



2022-2023

# ANNUAL REPORT

## Hanover County

DEPARTMENT OF ECONOMIC DEVELOPMENT



Cascades Bear Island Plant, Ashland, VA





The Historic Hanover Tavern and Coach House event space (foreground) look directly across Route 301 to the Historic Hanover Courthouse and Hanover Museum of Culture and History. Beyond these historic buildings lies the Hanover Government complex with the Administration Building taking prominence (top center) and the state-of-the-art court complex situated to the north (top left).

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### 2023 BOARD OF SUPERVISORS

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### DEPARTMENT OF ECONOMIC DEVELOPMENT

**Brandon S. Turner**, Director  
**Armon D. Smith**, Deputy Director  
**Ann G. Glave**, Existing Business & Project Manager  
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# FROM THE DIRECTOR



**BRANDON S. TURNER**  
Director

*“Record numbers in labor force participation, average wages, GDP growth, and lodging tax revenue are just a few of the indications that Hanover County’s robust and dynamic economy continues to grow and flourish.”*

**+ 8.1%**  
Lodging Tax Revenue  
FY22-FY23 (pg. 24)

**+ 5.8%**  
Labor Force  
CY21-CY22 (pg. 28)

**+ 10.2%**  
Avg. Annual Wages  
CY21-CY22 (pg. 28)

### Dear Community Stakeholders,

This past fiscal year has brought tremendous change to the Department of Hanover County Economic Development. The change in team members has meant shifts in workload responsibility, at times leaving the office with only three staff members present. Team members have had to pivot and learn new tasks, often with little time to prepare, in order to address continually evolving economic conditions, strong prospect activity, and increased growth and need from the local business community. Despite the challenges faced, the Department has excelled to meet and exceed all goals for the year, diligently working to continue marketing the County to the outside business world while providing stellar response and service to the hundreds of existing County businesses we directly worked with in FY 2023.

Hanover County continues to experience strong growth as the economy rebounds from issues related to the COVID-19 pandemic, global supply chain disruptions, and geopolitical concerns. For the first time, we are reporting the Gross Domestic Product (GDP) of the County. While there is nearly a year lag time in reporting by the U.S. Bureau of Economic Analysis, the County’s GDP growth from calendar year 2020 to 2021 was 10.6%, growing faster than the national average of 10.1%. The CY 2022 calculations will be presented late in 2023, and we anticipate another strong year of GDP growth for Hanover, reflecting continued investment by businesses in the community. The County’s Labor Force hit a record high at the end of FY 2023, with 63,240 individuals in the workforce and eclipsing the previous record high of 60,172 ending CY 2022. Sectors such as logistics/warehousing, professional/technical, and information/technology lead the community in job creation growth, with each category increasing over 10% for the year. Along with strong labor force growth, the Average Annual Wage in the County grew over 10% from CY 2021 to CY 2022 to a record \$54,047.

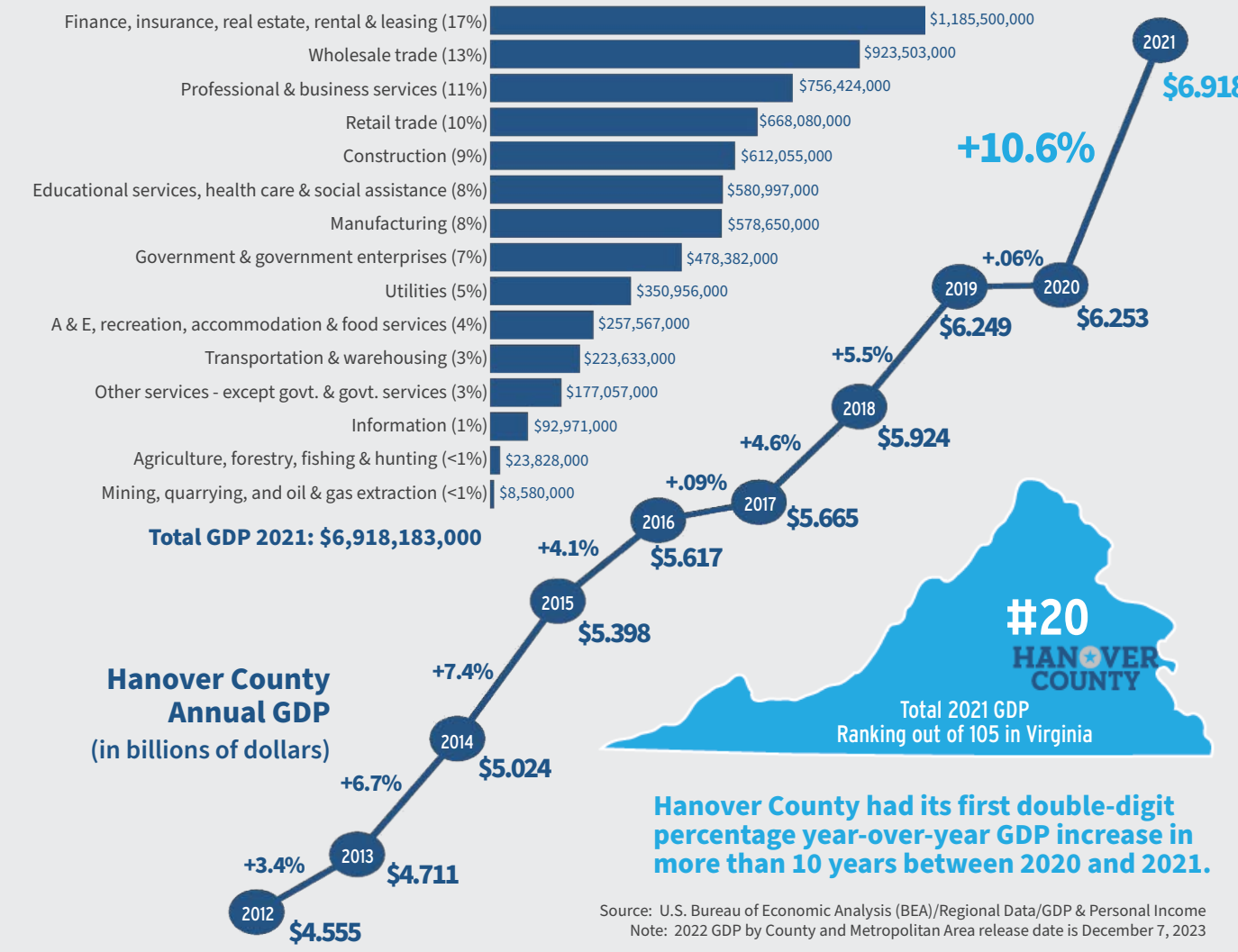
Additional construction and delivery of industrial product, including East Coast Commerce Center, Cardinal Commerce Center, and Northlake II, has helped address a serious shortage of industrial space on the market while also welcoming companies such as Ferguson and SanMar into the community. While vacancy rates for both flex and industrial have ticked up to 4.5% and 3.1% respectively, these are still very low rates and reflect a continued tight industrial market in Hanover. Retail and office construction have been small-scale and somewhat limited in the County in the past few years, and combined with population growth, we are witnessing both sectors at record low vacancy rates (4.3% for office and 2.2% for retail). New retail development is proposed for the County which will help address the low vacancy rate and offer opportunity for additional businesses to establish. Richmond Region Tourism’s initiatives to enhance and grow tourism in the region are paying huge dividends, with record lodging tax revenue of almost \$1.46 million collected by hotels in Hanover County in FY 2023, an 8.1% increase of last year’s record \$1.35 million collected. It has been an outstanding year for business in Hanover County!

As we now move into FY 2024, the Department of Economic Development will build upon the foundations of the County’s Comprehensive Plan Update and the Targeted Industry Cluster Analysis to commence with updating the Economic Development Strategic Plan. This plan will be developed with significant input from stakeholders throughout the County and region, focusing on strategies to target high quality investment and intentional development in identified strategic economic development areas. In addition, the Department will continue reaching and working with existing businesses to identify ways to mitigate barriers where possible and identify opportunities for further growth. The Department will also continue leveraging partnerships with the Hanover Chamber of Commerce, Town of Ashland, Virginia Economic Development Partnership, Greater Richmond Partnership, Dominion Energy Innovation Center, Richmond Region Tourism, and ChamberRVA, among others, to further enhance the business climate of Hanover County.

In closing, I give my most sincere thanks to local Hanover businesses, Board of Supervisors, County and community leaders, and the Economic Development Authority for your continued support through a year which has brought so much change to the Economic Development Department and the overall County economy. Economic Development is a team sport, and our community’s continued success would not be possible without each and every one of you!

Sincerely,  
*Brandon S. Turner*  
Brandon S. Turner

### Gross Domestic Product (GDP) 2021: All Industry Total - Hanover County, VA



# ABOUT HANOVER

*Fiscal year 2023 was another strong year for business investment and job creation in Hanover County, further emphasizing the County's strong history as a business-friendly community.*

Hanover County continues a solid streak of business announcements, both in terms of attracting new business to the community as well as with our existing businesses looking to expand and grow. Sectors such as logistics/warehousing, professional/technical, and information/technology have all shown a robustness in growth this past year. Decision makers not only in the United States, but globally, continue to recognize that Hanover County is a wonderful place to conduct business.

Many reasons businesses continue to express interest in Hanover County include:

1

### MARKET PROXIMITY

Access to I-95, I-295, I-64 and other major highways places Hanover within a day's drive of nearly half of the population of the United States, and is especially close to major Northeast markets.

2

### COST TO DO BUSINESS

Hanover County has some of the lowest tax rates in the Greater Richmond Region as companies weigh their return on investment and cost to do business.

3

### STRONG, WELL-RUN GOVERNMENT

Hanover County is one of the smallest U.S. counties by population to have a AAA bond rating from all three bond ratings agencies. Fiscal stability is paramount to the County. Additionally, businesses reap the benefits of a low, stable tax structure and minimal business regulation.

4

### QUALITY OF LIFE

Citizens in Hanover County have an unparalleled quality of life with outdoor amenities, a strong healthcare system, and one of the top public school districts in the State. And if big city amenities are in order, Richmond is just a short drive away.

# YEAR IN REVIEW

**July 2022**

Unilock announces \$55.6m advanced manufacturing facility in Doswell  
*(pg. 10)*

**October 2022**

Lutron Electronics announces \$28.3m manufacturing expansion  
*(pg. 16)*

**December 2022**

Kings Dominion announces new year-round 2023 operating schedule  
*(pg. 25)*

**March 2023**

Virginia Department of Forensic Science breaks ground on new 283,000 s.f. lab & central office  
*(pg. 10)*

**April 2023**

The Vines, a 1,000 s.f. tasting room, opens at Oakdale RVA  
*(pg. 25)*

**May 2023**

Cross Creek Nursery & Landscaping ribbon cutting of 15-acre location in Ashland, VA  
*(pg. 12)*

**October 2022**

Green Top celebrates 75 years and hosts 2022 Outdoor Expo  
*(pgs. 16 & 25)*

**November 2022**

Bon Secours Memorial Regional Medical Center ribbon cutting of \$50m renovation & expansion  
*(pg. 14)*

**January 2023**

Jones Sign announces expansion to 33,000 s.f. facility in Ashland, VA  
*(pg. 15)*

**March 2023**

SanMar Corp. announces company's flagship east coast distribution operation to locate in Hanover  
*(pg. 10)*

**April 2023**

ABB Inc. invests \$6m into manufacturing, distribution & repair center in Mechanicsville  
*(pg. 11)*



# PRODUCT DEVELOPMENT

*Fiscal Year 2023 showcased another year of robust speculative industrial development within the Suburban Service Area, presenting more opportunities for companies to establish operations here in Hanover County.*

3.94M square feet of industrial, flex, warehouse & distribution space is proposed, approved, or under construction at the end of FY 2023.



