

Economic Development & Tourism



2021 Annual Report

The Prince George County, Virginia, unemployment rate began at 5.1%. The business environment continues to rebound from the COVID-19 Pandemic with the November 2021 unemployment rate at 3.1%.

There were a total of 2,400 business licenses in 2021 (2,344 in 2020). New business licenses in 2021 amounted to 381 (compared to 396 in 2020). The remaining 2,019 business licenses were renewals.

Highlights for 2021:

- Welcomed Stacey English as the Economic Development Specialist on February 16, 2021.
- Jordan Point Marina sold for \$1.35m in March to the same ownership as Davis Watersports. The new owners plan to make many improvements to the marina to make it more user-friendly and to attract tourists.
- Participated in the DRIVE 2.0 session with Hopewell/Prince George Chamber of Commerce and Virginia Tourism Corporation to assess our region's tourism assets.
- Assisted with Historic Garden Week, April 17-24; four (4) gardens in Prince George County were featured, including two personal residences, a wedding venue, and a historic church.
- Submitted the Enterprise Zone Annual Report to the Virginia Department of Housing and Community Development.
- The Rolls-Royce aircraft component factory officially closed its doors on July 2, due to the economic downturn and collapse in global airline travel resulting from the COVID-19 pandemic.
- Partnered with Petersburg Area Regional Tourism on a tourism blitz at the Bracey Welcome Center in July. Items from the Regional Heritage Center and TreeTime Adventures were displayed along with promotional brochures to encourage travelers to stop in Prince George County.
- Hosted the 2021 Dixie Softball World Series for both the Darlings division (7-8 years old) and Angels X-play division (9-10 years old), July 23 -27.
- On September 14, Governor Ralph Northam announced Service Center Metals, a manufacturer of aluminum extrusions, will invest \$101.7 million to expand its footprint in Prince George County. The company will construct an aluminum extrusion plant and a Compact Remelt Plant in Crosspointe Centre to increase production capacity and meet customer demand, mirroring its campus in SouthPoint Business Park. Virginia successfully competed with Tennessee for the project, which will create 94 new jobs.
- Holy Mackerel is now open at 700 Jordan Point Road, home of the former Dockside Restaurant. The new taproom offers a full bar, craft beer and a full food menu focused on seafood but offers other items such as nachos, salads, burgers, and tacos.

- Prince George County partnered with Virginia’s Gateway Region (VGR) for a regional GO Virginia grant to perform site studies for our region. VGR received the grant and is allocating \$307,700 for Prince George County. Grant funding is going to Timmons Engineering to perform the work required by VEDP to raise the Tier ranking from 2 to 4 for the Hardware Drive County-Owned Land, SouthPoint VP-166, and Chudoba Industrial Park.
- October 22, Economic Development staff hosted a Business Show & Job Fair at the Central Wellness Center. Twenty-seven businesses were on hand to meet with prospective employees. Over fifty job seekers attended.
- Hosted a virtual Longwood Small Business Development Center program for small business economic recovery on November 9, 2021.
- On November 16th, 7-Eleven opened their second-largest store in Virginia at the intersection of Route 460 and Rives Road. This location is the first in Virginia to offer both Raise the Roost and Laredo Taco Company restaurants, both focusing on freshly made ingredients.
- On December 20th, staff received the final Exit 45 Strategic Plan report from Sanford Holshouser. At the direction of the Board of Supervisors, staff began the strategic plan process for Exit 45 in Summer 2021. This strategic plan serves as an action plan to redevelop Exit 45 and addresses Utilities, Economic Development, Tourism, Planning, and Code Compliance items. The full plan is available on the website, under “Business.”
- Responded to 37 industrial prospects with several site visits evaluating potential County locations. The prospects were generated by Virginia’s Gateway Region and the Virginia Economic Development Partnership.
- Provided ten (10) “Key to the County” plaques for ribbon cuttings, grand opening events, and special anniversary celebrations:
 - The Award & Frame Shop (2nd location on Ft. Lee)
 - Davis Travel Express
 - Patriot Outfitters
 - Mass Grand Opening for six businesses (in the PXtra on Ft. Lee)
 - Bopper’s Malt Shop (2nd location on Ft. Lee)
- Visited 22 businesses (in-person and virtually) as part of the Business Retention and Expansion (BR&E) program.
- Attended two (2) tradeshow:
 - ICSC – (virtually) May 25 & 26
 - ICSC Recon – December 4 – 8 in Las Vegas, NV
- Attended two (2) conferences:
 - Virginia Economic Development Association Conference – September 22-24 in Norfolk, VA
 - Virginia Tourism Conference – November 14-16 in Leesburg, VA

