

BOARD OF SUPERVISORS MEETING

June 20, 2023

A meeting of the Campbell County Board of Supervisors was held on the 20th day of June 2023 in the Multi-Use Room of the Walter J. Haberer Building, Rustburg, Virginia. The members present were:

Matt W. Cline, Chairman, Presiding	Concord Election District
Kenneth R. Brown	Spring Hill Election District
Justin A. Carwile	Timberlake Election District
Jon R. Hardie	Rustburg Election District
A. Dale Moore	Altavista Election District
Steve W. Shockley	Sunburst Election District
Charlie A. Watts, II	Brookneal Election District

The members present from the Industrial Development Authority (IDA) were:

Vance Driskill, Chairman, Presiding	Timberlake Election District
Jack Dean	Rustburg Election District
Dennis Rosser	Concord Election District
George Rosser	Altavista Election District
Don Wooldridge	Spring Hill Election District

Absent from the IDA was:

Thomas Vaughan, III	Sunburst Election District
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Also present were:

Frank J. Rogers, County Administrator
Clifton M. Tweedy, Deputy County Administrator
Paul E. Harvey, Director of Community Development/Assistant County Administrator
Nina R. Rezai, Director of Economic Development
Brooke S. Wright, Administrative Assistant

Chairman Cline called the meeting to order at 6:00 p.m. Chairman Driskill called the meeting of the IDA to order at 6:00 p.m. This meeting was announced as a joint meeting with the IDA to invite discussion regarding current projects being facilitated by County staff and the IDA.

// IDA PROJECT UPDATES

Following introductions, Ms. Rezai shared a PowerPoint presentation highlighting recent IDA projects. In January 2023, the IDA allocated \$50,000 to the Campbell Low-interest Momentum Building (CLiMB) Fund that would offer revolving, low interest loans for small businesses in Campbell County. Ms. Rezai gave an overview of the application process and stated the CLiMB Fund would be fully marketed later in the summer. She noted that Campbell County would be the only locality in the region to offer a revolving loan fund. In answer to a question by Chairman Cline, Ms. Rezai indicated the fund would be marketed through small business connection events, e-mail lists, the County’s Economic Development website, and The News & Advance.

// RETURN ON INVESTMENT REVIEW FROM IDA DEVELOPMENT IN SENECA COMMERCE PARK

Ms. Rezai provided an overview of Seneca Commerce Park and the businesses located there. The IDA recently secured a new tenant, ctp Advanced Composites, in the 10,000 square feet building that was constructed in 2019. She indicated it was possible that ctp could occupy the space for up to 10 years. When the IDA invested in the construction of a new building, the project cost was \$1,436,000 with approximately \$700,000 in grant funding for the building. In 2021, the IDA consolidated two (2) investment CDs and paid off the balance of the construction loan. All of the funds that were received since that time were strictly revenue, and to date the IDA’s net

revenue was \$333,025.31. Ms. Rezai added that as a result of the IDA's investment, to date the County had brought in an estimated \$21,000 in machinery and tools tax revenue and \$31,415 in real estate taxes. Between Simplimatic Automation, the former occupant of the building, and ctp Advanced Composites, an average of 10 new jobs were created. After Simplimatic vacated the building, Ms. Rezai noted that five (5) companies were interested in leasing the space, with ctp ultimately submitting the most advantageous offer.

Vance Driskill, chairman of the IDA, thanked the Board for allowing the IDA to be part of this development. He added that companies were very interested in buildings of this size and the IDA wanted to pursue other similar projects and investments in the future. In answer to a question from Supervisor Hardie, Ms. Rezai stated that all of the businesses interested in leasing the building, including ctp, were local.

// COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY

Ms. Rezai indicated it was required that the Comprehensive Economic Development Strategy (CEDS) be revisited every five (5) years in order for the County to maintain the IDA. The document was used to create a collaborative plan for economic development goals and initiatives, and it gave the County legitimacy and compliance with the U.S. Economic Development Administration. Included in a CEDS were:

- Summary Background – insight into the economic conditions of the community;
- SWOT Analysis – an in-depth analysis of the community's strengths, weaknesses, opportunities, and threats;
- Strategic Action Plan – would build on findings from the SWOT analysis and identify stakeholders responsible for implementation;
- Evaluation Framework – would determine how to measure progress and how to assess regional economic impact

Ms. Rezai provided an overview of the goals identified in the 2017 CEDS review including business recruitment, tourism project development, improvements to Seneca Commerce Park, agricultural marketing alliances, and downtown revitalization in the towns of Altavista and Brookneal. She added that a consultant would lead the next CEDS process, which would include a separate Agriculture Industry cluster assessment to coordinate the County's strategy with the Extension Office. The IDA, Economic Development Commission (EDC), and community stakeholders would form a steering committee to shape the goals and strategies of the CEDS. Economic Development staff would routinely update the Board during the CEDS process. Paul Harvey, Director of Community Development/Assistant County Administrator, added that once the CEDS was approved it became the basis of the Economic Development chapter in the Comprehensive Plan.