## Washington Hwy Industrial Buildings

This new development consists of two 200,250 square foot Class A industrial warehouse facilities subdividable down to 50,000 square feet. Zoned M-2-light industrial, these buildings delivered in Q3 2023.

<1 mile from I-95 via U.S. Rte. 1-Washington Hwy

400,500 SF

## Lakeridge Logistics Center

This new speculative industrial project, located along the southern Lakeridge Parkway corridor on approximately 27 acres of property, is a two-building development started in spring 2023 with completion anticipated in Q1 2024.

<1 mile from I-95 via Sliding Hill Road

249,500 SF

## River Point Commerce Center

This new speculative flex/industrial park will break ground in late 2023. Delivery of the first two buildings in Phase I (Buildings #1 and #3) of this three-building industrial development should come online approximately Q4 2024, with Building #2 to follow in Phase II.

<1 mile from I-295 via Richfood Road

949,100 SF

## INTERSTATE 95/U.S. ROUTE 1 CORRIDOR

Interstate 95 and its predecessor, U.S. Route 1, connect the eastern seaboard from Maine to Florida and bisect Hanover County. As one of the most powerful economic corridors in the nation, it has been the historic epicenter of trade and development in the County. New industrial parks in this corridor, such as Cardinal Commerce Center (shown under construction top center), Washington Highway Industrial Development, and Northlake II, add to the existing parks providing millions of square feet of industrial product that have created thousands of jobs in the community. New retail and hospitality businesses also continue to spring up in the corridor including Hobby Lobby, WoodSpring Suites, and Starbucks among many others.

As part of the Greater Richmond Region, Hanover County shares in the national and international glow as a destination for businesses ranging from logistics to pharmaceuticals to advanced manufacturing. Years of strong business growth had suppressed industrial and flex vacancies to historic lows. The addition of hundreds of thousands of square feet of new industrial and flex space has given the market some breathing room this year, with vacancy rates increasing to 4.5% for flex space and 3.1% for industrial. While still low, slight increases in vacancy rates indicate more opportunities for new and existing businesses to find space in the County.

Continued collaboration and partnerships with private landowners and industrial developers have helped bring this much needed inventory to the market. In FY 2023, approximately 1,593,700 s.f. of new flex and industrial space came on the market in the County, with East Coast Commerce Center's 1.1 million s.f. building representing the vast majority of that space—the largest speculative building ever constructed in the County. Over the next five years, Hanover County has approximately 3.94 million s.f. of industrial and flex space planned,

proposed, and/or under construction. Despite some minor slowdowns in the market from COVID-19 record activity, leasing and prospect activity remains high in the County, and it is anticipated much of this space will be leased shortly after it comes online.

Unlike many localities in the United States, Hanover County continues to witness near historic low office vacancy rates of approximately 4.3%. This contrasts with a national office vacancy rate of approximately 12.9% (CoStar, Q2 2023). While population and business growth in Hanover County have helped keep office vacancies low, the County also has not traditionally been a large office market, and very limited office has been constructed in the past five years. Much of the new construction has been small scale office “condo” buildings. Also of note is the retail vacancy rate which dipped further in FY 2023 to 2.2%, a near historic low. Limited retail construction has not kept up with demand for businesses to cater to population and tourism growth in the County, reflecting the low rate. New retail is being proposed for the County in the near future, and the low vacancy rates will likely entice developers to consider additional retail space on properties identified for retail/commercial development.



**Lewistown 95 Logistics Center.** Located in the heart of the Winding Brook area, one of Hanover County's most sought after mixed-use communities, tenants of this facility nearing completion will enjoy easy access to nearby retail, restaurant, residential and lodging amenities including a new WoodSpring Suites and Hobby Lobby opened in late Summer 2023. This new 552,000-square-foot warehouse, situated on 43 acres at 11517 Lakeridge Parkway, will be owner occupied by Genpak, a food packing firm owned by The Jim Pattison Group, a Canadian conglomerate. Genpak will occupy a bulk of the warehouse with the remaining 150,000 square feet available for lease.



# BUSINESS INVESTMENT

*While capital investment remains strong in Hanover, job creation has reached a new high, with more projects in the pipeline.*

**SanMar Corporation**, a leading supplier of wholesale accessories and apparel, will invest at least \$50 million to establish a distribution operation in the East Coast Commerce Center in Hanover County. The 1.1 million-square-foot speculative distribution building was developed by Equity Industrial Partners Corporation and Raith Capital Partners and will be SanMar's flagship center for the company's east coast distributions. SanMar, headquartered in Issaquah, WA, celebrated its 50<sup>th</sup> anniversary in 2021. Virginia successfully competed with North Carolina for the project which will create up to 1,000 new jobs when the facility reaches full capacity.



**Unilock**, North America's premier manufacturer of concrete interlocking paving stones and segmental wall products, will invest \$55.6 million to establish a manufacturing campus in Hanover County. The company will locate up to four new production facilities at 17000-17500 Washington Highway in Doswell to meet increased customer demand within the Mid-Atlantic and Southeast markets. Virginia successfully competed with Georgia and Maryland for the project, which will create 50 new jobs. Headquartered in Toronto, Canada, Unilock is a family-owned and -operated business that

originally introduced the paving stone to North America in 1972. The multinational company, backed by family values and a commitment to quality, distributes products across Canada and to 30 U.S. states from 13 manufacturing sites in Ontario, Wisconsin, Illinois, Kansas, Michigan, Ohio, New York, and Massachusetts. Architects, landscape architects, and engineers have relied on Unilock products for decades to build world-class commercial spaces across North America.



Hanover County leaders participated in the groundbreaking of the new **Central Laboratory for the Virginia Department of Forensic Science** held on March 2, 2023. Upon completion in Q1 2026, the facility in Mechanicsville will house the department's statewide offices and the Office of the Chief Medical Examiner.

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## NEW BUSINESSES, EXPANSIONS & ANNOUNCEMENTS



**ABB**, a multinational technology company, opened a new manufacturing, distribution and repair center in the Atlee Station Logistics Center in June 2023 to support its motion traction business.

ABB's Motion Traction division offers a comprehensive range of high-performance products for use in passenger railway cars and e-mobility commercial vehicles. The facility is equipped with state-of-the-art manufacturing equipment to produce converters and batteries for the railway and transportation industries as well as electric off-road construction machinery for mining and electrical buses.

The \$6 million investment includes more than 65,000 square feet of operational space and will employ nearly 100 skilled production workers when at scale.

## BUSINESS INVESTMENT: PROGRESS UPDATES



**Cascades**

**Cascades Inc.**, a leader in the recovery and manufacturing of green packaging and hygiene products, produced its first roll of 100% recycled containerboard in May 2023 at its Bear Island plant located in Ashland, VA. With annual production capacity of 465,000 short tons of lightweight, high-quality, 100% recycled containerboard, the state-of-the-art mill is equipped to perform within the top quartile of its industry, and will strengthen the operational flexibility, geographic footprint, and competitiveness of Cascades' Containerboard platform. The project, first announced in July 2018, created 700 jobs in the region during the construction phase, and 180 permanent jobs with the onset of commercial production.



**Wegmans**

**Wegmans Food Markets, Inc.**, a grocery retailer with stores throughout the Northeast and mid-Atlantic, announced in December 2019 of its planned 1.1 million-square-foot regional logistics and office operation in Hanover County, representing \$175 million in capital investment and creation of 700 new jobs. Work has progressed rapidly on the facility, with the anticipation of all construction to be completed and the facility to be operational by the end of 2023. The new campus allows the company to expand its distribution network on the East Coast and accommodate its growing retail footprint. Wegmans, in business for more than a century, currently has more than 100 stores across eight states and D.C. with more locations planned.



Commercial activity remains high in Hanover County in response to increasing wages and population growth, bringing a number of new dining and retail options to the community in FY 2023.

Cross Creek Nursery and Landscaping opened its newest nursery and garden center on a 15-acre site at 15503 Ashland Road in Hanover County, near the intersection with Pouncey Tract Road. A ribbon cutting ceremony organized by the Hanover Chamber of Commerce was held on May 17, 2023.

Cross Creek launched in 1974 as a plant store called Tropical Treehouse in Carytown under Gene and Diane McAuliffe. They continue to own the company, with son Mark and his brothers Jason and Andrew overseeing day-to-day operations.

It is the company’s second nursery, adding to its existing location in Chesterfield, and employs approximately 35 people. The Hanover site brings the company closer to existing customers and positions it to tap into new customers in this region.



BUSINESS INVESTMENT: FOOD & DINING

Rio Brazil Steakhouse opened in its Wigwam Crossing location at 10412 Washington Highway in November 2022. The restaurant occupies approximately 25% of the 15,000-square-foot multi-tenant commercial building.



RIO BRAZIL STEAKHOUSE



THE LAZY COW ICE CREAM PARLOR

The Lazy Cow Ice Cream Parlor, based out of West Point, VA, opened a Hanover location in 2023 at 7038 Mechanicsville Turnpike. Owner Amanda Franklin fulfilled her long-standing dream of opening her own stores.

Great American Ranch, opened a second area location at 7514 Lee-Davis Road in Mechanicsville in May 2023. The 15,000-square-foot country-style restaurant and saloon also hosts live music and a mechanical bull.



GREAT AMERICAN RANCH



LICKINGHOLE CREAMERY & GIFTS

Lickinghole Creamery & Gifts, opened in July 2022 at 10368 Leadbetter Road. Owned by Ed and Stacy Whipple, the shop serves locally sourced ice cream with seating available in their quaint gift shop.



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ESTABLISHED IN 1989

Groundworks

NLS  
TECHNOLOGIES

Genpak

FERGUSON

TOP TIER  
SOLAR SOLUTIONS

planet  
fitness

impact  
SPORTS ACADEMY

Chadwell  
SUPPLY

BROOK RUN  
vision center

REEF OLOGY  
SALTWATER AQUARIUMS

THE HISTORIC  
WIGWAM  
A Place to Celebrate!

C7 works

Northlake Business Park

Northlake Business Park features several million square feet of existing office, retail and industrial space on approximately 400 acres. Given its convenient location between U.S. Route 1 and Interstate 95, Northlake’s resident companies include Amazon, Blue Bell Creameries, Architectural Products of Virginia, Lutron, Richmond Harley Davidson, Creative, Owens & Minor, General RV, and many more.