- Attended two (2) trainings:
 - IEDC Basic Course, August 23 – 27.
 - VIDA / VIED Institute for Industrial Development Authorities, December 15-16.
- Held six (6) Prince George County Industrial Development Authority Board meetings. The FY21 audit is complete and in proper order.
- Continued to upgrade and update the Economic Development and Tourism web pages to meet the needs of County businesses and citizens rebounding from 2020 and to assist prospective businesses, job seekers, citizens, and tourists.

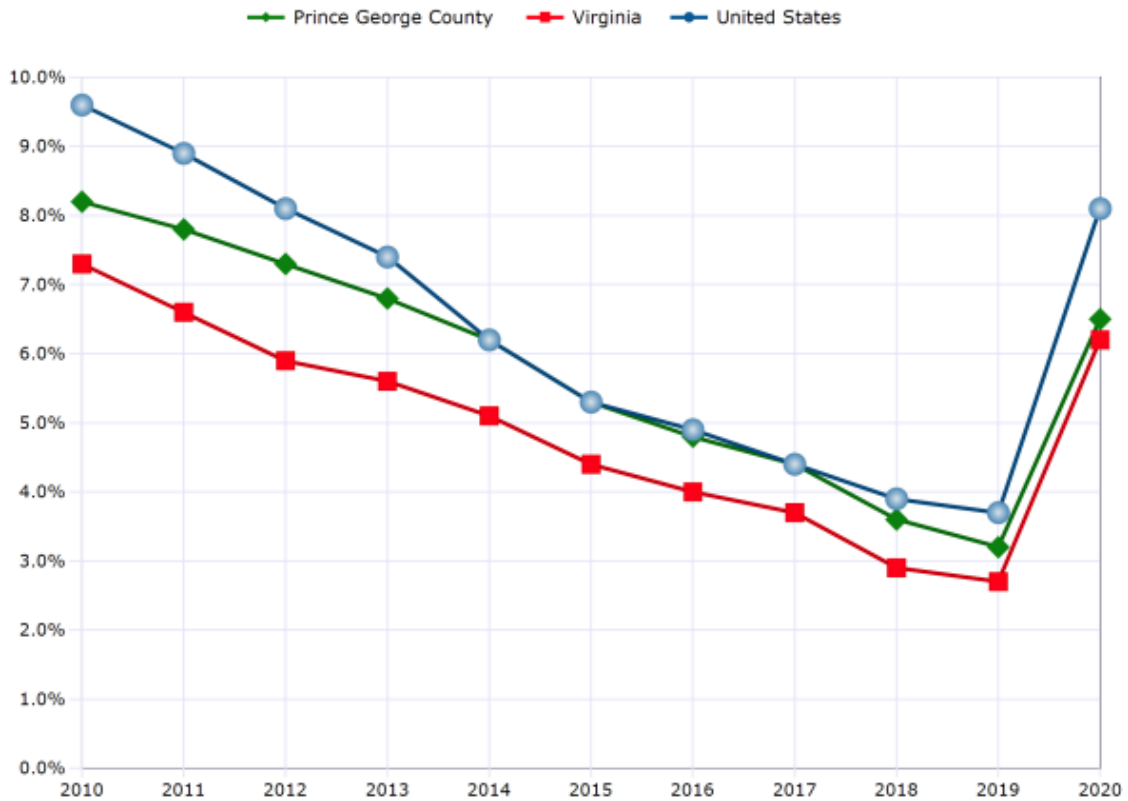
The Top Employers in Prince George County for 2021

