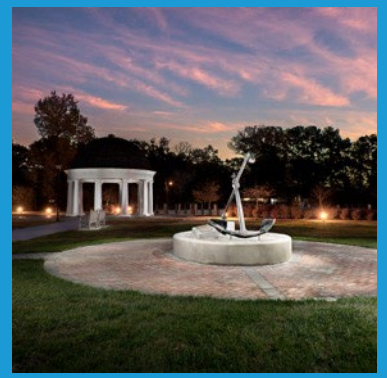


ImagineVB 2040 Comprehensive Plan

Rachael Miller, WEDG

VBDA Retreat, September 6, 2024

CITY OF VIRGINIA BEACH

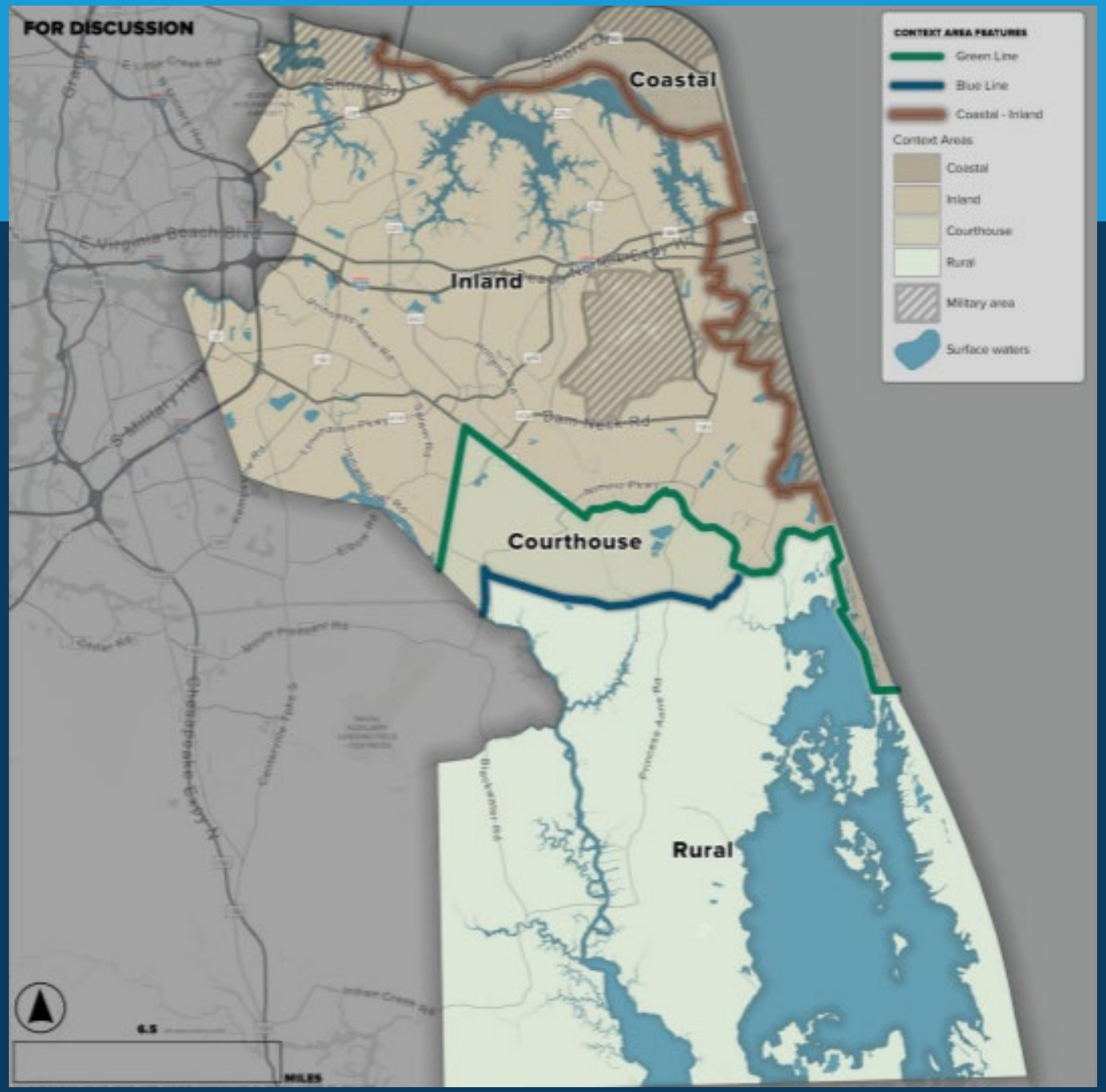
Community Engagement (So Far)

- 3 Surveys
  - 9,000 responses
- 10 focus groups;10 public meetings
  - 1,500 participants
- 65 total stakeholder meetings attended by staff

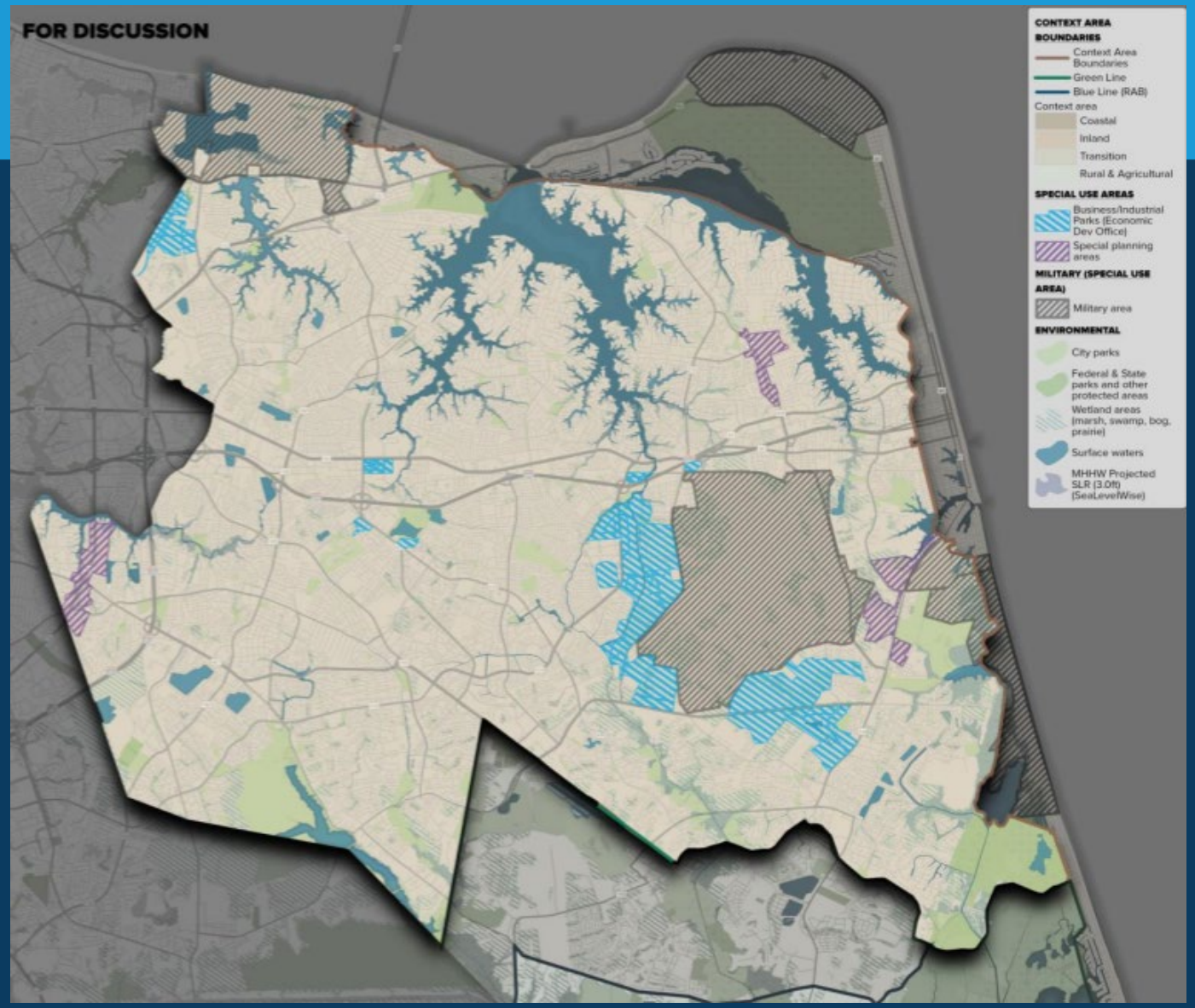
What Staff Heard:

- Be a city where people want to stay a lifetime
- Balanced Growth
  - Protect established neighborhoods
  - Appropriate infill and redevelopment
  - Maintain the Green Line
  - Identify areas for Economic Development
- Resiliency – environmental, social, and economic
- Ability to walk, bike, drive, or use transit safely and efficiently

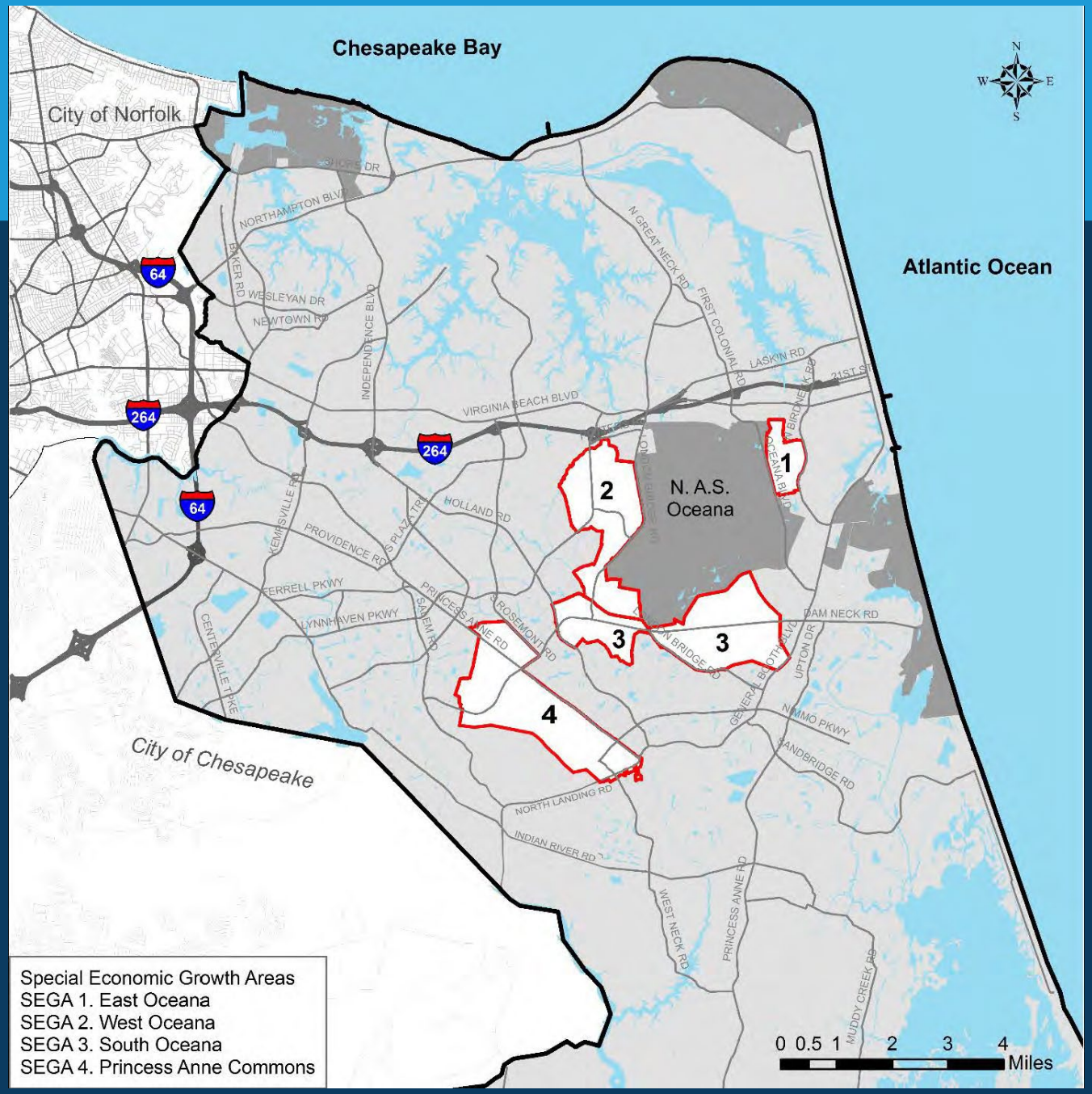
Context Areas



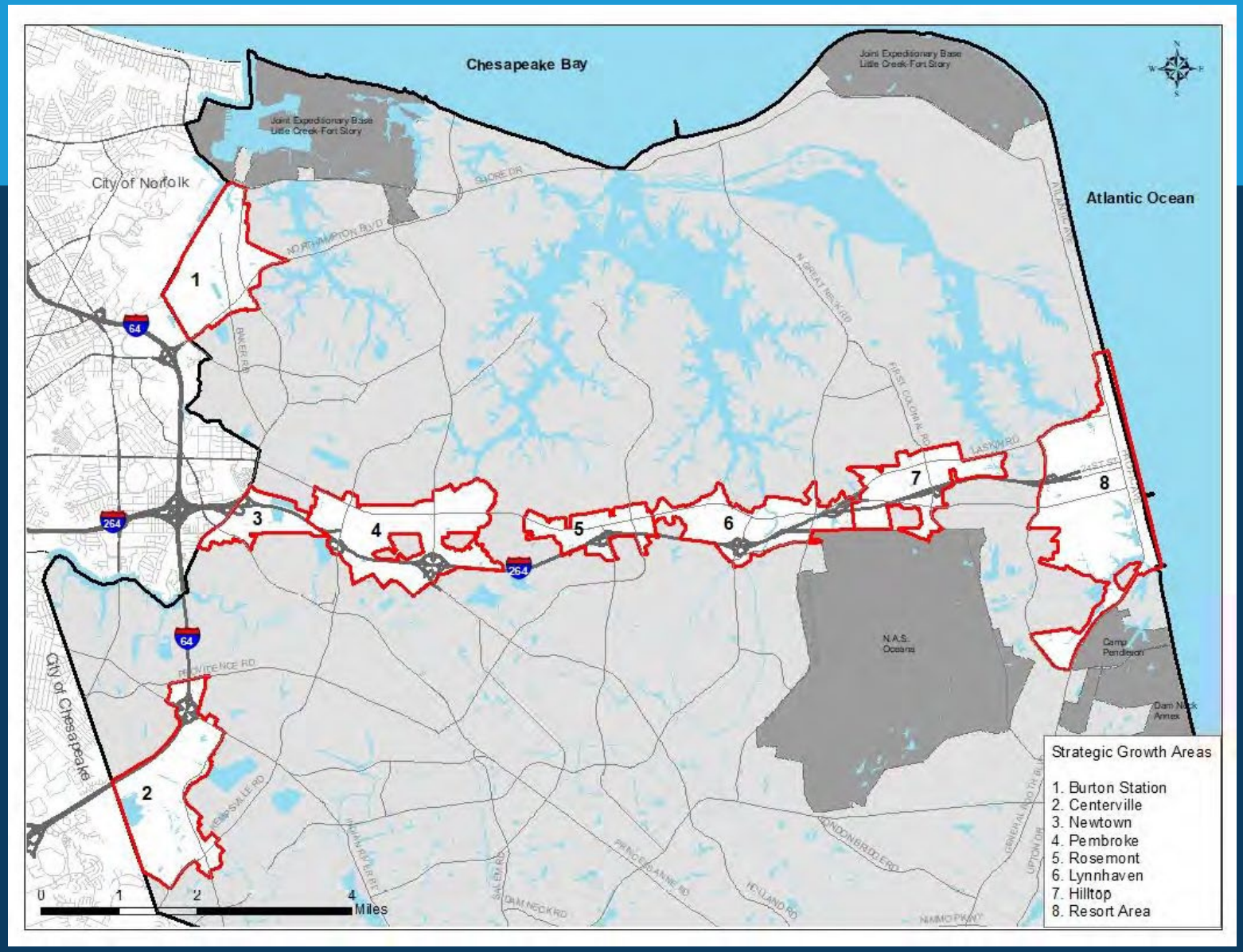
Planning Areas & Districts



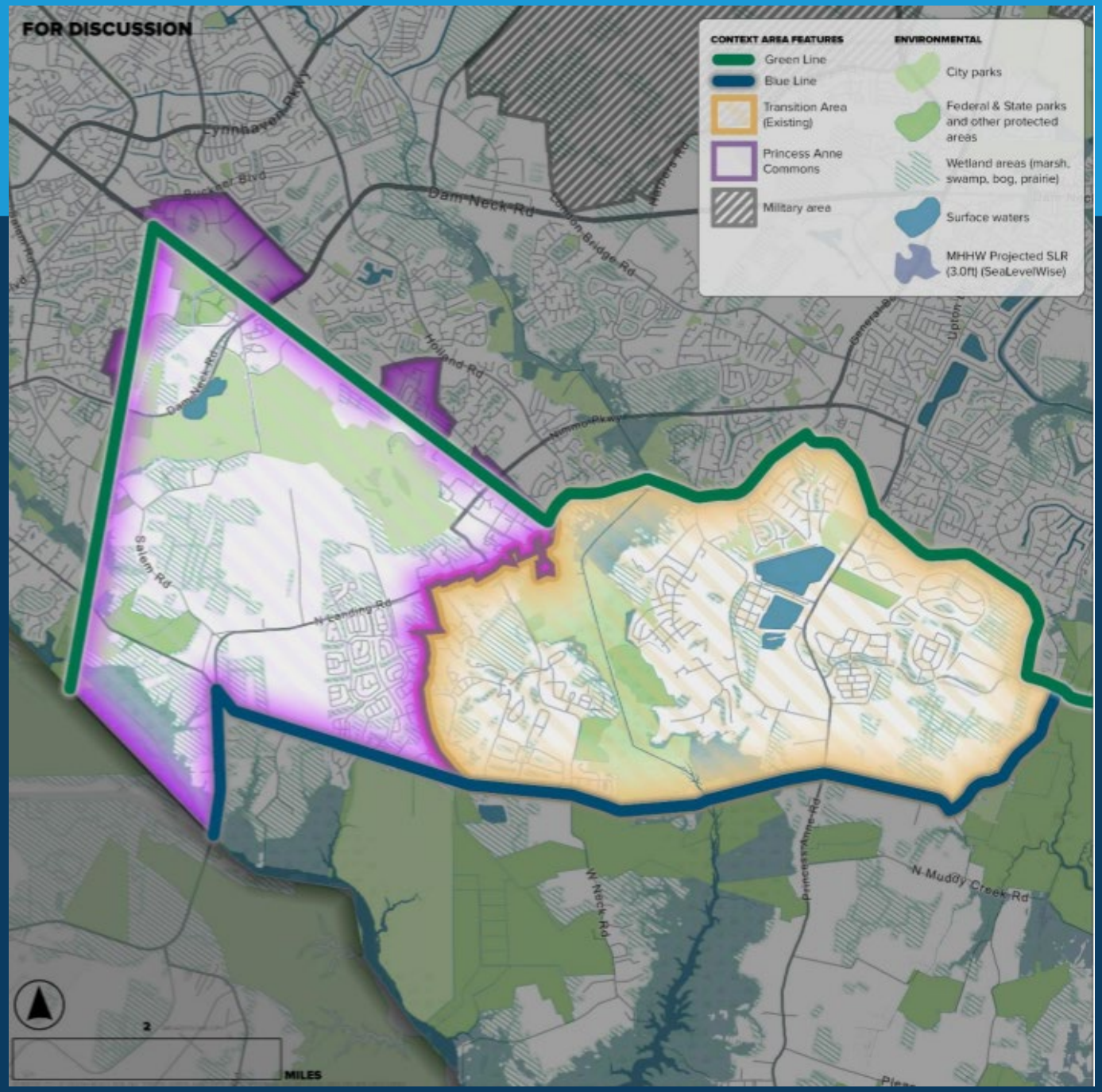
Special Economic Growth Areas (SEGAs)



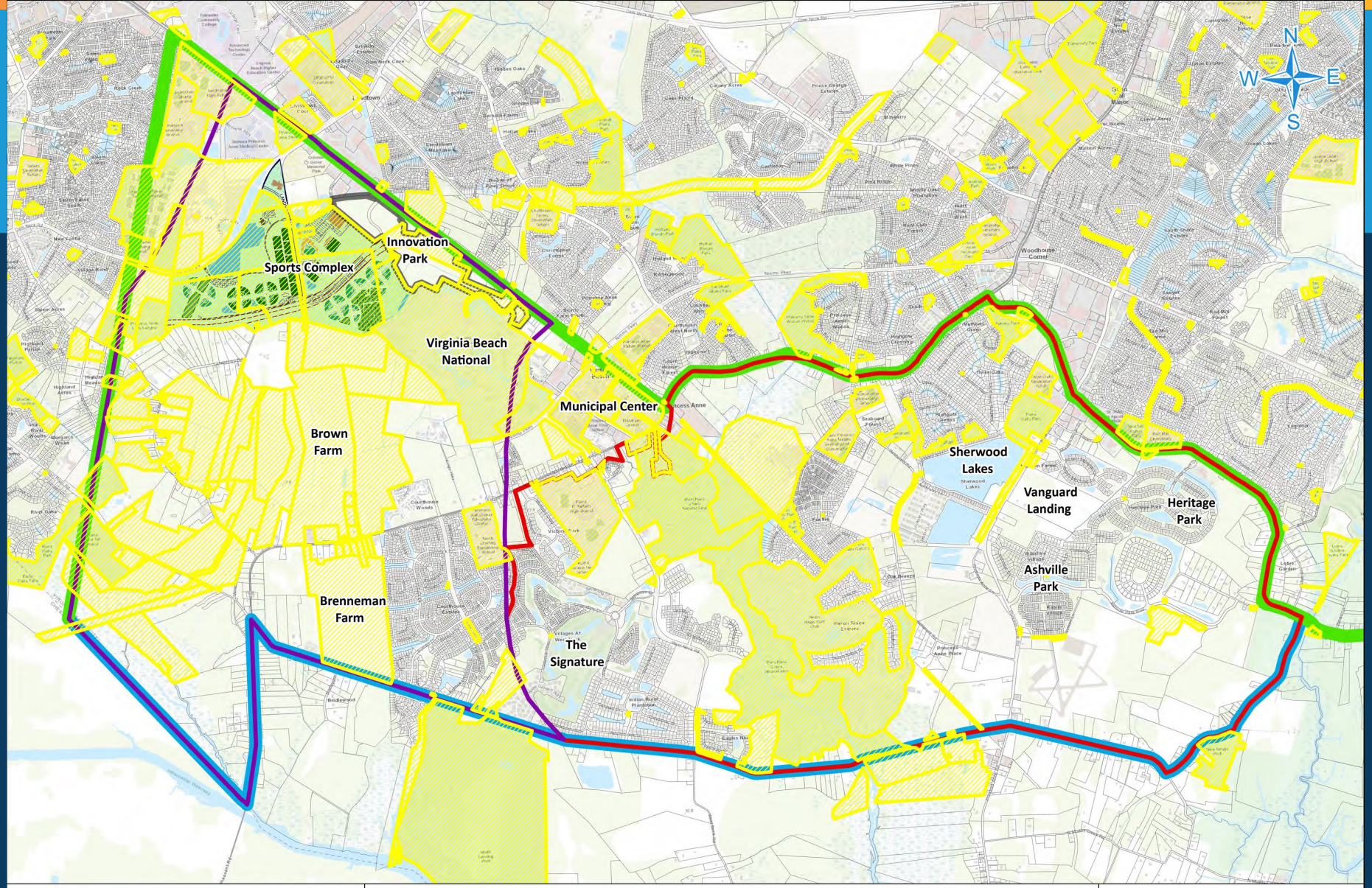
Strategic Growth Areas (SGAs)