Northlake II (pictured under construction June 2022)

Northlake II is a four-building, two-phase from the ground up flex project totaling approximately 557,000 square feet in Ashland, VA. With quick access to, and visibility from, Interstate 95, Phase I of Northlake II will house Ferguson, Chadwell Supply, Metropolitan Warehouse & Delivery, and Jones Signs. As of the end of Q2 2023, clearing had just commenced on Building 4 which will add about 202,000 square feet to the complex around summer 2024.



# BUSINESS EXPANSIONS



## Bon Secours wrapping up eight-figure expansion at Hanover hospital

*"We celebrate this milestone today and look forward to continuing the important work on our expansion as we seek to better meet the growing needs of the greater Hanover County region."*

**Leigh Sewell**  
Past President  
Bon Secours Memorial Regional Medical Center  
November 22, 2022



## MEMORIAL REGIONAL MEDICAL CENTER



Bon Secours Memorial Regional Medical Center (MRMC), held a ribbon-cutting ceremony in November 2022 for its nearly completed West Pavilion. The 48,000-square-foot wing is a building on the campus that Bon Secours purchased from Sheltering Arms in 2021. The new wing features 43 in-patient beds and is home to neuroscience and orthopedic units in addition to physical therapy and rehabilitation services. The West Pavilion renovation comes as part of a larger \$50 million renovation project at the hospital, which received approval of its Certificate of Public Need application in 2020. The addition of the West Pavilion brings Memorial Regional to a total of 270 beds and 436,500 square feet. The medical campus, located at 8260 Atlee Road in Mechanicsville, currently has about 1,600 employees and plans to add several dozen more as part of the expansion project.



### Bon Secours Names New President

On July 31, 2023, John Emery was named as president of Bon Secours Memorial Regional Medical Center and Rappahannock General Hospital. In his new role, Emery will be responsible for the overall operational success of these two hospitals, while focusing on compassionate, quality patient care. He succeeds Leigh Sewell who stepped down as president in May 2023 after 17 years with Bon Secours Richmond to pursue other career interests.



### APV

**Architectural Products of Virginia (APV)**, a commercial distributor of doors and other construction hardware essentials, expanded its central headquarters into part of a new 110,000 s.f. facility in Northlake Business Park in Ashland, VA. APV, owned by the Henry family and SWaM certified, had previously occupied 33,000 s.f. on Sycamore Drive in Ashland.



### FIRST CALL ENVIRONMENTAL

**First Call Environmental**, a full-service company specializing in emergency response and natural disaster remediation, expanded its Ashland headquarters location to occupy 18,000 total square feet. The company manages 30 field offices in 13 states, employs more than 165 people, and has completed over 21,000 jobs since its inception in 2009.



### JONES SIGN

**Jones Sign**, an industry leader in signage solutions since 1910, announced the expansion of its Ashland, Virginia facility. Located only three miles north of the company's previous facility, the new building located in Northlake II, has 33,000 s.f. of production floor, more than doubling its previous footprint. The expansion has created the need to hire more employees.





### Lutron Expands Operations in Hanover, VA

Lutron Electronics, the Pennsylvania-based trusted global leader in lighting control, automated shading solutions, and intelligent fixtures, announced in the fall of 2022 of its investment of \$28.3 million to build a manufacturing facility adjacent to its existing building in Hanover County. The 145,000-square-foot facility, which broke ground on November 1, 2022, will increase the company’s shading solutions manufacturing capacity and create approximately 200 new jobs. The Virginia Economic Development Partnership worked with Hanover County to secure the project for Virginia. Governor Youngkin approved a \$250,000 grant from the Commonwealth’s Opportunity Fund to assist Hanover County with the project. Funding and services to support Lutron Electronics’ employee training activities will be provided through the Virginia Jobs Investment Program.



“Lutron already has a sizeable shade factory in Ashland, and the new facility will be adjacent to the existing one, enabling the company to build a campus-like environment. This new state-of-the-art facility, coupled with our steadfast commitment to quality, unrivaled investments in innovation, and world-class training and technical support makes Lutron a strong bet for the future. When the new facility is online, it will mean Lutron’s shade manufacturing capacity will be 30% to 50% higher than it is today, which will result in reduced lead times for CE (custom electronics) pros ordering products.”

Ed Blair, President / Lutron Electronics  
(Pictured Center)

## BUSINESS ANNOUNCEMENTS

### HANOVER COMPANIES RANKED ON 2023 INC. 5000 LIST

3 Reasons Consulting and Allied Instructional Services were both named to the 2023 Inc. 5000 list of the nation’s fastest growing companies. Virginia had 275 companies on this year’s list with Richmond-area businesses accounting for 32 of those rankings.

### COX TRANSPORTATION ACQUIRES OUTWEST EXPRESS

Cox Transportation Services, a premier truckload carrier based in Ashland, Virginia, announced the acquisition of Outwest Express, a leading provider of truckload freight services across the Southwestern United States with a strong expertise in Mexican cross-border transport logistics.

### INDEVCO NORTH AMERICA ACQUIRES PERMA R PRODUCTS INC.

INDEVCO North America, headquartered in Doswell, VA, announced the acquisition of Perma R Products, Inc. in January 2023. The building envelope materials manufacturer, with plants in three states, will be integrated into INDEVCO Building Products.

### HANOVER HOME-BASED BUSINESS EXPANDS BY USING CONTRACTORS

Turning Point Pen Co., a home-based company producing high-end custom pens, announced its shift to a contractor model, utilizing several remote, regular artisans for pen manufacturing to meet demand for larger orders. Founder and owner Michael Kahwajy-Hyland, previously crafted all of the company’s pens himself.

### GOGO BAND\* RECEIVES INDUSTRY PUBLICATION AWARD

GOGO Band, an Ashland, VA-based company that has developed the first intelligent, personalized, and interactive device to help children overcome bedwetting, received the “Top Urinary Devices Provider-2023” by MedTech Outlook magazine.

### LINEBIRD\* RECEIVES CCF GRANT

Linebird, based in Ashland, VA, was awarded a Virginia Innovation Partnership Corporation’s Commonwealth Commercialization Fund (CCF) grant of \$75,000. The company has developed the Osprey nonconductive payload system that pairs with commercial-grade drones to give linemen safer and more cost-effective access to live-power utility infrastructure.

\*DEIC Affiliated Companies



### Green Top Celebrates 75 Years

Seventy-five years and going strong! It’s not often a business can make that claim, yet in August of 2022 Green Top did just that. Green Top has been evolving and growing successfully for decades. The retailer hosts the largest annual Outdoor EXPO on the East Coast, and works hard to cultivate strong relationships with vendors and customers to make the event a resounding success! Green Top Sporting Goods, founded by Cecil Hopkins in 1947, operates two facilities in Ashland, Virginia. Green Top Sporting Goods is the largest independent hunting, fishing and outdoor retailer on the East Coast, and the Green Top Shooting Range opened in 2019 as an extension of the Green Top brand.

Green Top receives recognition for its 75th anniversary from Hanover County.  
Pictured L-R: Jeff Hopkins, Green Top Department Manager; Linwood Thomas, Past Director Hanover Economic Development; Lisa Harmon, Green Top Assistant Marketing Manager/Coop; Jimmy Hyman, Green Top General Manager of Operations; John Budesky, Hanover Administrator

# DOMINION ENERGY INNOVATION CENTER

### About DEIC

The Dominion Energy Innovation Center (DEIC) is a nonprofit entrepreneur support organization that provides early-stage advanced technology companies with the collaborative space, guidance, and resources needed to accelerate their growth. Founded in November 2009 in Ashland, Virginia, DEIC supports great ideas across a wide spectrum of industry sectors in addition to its focus on building the energy technology sector in Central Virginia.

### 2022 in Review

Calendar year 2022 was a year of breakthroughs for DEIC and the national energy infrastructure. The Center continues to foster sustained growth with more events, more new members, more successful fundraises and business expansions than ever before.

### Statistics & Major Program Milestones



### SPARK VA Awarded EPIC Grant

In December 2022, DEIC was named as a semifinalist in the U.S. Department of Energy’s EPIC Prize Challenge. Along with the recognition of being one of the top 24 energy incubators in the United States, DEIC was awarded a \$50,000 grant to develop new programming in support of nuclear and hydrogen technology startups. SPARK Virginia, the DEIC’s EPIC proposal, specifically identified nuclear and hydrogen as key technology areas that Virginia has been a global leader in at all levels, including at the Commonwealth’s public research universities, federal government labs, and private energy companies. Hanover County is uniquely positioned to help support advanced energy startups because of its central proximity to the State’s existing nuclear fleet and its position along I-95, a key transportation corridor that will eventually be serviced by a series of hydrogen fueling stations.



### 2023 Accelerate Cohorts

In May, DEIC unveiled the ten climate tech-focused startups chosen for its 2023 DEIC Accelerate cohort, marking the first time the program has expanded to include more than eight companies. The program, created to connect energy and sustainability startups with their next major customer and investor, will run for 18-weeks from June through October. The selected startups will receive mentorship and an opportunity to develop pilot programs with DEIC’s partner network, including Dominion Energy. The aim is to foster these startups in a way that continues to establish Virginia as a frontrunner in providing clean, reliable, and affordable energy. Among the selected businesses, there’s a diverse range of innovative approaches to renewable energy and sustainability. Since its inception in 2020, the Accelerate Cohort has graduated 22 start-up companies.



### Ag-X Workshop Series

DEIC partnered with SCORE-Richmond to once again host the Ag-X Workshop Series, the first business planning series in the region specifically targeted at helping Central Virginia agri-enterprises scale their food, forestry, fiber or agriculture products and services business. The series was launched in an effort to strengthen the regional economy and help business owners catalyze their growth by providing the tools, principles, and connections needed to succeed. Throughout January and February 2023, participants took a deep dive into their business operations with Glen Sink, former agri-business executive turned SCORE mentor, and numerous other industry executives including VA Department of Agriculture officials and commercial bankers. Seven entrepreneurs attended the 10-hour series and earned course certificates. HCED offered scholarships and awarded one to a Hanover-based business.



# BUSINESS ENGAGEMENT

## Hanover County Hosts 2022 Business Appreciation Event

The 2022 Hanover County Business Appreciation event, hosted by the Hanover County Department of Economic Development with the assistance of Hanover Chamber of Commerce, was held on September 29, 2022 at James River Cellars Winery. The event, sponsored by Timmons Group, continued to include recognition of Hanover County Legacy Businesses and conferment of the Marc S. Weiss Award.

The ceremony was opened by comments and greetings made by Angela Kelly-Wiecek, Chair of the 2022 Hanover County Board of Supervisors. Hanover's former economic development director, Linwood Thomas, led the ceremony and announced the Legacy Business Award recipients.

Legacy Businesses are entities that have been located in the County for 50 or more consecutive years. Since the inception of the awards at the 2018 event, fifty-five business entities across many industries have been recognized.

### 2022 Legacy Business Honorees:

- Howell's Heating & Air - 53 years | Ashland District
- Mechanicsville Cleaners - 70 years | Henry District
- Youngblood, Tyler & Associates - 51 years | Mechanicsville District
- Cavalier Rifle and Pistol Club Inc. - 56 years | South Anna District

Scan this QR Code to visit our web page to view all Legacy Businesses and to register your business as a Hanover Legacy Business.



