



STRATEGIC PRIORITY UPDATE ECONOMIC GROWTH

City Council Presentation
September 23, 2020

PRESENTATION OVERVIEW

- August 2018 – August 2020 Activity Summary
- Target Industry Recap
- Commercial Activity
- Status update on Development projects
- Key indicators will be exhibited to illustrate the economic vitality of the City



BUSINESS ACTIVITY INDICATORS



\$125,173,536M NEW CAPITAL INVESTMENT

12,267
PERMITS ISSUED

\$2M+
PERMIT FEES COLLECTED

51 NEW BUSINESS ANNOUNCEMENTS

NEW BUSINESS LICENSES:
8/1/2018 – 7/31/2019: 1,070
8/1/2019- 7/31/2020: 1,163
Total: 2,233

1,400
NEW & RETAINED
JOBS

998,196 NEW OR RENOVATED SF



TARGET INDUSTRY CLUSTERS

Advanced Manufacturing

Aerospace/Unmanned Systems

Homeland Defense & Security

Medical & Healthcare

Professional Services

Retail

Project Enterprise

Huntington Ingalls Technical Solutions Division

Unmanned Systems Center of Excellence



- **Announced on 9/22/20**
- \$46,000,000 investment
- 157,000 SF
- 269 estimated jobs
- 20 acre site @ HRCN

VIRGINIA SEAFOOD AGRICULTURAL RESEARCH AND EXTENSION CENTER (AREC)

- \$9.4M investment
- Owner: VA Tech Foundation
- Tenant: VA Tech
- Purpose: Seafood Research Facility
- Location: Downtown Waterfront - Rudd Lane
- Completion: Fall 2021

UPDATE: Closed on project on 8/13/20



WVS/PRG



- Multi-parcel, mixed-use development in Downtown Hampton
- 1,041,146 total SF
- 600 total apartment units
- 152 total townhomes
- Phase 1:
 - Former Goodyear site
 - 131 residential units
 - 10,000 SF commercial space
 - \$25M capital investment
 - **Closed: July of 2020**

HAMPTON MARINA HOTEL

(FORMER CROWNE PLAZA)

- Shamin Hotel Group
- New flag – Hilton’s Tapestry Collection
- 700 Settlers Landing Road (Downtown Waterfront)
- 173 rooms; 7,593 SF of meeting space
- \$6.7M purchase price
- \$5.9M renovation budget

UPDATE: *Delayed due to COVID-19 and contractor issues; Completion estimated for December of 2020*

