

## ECONOMIC DEVELOPMENT

### INTRODUCTION

A strong economy will support and facilitate many of the goals set by Greene County, which makes economic development a continually important endeavor. Prosperous households, thriving businesses, and a government with a sufficient and diverse tax base will be better equipped to meet the challenges Greene County faces and improve quality of life for all citizens.

As Greene County sees more growth and development, it is imperative for the employment base to continue to expand at least in proportion to population growth. Providing jobs closer to home reduces strain on transportation infrastructure, builds a strong tax base for the county, and attracts new investment in the community. Greene is a business-friendly community, and each element of the comprehensive plan ought to consider how it will create better conditions for a healthy economic climate.

Greene County's commercial land use is already concentrated in certain areas and along Routes 29 and 33 corridors and the county intends to continue to encourage growth specifically in the growth areas defined in the Future Land Use Chapter of this Comprehensive Plan. Doing so makes the most efficient use of infrastructure, opens up prime transportation corridors, and protects rural areas from more intensive uses.

### EXISTING CONDITIONS

#### EMPLOYMENT

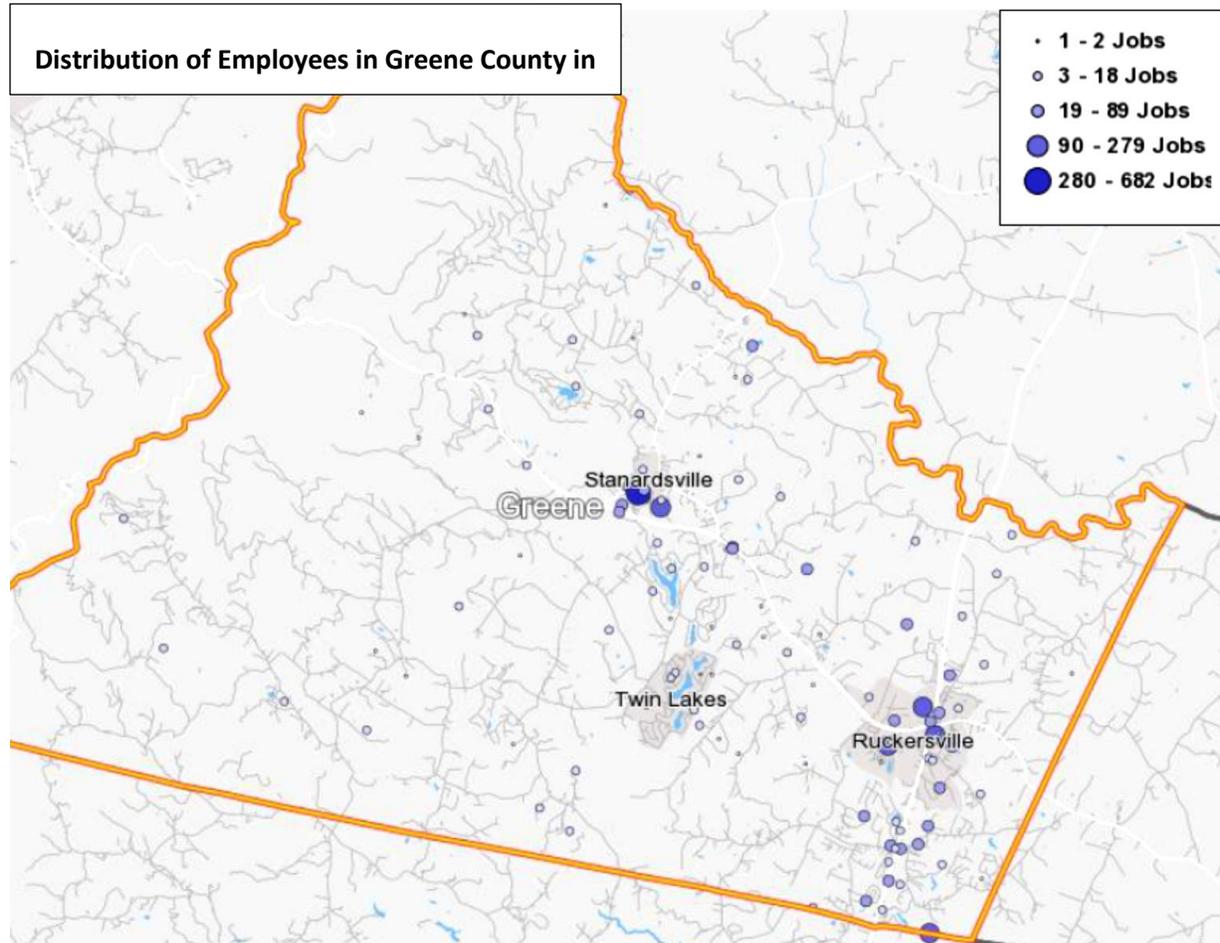
According to the Virginia Employment Commission, Greene County has a total of 3,590 jobs. With a total population of 19,162, there are 5.33 persons per job within the county, which indicates that out-commuting exceeds in-commuting substantially. For every one Greene County resident that remains in the county, 2.66 leave the county for work, categorizing Greene County as a "bedroom community." Most workers commute to either Albemarle County (2,412 commuters) or City of Charlottesville (1,391 commuters). Increasing the number of employment opportunities would not only increase the tax base and improve quality of life for residents, but it may also reduce the distances of Greene County resident commutes.

