

KING GEORGE COUNTY ECONOMIC DEVELOPMENT AUTHORITY

April 8, 2021 at 17:00

Revercomb Building

Boardroom

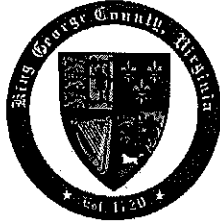
Remote participation Information

meet.google.com/utv-jcqi-cxy - +1 423-735-3139 (PIN: 204881202)

AGENDA

1. Call to Order
2. Public Comment
3. Approval of Minutes for March 2021 meeting
4. Reports of Members
5. Discussion Items
 - a. GO VA Funding Request/Letter of Support
 - RIOT (Raleigh Internet of Things) Accelerator
 - b. Website Scope of Work
6. Old Business
 - a. Project Updates
7. Directors Report
 - a. Updates and Activity
8. Adjourn

King George County, Virginia



ECONOMIC DEVELOPMENT AUTHORITY

Agenda Notes April 8, 2021

Action Items – GOVA Funding in support of RIoT Accelerator

The focus of this project is to expand entrepreneurial support programs in the Rappahannock Region (Rapp-Region) and serve as a hub to all of Virginia. These programs include the proven RIoT Accelerator Program (RAP) and additional community-focused programming for Fredericksburg and King George. These programs will be housed in the technology-based Virginia Smart Community Testbed (Testbed) in Stafford. This effort is based on recommendations discovered in a prior 1-year GoVA funded Capacity Building Project.

The VA-RAP Lead will design and run Workshops in King George and Fredericksburg, building on the Rapp-Region's technology-based entrepreneurial ecosystem. This project complements existing organizations and entrepreneur programs in the Rapp-Region, who are universally supportive of this project. It puts in place locally-specific workshops in demand and identified during our Capacity Building Project. Smart Agriculture and Data Intelligence for Main Street are specific areas of focus identified so far. RIoT will also facilitate critical tech-transfer project from NSWC Dahlgren.

Riot is looking for a one time contribution \$8,000 from the EDA to support these programs.

Motion – I make a motion that we approve the \$_____ request for GOVA Funding in support of RIoT (Raleigh Internet of Things) Accelerator, this project will establish a RIoT Accelerator Program in the Virginia Smart Community Testbed to serve the Rappahannock Regional Entrepreneur Ecosystem.

Motion can be made by any board member other than the Chair.

Motion made by: _____

Second by: _____

Any discussion:

Votes: _____ (EX: 7-0, 5-2, 3-4)

TABLED UNTIL
DATE: *next mtg*

Discussion Items – Website Scope of Work- a scope of work is attached with meeting documents, please review and forward all questions or feedback to Kim, kwilson@co.kinggeorge.state.va.us

Committee Assignments:

Entrepreneurship & Business Development	Site Development and Business Policy	Workforce and Business Attraction
Beckey Gallamore – At-Large	Ian Fox – At-Large	Delaine Richards – Dahlgren
Richard Parker – At-Large	Rick Pabst – James Madison	Sandra Wimberley - Shiloh
Guy Booth – James Monroe		

SCOPE OF WORK/SERVICES:

King George County Economic Development Authority seeks proposals from qualified individuals and firms interested in providing website design and marketing services to create a vibrant new website. The new site will be user-friendly, professional, and innovative and work well with all major browsers. Included in the design will be Content Management System (CMS) that will allow County Staff to manage efficiently. The final design will provide the following services:

- Develop a new site with a user-friendly CMS system.
- Provide a modern website design delivering functionality and usability with easy navigation.
- Conduct usability testing with County test groups (internal-staff and external-public)
- Provide recommendations for further enhancements to the site to aid in its functionality and appeal.
- Propose an ongoing marketing approach to keep the new site on the cutting-edge of economic development sites for the foreseeable future.

