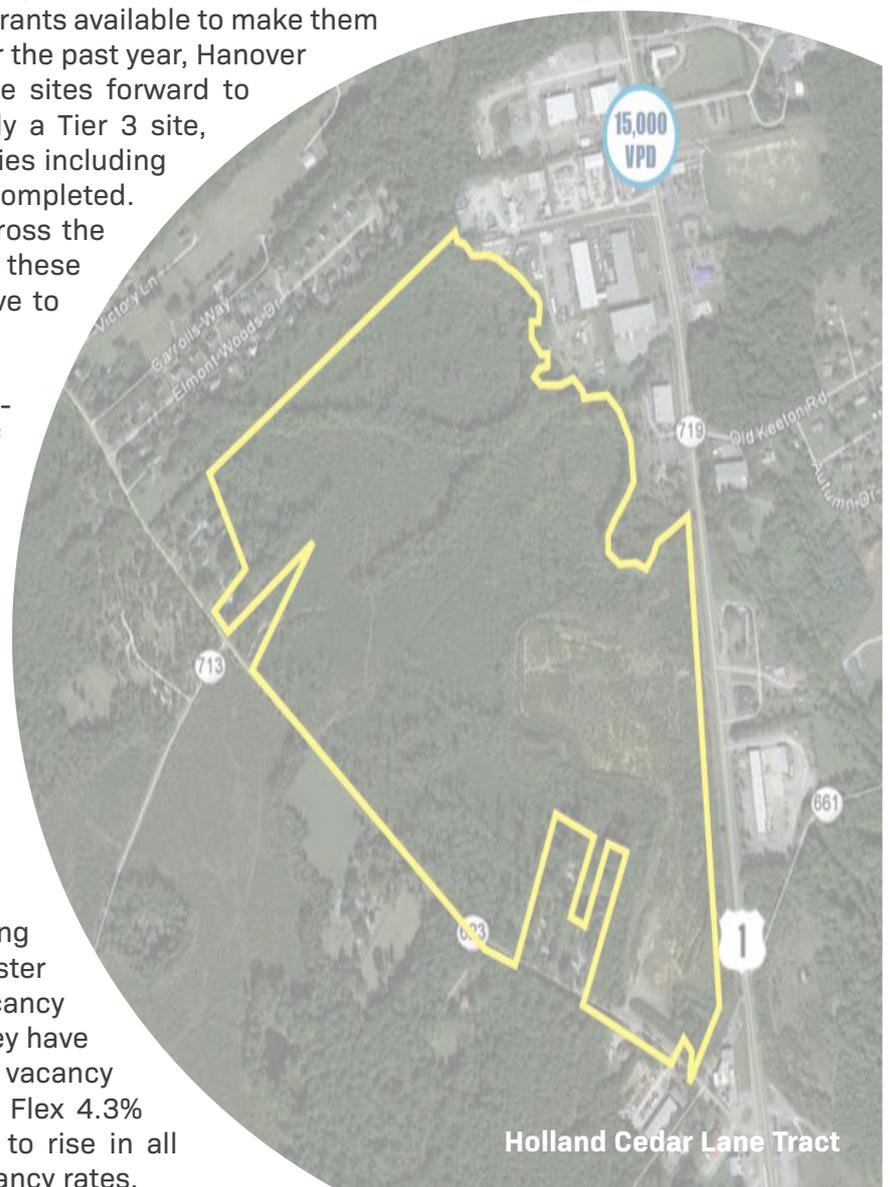
In 2016, the State of Virginia implemented an initiative called the Virginia Business Sites Readiness Program (VBSRP). This is a discretionary program implemented to encourage the development and characterization of industrial sites over 100 contiguous acres and to promote economic investment across the Commonwealth. Hanover took advantage of the program, and initially had six sites totaling over 1,000 acres ranked for future development.

In FY-2019, the State requested localities submit sites under 100 acres that could be attractive for economic development purposes. Hanover County submitted an additional 11 sites totaling over 1,300 acres that will be tiered 1-5 through the VEDP site characterization process with Tier 5 being the most site-ready. In all, the County had the third most sites submitted in the Commonwealth of Virginia.

Now that these sites have been ranked by the State, localities like Hanover County can take advantage of matching grants available to make them more competitive or “shovel-ready.” Over the past year, Hanover has continued to invest in moving these sites forward to higher tiers. Holland Cedar Lane, initially a Tier 3 site, has moved to Tier 4 after additional studies including LIDAR and geotechnical borings were completed. There are few Tier 4 and Tier 5 sites across the Commonwealth, therefore, advancing these properties will make them more attractive to major economic development prospects.

Hanover continues to meet with landowners to encourage consideration of the Strategic Zoning Initiative (SZI) in the Suburban Services Area. As these sites are developed, the County will look to replace them with new inventory. Landowners who are interested in rezoning a property that is currently in land use and zoned A-1 can take advantage of the program by rezoning to a specific commercial or industrial use with the benefit of deferring the incremental difference in taxes for up to five years.

Hanover's commercial real estate during FY-2019 continued to be absorbed faster than new product could be added. Vacancy rates across all sectors are the lowest they have been in ten years. At fiscal year end, the vacancy rates were Industrial 0.6%, Office 7.7%, Flex 4.3% and Retail 2.1%. Lease rates continue to rise in all categories, except Office, due to low vacancy rates.



Following the overwhelming interest in the county's first speculative development since the recession and the successful placement of Amazon in the 330,000 SF facility in 2017, Hanover County implemented a new speculative development initiative in FY-2019 with the goal of alleviating some of the risks of construction while creating a quality environment for new and existing companies. Because of this initiative, two new industrial development projects are currently underway adding 390,000 square feet of much needed space to the market.

“Hanover County’s support of the growing industrial market coupled with its business-forward infrastructure makes it an unparalleled option for businesses ready to enter or grow their footprint in Virginia.”

Adam Lawson, Vice President, JLL



Northlake Commerce Center

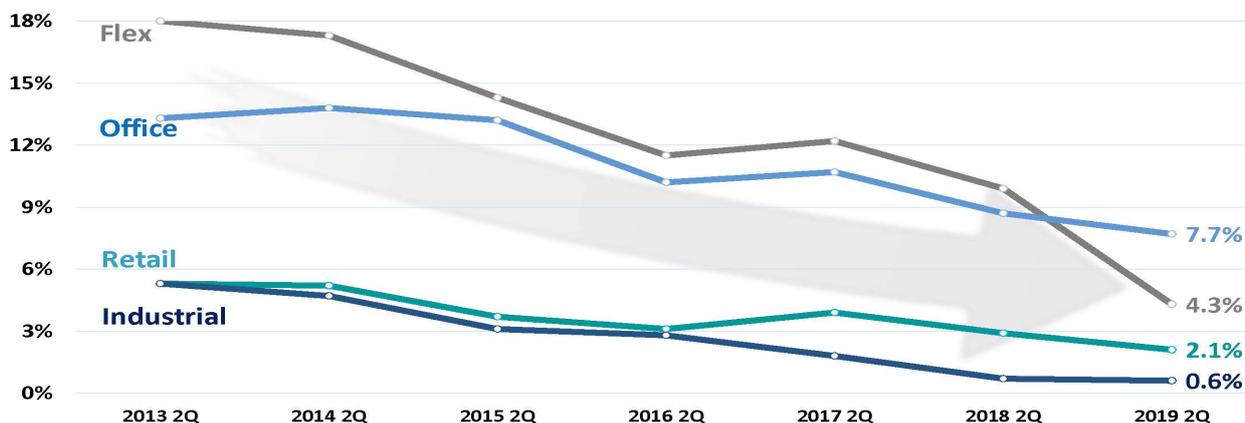
Northlake Commerce Center, a joint venture by JLL and Brookwood Capital Partners, is a new 152,000 square foot speculative industrial building under construction with delivery to the market in Q3-2019. Situated on approximately 15 acres in Northlake Business Park, the Class A industrial space has direct access to I-95 at exit 89, and will be a state of the art distribution facility featuring 32’ ceiling heights, 7” floors, 29 dock doors and two drive-in doors. This building is fully leased prior to completion.