### Pixel Factory Data Center Named 2022 Marc S. Weiss Award Recipient



Pictured L-R: Angela Kelly-Wiecek, Hanover County Board of Supervisors; Scott Brown, Pixel Factory; Niki Desantis, Pixel Factory; Logan Whitton, Pixel Factory; John A. Budesky, Hanover County Administrator

Pixel Factory Data Center was named the recipient of the 2022 Marc S. Weiss Award at the Hanover County Business Appreciation event. The award, presented by County Administrator, John A. Budesky, was accepted by Scott Brown, Niki Desantis and Logan Whitton.

Scott Brown, owner, started the business for his growing commercial photography business and the industry's need for digital storage of images for large corporate clients. Pixel Factory Data Center now boasts the largest concentration of fiber in the area, and the company continues to grow by leaps and bounds, having gone from a solely U.S. client base to an international footprint.

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 community.

During FY23, our department conducted 153 business visits and assisted 162 Hanover businesses.

## Rapid Response to Plant Closure

In March 2023, Tyson Foods Inc. provided written notification to the State and Hanover County pursuant to the Worker Adjustment and Retraining Notification Act of 1988 (WARN Act), which requires employers to provide at least sixty (60) days notice to team members, their representatives, and certain governmental units and government officials of a mass layoff or, in this circumstance, a plant closure. The notice stated that as part of the Company's business strategy to operate more efficiently, Tyson Foods determined that it must eliminate all 682 jobs by mid-May 2023 at its Glen Allen processing plant located at 13264 Mountain Road while simultaneously announcing the closure of its plant in Van Buren, Arkansas. In early August, Tyson announced the closure of four additional plants in the central U.S.

Hanover County's Department of Economic Development worked closely with Virginia Employment Commission's Central VA Rapid Response Team and Virginia Career Works immediately following the plant closure announcement. Virginia Career Works coordinated a series of on- and off-site recruiting events, and also provided representatives on-site to share information and resources. A dedicated webpage was created on our department's website to assist with relaying resources available to the displaced workers. The department's "Hiring In Hanover, VA" app was offered as a resource, and was advertised in several languages. Additionally, the team mobilized quickly to alert other local employers looking to hire of upcoming job fair opportunities to meet with the displaced workers.

A Hanover County-based non-profit business, Kitchen 33 and Bakery, served the affected Tyson Foods workers in a meaningful way. Located just half a mile from the soon to be shuttered Tyson plant on Route 33, the eatery donated private event space to host three job fairs in early May.



## Business Event Collaborations

Hanover County encourages small businesses to innovate, prosper, and grow here. Through an extensive network of resources and partnerships with other public and private organizations providing small business and entrepreneurial assistance, we frequently co-sponsor workshops, seminars and events on a wide variety of business topics. In May 2023, our department co-sponsored a GENEDGE event held at DEIC which targeted manufacturing companies. In partnership with the Virginia Department of Small Business and Supplier Diversity (SBSD), an event held at the Atlee Library earlier in May focused on small business record keeping and taxes.



Hanover Industrial Airpark Walk - October 26, 2022

### Business Walks

Hanover County Economic Development continued its business outreach utilizing staff and volunteers through its Business First program. Five business walks were conducted in FY23 of the Hanover Industrial Airpark (2), Fox Ridge, Lakeridge, and Kings Charter areas resulting in 88 businesses visited.



### Ag-X Scholarships

HCED offered scholarships to Hanover-based businesses interested in attending the agricultural workshop series. One Hanover-based agricultural business applied and received tuition reimbursement upon successful completion of the in-depth series. For more Ag-X details, see page 17.



### SBDC VA Capital Region

The Capital Region Small Business Development Center helps individuals start or grow their business with expert advice and free resources. In addition to funding received from the U.S. SBA, America's SBDC and VA SBDC, the Center receives support from Hanover County and regional co-partners.



# MARKETING & PROSPECT DEVELOPMENT

The Town of Ashland, incorporated in 1858, is a vibrant small town within Hanover County affectionately referred to by locals as the “Center of the Universe.” The Town is situated approximately 15 miles north of Richmond along I-95 and is located within a few miles of I-295 and I-64. Amtrak serves Ashland’s historic train station situated in the center of town and adjacent to Randolph Macon College.

Economic Development is most effective when working closely with strong partners and leveraging those partnerships and assets for success. Hanover County Economic Development (HCED) continues to build on deep partnerships with the Greater Richmond Partnership (GRP) and Virginia Economic Development Partnership (VEDP) to connect the County with project leads and market the community to both national and international markets.

Through in-market visits, external outreach, and virtual meetings, HCED witnessed another robust year of lead and prospect generation and visitation. In FY 2023, HCED responded to 75 prospect inquiries, which are considered projects that are actively scouting for sites/buildings to establish operations. Both of these numbers have decreased since the record highs of a few years ago but are still historically very strong for Hanover County and show continued interest from the external business community in considering the County for potential projects. These prospect leads represent a diversity of industrial sectors including pharmaceutical, data center, battery manufacturing, electric vehicle, and other advanced industrial uses.

HCED also hosted 61 prospect visits to the community during FY 2023. Prospect visitation has changed dramatically since the onset of COVID-19, where now strong emphasis is placed on virtual visits instead of in-person. Following this new trend, the percentage of virtual visits in FY 2023, which was about 40% of the 61 total visits, increased from FY 2022 when 18% of visits were held virtually. Pent-up desire to travel rebounded in FY 2022 after COVID restrictions were lifted, but higher costs and the time associated with business travel has resulted in the noticeable uptick in virtual visits during FY 2023.



## Atlanta/Greenville Marketing Mission

In partnership with GRP, HCED’s Brandon Turner met with companies and consultants in the Atlanta, GA and Greenville, SC areas to educate on the value the Richmond Region brings to companies looking to expand along the East Coast. Consultants based in these markets represent companies and projects both nationally and internationally, and it is critical for the region to establish and maintain relationships to grow business attraction activities.



## Washington D.C. Marketing Mission

In collaboration with GRP and other regional localities, Brandon Turner with HCED visited with a number of various Embassy representatives in Washington, D.C., in addition to several site consultants and companies in the area. The mission included a virtual meeting with Milton USA, a Washington D.C. based group who assist Nordic companies in expanding business operations into the United States.



## Delegation of German Industry & Commerce

Hanover County frequently works with regional and state partners to position the County to international trade delegations, with the goal of encouraging foreign direct investment and jobs into the community. One such event was in February 2023, when HCED met virtually with the Delegation of German Industry and Commerce to discuss potential collaborations and assistance for German companies looking to establish operations in the region.



## Madrid/Barcelona Trade Marketing Mission

Brandon Turner, with HCED, accompanied the Virginia Economic Development Partnership to the Select USA trade mission in Spain in March 2023. Hosted in the cities of Madrid and Barcelona, the delegation visited and met with 11 businesses expressing interest in locating or expanding operations in Virginia.



## SelectUSA

SelectUSA operates under the U.S. Department of Commerce and acts as the nation’s main driving force to bring foreign direct investment into the United States. As part of a larger international event hosted in Washington D.C., Hanover assisted the region in welcoming several international companies to the Richmond Region in April 2023 at a SelectUSA spin-off event, highlighting the business environment and quality of life aspects of the entire region.

## Locality Familiarization Tours

When promoting a county and the region’s sites and buildings to external businesses, it is imperative economic development professionals and site selection consultants truly understand the community’s assets. This is best handled through familiarization tours, where attendees are provided tours not only of the community’s real estate assets but also neighborhoods, schools, parks, restaurants, and other resources and amenities. It is important to showcase the entire picture to economic development professionals and consultants so they can effectively relay a community to business prospects. Understanding of a community’s true character and assets is important because businesses do not choose locations based on real estate alone; they are looking for a community in which their values and needs are fully met. HCED took part in several familiarization tours in the County in FY 2023, providing comprehensive tours for over 20 site selection consultants, state and regional economic development professionals, and local leaders.



Hanover County staff, along with GRP and VEDP staff, participated in a tour of the new Wegmans facility in June 2023.

## Virtual Prospect Meetings

Prior to COVID-19, most all prospect meetings were held in-person either at a client’s facility or in the community for which the real estate was being reviewed. With the shift to more technology and remote meetings during the pandemic, the number of in-person visits dropped dramatically. While rebounding slightly, a significant amount of prospect activity and visitation continues to be held virtually. Through platforms such as Zoom and Microsoft Teams, these meetings can be held more quickly and efficiently, relying more heavily on videos, drone imagery, and GIS tools than in the past. Of the 61 total visits to Hanover County in FY 2023, nearly 40% were held virtually, many of which were with site consultants and/or prospects not located within the United States. Virtual meeting options open windows for interaction with prospects who otherwise may not be able to easily visit Hanover County, further broadening the County’s outreach to the external business market.

## FY23 Lead Generation



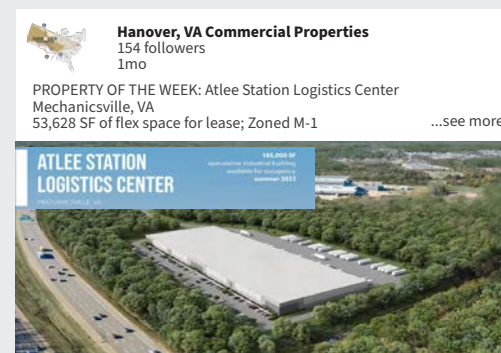
35 leads  
46%



26 leads  
35%



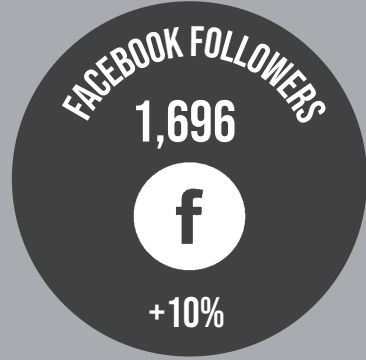
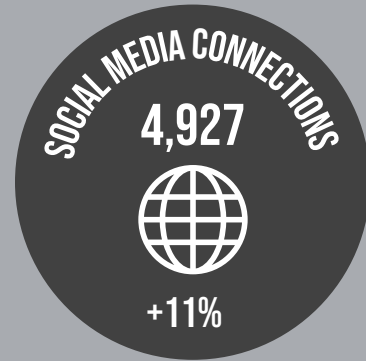
14 leads  
19%



## Hanover County Property of the Week

Continuing a successful initiative Hanover County Economic Development commenced in 2021, the office continued promotion of key sites and buildings in FY 2023. These commercial and industrial sites and buildings are all identified as development and/or move-in ready, and are in the process of being actively marketed by landowners and/or brokers. Shared via social media and viewed by a growing number of brokers and site selection consultants, more than 85 properties have been featured since 2021 with nearly 40,000 views.





# Hanover Shopping Season

Throughout November and December of 2022, our department encouraged consumers through its Hanover Shopping Season campaign to “Shop Local” and to consider dedicating part of their holiday spending in support of local and small businesses. The campaign touted the County’s retail establishments, restaurants, personal service providers, and other businesses that count on our patronage.