// ECONOMIC DEVELOPMENT PROJECT UPDATES

Before moving on, Ms. Rezai introduced the following Economic Development staff to those in attendance: Claude Dixon, Business Programs Coordinator; Molly Eden, Economic Development Specialist; and Karen Wydner, Administrative Assistant.

Ms. Rezai was pleased to report that since 2020 the Board of Supervisors had incentivized \$83 million worth of investment, which had led to the creation of 183 jobs in the county. The businesses benefiting from the incentives were Graham Packaging, BWXT, Chick-fil-A, Home2 Suites, Tru by Hilton, and ctp Advanced Composites. She added that nine (9) requests for information had been submitted from companies seeking to possibly develop in the area.

Ms. Rezai reminded the Board that the development of Chick-fil-A on Timberlake Road triggered an infrastructure investment to extend gas down Crowell Lane. The Crowell Lane Gas Extension project was currently under review by VDOT to obtain proper permitting. Next, Ms. Rezai gave an overview of the Precision Agriculture and Farm Efficiency Grant. She indicated the grant was a product of great collaborative efforts with the Extension Office, and Campbell County was the administrating locality of a \$505,000 cost-share grant that was secured from the Tobacco Commission. The grant was offered to farms in 20 counties in the southern Virginia region. In answer to a question by Supervisor Watts, Ms. Rezai indicated each locality had five

(5) grants valued at \$5,000 each that could be awarded to applicants. The producers could receive a 33% match of up to a \$15,000 investment to subsidize the cost for advancing their operations.

Ms. Rezai reviewed the Start Small Campbell Grant program, adding that it was approved in the 2021 revision of the department’s incentive policy. The program awarded four (4) \$5,000 grants to eligible Campbell County businesses twice a year. The businesses must submit a business plan, have been in operation for less than three (3) years, or be brand new to Campbell County.

Last year, Campbell County was a joint applicant with the City of Lynchburg and Lynchburg Regional Airport for a \$190,000 GoVirginia Due Diligence Grant for Airport Commerce Park. A study of the property will determine the type of development best suited for the area, where the access points will be, and the amount of developable acreage. This was a strategically located piece of property and would be the only property in the region accessible by air, rail, and road.

Ms. Rezai stated that Campbell Connects events were quarterly networking events held in the Altavista, Rustburg/Concord, Brookneal, and Timberlake areas. To date, five (5) events had been held with over 50 businesses and community partners being represented. Next, she outlined several grant applications in various stages of development for Long Island Park road repairs, a mural at Patrick Henry Memorial Library, and clearing and grading of lots at Seneca Commerce Park. Ms. Rezai was also pleased to share data indicating the Economic Development website was averaging 1,000 viewers a month.

In 2022, \$60,000 was allocated to the County through the ARPA Virginia Tourism Grant. Ms. Rezai indicated the funds would be used to strategically promote the County through projects like updating brochures and outdoor guides, creating a Geocaching Trail, hosting agritourism workshops, and developing a tourism video. She highlighted several magazines and promotional materials in which the County was recently featured. Ms. Rezai added that in May 2023, her department launched its social media presence on Facebook, Instagram, and LinkedIn.

Following the presentation, Supervisor Watts asked when another building would be constructed in Seneca Commerce Park. Ms. Rezai indicated the 100% engineering designs to grade Lots J & K should be returned by the end of the summer. Administrator Rogers advised that the Board may want to consider partnering with the IDA if a new building was desired. Ms. Rezai added that it was crucial to construct a building of at least 50,000 square feet in order to attract new businesses.

Mr. Driskill thanked Ms. Rezai for her informative presentation. Administrator Rogers thanked the Board and the IDA for coming together, and appreciated the endorsement of current Economic Development initiatives. He understood there was continued interest in new buildings at Seneca Commerce Park, and staff would continue strategizing the best way to proceed. Administrator Rogers commended Ms. Rezai and her team for their tremendous work.

// ADJOURNMENT

On motion of Supervisor Brown, the meeting was adjourned at 7:07 p.m.

The vote was: Aye: Brown, Carwile, Cline, Hardie, Moore, Shockley, Watts
 Nay: None
 Absent: None

On motion of Jack Dean, the meeting of the IDA was adjourned at 7:07 p.m.

The vote was: Aye: Dean, Driskill, D. Rosser, G. Rosser, Wooldridge
 Nay: None
 Absent: Vaughan