Transition/ Courthouse Context Area



Transition/ Courthouse Context Area & Economic Development Opportunities



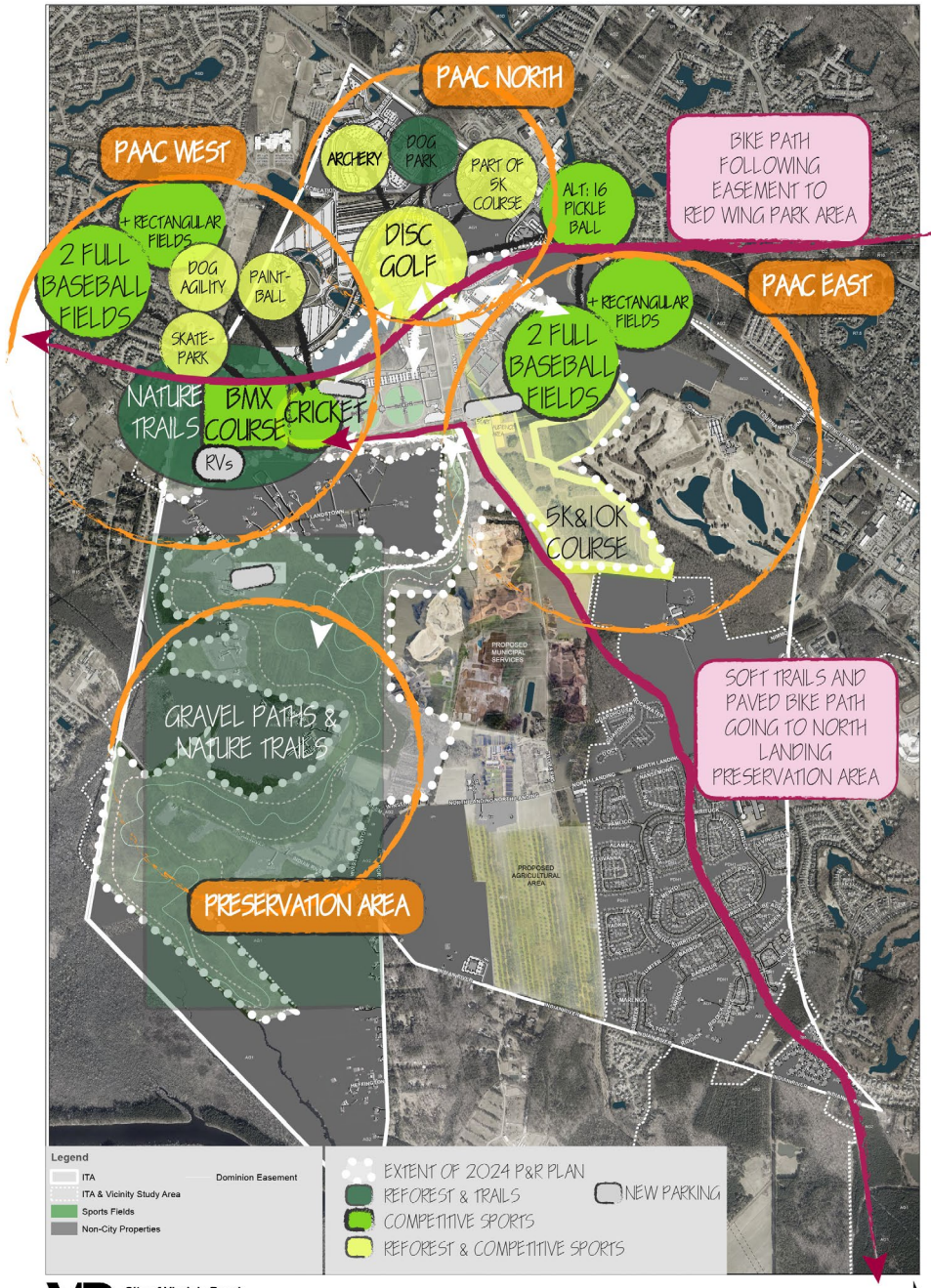
Innovation Park
Parcels
City Property
Transition Area
Interfacility Traffic Area
Green Line
Blue Line