The Hanover Shop Local Season was promoted through social media posts and print ads in The Mechanicsville-Ashland Local, and encompassed Black Friday Shopping Deals, Shop Small Saturday, and Cyber Monday. A special blog post with social media shares encouraged



consideration of support to local non-profits on Giving Tuesday. The hashtag #HereInHanoverVA was used on all posts. Citizens and businesses are also encouraged to use this hashtag to share everything wonderful about Hanover.

Hanover Shop Local Season leverages the Shop Local–#HereInHanoverVA campaign, and utilizes the Here In Hanover, VA App which features restaurants, specialty shops, breweries, wineries and fun things to do in Hanover County. During the campaign, the app’s homepage was modified to market Hanover Shopping Season. The app also provides a link to ZoomBusiness-Hanover which is a free directory available to all types of businesses to be included.



# Apps Promotion

As businesses pivoted to adjust to new working conditions created by the pandemic, our department’s outreach efforts quickly uncovered the need for a local job board to assist our local businesses and job seekers. Hanover County Economic Development created the Hiring in Hanover, VA App in July 2020 using the Glide platform to satisfy the numerous requests from Hanover-based businesses. Anyone can access the App from any device – mobile, tablet, or desktop, and the App can easily be shared with a simple web link or QR Code. The app has been well received by the business community, and the businesses are appreciative of our efforts and social media exposure of their employment needs. We will continue to explore more options for app enhancements and broader marketing opportunities. Since its inception in July 2020, the app has received more than 5,900 views. Last winter, the apps were advertised on the Ashland Theatre screen prior to shows, and are also routinely promoted through business visits and Business First walks.



# DEIC Promotional Videos

In July 2022, our department commissioned the creation of short videos to promote the two primary functions of the **Dominion Energy Innovation Center (DEIC)** located in Ashland, VA. Founded in November 2009, the DEIC supports great ideas across a wide spectrum of industry sectors in addition to its focus on building the alternative, renewable energy sector in Central Virginia.

The **DEIC Climate Technology Business Incubator** video features Adam Sledd, Executive Director and Braden Croy, Program Director discussing the center’s role in supporting early-stage advanced technology companies by providing them with the collaborative space, guidance, and resources needed to accelerate their growth. The DEIC Accelerate program, a platform to connect energy and sustainability startups with their next major customers and investors, is also outlined.

In the **DEIC Small Business Resource Center** video, Adam and Braden explain the center’s role in supporting financially-viable and freestanding ventures in the community by providing start-ups with workspace, mentoring, guidance, resources and support.

The Dominion Energy Innovation Center is sponsored by Dominion Energy, Hanover County and the Town of Ashland.



# May 2023 Campaigns

During the month of May 2023, Hanover County Economic Development once again promoted its educational social media campaign to recognize the Small Business Administration’s Small Business Week (April 30-May 6), International Economic Development Council’s Economic Development Week (May 8-12) and Virginia Business Appreciation Month.

During the first week, posts provided tips on ways to support and promote small businesses. The second week included daily posts educating about the important functions of economic development organizations. In recognition of Virginia Business Appreciation month, our department shared business workshops and provided workforce assistance through the promotion of our department’s Hiring In Hanover, VA app.



As part of Small Business Administration’s Small Business Week, our department promoted the free 2-day Virtual Summit that occurred May 2–3, 2023. The online event included expert educational presentations, an exhibit hall, networking, and a mentoring lounge for attendees to ask questions. Workshop topics included artificial intelligence, ecommerce, cybersecurity, business plans, long-range planning and more.







# AGRICULTURE & TOURISM

## Ashland Dairy Farm Announces New Creamery Venture

Thomas E. Stanley & Sons Dairy, Hanover County’s last remaining dairy, is taking the opportunity to tell their agriculture story and connect with consumers directly by appealing to their palates by opening a creamery. The Stanley family has opened White Oak Dairy to visitors and offers sales of ice cream from its mobile trailer and wholesale customers to help position its generational farm for a bright future.

The Stanleys’ value-added venture, named **Farmview Creamery**, started with purchased ice cream mix but has transitioned to on-site production. Prior to the announcement, they were awarded a Southeast Dairy Business Innovation Initiative grant to fund a feasibility study, with application assistance from the Virginia Foundation for Agriculture, Innovation and Rural Sustainability (FAIRS). VA FAIRS helps farmers start and expand into value-added, high-value agriculture enterprises.

The Thomas E. Stanley & Sons White Oak Dairy, a Grade A 265-acre farm, is now owned by its second and third generations, William Stanley and one of his two sons, Joel Stanley, who runs the day-to-day operations alongside his wife, Missy Stanley.

The U.S. has lost more than half of its licensed dairy operations since 2003, down to 32,000 dairy operations, according to a 2020 U.S. Department of Agriculture report.



LEARN MORE



## Engel Family Farms

Finalists for the Top Producer of the Year award represent the best in the business of farming, specifically entrepreneurial originality, financial and business progress, and industry and community leadership. This is not an award about size or scope. Instead, it focuses on professionalism, sophistication and innovation. Engel Family Farms, a Hanover, Virginia-based operation spanning across 23,000 acres, was named as a 2023 Top Producer of the Year award finalist by Farm Journal at a ceremony held January 24, 2023 during the Top Producer Summit in Nashville. Growing corn, soybeans, milo, rapeseed and wheat with a focus on producing high-quality grain for premium prices, the operation works with 200-plus landlords in 19 counties in Virginia and three counties in North Carolina.

## Esther Manor Farm Cultivates Fresh African Produce & More

**Esther Manor Farm**, founded at the height of a global pandemic, is a black-owned, female-owned farm located in the heart of Beaverdam, Virginia. Longing for natural environs that reminded owner Patience Fielding of her youthful years at her grandmother’s small holder farm in the rural setting of Bali, Cameroon, West Africa, she found the idyllic setting to establish her farm offering ethnic vegetables and produce, a community around farming, and a space for cross-cultural engagements and networking. Garden offerings include green vegetables such as bitter leaf, Njama Njama, and waterleaf.

In October 2022, a farm to-table dinner provided a highly captivating food and cultural event complete with festive music and delicious food paying homage to Cameroon’s beautiful customs. Farm products were displayed with descriptions and preparation methods, giving guests a foretaste of the dinner ahead. Brandon Turner with Hanover County Economic Development was one of the guests invited to speak at the event. The U.S. Ambassador to Cameroon, was also in attendance.



On January 21, 2023, the U.S. team headed to the World Cross-Country Championships was named in four memorable races at the USATF Cross-Country Championships held at Pole Green Park in Mechanicsville, VA. Amateur, collegiate and pro athletes competed for \$45,000 in prizes.



In October 2022, Kings Dominion announced year-round operations would commence in 2023. The scheduling change added additional weekends to the calendar in January, February and early March, with regular park operation continuing throughout the rest of the year.



After a two-year hiatus caused by COVID-19, the Hanover Tomato Festival made its return to Pole Green Park in Mechanicsville on July 15-16, 2022. The festival was cancelled in 2020 and again in 2021, though the County dedicated the entire month of July to the Hanover Tomato in 2021 with various smaller activities.



## The Vines at Oakdale

**The Vines at Oakdale** is situated on 100 acres of rolling land in Hanover County, Virginia. Overlooking **Oakdale**, a premier wedding and event facility, the tasting room is a 1,000-square-foot building that offers beautiful views of the surrounding farm land and can host up to 75 guests for private events. At nearby **Hanover Vegetable Farm**, a 120-year-old farm owned by the fourth and fifth generations of the Sears family, visitors can enjoy seasonal events, festivals and its year-round roadside marketplace. The venue also hosts the Down on the Farm Concert Series in its onsite pavilion with additional sponsorship from various Hanover businesses. The farm frequently collaborates with the Five O’s Tiki Foundation for various concerts and events.



## Green Top Outdoor Expo 2022

**Green Top**, located in Ashland, VA, held its 2022 Outdoor Expo over two days on the first weekend of October. Attended by thousands of hunters, anglers, and outdoor enthusiasts of all ages, the family-friendly event offered free admission, free parking, 200+ top vendors from the outdoor industry, fun kids’ activities, product demos, show specials, great food, live music, special guests and prize drawings. The Green Top Outdoor Expo, which began in 2017 as a 70th anniversary celebration for staff and loyal customers, has swiftly developed into an annual “must-attend” event for outdoor enthusiasts from across the region and attracted more than 27,000 guests over the 2022 two-day expo. The 2023 event is scheduled for October 7-8, 2023.



## VTC Grants

During National Travel and Tourism Week in May 2023, the Governor announced the recipients of matching grants and sponsorship funds offered through the Virginia Tourism Corporation’s (VTC) Marketing Leverage Program and Regional Marketing Program. More than \$3.2 million was awarded to 236 tourism programs throughout Virginia.

- Hanover County grant recipients included:
- **Green Top** - \$35,000 combined grants for its October 2023 Outdoor Expo.
  - **The Town of Ashland** - \$20,000 grant for the Berkleytown Heritage Park.
  - **Center of the Universe Brewing** - \$15,000 for its Summer Moon Music Festival and Ashland is for Festival Lovers.

**\$222,969,504**  
VISITOR EXPENDITURES (CY22)

Source: Virginia Tourism Corporation

**\$1,464,217**  
HOTEL TAX REVENUE (FY23)

Source: Richmond Region Tourism

According to the 2022 Economic Impact of Visitors in Virginia prepared for the Virginia Tourism Corporation, more than \$222 million was spent by visitors in Hanover County in calendar year 2022, a 9.2% increase over the previous calendar year. The biggest gains were realized in food & beverage (±13%) and recreation (±15%) while transportation (±5%), retail (±4%) and lodging (±2%) garnered modest gains. Direct employment from tourism increased 17.8% from the previous year and has returned to prepandemic average.

In Hanover County, local tax receipts for the 2023 fiscal year generated \$1,464,217 in lodging taxes, which represents an 8.1% increase from last fiscal year. The County, along with the Richmond Region as a whole, set another year-over-year record for annual occupancy tax revenue in 2023. Sports tourism continues to make a significant economic impact on the region representing more than 65% of Richmond Region Tourism’s bookings. Beginning July 2023, the area’s Tourism Improvement District (TID) initiative began collecting an additional 2% fee on nightly hotel rates to help Richmond Region Tourism attract and entice events, sports, meetings, and conferences to the Greater Richmond Region while advertising the area’s many offerings.



# COUNTY & DEPARTMENT INITIATIVES

## Economic Development Strategic Plan

Anticipated completion and adoption of Hanover County's Comprehensive Plan Update in the fall of 2023 will next trigger initiatives for strategic planning in a number of County departments. Included in this round of strategic planning will be the Economic Development (ED) Strategic Plan, last updated in 2015. It will come as no surprise the County's economy has changed dramatically since that plan was established. While it had been scheduled to be updated in 2020, COVID-19 put a temporary delay on the initiative. Since the Comprehensive Plan was scheduled for updating in 2023, it was determined best to put the ED plan on hold. As the Comprehensive Plan helps guide where development will take place, and the Industry Cluster Analysis (see article to the right) informs what sectors to target, the Economic Development Strategic Plan will piggyback on these plans to determine the best strategies to guide strategic, targeted, high-quality investment into areas best suited for the use.