Northlake 95

Northlake 95, a joint venture by JLL and NHT Northlake, LLC, is a new 238,000 square foot speculative Class-A industrial building scheduled to be delivered in 2020. Situated in the desirable Northlake Business Park with access to extensive highway networks, the building will feature 32’ ceiling heights, 47 dock doors, two drive-in doors, and 225 parking spaces. This building is already garnering significant interest by prospective tenants.

Vacancy Rates by Property Class



Source: CoStar
Data subject to adjustment by CoStar

Business Investment

Capital investments made by a wide range of industries continue to bolster confidence of Hanover's business climate and community.



As Virginia continues to garner prestigious accolades (#1 Best State for Business by CNBC, #2 for Corporate Headquarters by Business Facilities magazine, #1 for Quality of Life by Forbes, #1 in workforce and education by CNBC), Hanover County has benefitted from a continued increase in new capital investments. The reported value of commercial constructions permits were comparable to last year, while the value of commercially assessed land and business property increased 7.6%. In FY-2019, Hanover businesses created over 2,200 net new jobs which is a 138% increase over the previous fiscal year.



Blue Bell®

Blue Bell Creameries began operations in May, 2019 from its newly constructed 14,000 SF distribution center in the Northlake Business Park. The facility includes cold storage space with loading docks, fleet parking and administrative offices. This location employs approximately 20 people and serves markets within a 70-mile radius.



Publix®

Publix opened its first Hanover location in January, 2019 at Brandy Creek Commons on Mechanicsville Turnpike. The 49,000 SF newly constructed store employs approximately 140 associates. Publix has been named to Fortune Magazine's list of "100 Best Companies to Work For in America" 19 years in a row.



ICONEX™

Iconex, the world's leading provider of receipt and innovative label solutions, located its 35,000 SF Virginia manufacturing facility in Northlake Business Park. Headquartered in Duluth, Georgia, Iconex has numerous manufacturing facilities in the United States, United Kingdom and France.



Atlas Copco

Atlas Copco, founded in 1873 and with a global reach spanning 180 countries, provides innovative products and services including compressors, vacuum solutions, generators, pumps, power tools and assembly systems. Atlas Copco leased 6,500 SF in the Ellerson Industrial Park at Industrial Park Road.

53
New Businesses
& Announcements



New Business Announcements

Tru Hotel

Tru Hotel, slated to open in early 2020, is a five-story hotel under construction in Ashland. The 91-room hotel is located at the northwest quadrant of State Route 54 and Interstate 95.



Avid Hotel

Avid Hotel, a four-story hotel under construction, is located on U.S. 1 near Taco Bell just south of Sliding Hill Road. The 90-room hotel is scheduled to open in the first quarter of 2020.



EAT's Pizza & Beer

EAT's Pizza & Beer from the EAT Restaurant Partners of Richmond will anchor The Shoppes at Rutland Place, a new shopping center being constructed just north of the Rutland Commons shopping center off U.S. Route 301. The 3,800 SF restaurant will be completed in 2020.

Charred

Charred, a new restaurant announced by the co-owners of Social 52 restaurant in Richmond, will be located in the upcoming Shoppes at Rutland Place. Charred is set to occupy 4,000 SF at the retail center. Upon build out, Charred will seat 150, which includes a 45-seat patio with a mini bar, and two event/party rooms.



The Shoppes at Rutland Place (Concept Image)

Business Expansions

Fostering a business environment that facilitates the growth and success of Hanover's existing business community is paramount.

With a strong national economy and affordable cost to do business coupled with the Department of Economic Development's business outreach efforts, Hanover County has created a climate for healthy and sustained growth. At fiscal year end, new announcements and expansions had increased over 20% from FY-2018.



ChemTreat, Inc. Applied Technology Laboratory

ChemTreat, Inc. broke ground on a new applied technology laboratory in Ashland, Virginia on April 15, 2019. The 25,000 SF facility is being built across the street from the existing ChemTreat manufacturing plant in the Hanover County Airpark. Construction is anticipated to take approximately one year, and the work will be undertaken by Century Construction. The new facility will create up to 20 new jobs over the next 10 years.

The laboratory will provide advanced capabilities to support its global base of industrial water treatment customers with industry-leading water analysis. It will also feature state-of-the-art research and development facilities to enable ChemTreat to develop new technologies and solutions for its customers in both the industrial water treatment and oil and gas sectors.

Delta Pure Filtration, LLC New Office & Warehouse Expansion



Delta Pure Filtration, a manufacturer of cartridge filters and systems for water and various process fluids, has completed a new 16,000 SF building and an expansion to its existing facility. The expansion made room for more production equipment, and the new building constructed on their current site serves as research and development, administrative offices and warehouse space.

Delta Pure Filtration began manufacturing string wound filters in Hanover County in 1983. Since then, the company has expanded its facility and product offerings to include carbon filters, melt blown filters, pleated filters, filter housings and filtration systems.

The Virginia Economic Development Partnership (VEDP) will support Delta Pure Filtration's anticipated creation of 18 new jobs through its Virginia Jobs Investment Program (VJIP). As a business incentive supporting economic development, VJIP reduces the human resource costs of hiring and training new employees.



Kroger completed a \$4 million renovation of its Mechanicsville Turnpike location.

Closet Factory expanded its showroom at its Ashland, VA location.

Pepicelli's Pizza opened a second location on Mechanicsville Turnpike.

Easley Hedrick Insurance & Financial Company based in Mechanicsville acquired five other state-wide agencies.



Pearson Packaging Systems, a provider of discrete equipment and complete end-of-line systems for the secondary packaging automation market, acquired Hanover-based robotic automation specialist **Flexicell, Inc.** With over 25 years of applying robotics to solve packaging and warehouse automation challenges, Flexicell has developed industry leading technical expertise and a diversified customer base. The Ashland, Virginia facility will expand Pearson's manufacturing footprint and provide strategic proximity to key customers and markets. Recognizing Flexicell's robust brand equity and established customer relationships, the newly acquired company will continue to operate under its own brand name.



General RV's new 70,000 square foot facility with 40 service bays is currently under construction in the Northlake Business Park. Twenty acres facing Interstate 95 will be dedicated to RV displays, including mounted RVs stretching from Ashcake Road to the Richmond Harley Davidson facility. Upon its anticipated completion in 2019, General RV is looking to expand its local workforce to 150 employees. The facility's sales territory is expected to serve a 250-mile radius from its Ashland location, which takes it well beyond the Washington, D.C. and Baltimore metros, and south into the Hampton Roads area. Once the new facility is open and staffed, General RV expects to produce roughly \$100 million in annual sales.



The Dominion Energy Innovation Center (DEIC), renovated from a former firehouse in the heart of downtown Ashland, offers a unique space for startups and early stage technology businesses. The center offers open coworking spaces, private offices, a conference room, high-speed internet, printing and 3-D printing, free parking, 24/7 access, community resources, and VA Bio+Tech Park affiliation. In April of 2019, DEIC welcomed Adam Sledd as its new director and Ian Ragland as its new program manager.