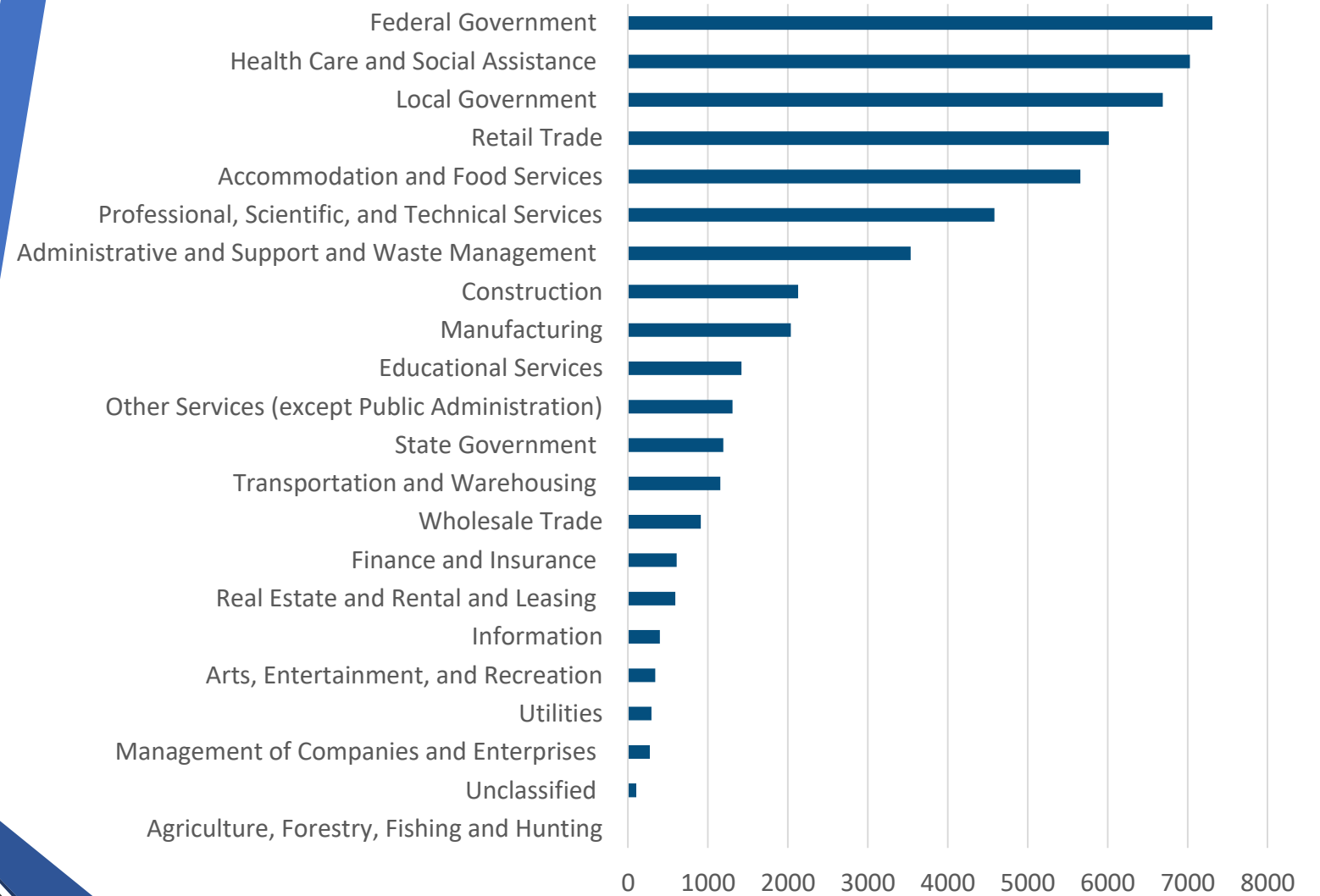


T A P E S T R Y
COLLECTION
BY HILTON™

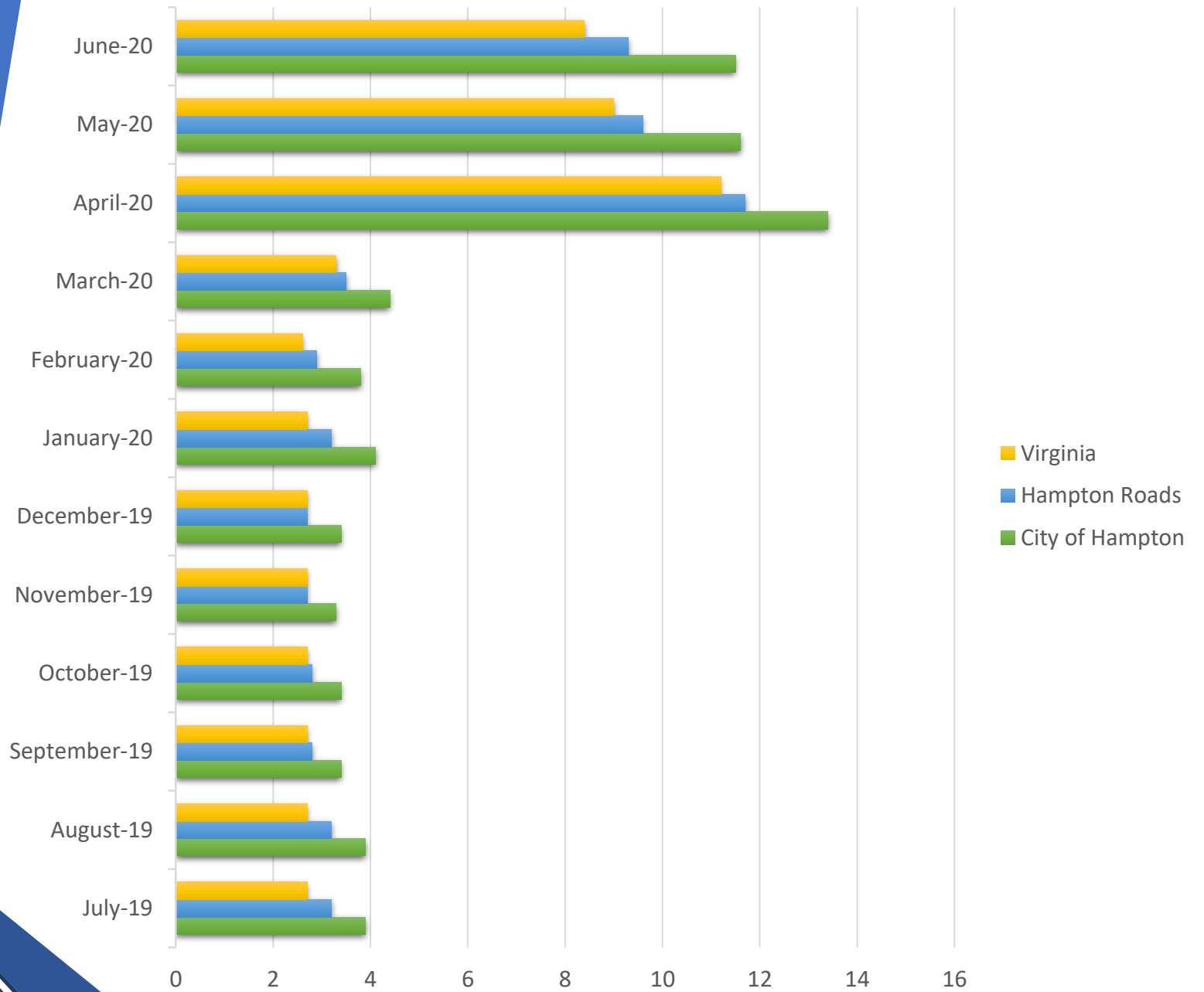
RECENT COMPANY ANNOUNCEMENTS



2019 EMPLOYMENT BY INDUSTRY IN HAMPTON



FY 20 UNEMPLOYMENT RATE COMPARISON



WORKFORCE DEVELOPMENT ACTIVITIES SUMMARY

- ACT Work Ready Community Initiative
- Workforce Hampton – job fairs and hiring events
- WorkOne Center – training and skills development center
- Business Exchange Hampton – providing support service to Hampton businesses through advocacy, retention, expansion assistance and workforce development
- Hampton Department of Human Service – collaborative effort to support DSS clients with jobs skills
- HRT DriveNow – a four-week pre-employment program that provides career readiness training and prepares participants to obtain a commercial driver's license learner's permit for a career as a bus operator with Hampton Roads Transit
- Significant increase in work with regional and state workforce development
- Participation in the Hampton University Workforce Development Board to help them attain the US DOE Education Stabilization Fund – Reimagine Workforce Preparation Discretionary Grant from the Virginia Workforce Board





RESIDENTIAL DEVELOPMENTS

MONROE GATES APARTMENT DEVELOPMENT

- Whitmore Company – Dan Aston
- New apartment complex in Phoebus
- 162 one and two bedroom units
- Swimming pool, media center, clubhouse, fitness center and dog park
- Construction in progress
- Move-in ready in the Fall of 2020
- \$22.5M Capital Investment



LUMEN APARTMENTS

- 300 Apartment Units
- \$33M Capital Investment