0 0.38 0.75 1.5 2.25 3 Miles

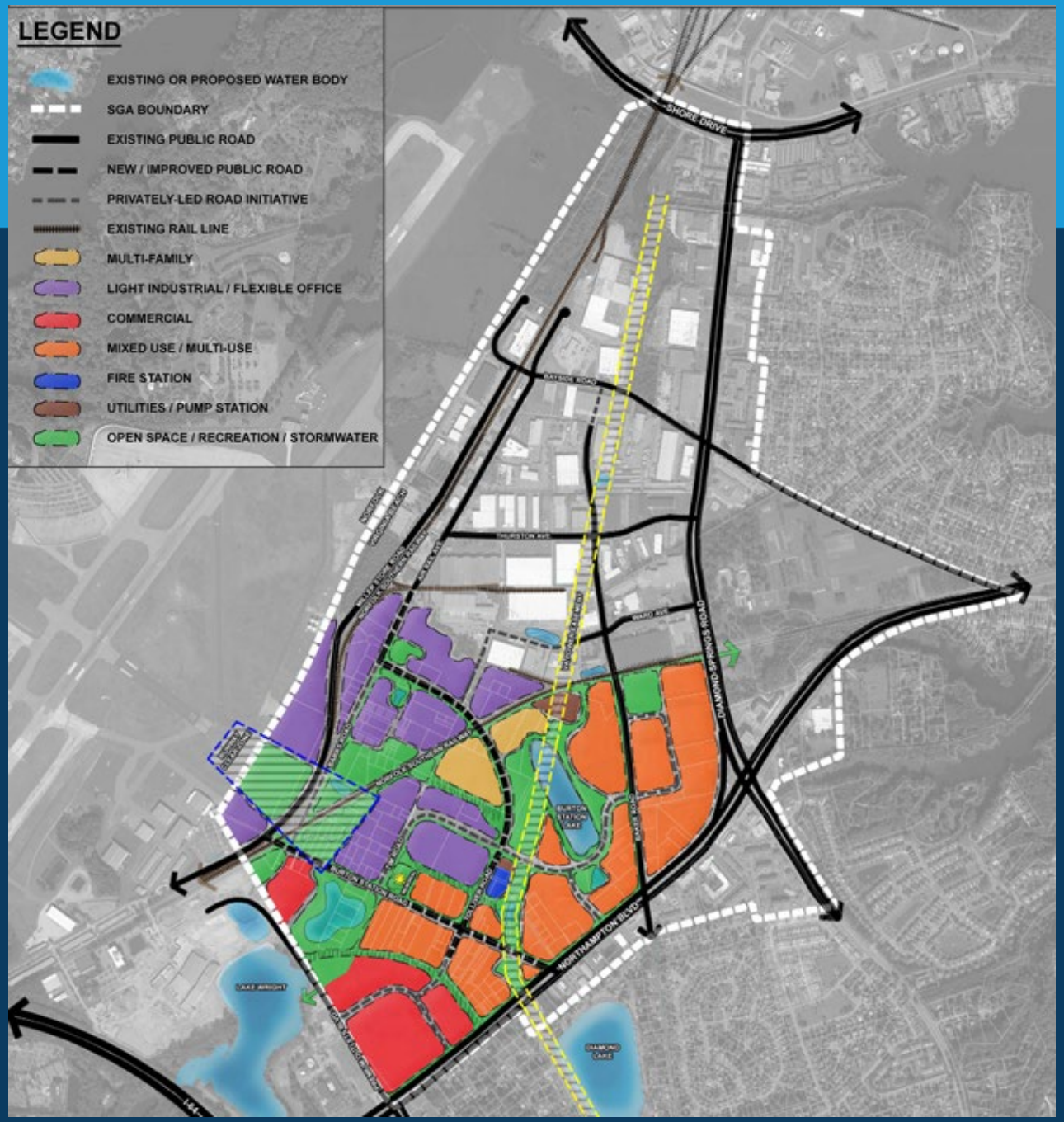
CITY OF VIRGINIA BEACH

MAP CREATED BY PLANNING DEPARTMENT ON 6/27/2024

ITA Princess Anne Athletic Complex Plan: Stakeholder Ideas



Burton Station SGA Master Plan



Next Steps

- Staff and consultant are currently drafting Comprehensive Plan document.
- A preliminary draft is expected to be available in early fall (September/October).
- Comp Plan draft documents will be reviewed internally by Planning and other departments, then by community .
- A workshop with the Planning Commission will be scheduled when a draft is prepared.
- Targeted Time of Adoption: Early 2025

Thank you

COMPREHENSIVE PLAN 2040

imagineVB

Navigating Our Future

Questions?

Project Manager:
Hank Morrison, AICP, CZA
757-385-4319
Jmorrison@vbgov.com
CompPlan@vbgov.com

Public-Private Partnerships Incentives Overview

City of Virginia Beach Development Authority

September 6, 2024, VBDA Retreat

Kathy Warren, Director, Planning and Community Development

CITY OF VIRGINIA BEACH

Public-Private Partnerships

- Agreement to leverage large scale development, generate public benefit or increase tax revenues
- Used across country to spur private investment
- Strategy for growing economy, distributing risk
- Should be a Desirable and Feasible Project
- Guided by City Council Policy: *Guidelines for Evaluation of Investment Partnerships for Economic Development (found in VBDA binders)*

Process for Investment Partnerships

- RFQ, PPEA, RFP or unsolicited developer proposal
- City Council briefed on proposed project (Executive Session)
- City Council liaisons (and VBDA if needed/involved) assigned
- Due diligence
- Public engagement
- Development agreement for City Council approval

Current and Past Examples

- Town Center
- Pembroke Square (Pembroke Mall Redevelopment)
- Veterans United Home Loans Amphitheater at Virginia Beach
- Heron Ridge Golf Course
- Atlantic Park (Multi-Venue) Entertainment Development

Atlantic Park Construction Progress as of 8/7/2024

Town Center

Heron Ridge Golf Course

Veterans United Home Loans Amphitheater

Economic Development Investment Policy Amendments

AMANDA JARRATT, DEPUTY CITY MANAGER I VBDA Retreat

September 6, 2024

CITY OF VIRGINIA BEACH

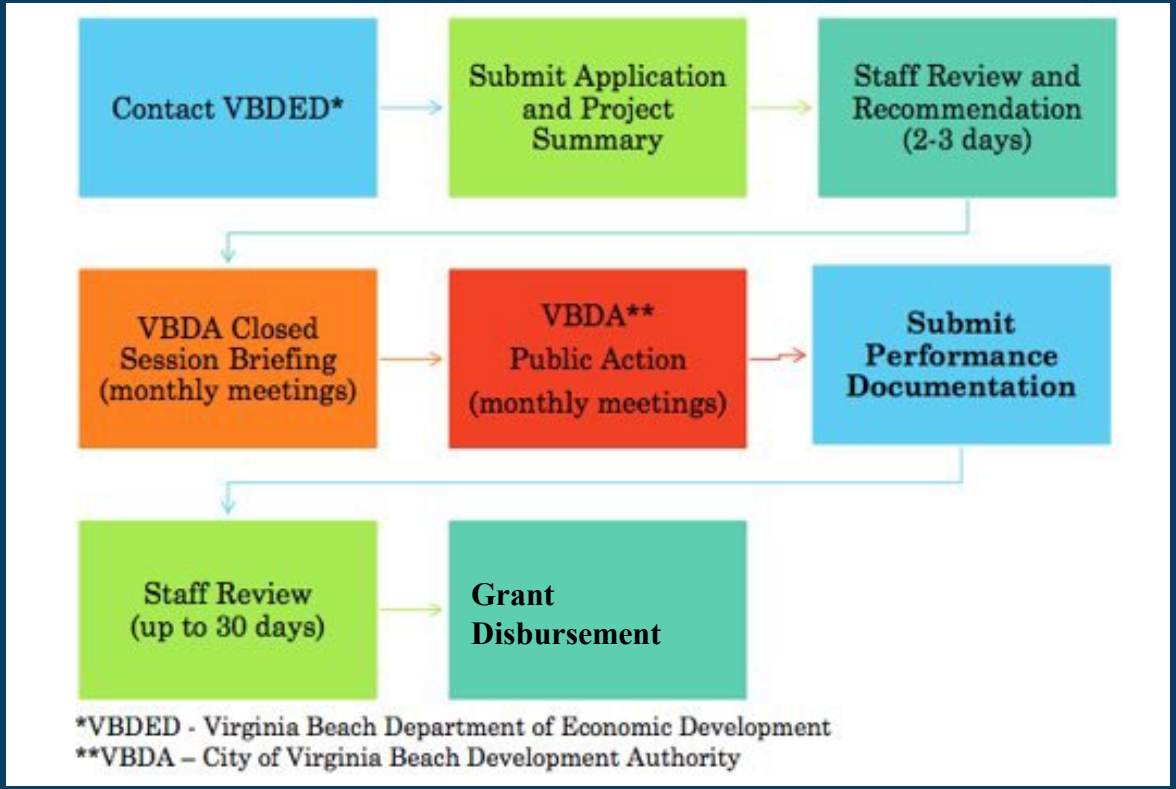
Purpose

- Provide an overview of the EDIP Program
- Provide an overview of recommended changes adopted by the City of Virginia Beach Development Authority (VBDA)
- Seek City Council Direction on next steps

VBDA – EDIP Policy Background

The Economic Development Investment Program (EDIP) is a resource the VBDA administers. It provides discretionary grants to qualifying businesses that are relocating to or expanding in Virginia Beach in support of projects that create new jobs and capital investments.

Last revised in 2020



VBDA EDIP Policy Background

- **Part A** – qualifying new businesses to locate and existing businesses to remain or expand operations
  - Awards based on (i) jobs created or retained and/or (ii) capital investment
- **Part B** – covers development or redevelopment of properties in Strategic Growth Areas, Special Economic Growth Areas, Economic Redevelopment Areas, or Opportunity Zones.
  - Awards based on capital investment
- **Part C** – covers the development or redevelopment of properties in APZ-1 or Clear Zones
  - Awards based on capital investment
- **Part D** – covers general provisions applicable to Parts A, B, and C.

EDIP – Policy Amendments

- February 20, 2024 – VBDA approved the amendments to the EDIP Policy:
  1. More closely align with the State policies;
  2. Adjust the thresholds for job creation awards to be at or above the Average Annual Wage;
  3. Clarify the required documentation for the disbursement of awards; and
  4. Remove Part E from the Policy as the local pandemic emergency justifying the inclusion of Part E has ended.