Home to five startups companies, DEIC partnered with the **EDGE Career Center at Randolph-Macon College (RMC)** to host the Second Annual Pitch Competition in February, 2019. The winning startup technology company, TraceRX, was awarded a \$10,000 grant for its last-mile solutions platform primarily used by relief and aid organizations. The platform utilizes blockchain technology to eliminate inefficiencies, waste and theft from supply chains.

This year's student competition received additional sponsorship from the **Hanover County Economic Development Authority**. James Kickler, Authority Chairman, attended the competition and made welcoming remarks. The winner of this year's student competition is Francisco Rincon, a senior business major at RMC, who pitched his idea for a device to collect and recycle plastic bags.

Business Engagement

Our existing business outreach program continues success in its mission to understand and address issues by developing meaningful relationships with Hanover's business community.



The 2019 Hanover County Business Appreciation event, hosted by the Hanover County Department of Economic Development and the Hanover Chamber of Commerce, was held on May 23rd at Covenant Woods and included the second consecutive year of recognition of Hanover County Legacy Businesses. Legacy Businesses are entities that have been located in the County for 50 or greater consecutive years. This year's event placed special emphasis on the agricultural industry by honoring Legacy and Century Farms.

The ceremony was opened by comments and greetings made by W. Canova Peterson, Chairman of the Board of Supervisors. Hanover's Economic Development Director, E. Linwood Thomas IV, announced the 21 honorees as the awards were conferred by each district's respective supervisor.

This annual event of celebration, networking, recognition and camaraderie is the capstone of the business outreach program.



Ashland

Kiddie Kingdom • 51



Beaverdam

Anchor's Down Farm • 72
Eagle Point Farm • 72
Edgewood Farm • 122
Janeway Farm • 68
Lazy Creek Farms • 100+
Stillhouse Spring Farms • 300+
White Oak Farm • 111



Cold Harbor

Bloody Run Farm • 149



Henry

Creamfield Farm • 115+
Kirby Farms • 112
Kirby's Mountain • 151



South Anna

Blissful Acres • 123
Hanover Vegetable Farm • 117
Kee-Barb Farm • 122
Keenbell Farm • 68
Linden Hill Farm • 100+
Lloyd Family Farms • 150+
Oaklawn Farm • 66
T.E. Stanley & Sons, Inc. • 78
Walls Recycling • 70

Anton Paar USA was named the recipient of the 2019 Marc S. Weiss Award at the annual Hanover County Business Appreciation event. The award, presented by County Administrator Rhu Harris, was accepted by Reinhard Eberl, President & CEO. Internet Exchange (RVA-IX.NET) and James River Equipment were also nominated for the 2019 award.



The vision and purpose of the Marc S. Weiss Award is to recognize a Hanover-based business or entity which has demonstrated a lasting commitment to innovation, meaningful growth, global involvement and leadership and service within the Hanover business community.



The Hanover County Department of Economic Development (HCED) continually endeavors to provide support to existing businesses calling the county home. In fiscal year 2019, HCED visited 136 businesses to establish and strengthen relationships and address any issues that may be hindering growth. HCED also provided assistance to 130 businesses with a variety of needs, from identifying space for growth to addressing workforce development concerns. During FY-19, Business Walks were conducted in the Northern Airpark, Atlee/Rte. 301 corridor and the Meadowbridge business area.



Hanover County continues to engage existing businesses through the Business Walk program. As part of the Greater Richmond Partnership's **Business First** initiative, Business Walks are a way for the County to target a maximum number of businesses in a given area on a specific date. In addition to Economic Development staff, 12 volunteers assisted the Department in conducting three Business Walks this past year, visiting a combined 74 businesses. HCED staff was able to identify and address some concerns and questions, and provide assistance to a number of businesses which are in various stages of growth. Our department is grateful for the dedicated service of our Business Walk volunteers, and their commitment to help Hanover businesses continue to grow and flourish.



One way Hanover County continues to reach out to existing, as well as prospective, businesses is through promotional materials. In FY-2019, Economic Development continued to enhance its selection of promotional materials, which are provided to businesses during Business Walks and regular business visits. The Department also created several promotional brochures, available in print and online, to provide information to the business and entrepreneurial communities. HCED will continue to work to enhance promotional materials and plans to create several new brochures in the upcoming year to address topics including workforce development and partnerships with Hanover County Public Schools.



For the first time in FY-2019, Hanover County Economic Development successfully collaborated with Hanover County Public Schools and Virginia Career Works Capital Region to host the **Inspire Youth at Work Summer Opportunities Fair**. This event connected 22 employers with almost 350 youth who were seeking summer, part-time, and/or volunteer opportunities. Surveys from the event revealed that over 130 youth were matched with opportunities. The Opportunity Fair was such a success that another is planned for early 2020.

Marketing & Prospect Development

Outreach and digital marketing efforts outline Hanover's strategic advantages to proactively generate quality leads, share the successes of our existing business community, and provide resources to help the business community thrive.



ADVANCED MANUFACTURING:
ANTON PAAR USA

"We've expanded our workforce from 27 employees to nearly 200 employees, and we have employees from 24 different countries at the Hanover location."

- Reinhard Eberl, President and CEO, Anton Paar USA



PROFESSIONAL SERVICES:
BON SECOURS MEMORIAL REGIONAL MEDICAL CENTER

"I feel like there's a real camaraderie in Hanover. The community itself really embraces the businesses that are in the community, and they make a concerted effort to support each other."

- Leigh Sewell, CEO, Memorial Regional Medical Center, Richmond Community Hospital, Memorial College of Nursing



PROFESSIONAL SERVICES:
PIXEL FACTORY DATA CENTER

"The big differentiator is the people. The community supports the community. The people are exactly what you'd expect in Hanover County: genuine, trusting, and willing to help."

- Scott Brown, Owner

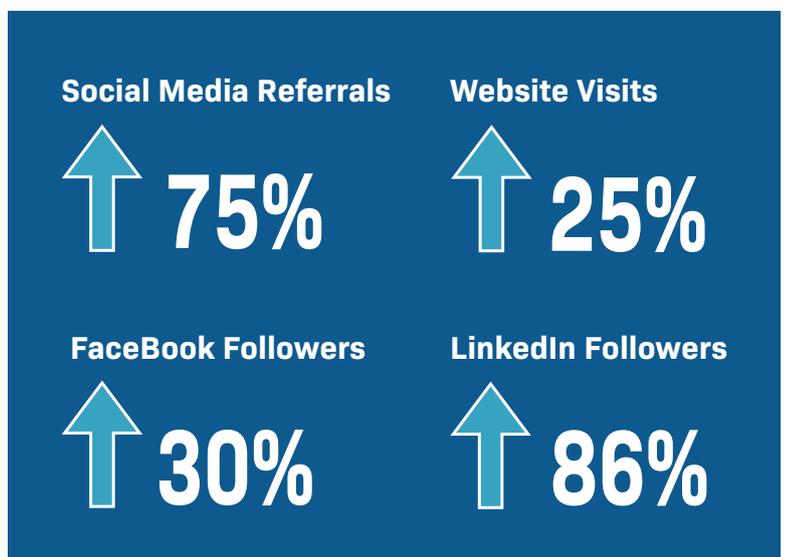


The best sales representatives to pitch the value of a Hanover business location continue to be the leaders of companies that have successful operations here. Having Hanover's CEO's share the virtues of the county's business climate with other company leaders is a very effective strategy to attract new investment. This year, staff continued working with Whittington Consulting, a Hanover-based company, to highlight dynamic companies discussing their business models, how they are adapting to market changes, and most importantly, how locating in Hanover County has helped them succeed in reaching their business goals.

New to these videos is the use of drone footage to show the physical scope of the business facility campus. These testimonial videos are featured as **Business Success Stories** on the department's website, and are shared by The Greater Richmond Partnership and the featured companies on their social media platforms.