- First units occupied July 2020
 - 47 leased
 - 32 currently occupied



Partial Building #4 North Elevation (Currently Permitted)



Partial Building #4 North Elevation (Currently Permitted)



Building #4 East Elevation (Currently Permitted)

Franciscus Homes

Compass 19

1625 Power Plant Parkway

- 120 townhome units
- 1,200 to 1,800 SF per unit
- Starting at \$186,990



Ellipse Apartments

- Located in the center of the Coliseum Central BID
- 260 Units
 - Clubhouse
 - Fitness center
 - Pool
- \$38M - \$40M investment





ENTERTAINMENT INDUSTRY

ROSIE'S GAMING EMPORIUM (POWER PLANT)

- Restaurant and gaming facility as a part of the Power Plant
- 38,000 SF new construction
- 700 historical horse racing machines
- 200 new jobs to be created
- Opened October 2019
- *\$30M - \$35M* capital investment
- *Update*: Reopened 7/1/20 after COVID-19 shutdown





 **SKY ZONE[®]**
TRAMPOLINE PARK

- Located in Peninsula Town Center
- \$1.3M Investment
- 97,000 SF



RETAIL ACTIVITY

A photograph of a Bass Pro Shops store. The building has a rustic, log-cabin style with a large sign that reads "Outdoor World" in white letters with a red outline. Above the sign is a circular logo for "Bass Pro Shops" featuring a fish. To the left, there is a sign for "OFFSHORE ANGLER" with a fish and a star. A red banner above the entrance says "VIRGINIA IS FOR LOVERS OF THE GREAT OUTDOORS". Below the banner, the address "1972" and the phrase "WELCOME FISHERMEN, HUNTERS, AND OTHER LIARS" are visible. In the foreground, a Nitro boat is on a trailer. A red balloon is tied to a post on the right. The sky is overcast.