- June 18, 2024 - VBDA approved the addition of Part F to the Policy:
  - Part F would provide for grants, in an amount up to ten thousand dollars ($10,000) each, to increase access to funding for historically underserved and marginalized small businesses

Proposed EDIP Policy Amendments

1. Capital Investment Definition and Coordination with State

- When the Project is being incentivized by the State, VBDA may approve an EDIP varying from the Policy to ensure it matches the requirements provided by VEDP
- Cost of the acquisition of land and existing buildings will not count toward the required capital investment, unless being purchased from a governmental entity and being returned to the tax rolls
- Add Qualifying Jobs definitions such as
  - Remote Jobs - *Residence not to exceed 115 miles*
  - Contractors - *located in Virginia Beach and provide dedicated full-time service to the Applicant*

VEDP Virginia Economic Development Partnership

Proposed EDIP Policy Amendments Cont.

2. Wage Levels for New or Retained Jobs Incentive above the Average Annual Wage (AAW)

- Tier 1: $1,000 for an employee paid at least 1.2x the AAW
- Tier 2: $3,000 for an employee paid at least 1.7x the AAW
  - *Average Annual Wage determined by Virginia Employment Commission's Quarterly Census of Employment and Wages report. Currently $58,032 – equating to Tier 1 at $69,638.40 and Tier 2 at $98,654.40*

Proposed EDIP Policy Amendments Cont.

3. Clarify the Required Documentation for Disbursement of Awards:

- Funds based on capital expenditure must include invoices and evidence of payment
- Funds based on Jobs must include the Applicant's Virginia Employment Commission Quarterly Tax Report
- Funds based on remote worker jobs, must include:
  - Individual titles and salaries
  - Hire Date
  - Zip code of residence or remote work site

4. Remove Part E from the Policy that was adopted in 2020 for temporary emergency assistance during the COVID-19 pandemic.

- All awards made under Part E have been fully administered

EDIP Addition of Part F: Small Business Grant

In response to a 2023 City Council Winter Retreat request for small business assistance, staff is proposing a Small Business Grant Program to qualifying small, women-owned, minority-owned, veteran-owned, and service-disabled veteran-owned businesses.

- *Size of Grants and Funding:* grants up to $10,000 per approved business
  - Available funds for first round: $150,000
  - Future rounds dependent on performance and direction by VBDA and City Council
  - Source of Part F program will be funds remaining from Part E, emergency fund program enacted during the COVID-19 pandemic

EDIP Addition of Part F: Small Business Grant

Qualifying Businesses:

- Micro-business with fewer than twenty-five (25) employees
- Hold a valid Virginia Beach business license
- Operated in the City for at least one year
- Current on the payment of all local taxes and fees
- Have not received any other grant from VBDA or the City for the past 12 months
- Does not employ an officer, official or employee of the City of Virginia Beach, VBDA, and the Minority Business Council

EDIP Addition of Part F: Small Business Grant

The Proposed Application and Program Schedule

- Interested Businesses must attend a pre-application workshop and submit a complete application
- City Council Authorizing Vote: September 17, 2024
- Press Release and Marketing Kickoff: September 18, 2024
- Pre-Application Workshops: September 30, October 2, 8, and 10, 2024
  - Eight sessions (four in-person and four virtual)
- Begin Accepting Applications: October 21, 2024 - until funds are depleted, at least 10 days' notice will be given before subsequent rounds open

EDIP Addition of Part F: Small Business Grant

Selection Committee

- Four members, with one representative from VBDA, The Minority Business Council, The Department of Economic Development and the City Manager's Office
- Selection Committee will review applications and score based on points system of eligibility criteria stated in the application
- Businesses must commit to attending business counseling sessions at the HIVE if awarded the grant

Use of Funds

Permitted Uses:

- Working capital (purchase of inventory or renewables)
- Marketing & advertising
- Development of online or mobile presence
- Equipment/supplies purchase
- Business expansion
- Real estate acquisition
- Other business development purpose approved by VBDA

Not Permitted Uses:

- Payroll
- Salaries
- Insurance
- Lease payments
- Personal expenses

Recommendation

The VBDA requests City Council adopt an ordinance approving the Amended Policy, to include the February 2024 Amendments and addition of Part F as presented.

Questions?

CITY OF
VIRGINIA
BEACH

HIVE Overview & Workforce Updates

City of Virginia Beach Development Authority
September 6, 2024| Retreat
Ihsane Mouak- Economic Development Project Manager

virginia beach

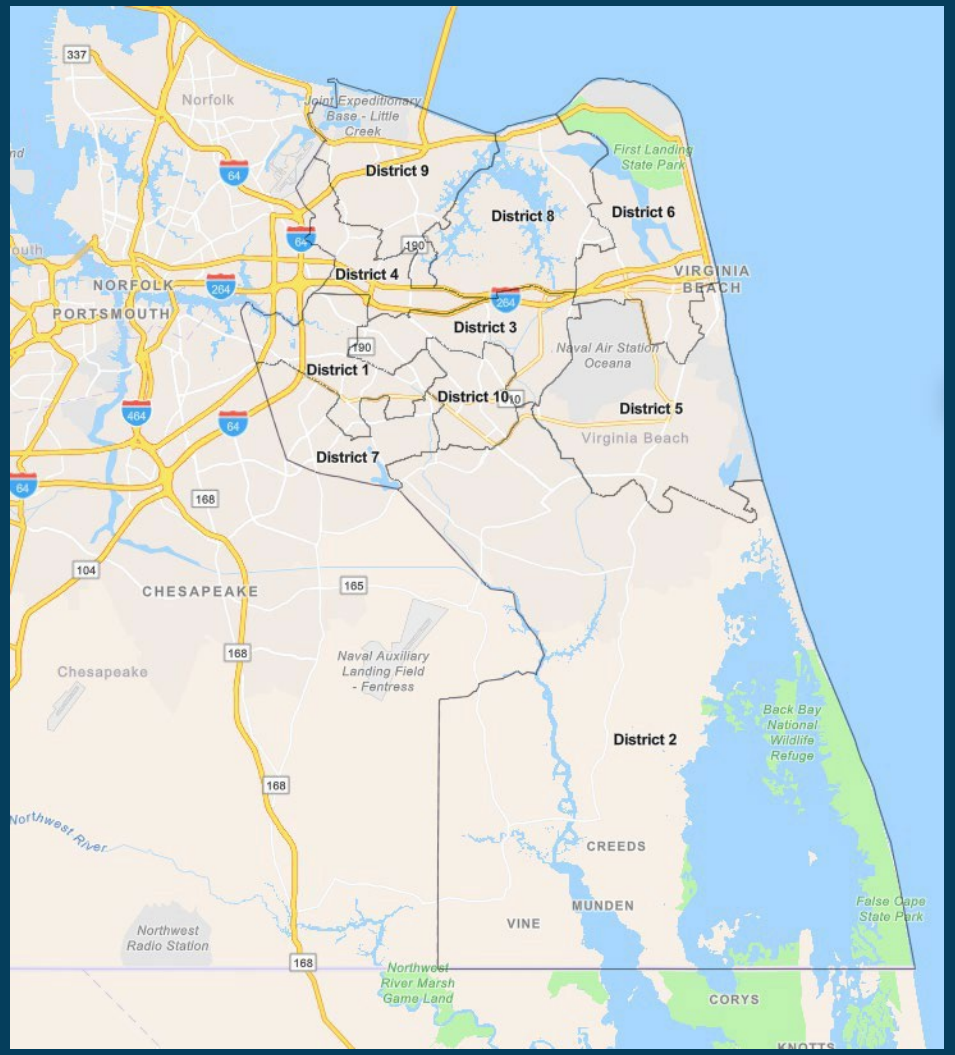
The HIVE-VB Business Resource Center July '23-July '24 Metrics

- New Clients: 550
- Business Resource Partners: 145+
- Trainings/Workshops: 245
- SWaM Certifications: 191
- One-On-One Business Counseling: 1,310
- Business Plan Graduates: 104
- Veteran Owned Business Assistance: 48
- Thrive @ The HIVE, No-Cost Workspace: 19

HIVE One-On-One Business Assistance

135 Business Assistance:

- **District 1:** 11 businesses
- **District 2:** 6 businesses
- **District 3:** 15 businesses
- **District 4:** 21 businesses
- **District 5:** 17 businesses
- **District 6:** 11 businesses
- **District 7:** 12 businesses
- **District 8:** 11 businesses
- **District 9:** 14 businesses
- **District 10:** 17 businesses



HIVE Monthly Newsletter

HIVE September Newsletter

The HIVE VB Business Resource Center

September 2024

NEWSLETTER

Celebrate National Hispanic Heritage Month!