New videos added during the past fiscal year include Anton Paar USA, Bon Secours Memorial Regional Medical Center and Pixel Factory Data Center.

Efforts to increase social media engagement with the primary end-goal of referring users to the economic development website have resulted in significant gains in viewership over the past fiscal year. The department's FaceBook platform has realized a 30% increase in followers, and is primarily used to share the department's mission, communicate information to existing businesses, share business success stories, and promote tourism and events. LinkedIn, while used much like FaceBook but with more content geared to site selectors and real estate and business communities, has risen in subscribers by 86%.

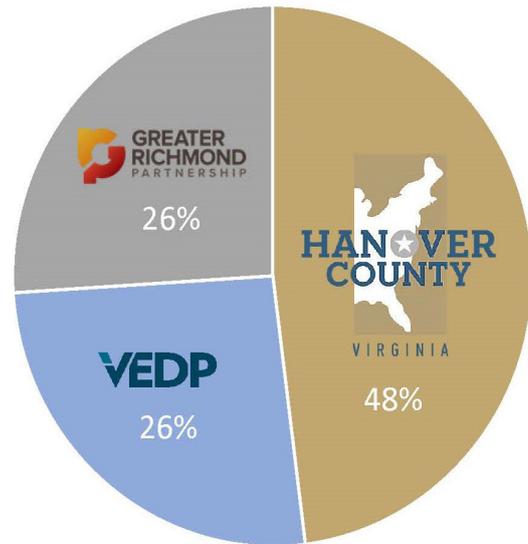


During the past fiscal year, the Hanover County Department of Economic Development continued to internally generate a majority of prospect leads. Even so, it is critical to maintain close working relationships with partner organizations such as the Virginia Economic Development Partnership, the Greater Richmond Partnership and the local Chamber of Commerce to enhance the county's marketing and outreach efforts.

Recognizing that marketing the entire region is more attractive to prospects, coordinated travel to domestic and international targeted markets with our regional partner organizations affords Hanover the opportunity to showcase the assets of the county and the entire region including education, workforce, quality of life, cost of doing business, and strategic location on the east coast. Over the last fiscal year, economic development staff participated in six marketing missions both domestically and abroad to sell Hanover to site consultants, CEO's and corporate real-estate professionals looking at the eastern seaboard as a potential location for their operations.

Lead Source By Organization

Source: Hanover County Economic Development



Domestic & International Marketing Outreach

In May 2019, Hanover participated in a marketing outreach trip to the United Kingdom to meet with companies considering relocation to the region. Coordinated by the Greater Richmond Partnership (GRP), Brandon Turner of Hanover County Economic Development (right) and Grace Festa of GRP (left) met with Pryor Marking Technology Vice President Alastair Morris (center) to visit the company's headquarters. Pryor has found success manufacturing in the Hanover Business Center located on Ashcake Road due to the abundant advantages that Hanover and the region offers. Other marketing trips coordinated by GRP included the LogiMat Conference in Germany and the San Francisco Bay Area Trade Mission and International BioTech Showcase.



Area Development Consultants Forum Outfront Workshop

In efforts to entice economic investment in the region, area economic developers are increasing their engagement with the middlemen often involved in the process - site selection consultants. These consultants frequently work with Fortune 1,000 companies to find ideal locations for expansion projects. In April 2019, metro Richmond played host to more than 20 site selectors from across the country who took part in a forum put on by Area Development, a national magazine focused on corporate site selection and relocation. The three-day conference was recruited to the region by economic development organizations Greater Richmond Partnership and Virginia Economic Development Partnership with Hanover County Economic Development contributing as a sponsor and shareholder attendee of the event.



Greater Richmond Partnership Investors Forum

Regional stakeholders attended GRP's Investors Forum in February 2019 to discuss how regional collaboration brings jobs and capital investments to the participating localities. During the forum, participants heard from Fatima Halimi, a site selection consultant with Montreal-based CAI Global who represented Cascades, a Canadian packaging and tissue products producer, in its \$40 million purchase and planned investment of up to \$275 million in the Bear Island paper mill that White Birch Paper idled in 2017. Called Project Neptune until the deal was finalized last year, Cascades plans to reopen in 2021 and employ 140 workers. The search started with sites in 17 states and was narrowed down to 18 sites across nine states before Bear Island was selected. The Hanover site and Richmond as a region ranked high in all three categories Cascades considered: business environment, workforce and the facility.

Agriculture & Tourism

Agriculture, tourism, and emerging agritourism continue to contribute to Hanover's economic vitality and diverse industry base.

Hanover Farms By the Numbers	
Total land in farms (acres)	89,186
Total market value of products sold	\$49,254,000
Percentage of farm land used for crops	69%
Percentage of family-owned farms	96%
Top crops grown by acreage used	Soybeans
Number of farms with 1,000+ acres	26
Source: USDA 2017 Census of Agriculture	



Agritourism



With agriculture being the largest industry in Virginia, it is no surprise that agritourism as a value-added industry is growing at a rapid rate. According to statistics from a state-wide study reported by Virginia Tourism Corporation, Central Virginia realized an economic impact from agritourism activity of \$210.7 million in 2015. Virginia defines agritourism as any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities. These activities include farming, wineries, ranching, historical, cultural, harvest-your-own produce, or natural activities and attractions. With the close proximity to metro Richmond, Hanover's contrasting agricultural assets are ideally positioned to take advantage of the rising demand for rural venues and activities.

Hanover Vegetable Farm, a 117 year old farm recognized as a Legacy Business at the 2019 Annual Business Appreciation event, has added value by diversifying its operations to include an on-site farm store named The Market, wedding venue services, seasonal pick-your-own pumpkins and related fall activities, as well as hosting numerous festivals with music, food, wine, beer and activities.

Established in 1978, Ashland Berry Farm has established itself as one of the top destinations for landscape and gardening needs with a garden center, pond shop and seasonal off-site market locations. In the fall, Ashland Berry Farm capitalizes on the season with over 30 acres of pumpkins, fun family activities, and for those interested in a more spine tingling visit, the farm is also known for its Terror On The Farm haunted experience.

Tourism continues to be a valuable resource for Hanover and the entire Richmond region. Each year, the county hosts tens of thousands of visitors into the community to enjoy historic attractions, sporting activities, fine dining, breweries and wineries, outdoor sports, biking, festivals, and of course, Kings Dominion. According to the Virginia Tourism Corporation, more than \$258 million was spent by visitors in Hanover in calendar year 2018, a 4.8% increase from the prior year. Employment from tourism activities rose 1.4%, and local tax receipts from lodging in fiscal year 2019 increased 3.7%.



**WinterFest
Kings Dominion**

Kings Dominion celebrated the holidays in a brand new way with the premiere of WinterFest, an immersive holiday-themed getaway that debuted on November 23, 2018 and ran its inaugural winter season through December 31, 2018. WinterFest transforms the park into a winter-wonderland adorned escape complete with millions of holiday lights, festive decor, and a 300-foot tall Christmas tree replacing the park’s renowned Eiffel Tower. Activities include a nightly tree-lighting ceremony, live holiday shows, roaming performers, ice skating, family rides, a special holiday menu, and even falling snow.



**Second Annual Green Top Outdoor Expo
Green Top Hunt & Fish**

During the weekend of October 6th and 7th, the Green Top Outdoor Expo 2018, hosted more than 175 of the biggest manufacturers from the outdoor industry’s most well-known brands. These manufacturers sent hundreds of representatives to the event to meet with attendees, offer product demonstrations, give seminars, and more. The event, which attracted approximately 15,000 attendees over the weekend, also featured special guests, free live music, food, and activities for the entire family. For the second consecutive year, Green Top was awarded a matching grant through the Virginia Tourism Corporation’s (VTC) Marketing Leverage Program (MLP) to assist with marketing the event.