Bass Pro Shops

Power Plant

- 10 year renewal of lease



Kroger

Riverpointe Shopping Center

- \$16M investment
- 105,000 SF
- Opened January 2020

Langley Federal Credit Union

- New branch location
- Total capital investment: \$1.5M
- 4,600 SF





RESTAURANT DEVELOPMENTS



DOMOISHI™
Ramen • Poké • Wings • Tea



mezeh
MEDITERRANEAN GRILL



Noir.
A SIMPLY PANACHE LOUNGE

Pour Girls

MORE DINING OPTIONS



THE
BAKER'S WIFE
BISTRO + BAR




Pinkfish
Seafood Bistro

Fuller's
RAW BAR





FUTURE DEVELOPMENT AND SITES



PTC

Riverpointe

19 ac Development Opportunity

Quality Inn Site

W MERCURY BLVD

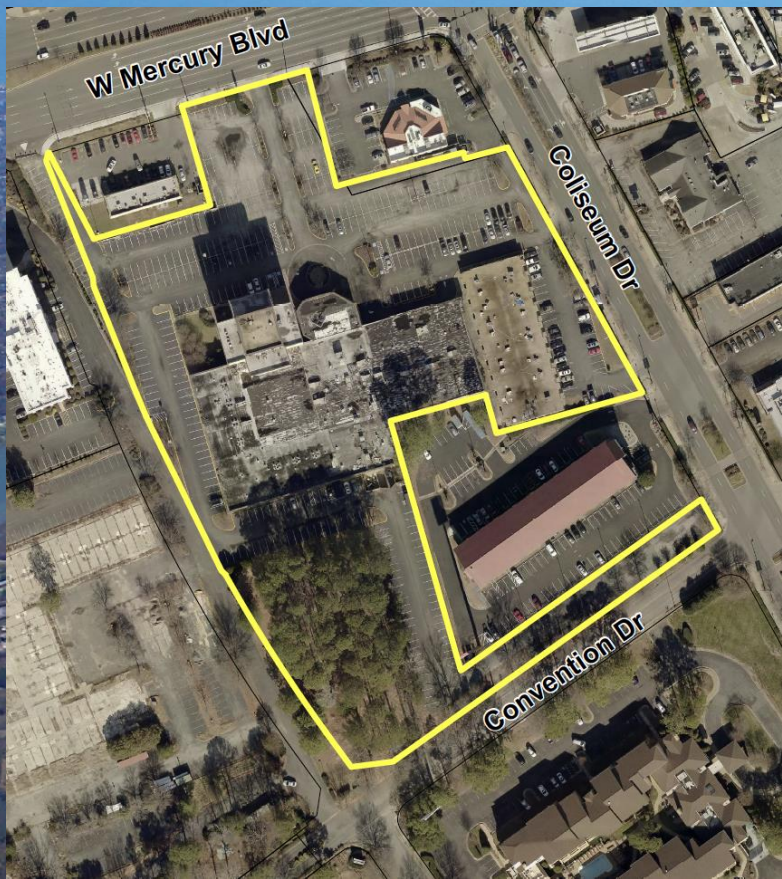
N ARMISTEAD AVE

LASALLE AVE

COLISEUM DR

64

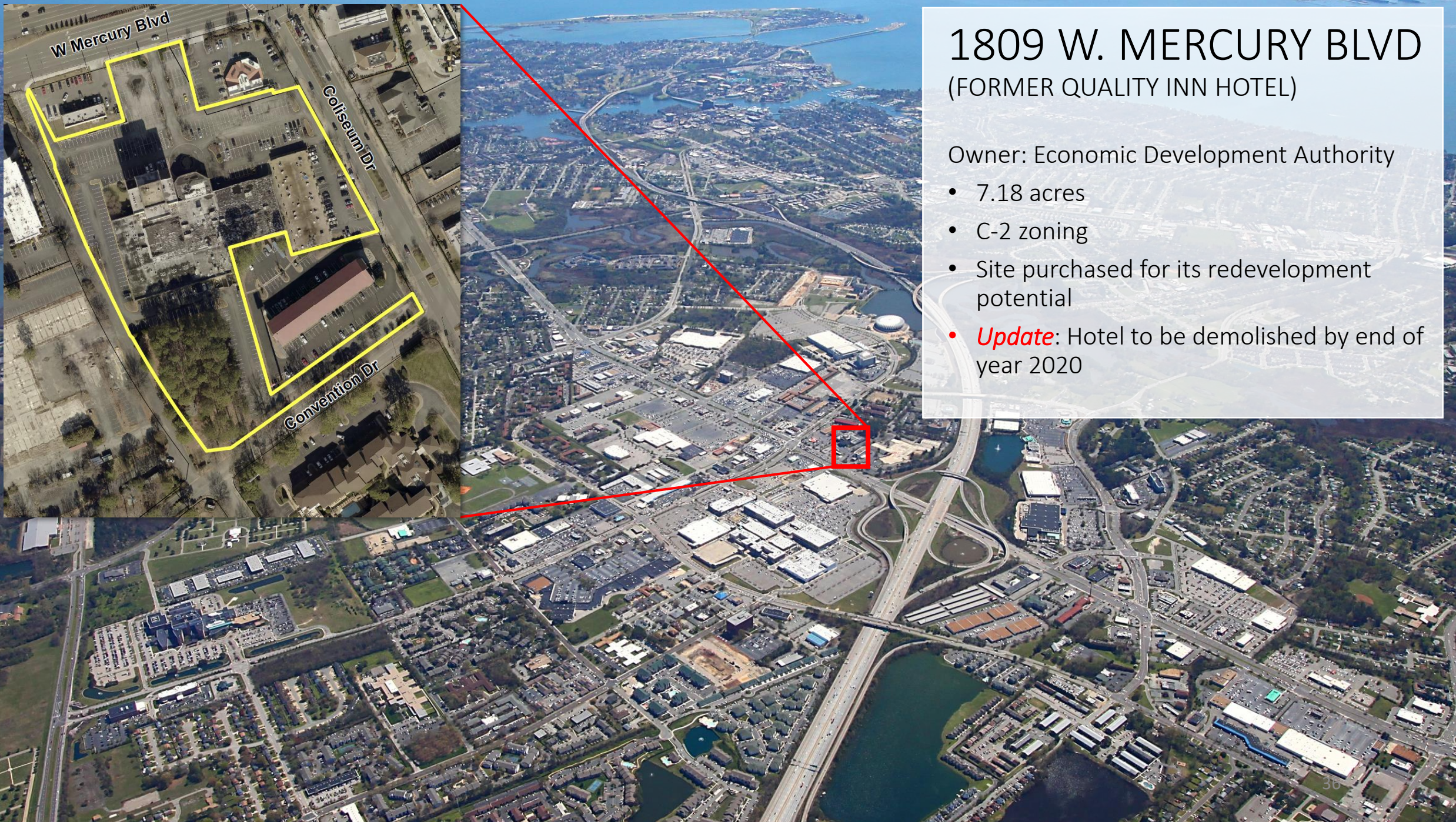
MERCURY BLVD



1809 W. MERCURY BLVD (FORMER QUALITY INN HOTEL)

Owner: Economic Development Authority

- 7.18 acres
- C-2 zoning