1. U.S. Department of Defense	26. Pilot Travel Centers LLC
2. County of Prince George	27. McDonald's
3. U.S. Department of Justice	28. Randstad Us L P
4. Cantu Services Inc	29. Strosnider Chevrolet
5. Delhaize America Distribution Center	30. Scotland Container Co
6. Perdue Products	31. Perkinson Construction LLC
7. Standard Motor Products	32. Loves Travel Stops & Coun Inc
8. U.S. Department of Army and Air Force	33. Swader Inc
9. U.S. Army Non-Appropriated Funds Division	34. Country Club of Petersburg, Inc.
10. Riverside Regional Jail	35. Bank of McKenney
11. CW Resources Inc	36. Melvin L. Davis Oil Company
12. N.V.R., Inc.	37. DBi Services
13. Service Center Metals	38. York International New Inc
14. Lowes' Home Centers, Inc.	39. Fhi LLC
15. Crossroads Ford Chrysler Jeep	40. Fort Lee Federal Credit Union
16. Delhaize America Transportation	41. Correctional Medical Services
17. Sandesara Management Group	42. F D M Testing Co Inc
18. Retro Insulation	43. Hunt Mh Shared Services, LLC
19. Skookum Contract Services	44. Richard L. Crowder Construction
20. The Logistics Company Inc	45. Waltair LLC
21. IHG Army Hotels	46. Waverly Family Practice Inc
22. Sun Communities Operating	47. Clean Harbors Environment Inc
23. Food Lion	48. Luca Italian Restaurant Inc.
24. Rolls-Royce Crosspointe Operations	49. Miller Pipeline Corporation
25. VSP Tech Inc	50. Disputanta Animal Hospita

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2021.