**NCAA Division III Women’s Lacrosse National Championship
Randolph-Macon College**

Randolph-Macon College and Richmond Region Tourism hosted the NCAA Division III women’s lacrosse national championship on May 25-26, 2019. All three semi-finals and final games were played on Day Field, R-MC’s 2,500-seat on-campus stadium. “This privilege acknowledges the college’s tradition of outstanding women’s athletics as well as our fabulous new athletics facilities,” Randolph-Macon College President Robert R. Lindgren said in a press release. “We are also pleased that hosting this national championship on our campus will enhance even further the exceptional vibrancy of the greater Richmond region, of which R-MC is proud to be a part.”

Facts & Figures

Population



106,891

Median age: 42

Source: Applied Geographic Solutions 2019

Median Household Income

\$91,114

22% more than the state
43% more than the nation



Source: Applied Geographic Solutions 2019

Educational Attainment

The majority of the population in Hanover County has a high school degree, and 47.42% have a college degree.



Grades 8-12
6.7%



High School
25.9%



Some College
19.98%



Associate Degree
8.65%



Bachelor Degree
25.69%



Master Degree
13.08%

Source: Applied Geographic Solutions 2019

Bon Secours Memorial Regional Medical Center



Top 50
America's Best
Hospitals

2019 Rankings - Healthgrades

Total Business Establishments **3,828**



Source: VEC, QCEW, Q1-2019

Hanover County Public Schools

100%

FULLY ACCREDITED

NATIONAL BLUE RIBBON
SCHOOL OF EXCELLENCE
AWARDS

10

80

NATIONAL
BOARD
CERTIFIED
TEACHERS

1st

VIRGINIA SCHOOL DIVISION TO RECEIVE THE
U.S. SENATE PRODUCTIVITY AND QUALITY
AWARD FOR CONTINUING EXCELLENCE

ON-TIME
GRADUATION RATE

95.1%

63.8%

EARNED AN
ADVANCED
DIPLOMA

Source: Virginia Department of Education; HCPS

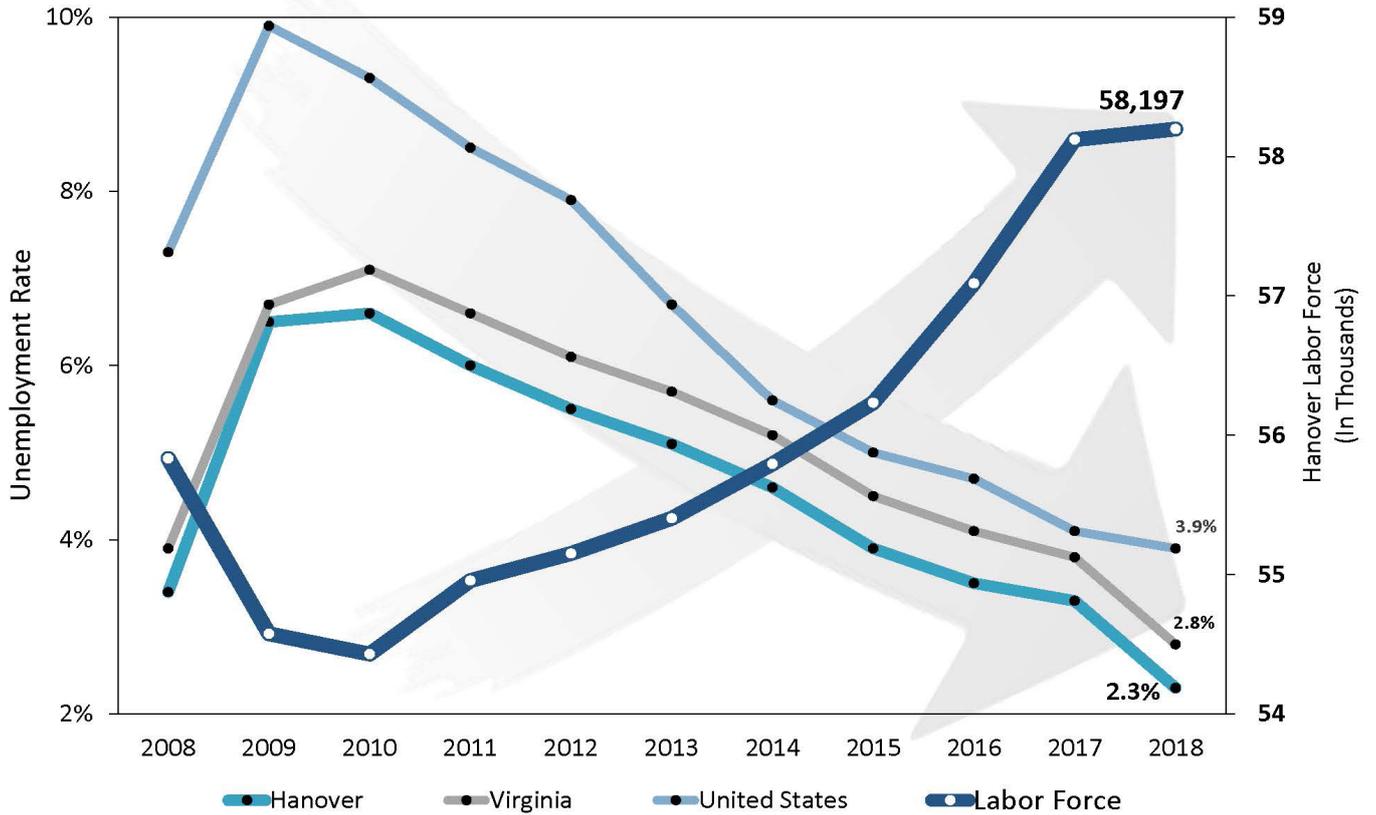
Major Private Sector Employers

(100+ Employees)

1. Bon Secours Memorial Regional Medical Center
2. Amazon Fulfillment Services, Inc.
3. Wal Mart
4. Owens & Minor Medical Inc.
5. Tyson Farms
6. Super Rite Foods Operations Company
7. Kings Dominion
8. Kroger
9. Woodfin Oil Company
10. Vitamin Shoppe Distribution Center
11. Owen & Minor Distribution Inc.
12. FedEx Ground
13. The Home Depot
14. Covenant Woods
15. Carter Machinery Company