The unemployment rate in Greene County was 4.4% at the end of 2014, down from a rate of 5.5% in 2012. Greene County's unemployment rate has been consistently below the rate for Virginia by around 0.5% and below the national rate by around 2.3%.

The median income of workers in Greene County is \$63,739 which is above the national median income. Wages in the county range from \$1,367 per week for a Technical Service Provider to \$217 per week for Arts/Entertainment Provider.

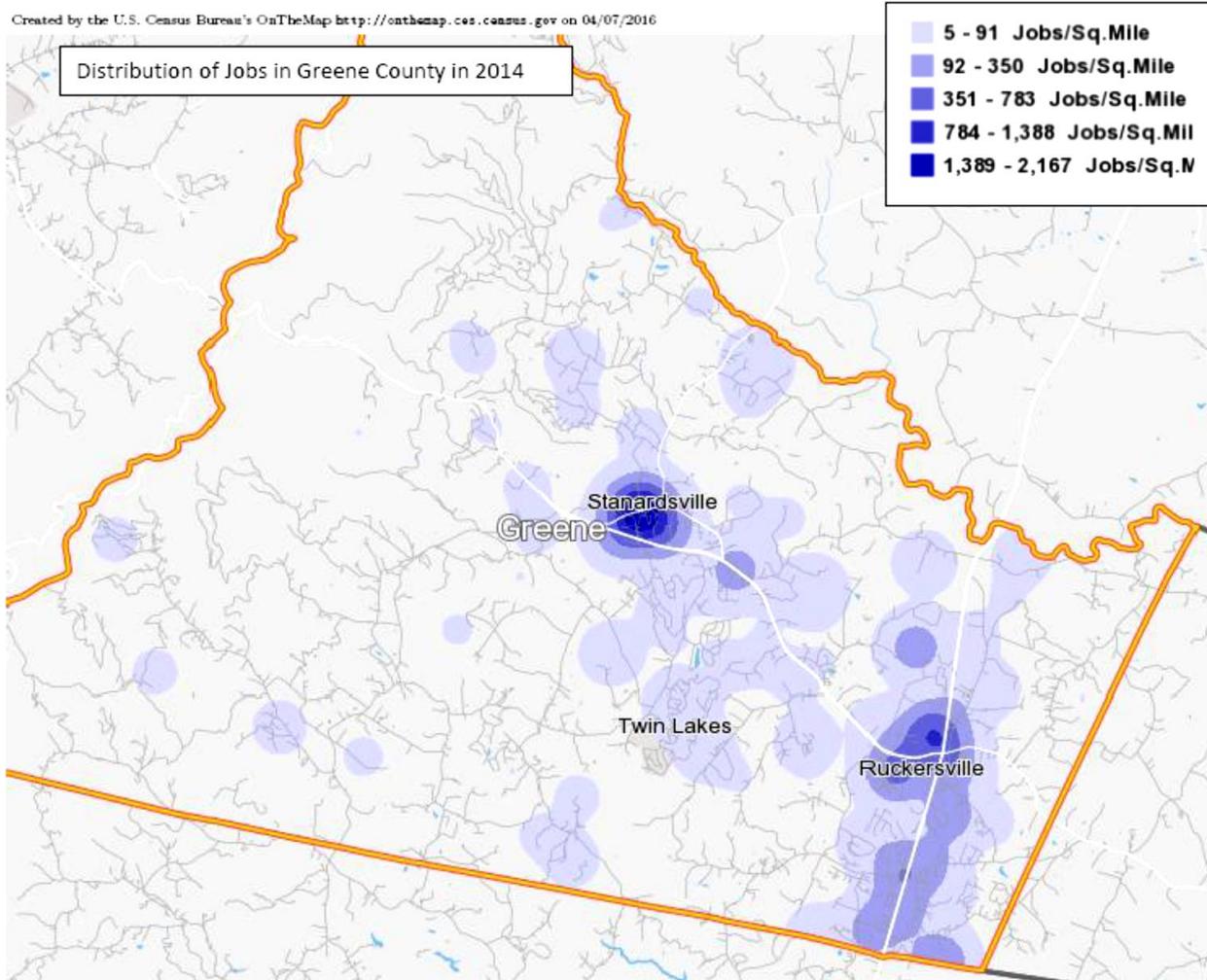
Most of the employers in Greene County are small-scale operations. Out of 444 establishments, 308 employ less than five workers. The largest employers in the county are the Greene County Public School system, Greene County, and most of the rest being large retail establishments.

