Blight and Economic Development

- Blight is the presence of vacant and abandoned properties with profound negative impacts on afflicted communities. (HUD)
- Symptoms include: Economic disinvestment, the withdrawal of industry, increases in unemployment and worker migration, and property vacancy and deterioration.
- Economic development is the process by which the economic well-being and quality of life of a nation, region or local community are improved.
- Economic Development helps to address blight.
- Economic Development is a marathon not a sprint.
- Economic Development is a team sport that is most effective with collaboration not isolation.
Economic Challenges in Petersburg

**Weaknesses**
- Unemployment Rate Higher than State Average
- Income is lower than the State Median
- Local Workforce Supply and Readiness
- Health Outcomes Lower than State Average

**Threats**
- Blighted Properties
- Potential National Economic contraction
- Fewer Multi-Family Conversion Redevelopment Opportunities
- Federal elimination of Work waiver for Benefit Recipients
- Low Census Count and Potential Population reduction
- Changes in Retail and the online impact
- Few large sites for industrial development
• There has been a significant decrease in the unemployment rate in Petersburg, which is consistent with national trends.

• However the rate in Petersburg remains twice the state rate.

<table>
<thead>
<tr>
<th>Year</th>
<th>Petersburg</th>
<th>Virginia</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>10.8%</td>
<td>5.2%</td>
<td>6.2%</td>
</tr>
<tr>
<td>2015</td>
<td>9.2%</td>
<td>4.5%</td>
<td>5.3%</td>
</tr>
<tr>
<td>2016</td>
<td>7.6%</td>
<td>4.0%</td>
<td>4.9%</td>
</tr>
<tr>
<td>2017</td>
<td>7.3%</td>
<td>3.7%</td>
<td>4.4%</td>
</tr>
<tr>
<td>2018</td>
<td>6.1%</td>
<td>3.0%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>
## Population and Median Income

<table>
<thead>
<tr>
<th></th>
<th>Petersburg</th>
<th>Virginia</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population estimates,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 1, 2018, (V2018)</td>
<td>31,567</td>
<td>8,517,685</td>
<td>327,167,434</td>
</tr>
<tr>
<td>Population estimates base,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 1, 2010, (V2018)</td>
<td>32,435</td>
<td>8,001,055</td>
<td>308,758,105</td>
</tr>
<tr>
<td>Population, % change</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 1, 2010 to July 1,</td>
<td>-2.70%</td>
<td>6.50%</td>
<td>6.00%</td>
</tr>
<tr>
<td>2018</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population, Census</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 1, 2010</td>
<td>32,420</td>
<td>8,001,024</td>
<td>308,745,538</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Petersburg</th>
<th>Virginia</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median household income</td>
<td>$33,939</td>
<td>$68,766</td>
<td>$57,652</td>
</tr>
<tr>
<td>(in 2017 dollars), 2013-2017</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Blighted Properties

• The City has an inventory of more than 200 vacant properties.

• There are more than 200 Red Tag Privately owned properties.

• The blighted hotel property at I-95 and Washington Street is at the City’s Gateway.
## Multi-Family Housing Development

<table>
<thead>
<tr>
<th>Year</th>
<th>Projects/Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>High Street Lofts/PI (10HU)</td>
</tr>
<tr>
<td>2006</td>
<td>South Street Lofts (44HU)</td>
</tr>
<tr>
<td>2007</td>
<td>Mayton Transfer Lofts/PI (111HU)</td>
</tr>
<tr>
<td>2008</td>
<td>Dunlop Lofts (64HU), High Street Lofts/PII (24HU)</td>
</tr>
<tr>
<td>2009</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>Lofts on Market (23HU)</td>
</tr>
<tr>
<td>2011</td>
<td>Lofts at 301 (34HU), Oddfellows (19HU), High Street Lofts/PIII (36HU)</td>
</tr>
<tr>
<td>2012</td>
<td>141 East (19HU), Courthouse View (40HU), Mayton Transfer Lofts/P II (108HU)</td>
</tr>
<tr>
<td>2013</td>
<td>Cameron Lofts (33HU), Star Lofts (66HU), High Street Lofts Phase IV (9HU)</td>
</tr>
<tr>
<td>2014</td>
<td>25 West Bank (18HU), Butterworth Flats (45HU)</td>
</tr>
<tr>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>30 Franklin St (16HU), Ice House (18HU), The Bosco (74HU)</td>
</tr>
<tr>
<td>2017</td>
<td>Long Lofts (62HU)</td>
</tr>
</tbody>
</table>

922 Total Housing Units (HU)
## Number of Business Establishments

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Establishments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>872</td>
</tr>
<tr>
<td>2013</td>
<td>835</td>
</tr>
<tr>
<td>2014</td>
<td>814</td>
</tr>
<tr>
<td>2015</td>
<td>849</td>
</tr>
<tr>
<td>2016</td>
<td>900</td>
</tr>
<tr>
<td>2017</td>
<td>908</td>
</tr>
<tr>
<td>2018</td>
<td>931</td>
</tr>
<tr>
<td>2019</td>
<td>940</td>
</tr>
</tbody>
</table>
Strengths