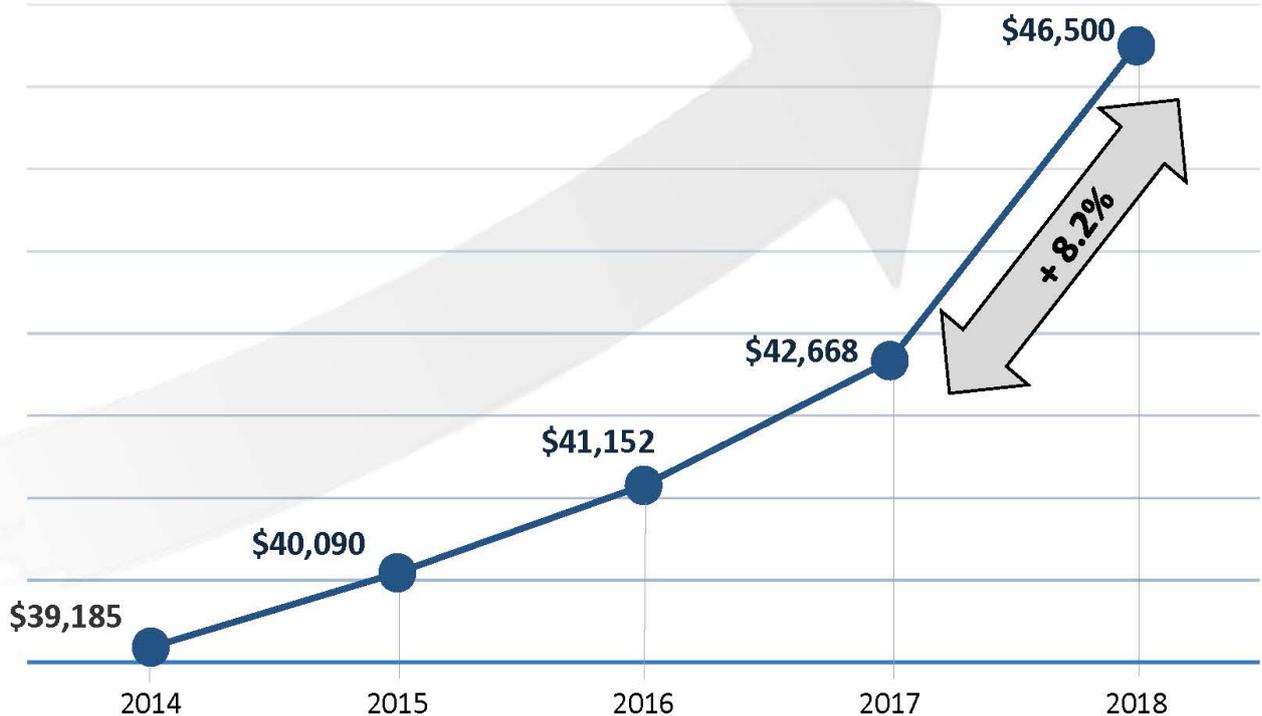
Source: VEC, QCEW, Q1-2019

Unemployment & Labor Force



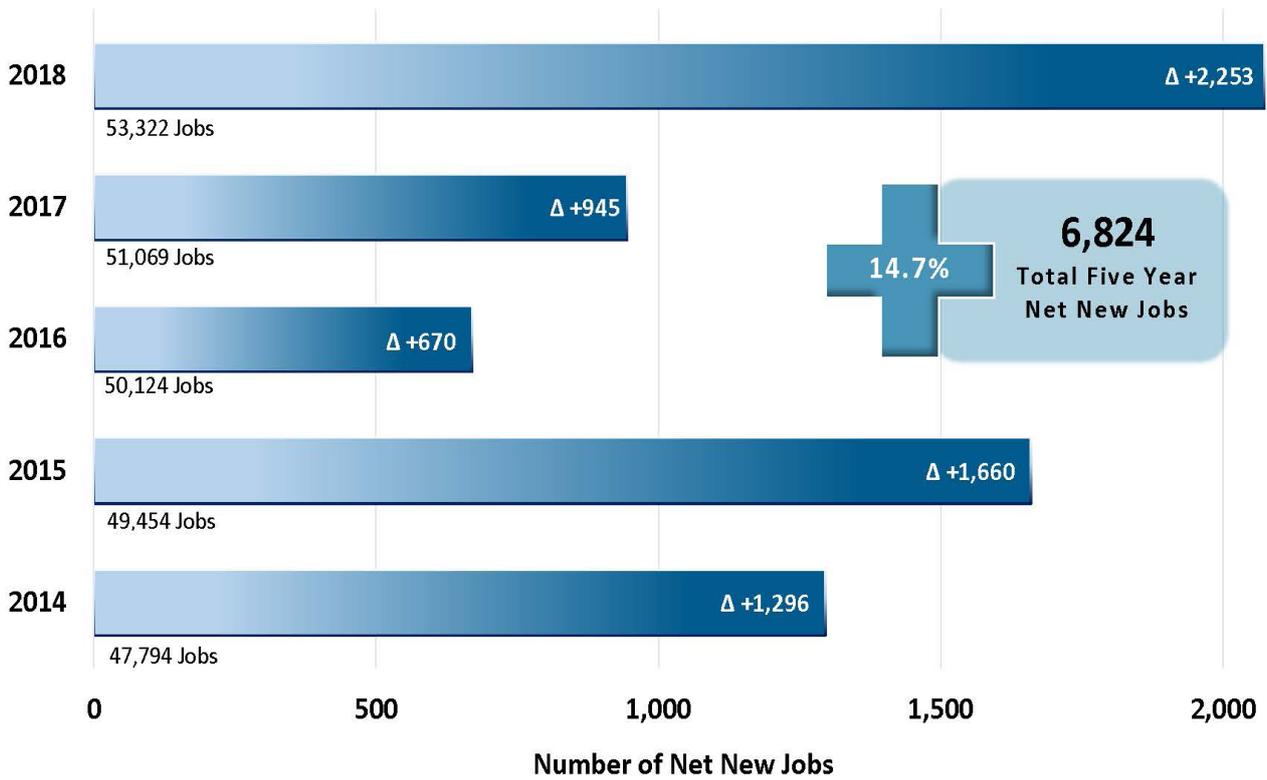
Source: VEC/QCEW, Q4 CY-end
VEC data subject to adjustment.