Prince George County, VA Unemployment Rates

Unemployment Rates Trends

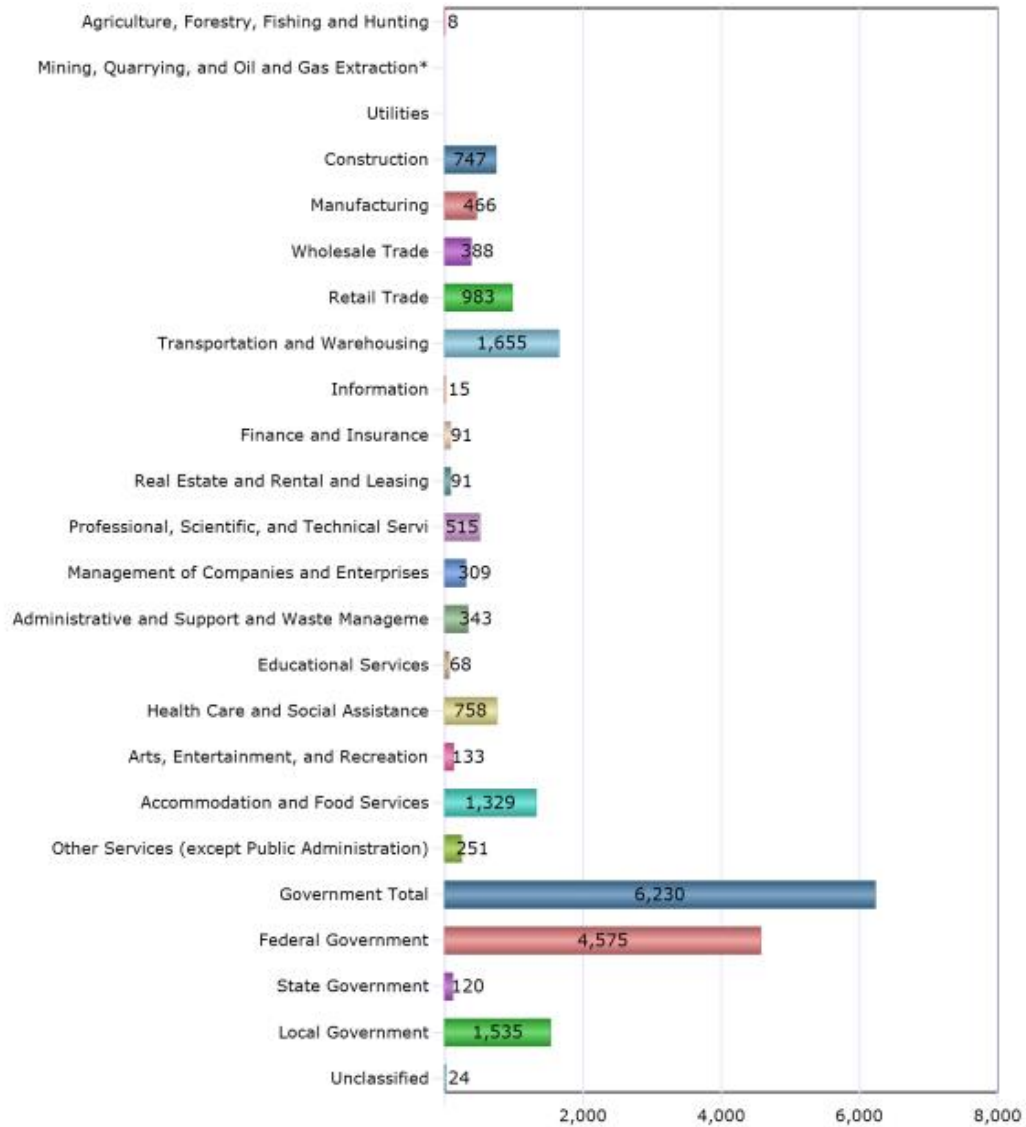


	Prince George County	Virginia	United States
2010	8.2%	7.3%	9.6%
2011	7.8%	6.6%	8.9%
2012	7.3%	5.9%	8.1%
2013	6.8%	5.6%	7.4%
2014	6.2%	5.1%	6.2%
2015	5.3%	4.4%	5.3%
2016	4.8%	4.0%	4.9%
2017	4.4%	3.7%	4.4%
2018	3.6%	2.9%	3.9%
2019	3.2%	2.7%	3.7%
2020	6.5%	6.2%	8.1%

Source: Virginia Employment Commission, Economic Information & Analytics, Local Area Unemployment Statistics.

Prince George County Employment by Industry

Employment by Industry



Total: 14,405

Note: Asterisk (*) indicates non-disclosable data.

Source: Virginia Employment Commission, Economic Information & Analytics, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2021.

Prince George County Tourism Economic Impact

Direct Impacts of Tourism				
	Employment	Labor Income (in millions)	State Taxes (in millions)	Local Taxes (in millions)
2016	680	\$16.48	\$1.9	\$3.19
2017	692	\$17.28	\$2.0	\$3.23
2018	735	\$18.88	\$2.1	\$3.48
2019	725	\$18.94	\$2.1	\$3.46
2020	683	\$18.29	\$1.8	\$3.05

Direct Impacts of Tourism								
Direct Visitor Spending, 2016 (in millions)								
	Lodging*	F&B	Retail	Recreation	Transport**	Total Spending	Spending Change	Spending Share of State
2016	\$13.30	\$19.02	\$15.09	\$6.36	\$9.59	\$63.37		0.25%
2017	\$13.47	\$19.94	\$15.61	\$6.54	\$10.18	\$65.75	3.8%	0.25%
2018	\$14.92	\$21.32	\$17.33	\$6.89	\$10.95	\$71.40	8.6%	0.26%
2019	\$14.11	\$21.72	\$17.24	\$6.97	\$11.28	\$71.32	-0.1%	0.25%
2020	\$12.04	\$19.39	\$14.57	\$6.99	\$11.24	\$64.22	-10.0%	0.37%

*Lodging includes 2nd home spending

**Transportation includes both ground and air transportation

Source: Virginia Tourism Corporation 2016-2020