- Diverse Economy
  - Industrial Businesses
  - New Small Businesses especially restaurants
- Increase in the number of businesses
- Central Location in the Mid-Atlantic Region
- Close proximity to markets on East Coast especially in Richmond, Hampton Roads and North Carolina
- Great Auto and Rail Access
- History and Historic Assets
- Loft Conversions of vacant buildings and new residents
- Regional Institutions of Higher Learning
- Walkable Historic Downtown
Opportunities

- VA Business-Ready Sites Program
- Vacant Industrial and Residential Properties
- State and Federal Incentive Programs:
  - Opportunity Zone, HUB Zone, Enterprise Zone, Technology Zone, C-PACE and Tourism Zone
- New QoL Amenities:
  - ART, Dog Park, Harbor Event Space
- Vacant School Buildings
- New Hospitality Developments
Economic Overview

- The City of Petersburg has become the healthcare center for our South-Central Virginia region.
- Industrial businesses including AMPAC, Amsted Rail, International Paper and Boar’s Head continue to be major contributors to the local economy.
- Independent retail establishments, restaurants and breweries have opened, especially in downtown to serve as economic draws and contributors to the economic vitality of Petersburg.
- Historic architecture and sites continue to attract visitors and the film industry.
- Regionally, Fort Lee continues to serve as a major economic driver.
Industries

Today, the healthcare industry provides over 36 percent of the jobs in the city.
Top 10 Private Sector Employers

1. Southside Regional Medical Ctr
2. Amsted Rail Company Inc
3. Wal Mart
4. Horizon Mental Hlth Mgmnt Inc
5. Good Neighbor Homes Inc
6. District 19 Mental Health and...
7. Quality Plus Services
8. Virginia Linen Service Inc.
10. Quality Plus Services, Inc.
Economic Corridors and Nodes
Target Industry Sectors

- Industrial
  - Manufacturing
  - Distribution and Warehousing
- Healthcare
- Retail Trade
- Accommodation and Food Services
  - Grocery Store
Vision

Petersburg, a great place to live and conduct business, at the intersection of I-95 and I-85, that maintains a diverse and thriving economy, with abundant private investment and employment opportunities.
The mission is to promote Private Investment and Job Creation in the City of Petersburg.

Focus areas include:

**Private Investment**
- Business Retention and Expansion
- New Business Attraction
- Real Estate Development
  - Industrial
  - Commercial
  - Residential

**Job Creation**
- Workforce Development
Private Investment
Business Development

Existing Businesses

Action: Business Retention and Expansion (BRE)

- Goal:
  - To provide assistance to existing businesses to help them grow and thrive and ensure they have access to resources and services that will keep them in Petersburg.

- Objectives:
  - Annual individual meetings with the top 25 private employers and state and regional economic development representatives to discuss business plans and any assistance we can provide.
  - Quarterly roundtables with local business chief executive officers to discuss topics of shared interests and concerns.
  - Quarterly Meetings with VEC regarding WARN Notices and any potential downsizing of local businesses.
  - Annual individual meetings with businesses in expanding industries.
Petersburg Manufacturing Companies

- Old Mansion
- International Paper
- Amsted Rail
- AMPAC Fine Chemicals
Business Retention and Expansion Strategies

- **Maintain and Strengthen** relationships with local businesses.
- **Maintain** Membership and participation in organizations to strengthen local business development and growth.
- **Host** annual economic development summit focusing on strategic issues and opportunities to enhance the development of local businesses.
- **Celebrate** National Business Appreciation Month with activities showcasing the achievements of local businesses and business leaders.
Partners: Business Retention and Expansion (BRE)

State, Regional and Local Economic Development Partners

- Virginia Economic Development Partnership (VEDP)
- Department of Housing and Community Development (DHCD)
- Virginia’s Gateway Region (VGR)
- Petersburg Chamber of Commerce
- Virginia Economic Developers Association
Private Investment Business Development

New Businesses

Action: Business Attraction

Goal

- To attract new businesses to Petersburg.

Objectives

- Meet monthly with VEDP/VGR regarding projects and Lead Generation
- Attend 3 trade shows and events to recruit businesses
- Target and engage with 30 retailers utilizing Retail Strategies Information to Recruit to Petersburg
- Identify and market all 40 locations for new businesses
- Meet Monthly with Chamber Work Group to facilitate business development and address challenges
Recruit businesses and developers to Petersburg.

Collaborate with local, regional and State partners to assist in developing and launching recruitment strategies for businesses in Petersburg’s target industries.

Collaborate with partners to maintain the infrastructure needed to attract new businesses with higher paying jobs.

Participate in regional and national meetings and/or events to market business location, investment and development opportunities.