Although jobs are distributed throughout the county, there is a discernable spatial pattern of concentration. Smaller firms tend to be more widely distributed, while the larger employers tend to be more concentrated along important corridors. The following map is produced U.S. Census Bureau's OnTheMap program.



Created by the U.S. Census Bureau's OnTheMap <http://onthemap.ces.census.gov> on 04/07/2016

Employment in the county can be spatially categorized into four distinct Employment Centers that together contain 66% of all employment. The Stanardsville area contains the highest concentration of jobs, which can be explained by the predominance of public-sector employment located here. A set of industrial and business parks south-east of Stanardsville along US 33 constitute 9% of all employment. Finally, a large portion of commercial and transportation-related employment is located in Ruckersville or near the Corner Store area by the border with Albemarle County.



<b>Jobs by NAICS Industry Sector</b>		
	<b>2014</b>	
	<b>Count</b>	<b>Share</b>
<b>Agriculture, Forestry, Fishing and Hunting</b>	<b>17</b>	<b>0.6%</b>
<b>Mining, Quarrying, and Oil and Gas Extraction</b>	<b>26</b>	<b>0.9%</b>
<b>Utilities</b>	<b>47</b>	<b>1.6%</b>
<b>Construction</b>	<b>200</b>	<b>6.8%</b>
<b>Manufacturing</b>	<b>87</b>	<b>3.0%</b>
<b>Wholesale Trade</b>	<b>91</b>	<b>3.1%</b>
<b>Retail Trade</b>	<b>495</b>	<b>17.0%</b>
<b>Transportation and Warehousing</b>	<b>78</b>	<b>2.7%</b>
<b>Information</b>	<b>17</b>	<b>0.6%</b>
<b>Finance and Insurance</b>	<b>38</b>	<b>1.3%</b>
<b>Real Estate and Rental and Leasing</b>	<b>22</b>	<b>0.8%</b>
<b>Professional, Scientific, and Technical Services</b>	<b>223</b>	<b>7.6%</b>
<b>Management of Companies and Enterprises</b>	<b>3</b>	<b>0.1%</b>
<b>Administration &amp; Support, Waste Management and Remediation</b>	<b>152</b>	<b>5.2%</b>
<b>Educational Services</b>	<b>570</b>	<b>19.5%</b>
<b>Health Care and Social Assistance</b>	<b>262</b>	<b>9.0%</b>
<b>Arts, Entertainment, and Recreation</b>	<b>30</b>	<b>1.0%</b>
<b>Accommodation and Food Services</b>	<b>326</b>	<b>11.2%</b>
<b>Other Services (excluding Public Administration)</b>	<b>63</b>	<b>2.2%</b>
<b>Public Administration</b>	<b>173</b>	<b>5.9%</b>

## RETAIL AND SERVICES

Retail and food services is the largest private-sector industry in Greene County. 22% of all new hires in the first quarter of 2014 were in the retail or food service industry, indicating that this is the fastest growth sector in the county. U.S. Census data from 2012 show that Greene County's per capita retail sales actually lagged behind other counties in the region and the state as a whole. However, these proportions may be changing due to the opening of major retail chains in the last few years and other commercial revitalization efforts throughout the county.