Average Annual Wages



Source: JobsEQ, Q4 CY-end

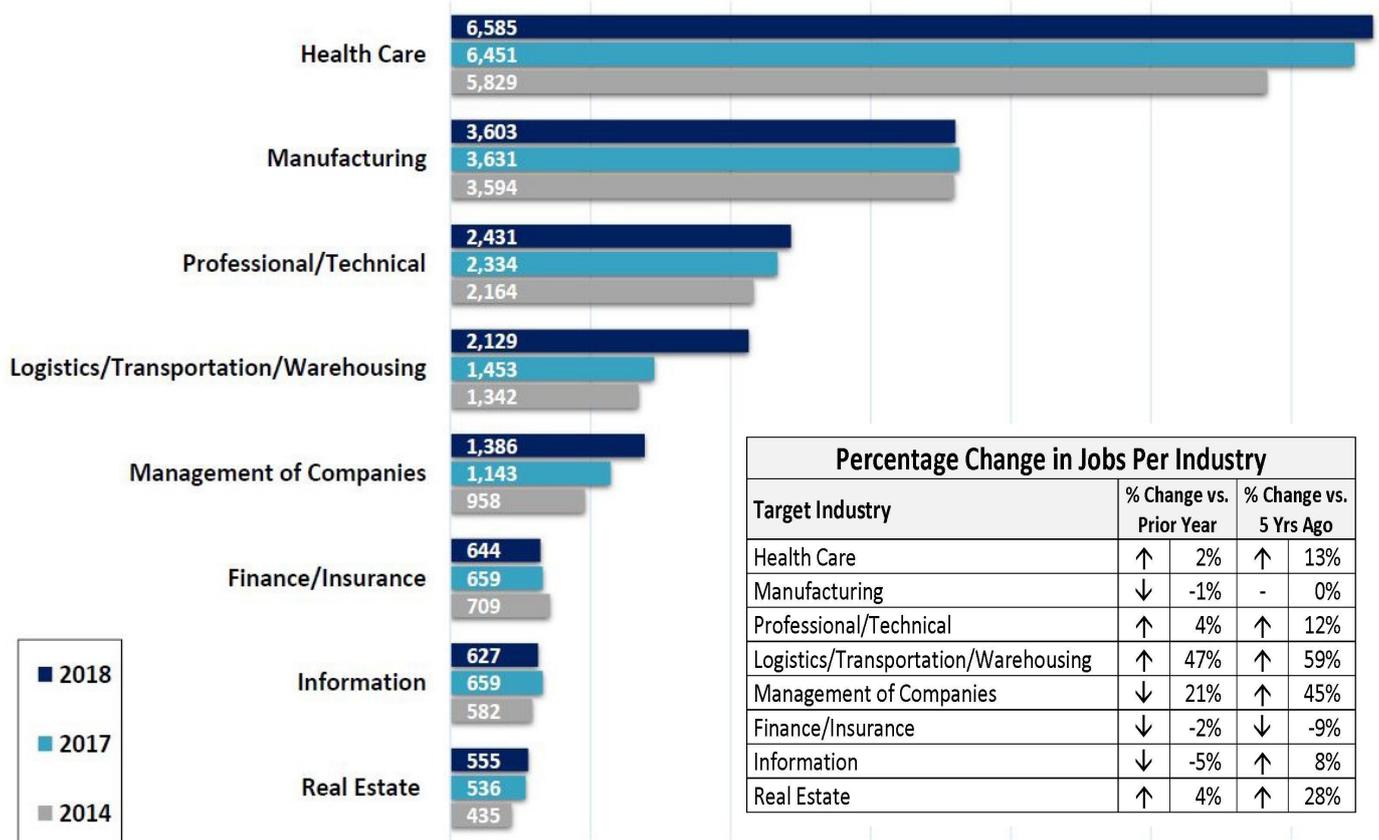
Net New Jobs in All Industries



Δ – Denotes change from prior calendar year

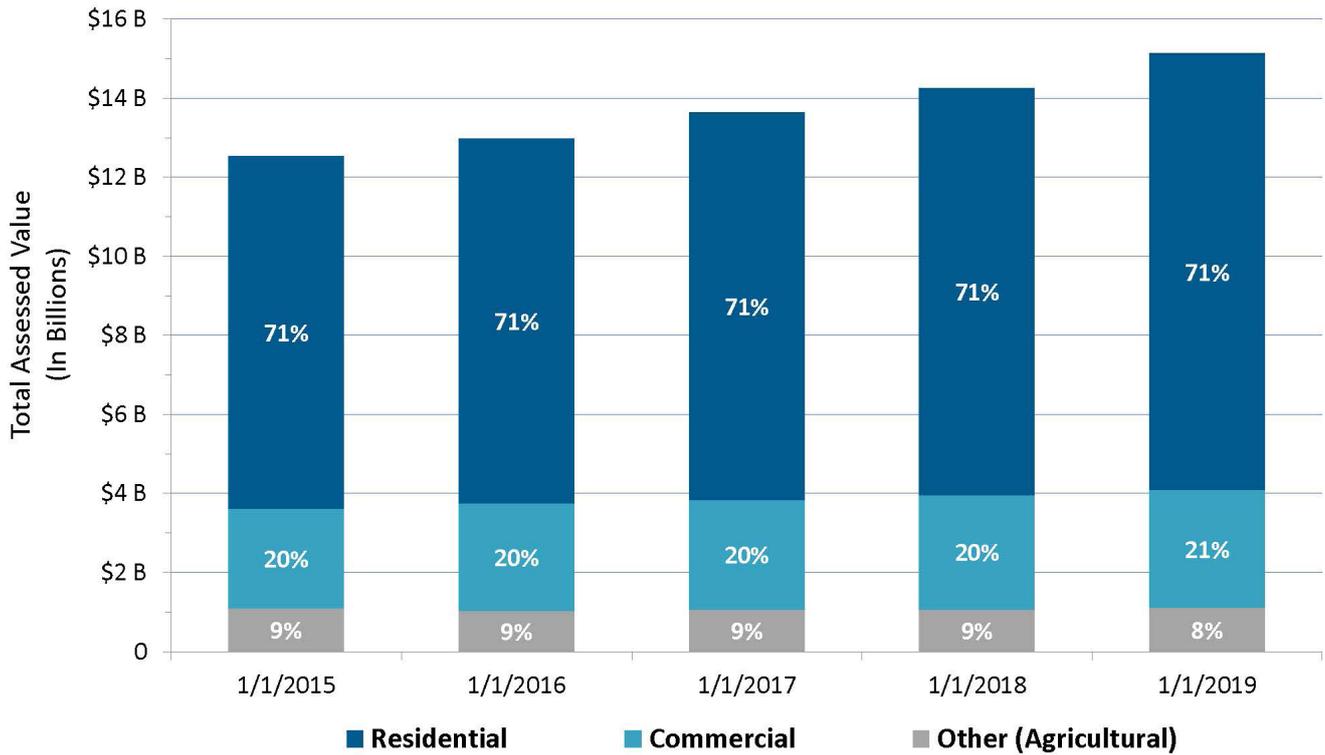
Source: VEC/LAUS, Q4 CY-end
VEC data subject to adjustments.

Net Change in Number of Jobs Per Target Industry



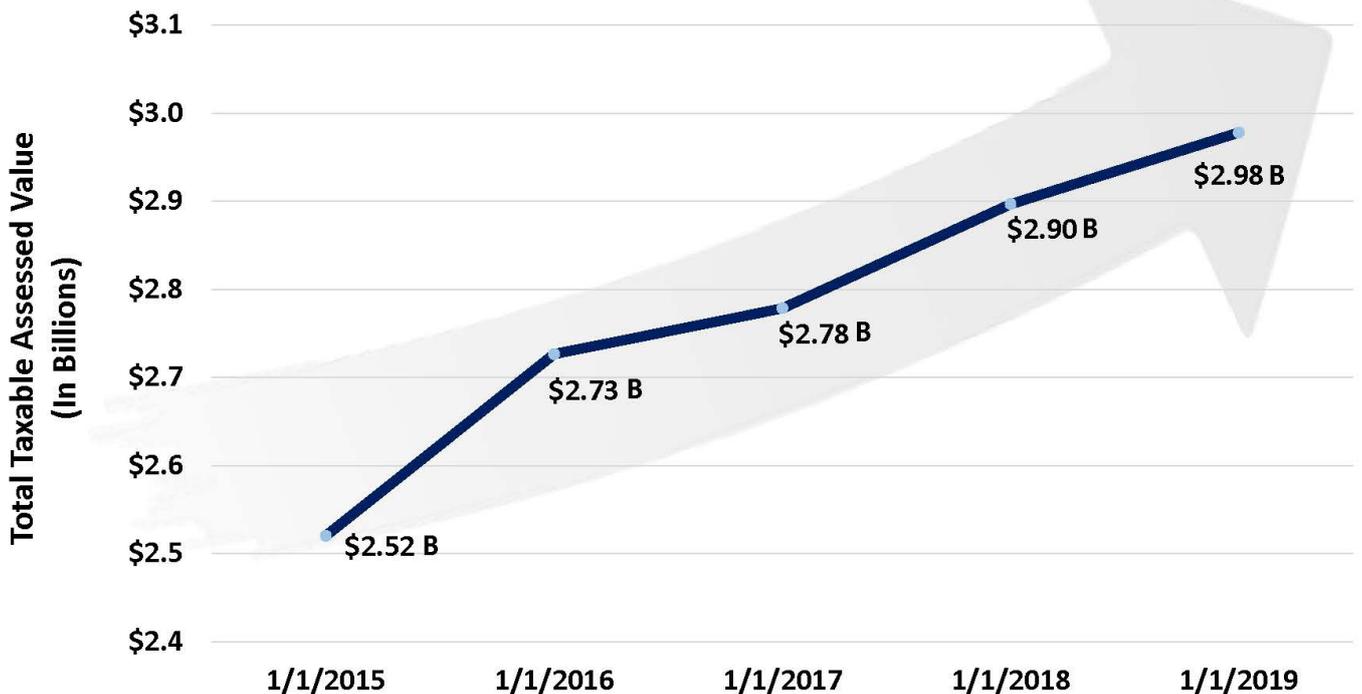
Source: VEC/QCEW, Q4 CY-end
VEC data subject to adjustments.