As part of this future strategic planning, Economic Development will be provided with an updated set of performance measures to maintain and analyze to determine if the plan is meeting its goals and objectives. These measures will continue to be reported to the Board of Supervisors and to the community through the Department's Annual Report and State of the County address. Given the dynamic and competitive nature of the larger economy, and desire to encourage and retain intentional, targeted projects into key areas identified in the Comprehensive Plan, Hanover County must proactively nurture and develop its business sector to address global economic conditions as well as needs of the local community.

## Hanover County Industry Cluster Analysis Study

The Hanover Department of Economic Development procured Virginia Tech's Center for Economic and Community Engagement to provide an economic and target industry cluster analysis. The study included analysis of key demographic and economic trends, existing County assets and opportunities in relation to industry, and identification of existing and emerging industry clusters. Using a mixed-methods approach, the analysis aimed to confirm existing industry clusters and examine the County's suitability for target industries based on industry needs, regional trends, and existing opportunities. The study included industry sector target focus group meetings to gain a better understanding of the County's changing economic conditions and industry dynamics.



Anna Nagorniuk with the Virginia Tech Center for Economic and Community Engagement leads an industry sector target focus group session at Hanover's Department of Economic Development.



**Envision Hanover** ([EnvisionHanover.com](https://EnvisionHanover.com)) was created to provide a centralized location for the County's **Comprehensive Plan** project including information and engagement opportunities as Hanover County works with residents, businesses, landowners, and other community members to update its vision for the future. The Comprehensive Plan is a long-range guide for growth and development, establishing a vision of what Hanover County could look like in twenty years. The plan addresses a variety of topics, including land use, housing, economic development, and natural resources. It identifies objectives and strategies that can be implemented to realize the community's vision.



LEARN MORE

### Project Timeline



# FACTS & FIGURES

## Total Business Establishments



## Top 100 Healthiest Communities



## Major Private Sector Employers (100+ Employees)

- Amazon Fulfillment Services Inc.
- Bon Secours Health Systems Inc.
- Kings Dominion
- RMC Events
- SuperValu Wholesale Operations
- Wal-Mart
- Owens & Minor Medical Inc.
- UPS
- FedEx Ground
- Food Lion
- Woodfin Oil Company
- Kroger
- Carter Machinery Company
- The Home Depot
- Vitamin Shoppe Distribution Center
- Owens & Minor Distribution Inc.
- AMF Bowling Companies
- Covenant Woods
- LogistiCare Solutions
- Bell Nursery USA, LLC

Source: VEC - Q4-CY22

## Hanover County Public Schools



## VIRGINIA RANKS #2 ON CNBC'S TOP STATES FOR BUSINESS



## 2022 CENSUS OF AGRICULTURE

YOUR VOICE. YOUR FUTURE. YOUR OPPORTUNITY.

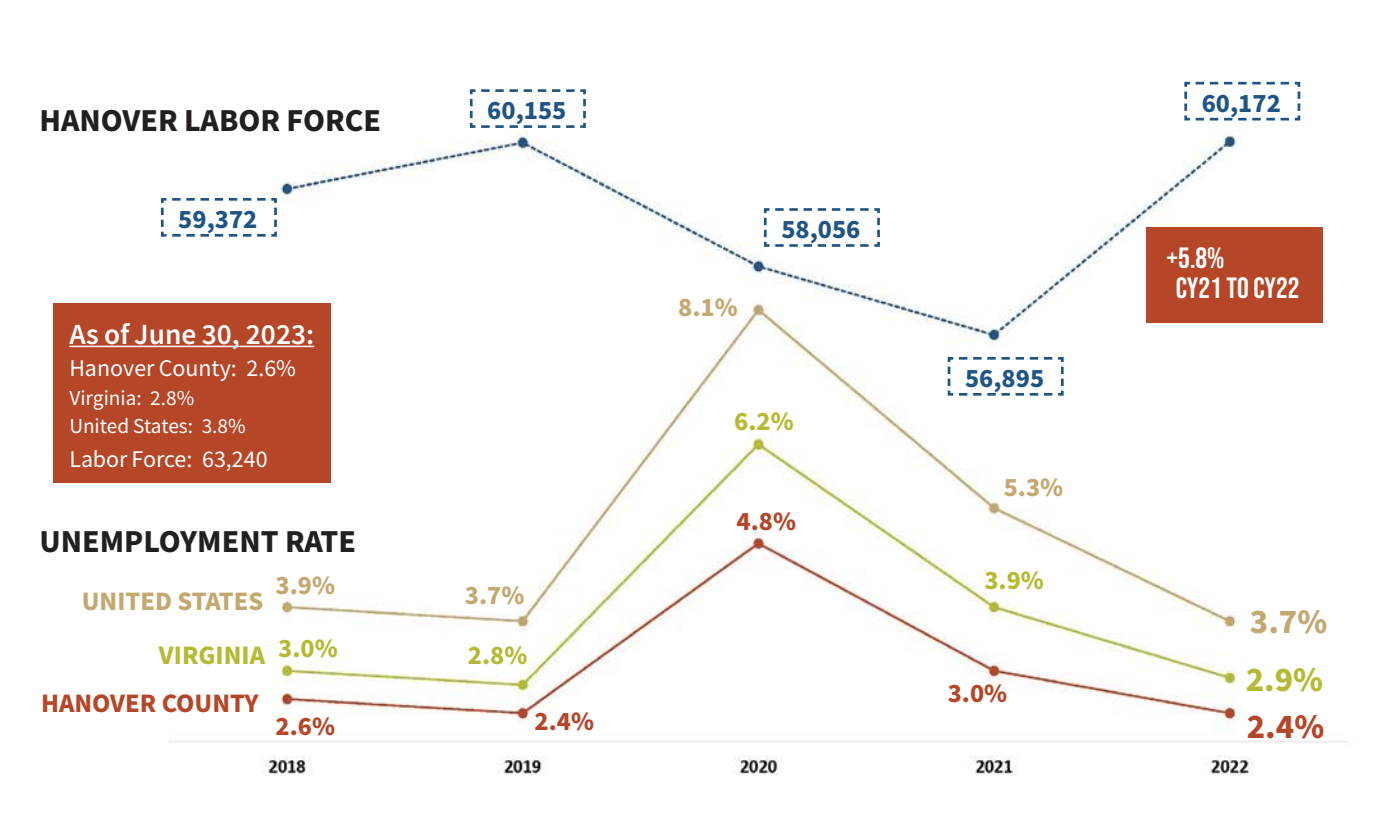
Response Deadline: February 2023  
Data Release: Spring/Summer 2024

For more Virginia and Richmond Region accolades, visit our partners at the Virginia Economic Development Partnership and Greater Richmond Partnership.