Ruckersville's location along Route US 29 is clearly situated to benefit from through-traffic along this important corridor. Approximately 28,000 vehicles a day pass through the segment of Route 29 between the Albemarle County line and the intersection with US 33. 16,000 vehicles per day pass through the busiest portion of 33, directly to the west of the 29 intersection. This general area includes the Gateway Center, located north of the intersection of Routes 29 and 33, which includes a Walmart Superstore in addition to a recently built Lowes Home Center and other nationally known businesses.

The 150,000 square foot Rapidan Center is located south of the intersection of 29 and 33, and the nearby Tierney Plaza contains a number of smaller retail establishments anchored by the Holiday Inn Express. Most of the existing services along this corridor are for larger volume retail, chain outlets, gas stations, and services catering to visitors passing through. In addition to commercial vitality, the Ruckersville area has potential for expansion of offices and professional employment.

Another prime location for retail and service expansion is downtown Stanardsville. Although there has been little growth here for the last several decades, there have been renewed economic development efforts in recent years. The Stanardsville area has lost a large portion of its former commercial base, as a result of fire, abandonment and conversion to housing. This commercial base must be restored, if the town is to have a critical mass of businesses to attract visitors/customers from other parts of Greene and beyond.

Because of its size and location, the Stanardsville area will not be attractive to national retail chains. Nor do town residents want it to be. Therefore, it must develop an ambience and market positioning built around its historic designation, small town atmosphere, and special services. A thriving commerce will be focused on a range of eating and tourist experiences, specialty stores and services, professional firms attracting employees who want to work in a relaxed rural environment and services for county government, town residents. Stanardsville would not compete with the Ruckersville corridor but serve a complementary function.

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## INDUSTRY

Although manufacturing and warehousing do not comprise a large share of the total Greene County economy, they serve an important function for economic development and job creation nevertheless. Most industry is concentrated along US 33 southeast of Stanardsville. The Spotswood Business Park on US 33, one mile east of Stanardsville, is a prime location for business offices, distribution/warehousing and light manufacturing. An older industrial park on US 33 west, the Greene Industrial Park, is also a location for business offices, distribution/warehousing and light manufacturing. A 70 acre tract of land on US 33 west, next door to the Greene Industrial Park, is currently zoned for industrial use. This land is available for future expansion.

To further enhance economic opportunity, especially in response to ancillary businesses of Rivanana Station, the development of a research and development use within the zoning ordinance may encourage those businesses into the Ruckersville/Corner Store area.

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## PROMOTING ECONOMIC DEVELOPMENT

Greene County has invested in future economic development with the establishment of the Economic Development and Tourism Department. The department is charged with the role of emphasizing Greene County's competitive features to attract new industrial, retail, commercial and tourist businesses, and to help existing businesses grow. A full-time director is hired to coordinate these efforts. The ED&T department performs a number of services, including helping prospective businesses with site selection, offering a variety of financing options to local enterprise, acting as a liaison between the

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### 2015 Local Tax Rates

<b>Business/Personal Property :</b>	\$5.00 per \$100
<b>Real Estate:</b>	0.75 cents per \$100
<b>Meals:</b>	4%, collected monthly
<b>Lodging:</b>	5%, collected monthly
<b>Utilities (residential):</b>	20% of first \$15.00
<b>Utilities (commercial):</b>	20% of first \$42.50
<b>Machinery and Tools :</b>	\$2.50 per \$100
<b>Utility Trailers :</b>	Non-Taxable
<b>Mobile Homes :</b>	0.75 cents per \$100
<b>Boats :</b>	Non-Taxable

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business community and local government, and collecting data and creating promotional material. The Greene County website contains comprehensive information for customers, travelers, potential business startups or transplants, and existing businesses to meet their particular needs.

The Greene County Economic Development Authority (EDA) is the local government agency with the authority to issue bonds for the purpose of carrying out the economic development of the community, to manage the affairs of the Greene County Industrial Park, to establish and manage a revolving loan fund for the expansion of existing businesses and prospective new businesses, and to support the Economic Development Director's economic development initiatives.