As we celebrate National Hispanic Heritage Month, the HIVE- VB Business Resource Center is highlighting the contributions of Hispanic entrepreneurs and businesses to the local economy. This annual observance recognizes the history, culture, and achievements of individuals with roots in Spanish-speaking countries.

Hispanic Business Impact in Virginia

Hispanic-owned businesses play a significant role in Virginia's economy:

- In Virginia, Hispanics/Latinos make up 10.6% of the state's population.
- The Hispanic population in Virginia is projected to double over the next two decades.
- Hispanic entrepreneurs are starting businesses at a faster rate than any other demographic group in the United States.

HIVE Initiatives

The HIVE is actively supporting Hispanic entrepreneurs through various programs:

- Partnerships: Collaborations with Chamber for Hispanic Progress and ExpandLogy to provide resources and education.
- One-on-One: Recent consultations like "Comienza Tu Futuro Financiero" by Chartway Federal Credit Union offers financial skills training for Hispanic businesses.
- HIVE Newsletter: A dedicated Hispanic page "Creciendo Juntos @ The HIVE" is added to the newsletter.

Talent Innovation- Partnerships & Programs

Virginia Wesleyan University (7/23-6/24)

- 1,070 learners
  - 726 in-person classes
  - 344 Online
  - 1,000 certifications

In-person at the HIVE or on campus

- 64 total courses with 541 registrants

Project Management Essentials with CAPM, CompTIA A+ Certification Workshop Core 7, CompTIA Security+, Logistic Supply Chain A to Z, Entrepreneurship, Microsoft Office Specialist…

VWU Online

- *81 total courses with 344 registrants*

Business Marketing and Writing, Fundamentals of Supervision and Management, Business Budgeting, Professional Sales Skills, Managing Customer Service…

Talent Innovation- Partnerships & Programs

Tidewater Community College

- Career Studies Certificate- Offshore Wind Energy Technician
- Introduction to Wind Energy- 4wks, 8 modules
- Augmented Reality Welding
- NCCER Core
- NCCER Pipelayer
- Mobile Welding
- FAME- VB Chapter

HRWC Veteran Employment Center- Military talent employment & entrepreneurship

- 757 Career Summits
  - NAS Oceana 2/29, JEB Little Creek 6/6, Fort Eustis 9/11, Naval Station Norfolk 11/7
- DOD Skillbridge Expo
- HIRE Vets Now
- HIVE @ the VET Center in Newport News
- At the HIVE: After TAP workshops, New V3 certified companies' event, Executive military transition seminars, Mil spouse programs, Vet Business Roundtable

Talent Innovation- Partnerships & Programs

- **Hampton Roads Workforce Council**
  - 67 VB business assistance with recruitment services, worker training
  - 12 VB residents with training & career counseling
  - 40 VB residents enrolled in VBThrive
- **ScaleUp USA**- Federal Contracting Accelerator, Win and Execute federal government opportunities
- **Transition Overwtach**- Creating Tech Talent through Military apprenticeship- Train through the transition
- **Maritime Institute**- GWO Training, Welding Labs and Job placement of graduates
- **VB Technical & Career Education**- General Advisory Council, Internships, Entrepreneurship, Skill Trades
- **Kempsville HS Entrepreneurship Business Academy**- Internships, mentorships, pitch competition
- **VB Adult Learning Center**- Entrepreneurship & Employment for ELC students

Talent Innovation- Industry X.O by Maxbyte Technologies Ribbon Cutting September 12

- CoE at the Advanced Technology Center
- CoE will be used to interactively experience smart manufacturing
- CoE will help manufacturers identify suitable X.0 solutions for their own facility
- Establish a platform to support industry X.0 training programs for industry professionals, academicians and students

ProcureCon
BlueWaves Business Forum 2024
STARTUP WORLD CUP
VIRGINIA REGIONAL
AUGUST 28TH, 2024
STARTUP WORLD CUP
PEGASUS
INNOVATE
ORCA STRATEGIES
NASA
verizon
BEACH BUSINESS RESOURCE CENTER
THE HIVE
THE HIVE VB BUSINESS RESOURCE CENTER
CAPSTONE PROJECT
HUNTER KNIGHT
Amplify