- Site purchased for its redevelopment potential
- **Update:** Hotel to be demolished by end of year 2020



HAMPTON ROADS CENTER NORTH

- 200+ developable acres
- Access to Interstates 64 and 664
- Interior parcels - \$95,000 per acre
- Exterior parcels - \$150,000 per acre
- Roads and all major utilities installed
- Zoned for office use to light manufacturing
- 3rd Best Site for properties above 100 acres in Hampton Roads (ongoing Characterization Report)
- *Update:* Tier 4 status as of April 2020



700 Shell Road Development Opportunity



- 65 acre site:
 - 42 acres – EDA owned
 - 25 acres – purchased 12/19 by Phoenix Industrial Park, LLC
- Direct access to Interstate 664
- Estimated SF: 700,000 SF (if light industrial)
- Estimated investment at total buildout: \$47M

BUCKROE BEACH DEVELOPMENT 22+ ACRES

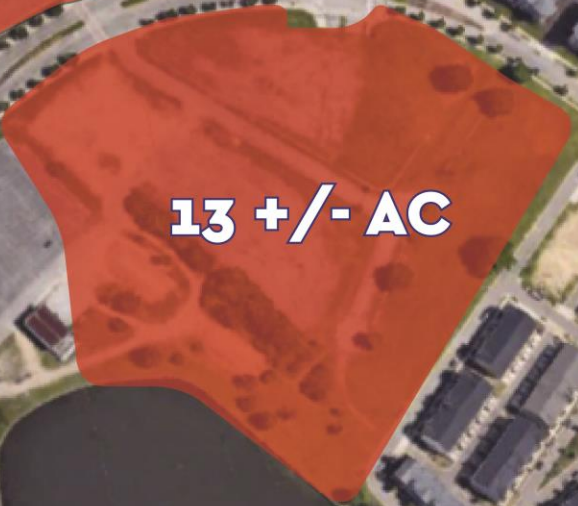


CROSSROADS PARCELS*

COLISEUM DR.

PINE CHAPEL RD.