The Greene County Chamber of Commerce is "dedicated to advancing the economic vitality and quality of life in the Greene County area so that the entire community shall prosper." The Chamber of Commerce facilitates interactions between local businesses and advocates for their concerns at a broader level. It hosts a Visit Greene County website, as well as coordinates volunteer efforts from the business community.

There are regional economic development organizations that support Greene County as well. The Central Virginia Partnership for Economic Development (CVPED) serves the greater Charlottesville area. In July of 2008, the Piedmont Workforce Network joined with CVPED to consolidate their workforce enhancement efforts with economic development. The CVPED Board of Directors consists of private and public sector leaders from around the region.

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## WORKFORCE PREPAREDNESS

Workers in Greene County are employed in various sectors, each requiring a different kind of training and experience. According to Virginia Employment Commission data, the major sectors of employment are relatively evenly split between professional jobs and service sector jobs in the fields of retail and

food services. A smaller, but not insignificant, portion of jobs are in the construction and manufacturing industries.

Piedmont Virginia Community College (PVCC) offers a number of college credits at the Eugene Giuseppe Center located in Stanadsville. In collaboration with William Monroe High School, high school students are given the opportunity to graduate with both a high school diploma and an Associates Degree. In addition, PVCC offers customized training programs for individual businesses to offer their employees. PVCC's main campus is located in Charlottesville, VA and offers a full range of Associate Degree programs, workforce certificates, and continuing education credits. Starting in the fall of 2016, PVCC will be offering an advanced manufacturing program at the main campus. In addition to PVCC, there are many opportunities in the region for workers to gain training and accreditation. The University of Virginia in Charlottesville is the largest institution in the region with the most comprehensive offering of professional degrees, including business, medicine, and law. James Madison University is located 30 miles from Stanardsville and is a highly regarded four year institution. The Greene County Technical Education Center, co-located with William Monroe High School, offers courses for training in a technical field for high school students as well as adults.

Greene County offers a well-educated workforce and a number of opportunities to further meet the training needs of local industry.

## GOALS AND IMPLEMENTATION STRATEGIES: ECONOMIC DEVELOPMENT

- Create incentives for development in preferred commercial growth areas
  - Establish a fund to assist small business start-ups
  - Investigate the Community Development Block Grant opportunities for business district revitalization
- Encourage mixed-use development in growth areas that offers commercial, office and residential development. Support commercial growth in Ruckersville, Stanardsville and the Route 29 corridor within areas designated for growth by the land use plan.
  - Implementation strategies are thoroughly presented in the Land Use chapter of this Comprehensive Plan.
- Enhance image of Greene County as a business-friendly location
  - Continue to support Economic Development Authority activities, to include a Directory of Local Businesses and Economic Development Plan.
  - Encourage environmentally-friendly and low impact businesses
- Provide appropriate utilities needed for economic growth
  - Support rural broadband services in all portions of the county. Coordinate with other localities in the Thomas Jefferson Planning District to identify and secure funds necessary for county-wide service

- Provide natural gas to key industrial growth areas
- Provide a reliable water source needed for light manufacturing and growth in housing.
- Coordinate targeted areas of commercial development with adequate infrastructure: water, sewer and transportation
  - Work with utility executives and other service providers to help ensure their plans support the needs of Greene’s economic development
  - Coordinate future land use and transportation improvements with economic development opportunities along the Route 29 corridor.
- Recruit businesses that have well-paying positions and provide services that are missing in the community
- Attract businesses that can capitalize on two significant nearby assets (Shenandoah National Park and Rivanna Station.)
  - Create a Tourism Zone (rural artisan studios, special signage, etc.)
  - Create a Defense Production Zone (potential rezoning, attraction incentives, etc.)
- Improve attractiveness and accessibility on the Route 29 corridor
  - Coordinate future land use and transportation improvements with economic development opportunities on the Route 29 corridor
  - Work with utility companies to lessen impact of future expansion immediately adjacent to Route 29.
- Identify and develop an economic anchor in Stanardsville that increases foot traffic, including tourism opportunities.
  - Coordinate with the Town of Stanardsville and Stanardsville Area Revitalization (STAR).
  - Support the Town’s applications for a Community Development Block Grant and other grant opportunities for future redevelopment.