

LEVERAGE regional partners

The City of Williamsburg continued to partner alongside regional entities throughout 2020 to respond to business needs, react to new challenges of a global pandemic, and reimagine the region's future.



FOCUS:

- Building Capacity for the Greater Williamsburg Region
- Building Awareness of regional opportunities
- Building Strategic Partnerships for shared growth

The Greater Williamsburg Partnership (GWP), under the umbrella of the Greater Williamsburg Business Council, is our region's economic development marketing organization, representing the communities of Williamsburg, James City County, and York County. GWP's mission is to market the Greater Williamsburg region as a preferred business location; facilitate new business investment and high-wage job creation; enhance industry diversification efforts; and overall increase economic prosperity for regional citizens.

In 2020, \$200 million of new capital investment was infused into the Greater Williamsburg region across three localities.



Pegasus Partners

The GWP is leading a regional effort with Pegasus Partners, a consulting firm contracted to create a strategy for bringing long-term foreign direct investment (FDI) to the community. Pegasus specializes in location selection services for mittelstand (mid-sized) companies locating from Europe to North America and vice-versa. The region is working closely with them to recruit businesses in Europe to the Greater Williamsburg region, and supported both in-person and virtual marketing missions with German prospects in 2020.

Greater Williamsburg Small Business Relief

The Greater Williamsburg Small Business Relief Fund began in April 2020 with a partnership among the Virginia 30 Day Fund, the Williamsburg Community Foundation, Chesapeake Bank, the Greater Williamsburg Partnership, and the economic development authorities for Williamsburg, James City, and York counties. During the pandemic, funds have helped businesses meet payroll, benefits, rent, and other costs to cover the gaps as the local economy recovers. By the end of 2020, over 140 regional businesses were awarded over \$400,000 in relief funds.

CrimDell Small Business Network

The CrimDell Small Business Network supports small businesses in the Greater Williamsburg area, in partnership with the Hampton Roads Small Business Development Center, by bringing together W&M business students to offer 10 hours of free business counseling services to support small local businesses. 50 small businesses in our region were supported in 2020 by this effort.



Cochon on 2nd

THE EDGE DISTRICT

Established in 2019 where James City County, York County, and the City of Williamsburg converge, The Edge is a foodie destination located just on the edge of one of the Commonwealth's largest tourism draws, the historic triangle.

As part of federal U.S. Environmental Protection Agency (EPA) grant dollars spearheading brownfields redevelopment in the Greater Williamsburg region, The Edge District used grant funding to fuel a marketing make-over that united the businesses in the district together under one brand and one message of the district as an eat-er-tainment destination.

Specifically in 2020, with the Brownfields Program funds, The Edge District received a new logo and visual brand standards, photography on site at a series of businesses in the district, and web site to help promote the destination, events, and businesses in the district.

Additional grant funds were secured in 2020 from the Virginia Tourism Corporation to further market the district and its new brand in 2021. edgedistrictva.com

Eastern Virginia Regional Industrial Facility Authority

The Eastern Virginia Regional Industrial Facility Authority (EVRIFA) was formed in 2019 through the structure of the Commonwealth of Virginia's Regional Industrial Facilities Act. EVRIFA is developing as a broad tool for the region's 10 participating localities to work cooperatively to enhance economic development sites and share the collective benefits of an increased regional tax base.



Each participating locality has four representatives on the EVRIFA Board. The following member localities now comprise EVRIFA:

- Chesapeake
- City of Franklin
- Gloucester County
- City of Hampton
- Isle of Wight County
- James City County
- City of Newport News
- City of Poquoson
- City of Williamsburg
- York County



“The Williamsburg Economic Development Department has been an incredible support throughout the pandemic. The grant programs they launched, the resources they offered, and their extreme efforts to remain accessible to businesses over the past year have made a world of difference to our business community.”

– DENNY ZAHAROPOULOS,
Owner of Sal's Ristorante Italiano