INTERSTATE 64



*69 ACRES TOTAL



478 Acres National Park Service
100 Acres Fort Monroe Authority



Federal Installation Assets

- Joint Base Langley-Eustis:
 - 600-800 new airmen in support of F-22 Raptor squadron relocations
 - Future opportunities for growth being explored
- Hampton Veterans Affairs Medical Center:
 - 2 Job Fairs
 - Netted 200 new hires
 - Total workforce: 2,112



NEEDS FOR FUTURE DEVELOPMENTS

ONGOING SITE CHARACTERIZATION ANALYSIS:

- Water delivery systems
- Antiquated or need for new sewer lines
- Unknown substructure (utilities, former building related concerns)
- Storm water containment requirements
- Water table (resiliency needs)
- Unidentified owners of property
- Land acreage for future development
- Wetlands delineation and surveys



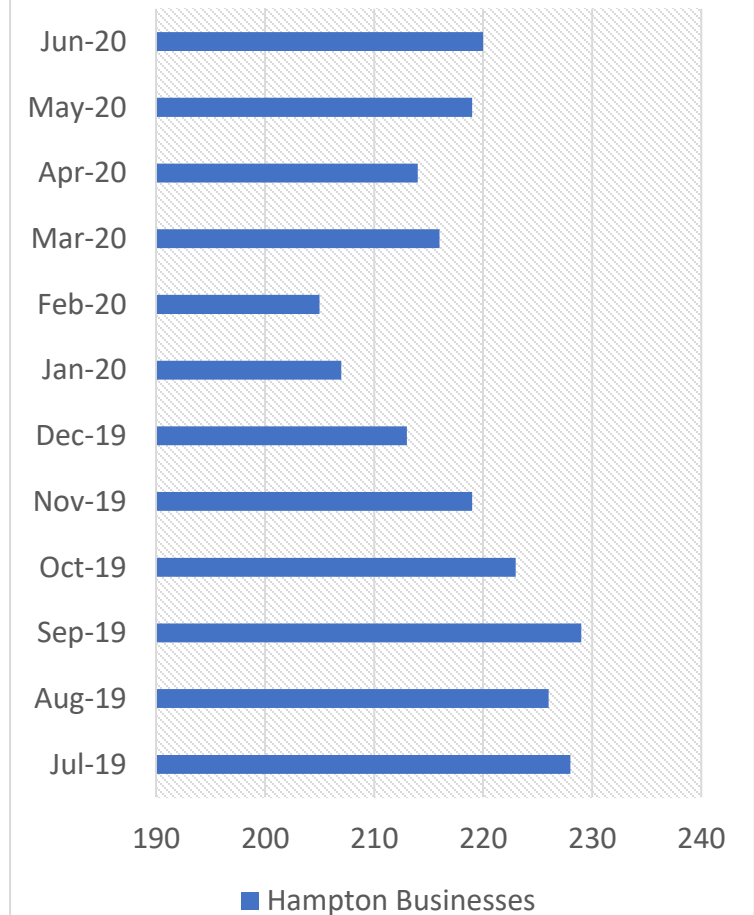


INCLUSIVITY ACTIVITIES

SWaM

- Hosted/Attended 49 events
 - SWaM Certification Sessions
 - Seminars
 - How to Obtain Bonding
 - Small Business Financing
 - How to Bid
 - Events
 - SWaM Fest
 - Small Business Resource Fair
 - Reverse Vendor Fair
 - Women's Achieve Summit
 - Growth Sales Conference
 - Bonding Education Program