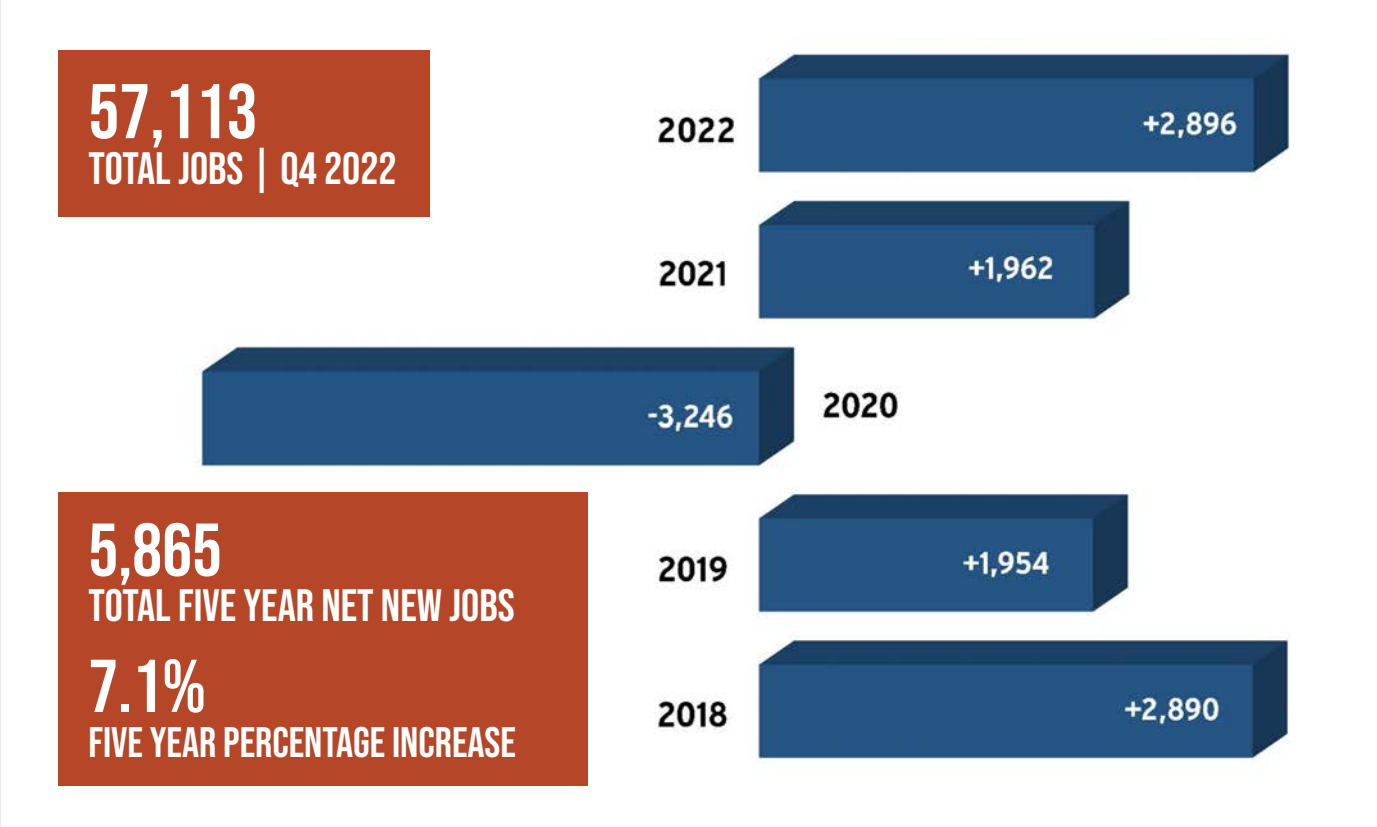


UNEMPLOYMENT & LABOR FORCE



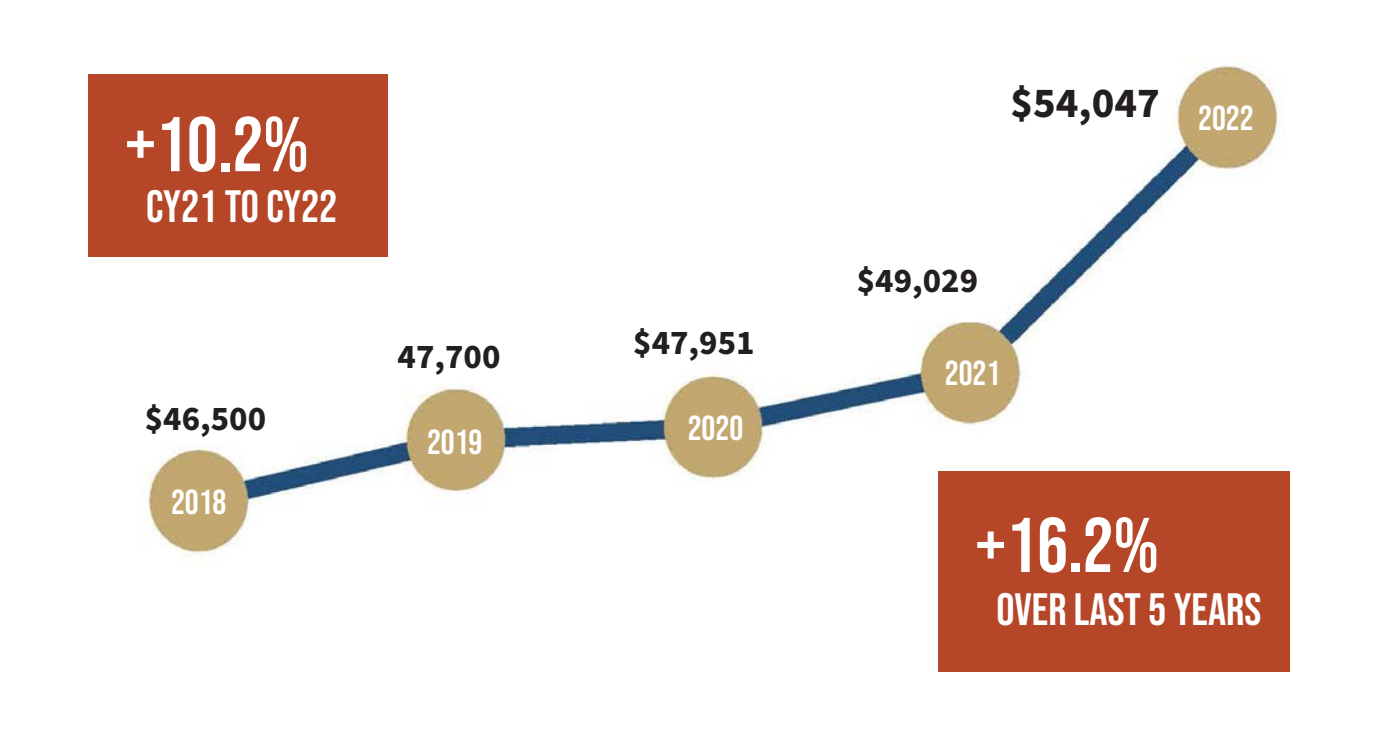
Source: VEC/QCEW, Q4-CY. VEC data subject to adjustment.

NET NEW JOBS IN ALL INDUSTRIES



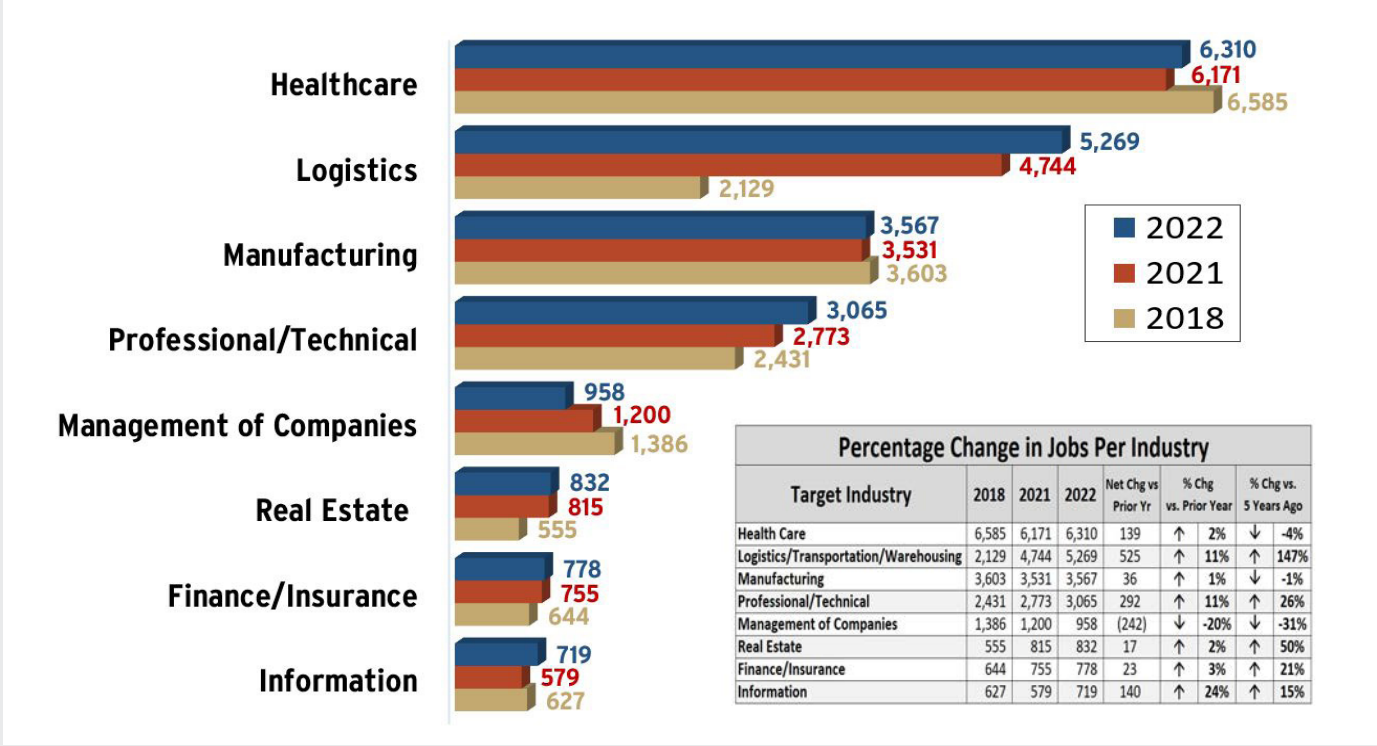
Source: BLS/QCEW, Q4-CY. All data updated to BLS figures as of 8/10/2023. Data subject to adjustment by U.S. Bureau of Labor Statistics (BLS).

AVERAGE ANNUAL WAGES



Source: Jobs EQ, CY.