VBDA Business Parks

City of Virginia Beach Development Authority

September 6, 2024

Presenter: Emily Archer, Deputy Director

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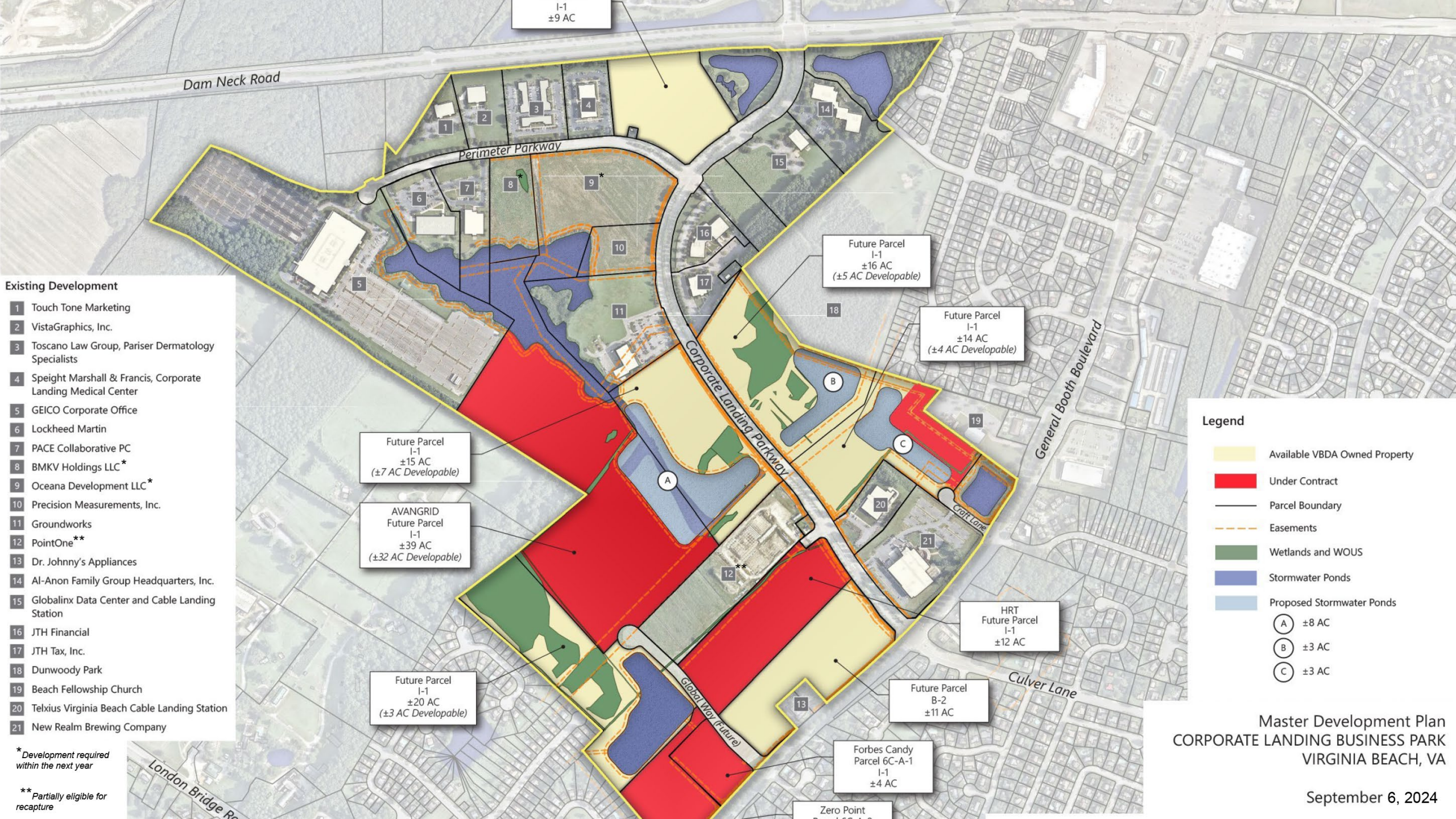
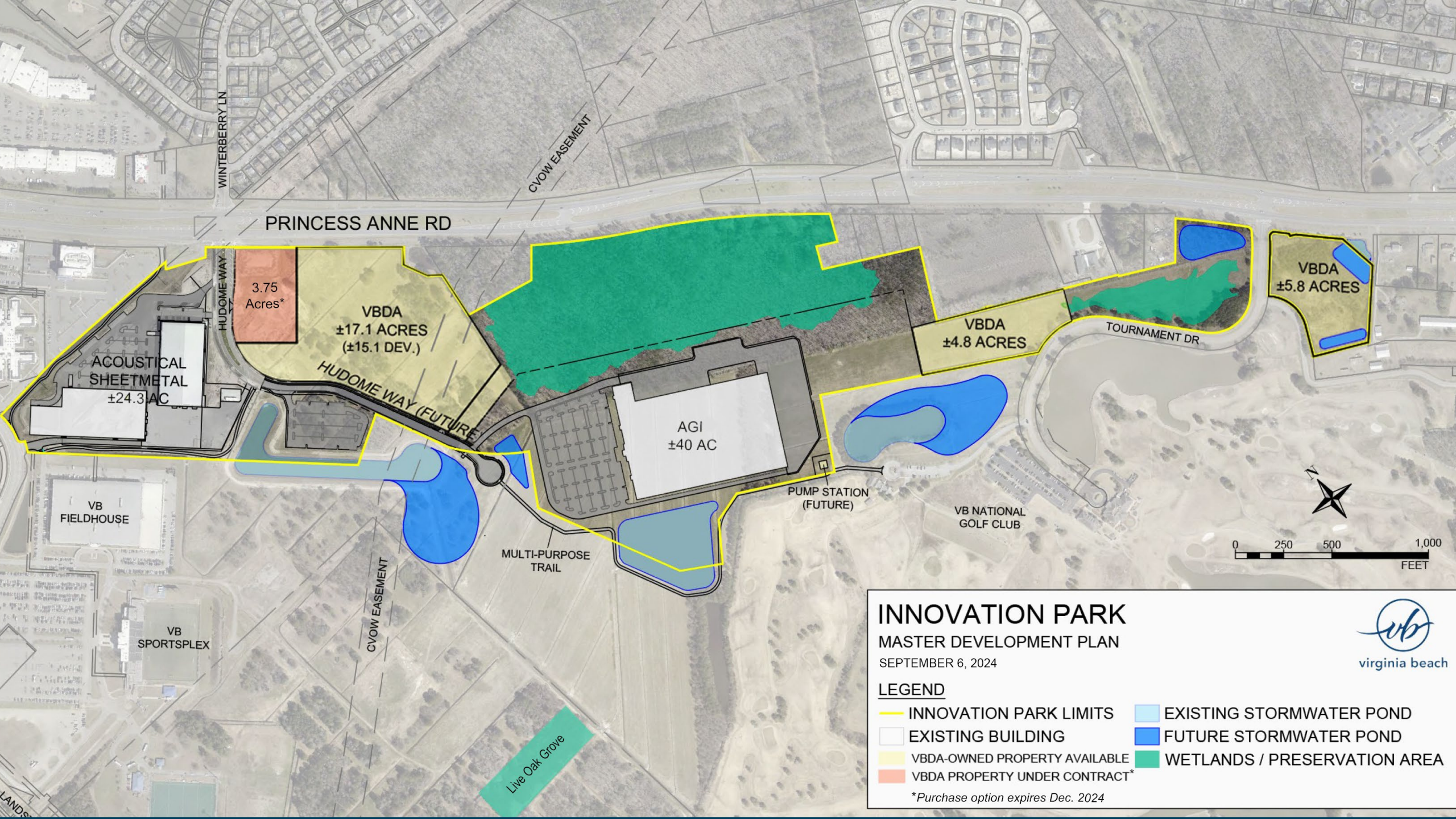

I-1
±9 AC
Dam Neck Road
Perimeter Parkway
Corporate Landing Parkway
General Booth Boulevard
Craft Lane
Culver Lane
Global Way (Future)
London Bridge Ro
Future Parcel
I-1
±16 AC
(±5 AC Developable)
Future Parcel
I-1
±14 AC
(±4 AC Developable)
Future Parcel
I-1
±15 AC
(±7 AC Developable)
AVANGRID
Future Parcel
I-1
±39 AC
(±32 AC Developable)
Future Parcel
I-1
±20 AC
(±3 AC Developable)
HRT
Future Parcel
I-1
±12 AC
Future Parcel
B-2
±11 AC
Forbes Candy
Parcel 6C-A-1
I-1
±4 AC
Zero Point
Existing Development
1 Touch Tone Marketing
2 VistaGraphics, Inc.
3 Toscano Law Group, Pariser Dermatology Specialists
4 Speight Marshall & Francis, Corporate Landing Medical Center
5 GEICO Corporate Office
6 Lockheed Martin
7 PACE Collaborative PC
8 BMKV Holdings LLC*
9 Oceana Development LLC*
10 Precision Measurements, Inc.
11 Groundworks
12 PointOne**
13 Dr. Johnny's Appliances
14 Al-Anon Family Group Headquarters, Inc.
15 Globalinx Data Center and Cable Landing Station
16 JTH Financial
17 JTH Tax, Inc.
18 Dunwoody Park
19 Beach Fellowship Church
20 Telxius Virginia Beach Cable Landing Station
21 New Realm Brewing Company
*Development required within the next year
**Partially eligible for recapture
Legend
Available VBDA Owned Property
Under Contract
Parcel Boundary
Easements
Wetlands and WOUS
Stormwater Ponds
Proposed Stormwater Ponds
A ±8 AC
B ±3 AC
C ±3 AC
Master Development Plan
CORPORATE LANDING BUSINESS PARK
VIRGINIA BEACH, VA
September 6, 2024

E LANDING PKWY
PARK CENTER DR
GUN
GENERAL BOOTH BLVD
CULVER LN
CULVER LN
ASHMORE DR
MOZART DR
LAS CRUCES DR
LAS CRUCES DR
AGECROFT
KENWO
EWISHAM WAY
200 ft
100 m


INNOVATION PARK
MASTER DEVELOPMENT PLAN
SEPTEMBER 6, 2024
virginia beach
LEGEND
INNOVATION PARK LIMITS
EXISTING BUILDING
VBDA-OWNED PROPERTY AVAILABLE
VBDA PROPERTY UNDER CONTRACT*
*Purchase option expires Dec. 2024
EXISTING STORMWATER POND
FUTURE STORMWATER POND
WETLANDS / PRESERVATION AREA
PRINCESS ANNE RD
WINTERBERRY LN
CVOW EASEMENT
HUDOME WAY
3.75 Acres*
VBDA ±17.1 ACRES (±15.1 DEV.)
HUDOME WAY (FUTURE)
ACOUSTICAL SHEETMETAL ±24.3 AC
AGI ±40 AC
VBDA ±4.8 ACRES
TOURNAMENT DR
VBDA ±5.8 ACRES
PUMP STATION (FUTURE)
VB NATIONAL GOLF CLUB
MULTI-PURPOSE TRAIL
VB FIELDHOUSE
VB SPORTSPLEX
Live Oak Grove
0 250 500 1,000 FEET
N