FY20 SWaM Certifications



SWaM

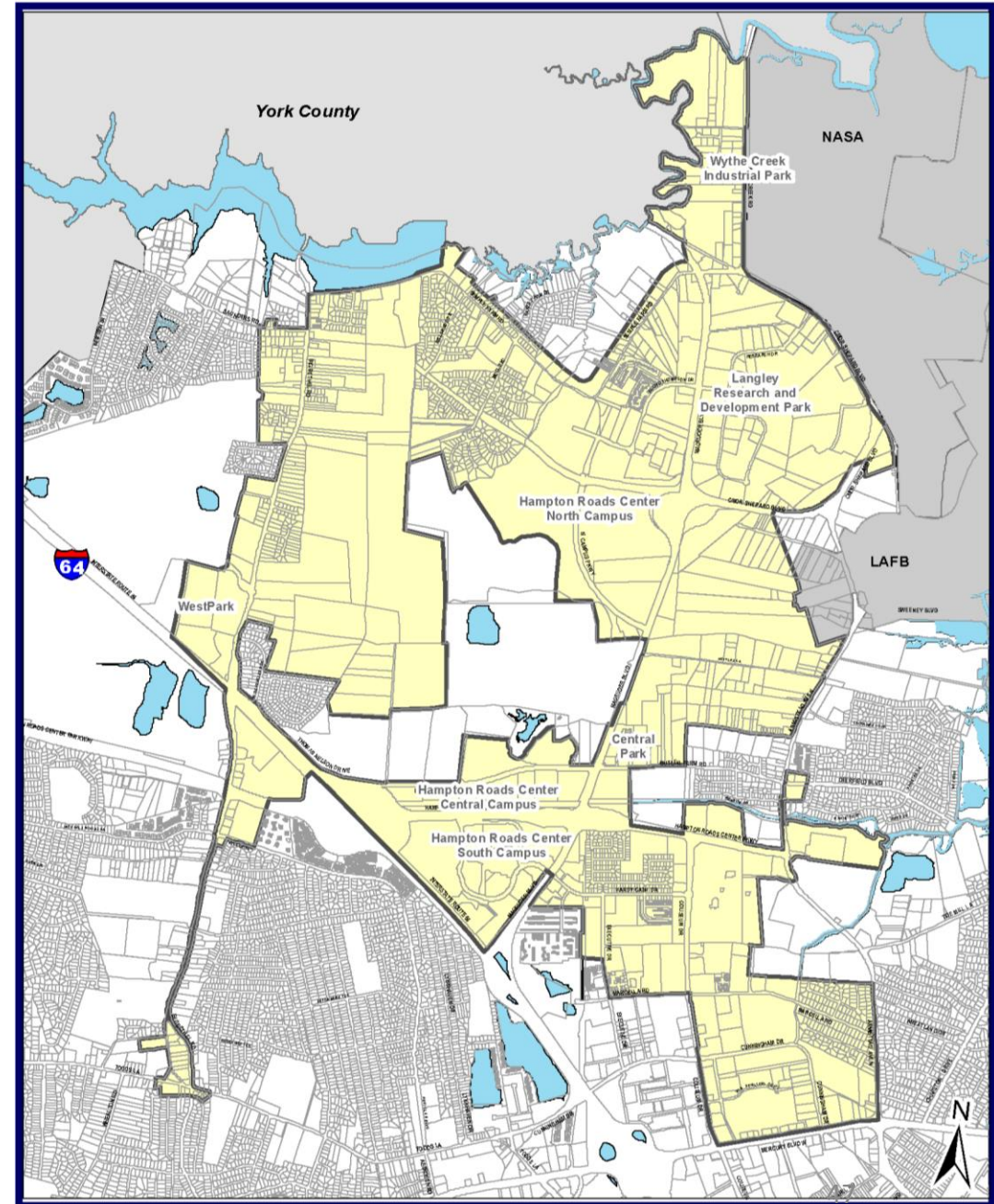


- The Hampton Roads Bridge Tunnel Expansion Project is underway
- New Virginia Scaling4Growth:
 - **FIRST** locality in Hampton Roads to host
 - Five Hampton businesses were selected to participate and graduated:
 - The Bakers Wife
 - Signature Canvas Makers
 - ABD Construction
 - RLC Contracting
 - Lee Telecom

Virginia Enterprise Zone

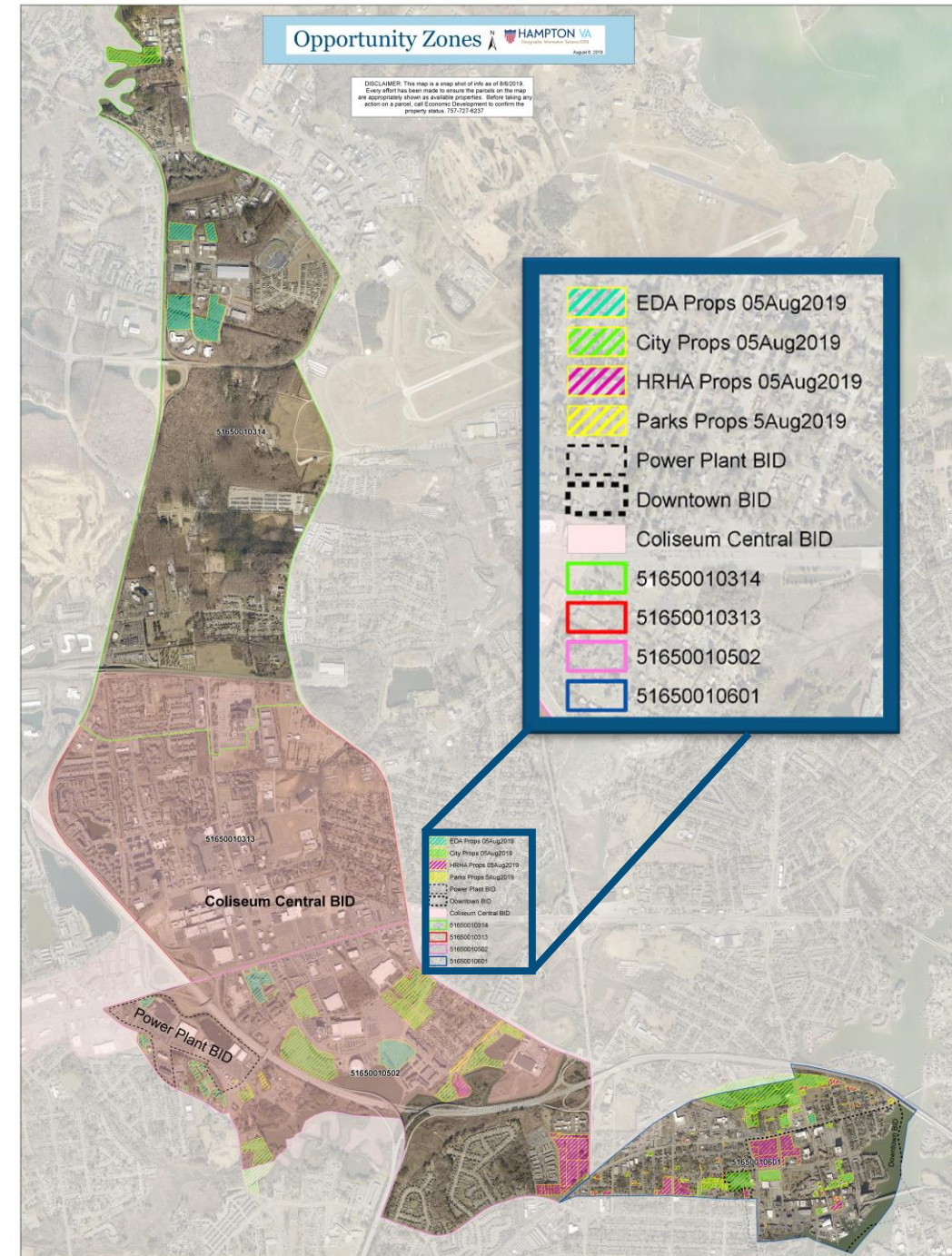
- CY 19:

- 14 Hampton businesses received Enterprise Zone grants for qualified jobs and investment
- Grants total: \$980,869



Opportunity Zone

- Established by Congress in the Tax Cut and Jobs Act as an innovative approach to spurring long-term private sector investments in low-income urban and rural communities nationwide. The program establishes a mechanism that enables investors with capital gains tax liabilities to receive favorable tax treatment for investing funds in designated Opportunity Zones.
- There are four Census Tracts designated as Opportunity Zones in Hampton which allow investors to defer taxes until December 31, 2026 and receive a discount on the capital gains tax of 15%. The key to this incentive is the deferral coupled with the ability to not pay any tax on the gain after 10 years. The amount of tax incentive depends on length of the investment:
 - Fewer than 5 years: deferred taxes
 - 5-7 years: deferred taxes plus 10 percent reduction of the original capital gains tax
 - 7-10 years: deferred taxes plus 15 percent reduction of the original capital gains tax
 - 0+ years: deferred taxes plus no additional capital gains tax on the appreciated investment



EASTERN VIRGINIA REGIONAL FACILITY AUTHORITY (RIFA)

- Established in November 2018
- Original Member Jurisdictions:

- CITY OF HAMPTON
- County of Gloucester
- County of James City
- City of Newport News
- City of Poquoson
- City of Williamsburg
- County of York

- **Update:** City of Chesapeake & Isle of Wight County joined in 2020

■ PURPOSE

- *Respective individual member localities may lack the financial resources acting alone to assist in the development of economic development projects and the creation of a regional authority provides a mechanism for the member localities to cooperate in the development of facilities which will assist the region in overcoming this barrier to economic growth*

Newport News

Poquoson

Hampton

Isle of Wight

Norfolk

Portsmouth

Virginia Beach

ATLANTIC OCEAN

BUSINESS ACCOLADES



- Nuekie Cosmetics and Xperience Robotics were inducted into the 2019 class of 757 Accelerate
- Science Systems and Applications (SSAI): Inside Business *Best Place to Work, Large Company, 2019 (10th consecutive year placing); Best Places to Work in Virginia, 2020*
- Inc 5000 Fastest Growing Companies List, two Hampton Companies: *Threat Tec and Applied Training Solutions*
- *St. George Brewery's Golden Ale* wins U.S. Beer Tasting Championship
- *Vanguard Brewpub & Distillery* won multiple awards for the *2020 Savor Virginia's Best Readers' Choice*:
 - 8 Gold awards
 - 2 Silver awards
- *Capstan Bar Brewing Company* was named the Gold Winner for Best Local Brewery by *Coastal Virginia Magazine*
- *Oozlefinch Beers & Blending* won the 2020 gold winner "Crushie" for best/unique logo design by the *Craft Beer Marketing Awards*
- Old Point Financial Corporation: Inside *Business Best Place to Work in Virginia, 2020; Top Workplaces Special Award for Training, 2020*



QUESTIONS