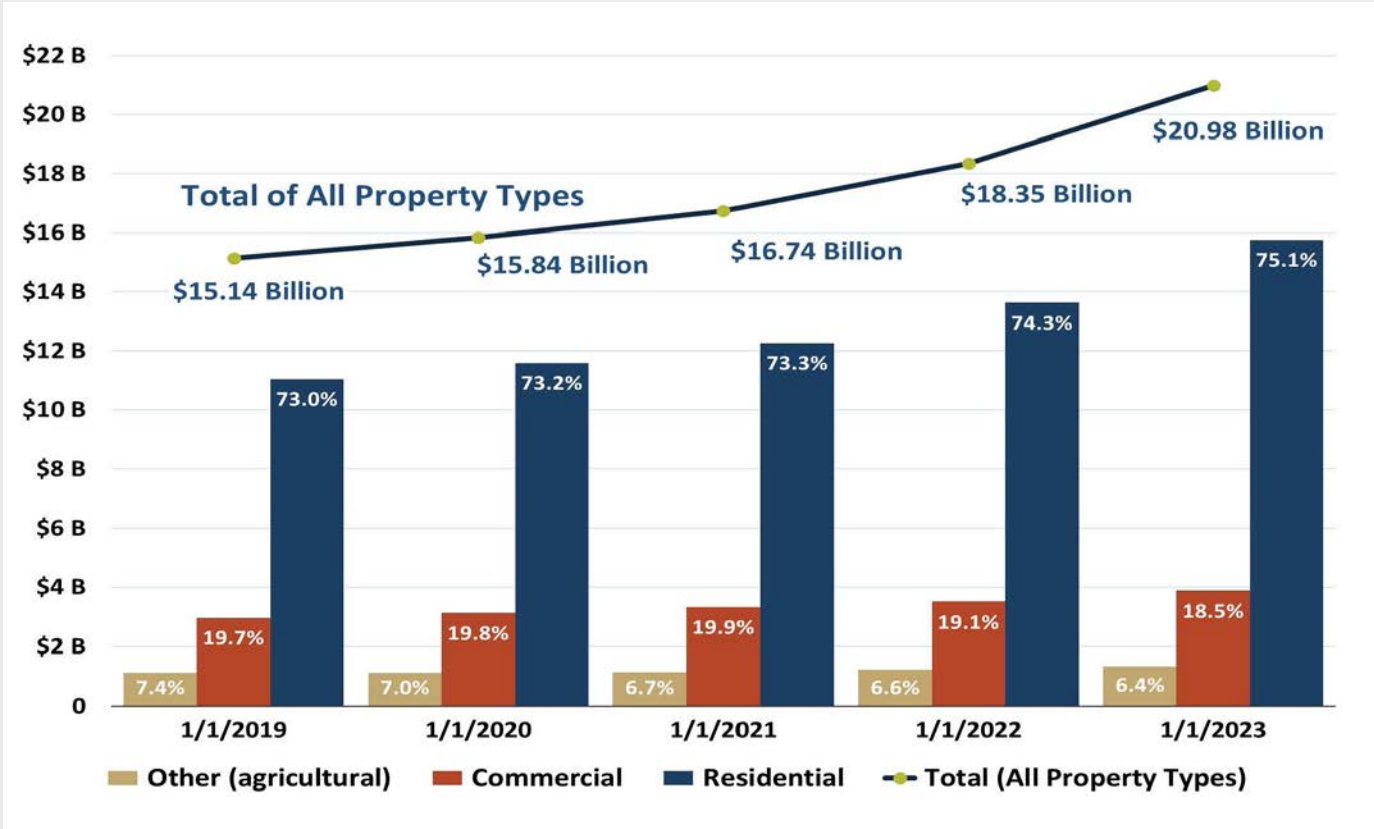
NET CHANGE IN NUMBER OF JOBS PER TARGET INDUSTRY



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

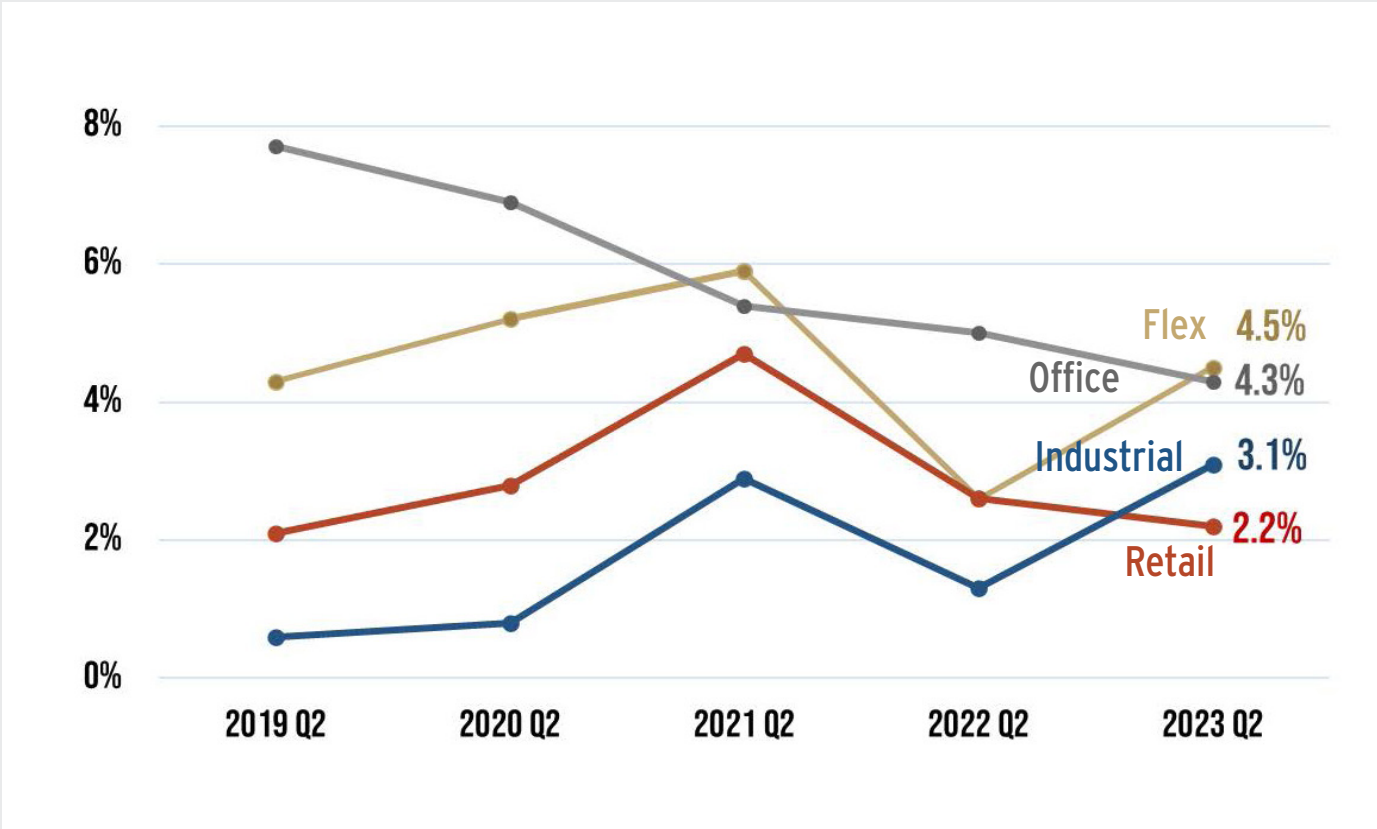


PERCENTAGE OF TOTAL TAXABLE ASSESSED VALUE BY PROPERTY TYPE



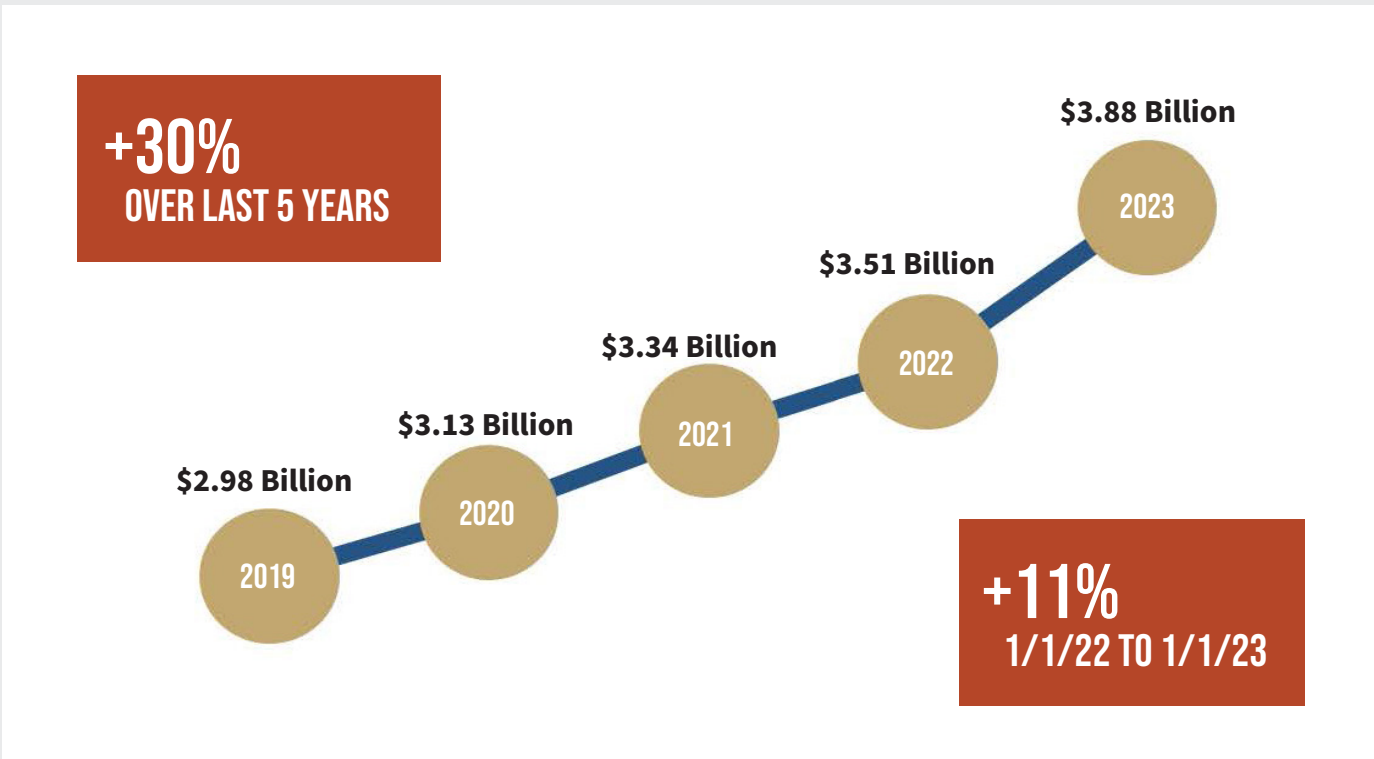
Source: Hanover County Assessor's Office. Data based on previous CY as of January 1.

VACANCY RATES BY PROPERTY CLASS



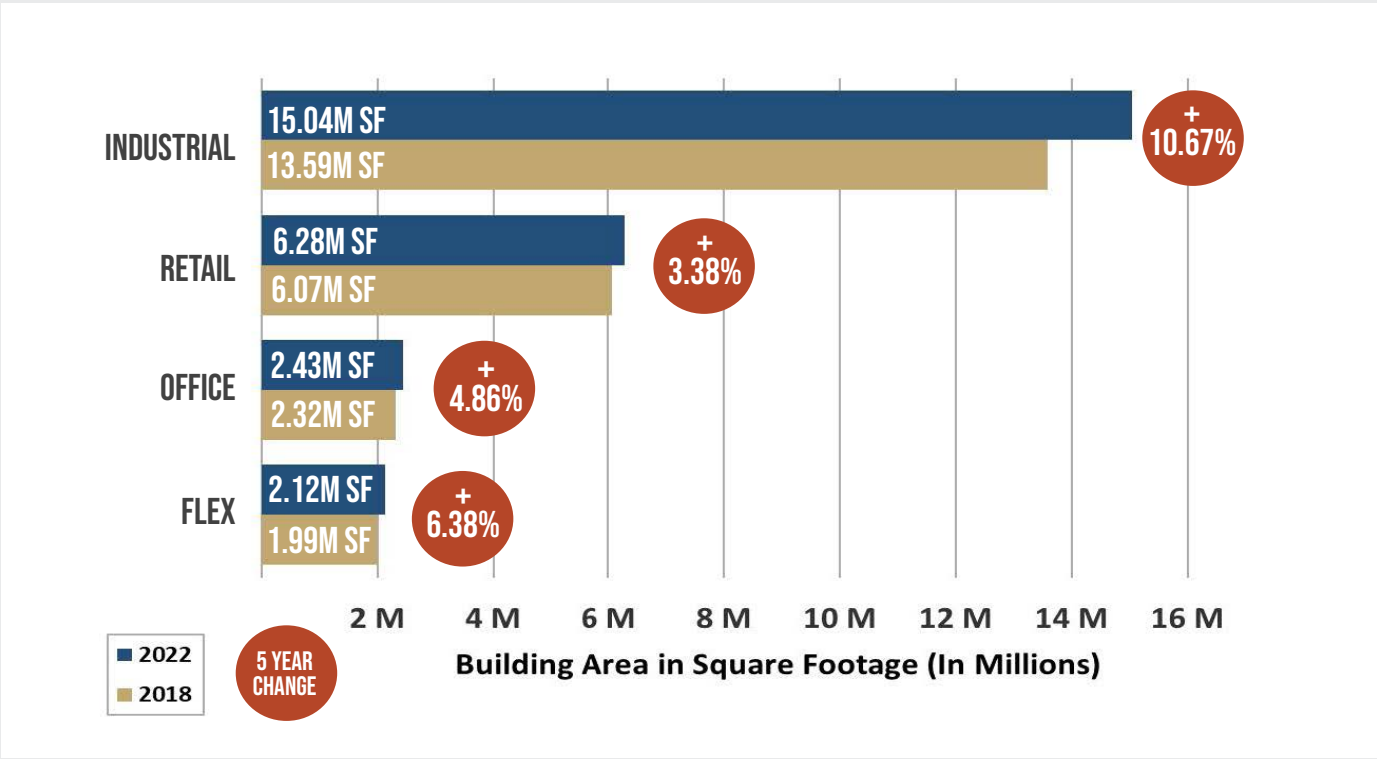
Source: CoStar, Q2-CY.

TOTAL TAXABLE ASSESSED VALUE OF COMMERCIAL PROPERTY



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

RENTABLE COMMERCIAL BUILDING AREA (SF)



Source: CoStar, Q4-CY.



# HANOVER COUNTY

## Department of Economic Development

Providing local assistance for businesses looking to relocate or expand within Hanover County including financing, workforce development solutions, incentives and technical support that will encourage investment and growth in our community to enhance the lives of our citizens.

**INNOVATE. PROSPER. GROW.**



### Hanover County Economic Development Authority

The Hanover County Economic Development Authority (EDA) was established by ordinance of the Hanover County Board of Supervisors pursuant to the Industrial Development and Revenue Bond Act (Chapter 33, Title 15.1, Code of Virginia of 1950, as amended). The EDA consists of seven members appointed by the Board of Supervisors.

Over the past few years, the EDA has actively worked to take on more of a leadership role in assisting the County with identifying strategic sites conducive for intentional economic development, and identifying future industries for which Hanover would provide a solid base of operation. The EDA has taken interest in assisting with the Comprehensive Plan Update and will take a major role in assisting the Department of Economic Development with strategic planning initiatives in the upcoming year. The Authority will continue to grow and enhance relationships with County stakeholders, including the Board of Supervisors, County Administration, and the business community to help set priorities for future strategic growth.



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