Identify, Market and Apply for resources and incentives to attract and assist new businesses.
Partners: Business Attraction

- Petersburg Economic Development Authority
- Virginia Economic Development Partnership (VEDP)
- Virginia’s Gateway Region (VGR)
- Petersburg Chamber of Commerce
- International Council of Shopping Centers (ICSC)
- Retail Strategies
Private Investment
Business Development

New Businesses

Action:  Small Business and Entrepreneur Support

Goal:
- To establish the City of Petersburg as a center for small business and entrepreneurial development.

Objectives:
- Meet Quarterly with the Petersburg Entrepreneur Ecosystem Builders (PEEB) to coordinate resources and services.
- Host Quarterly Seminars with PEEB Partners for new businesses.
- Develop and Market publication that includes information on resources and services available to new small businesses.
Small Business and Entrepreneur Development Strategies

- **Facilitate** entrepreneurial initiatives partnering with small business development agencies, colleges and universities, financial institutions and other organizations
- **Partner** with business resource and service providers to promote small business and entrepreneur development in Petersburg
Partners:
Small Business and Entrepreneur Support

- Petersburg Chamber of Commerce
- U.S. Small Business Administration
- Longwood Crater Small Business Development Center
- Virginia Small Business and Supplier Diversity
- Virginia Small Business Financing Authority
- Local Initiatives Support Corporation (LISC)
- VSU Center for Entrepreneurship
Local Independent Restaurants
Private Investment
Real Estate Development

Action: Property Sales and Development

Goal
- To identify and market available properties for business location and/or development.

Objectives
- Develop marketing Prospectuses for 25 available vacant City-owned Commercial properties
- Market the four VEDP Business Ready Sites (25+ acres) and seek resources to enhance their marketability
- Market the eight VGR Business Ready Sites (10-24 acres) and seek resources to enhance their marketability
- Host Annual Real Estate Forum to showcase available properties in Petersburg.
- Within 6 months develop a plan for Land banking available vacant City-owned residential properties
Real Estate Development Strategies

- Partner with Petersburg Main Street to organize, design, market and fund downtown development efforts through Petersburg’s Main Street Affiliate status and future designation.
- Launch an aggressive marketing campaign utilizing business publications, print media, social media, the local cable channel showcasing Petersburg’s location-based assets.
- Implement streamlined process for accepting proposals to purchase and develop City-owned property.
- Identify and utilize opportunities to Market city-owned properties available for sale and development.
- Provide technical assistance to anyone seeking information about development opportunities in Petersburg.
- Host annual Real Estate Forum to share information about economic development opportunities in Petersburg, local, state and federal incentives, and local requirements.
- Maintain a centralized system of managing and monitoring all real estate transactions.
Partners: 
Real Estate Development

- Petersburg Economic Development Authority
- Virginia Economic Development Partnership (VEDP)
- Department of Housing and Community Development (DHCD)
- Virginia’s Gateway Region (VGR)
- Petersburg Chamber of Commerce
New Single Family Residential Development
New Multi-Family Housing Development
Job Creation
Workforce Development

Action: Business Relations

Goal
- To help Petersburg businesses meet their workforce needs by connecting them to residents seeking employment who are ready, willing and able to work.

Objectives
- Meet with the top 50 Employers to identify current and future employment needs and opportunities for residents
- Enroll top 50 Employers in the Career Works Program
- Meet monthly with the Virginia Career Works Crater Region Work Group to develop and monitor implementation of Workforce Development System to connect residents to employment opportunities
- Meet Quarterly with the Petersburg City Public Schools Career and Technical Education Board to develop and monitor implementation of Workforce Development Strategies to prepare students for employment.
Workforce Development Strategies

- Partner with other organizations to assess employment needs, common challenges, growth potential, future plans, etc. and strategies to address them.

- Partner with the Virginia Career Works Crater Region Business Relations Team to design and implement a process to address critical workforce development needs.

- Partner with the Virginia Career Works Crater Region to implement workforce readiness and job development opportunities for youth and adults with limited skills and work history.

- Partner with the Virginia Career Works Crater Region Business Relations Team to create and market local employment programs, services, and resources.
Partners:
Workforce Development

- Regional and Local Workforce Development Partners
- Virginia Career Works Crater Region
- Crater Workforce Innovation and Opportunity Board
- Virginia Employment Commission
- John Tyler Community College (JTCC)
- Community College Workforce Alliance (CCWA)
- Virginia State University
- Petersburg City Public Schools Career Technical Education (CTE)
Natural Beauty
Historic Charm
Quality of Life Strategies

- Facilitate the Development of the Petersburg Dog Park
- Facilitate the Development of the Appomattox River Festival and Event Space
- Support the Development of the City’s Gateways
- Support the Development of the Appomattox River Trail
- Support the Development of Tourism Assets and promote development in the Tourism Zone.
- Explore and exploit opportunities for revitalizing and marketing the City’s arts and entertainment district.
Thank you!

Petersburg, Virginia

Reginald Tabor
Economic Development Manager
econdev@petersburg-vaa.org