Percentage of Property Type Values of Total Taxable Assessed Value



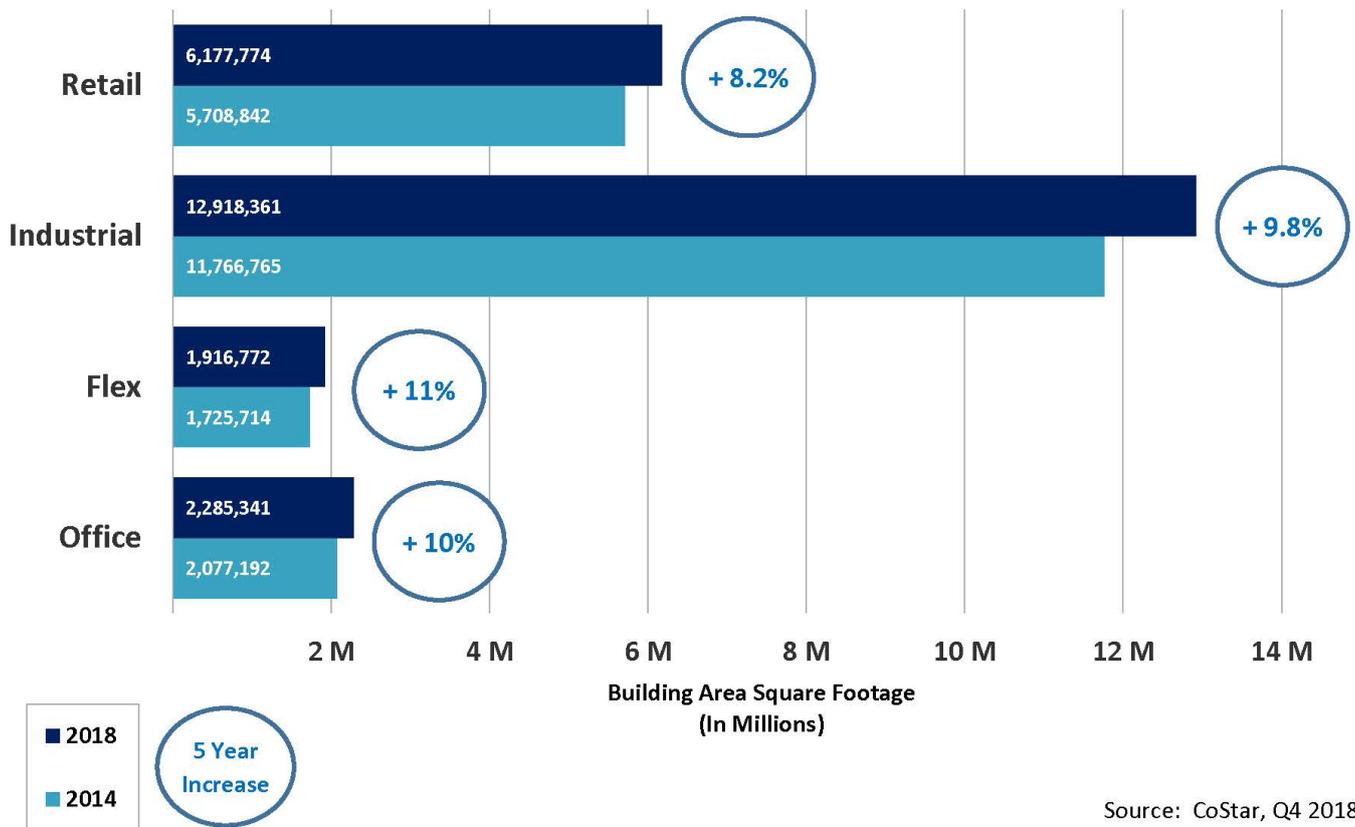
Source: Hanover County Assessor's Office.
Data based on previous CY as of January 1.

Total Taxable Assessed Value of Commercial Property

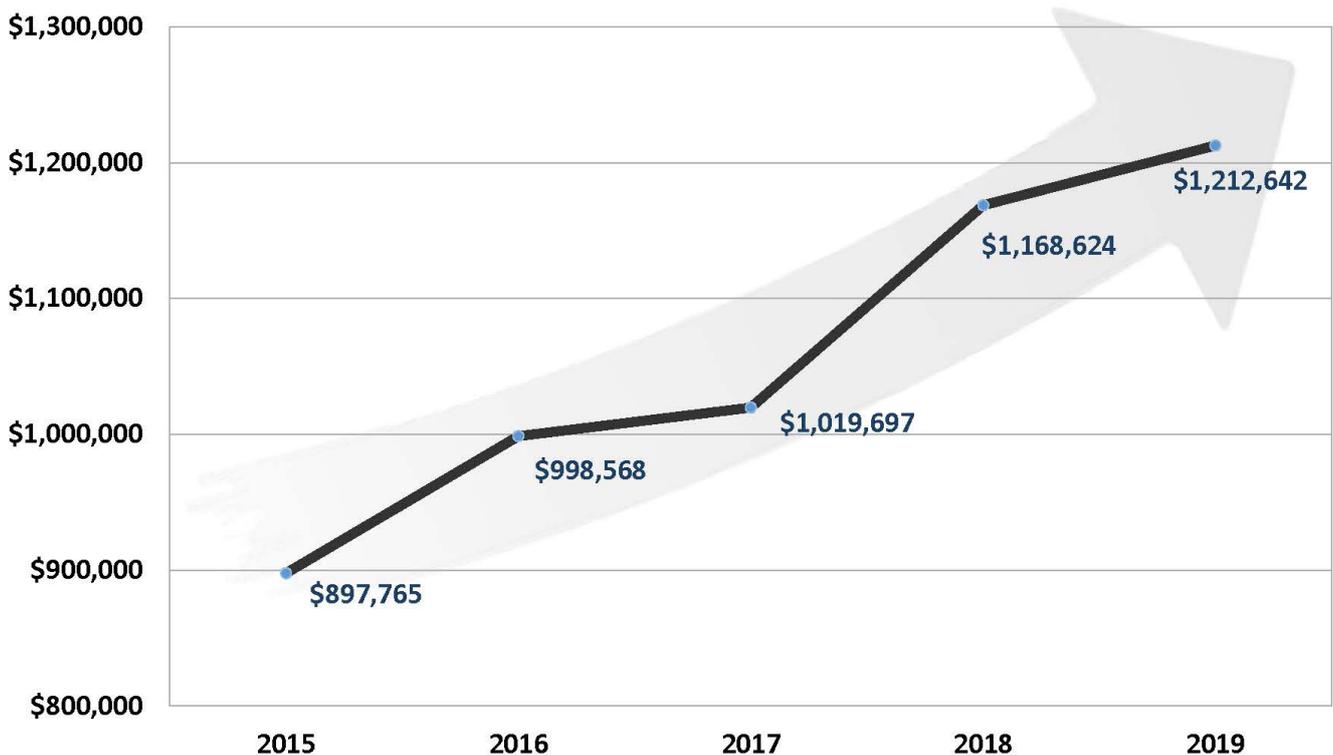


Source: Hanover County Building Assessor's Office.
Data based on previous CY as of January 1.

Rentable Commercial Building Area (SF)



Lodging Tax Revenue



Source: Hanover County Finance & Management Services
Data is based on fiscal year.