The Economic Development Authority website serves as the public face of the King George County business community. The site serves a targeted audience of existing businesses, new businesses, job seekers, site selection consultants, entrepreneurs, and private investors. Each of these groups may interact with the site in different ways:

Existing Business

- The site should be a go-to place for information regarding existing businesses that are looking to expand. The site should offer assistance with:
 - Current state and local incentives
 - Real estate assistance
 - Workforce assistance
 - Exporting and international trade
 - Local, State, and Federal interactions
 - Regional Assistance

New Business

- The site should be a welcoming, vibrant landing spot for new businesses of all industries looking to expand to King George. The site should offer assistance with:
 - Telling the story of King George and its advantages
 - Quality of Life
 - Location
 - Taxes
 - Workforce
 - Testimonials from existing businesses
 - Infrastructure
 - Current state and local incentives
 - Real estate assistance
 - Workforce Assistance

Entrepreneurs

- The site should have information that guides start up's and entrepreneurs to Federal, State, Regional and Local resources.
 - Information on growing a business
 - Information on starting a business
 - Financial assistance

New Website Objectives

The County would like to create a modern, user-friendly, world-class website that provides a single, consolidated web presence and increases the end-user's satisfaction. The site should serve as a one-stop-shop for our target audience:

- Responsive design for display for adapting to a wide range of browsers and mobile devices
- Ease of use for County staff to maintain and site visitors to use
- Flexibility for presenting information
- Improved interaction with new investors and the community
- Provide current, accurate, and enlightening information to interested parties
- A transparent, participatory, and collaborative experience places King George as an attractive location to live, work and invest.

New Website Functionality Requirements

In order to meet these objectives, the County desires the following functionality in the new website:

User Navigation

- Responsive design to provide an optimal viewing and interaction experience across a wide range of viewing devices or host platforms
- Navigation should be focused on offering an intuitive, simple and straightforward experience
- Easy to use full-site searching ability
- Aid in making the site accessible to all users

Website Portal Security

- Best practices should adhere to the design and development of the site

- Data and input validation should defend against common error issues with posted information

Social Media inclusion

- Integration with social media with the ability to share information between the site and popular social media applications
- Social media portal mixed with a departmental/Board social media presence
- Integrate the content from social media into corresponding pages on the website

Internal User functionality

The new site should allow non-technical content contributors the following abilities:

- An easy way to add, edit and move content directly on an assigned webpage if given the rights
- A rich text editor with a real-time spell checker
- Quick and easy access to add and update calendar listings
- Content publishers should be able to add and update menu items if they are assigned the appropriate permission level
- Incorporate delayed posting and automatic expiration abilities
- All published content on the website shall be automatically archived and retrievable at any time, without having to rely on/refer to backups of the data

The new system should also include the following features for use by the advanced administrative users:

- Administrators should have the ability to add, edit, update and move menu items, affecting the overall site structure and organization, as needed
- Reports detailing broken links on the website, including the referenced page location, so the link can be corrected
- Front page feature area control on website pages, including the ability to add featured areas and assign content to those areas

- Administration of on-site banners and graphics, with the ability to add new banners and on-site graphical elements and assign those elements to specified areas of the site (incorporation of new, panoramic pictures of KG County attractions)

Overall, the new website should provide the following abilities:

- A streamlined and focused design utilizing an attractive color scheme, with the newest KG logo/graphics/marketing materials
- Utilize Google Analytics
- A similar document repository designed for Board agendas, minutes and other historical documents, with built-in filtering abilities, search capabilities specific to the application and a reverse-chronological display (as the present page has)
- Subscription functionality that allows site visitors to subscribe to one or more newsletters topics and receive updates through an eMail
- An easily searchable business and resource directory with the ability to display basic resource information, photos and links to additional material, which includes integrations with GIS mapping data search engine
- A news and announcements application that allows an unlimited number of news categories or types to be added to the site, with an unlimited number of items allowed to be added to each individual category
 - Ability to feature news and announcements on individual pages and in multiple structural areas of the site
 - News items can easily be associated with images
- Ability to integrate with professional email marketing software and deliver newsletters and updates to thousands of subscribers
 - Ability to feature one or more photos on the primary photo gallery portion of the website
 - Ability to make images in a single album or throughout the entire gallery copyright protected and unable to be right-clicked for downloading or copying purposes
- An application designed to display links to other pages within the website or external pages on other websites, with the ability to feature these links on individual pages and in multiple structural areas of the site (as the present page allows)

New Website Wish List

In addition to the requirements, King George County EDA is interested in exploring the new site's abilities and enhancements.

- Social Media integration. The ability to seamlessly integrate with the most common social media platform, allowing content editors to post multiple social media applications from the same editing portal. The ability to have content posted on social media sites to be presented on the new site.

Reference Sites of Interest

There are several website designs and styles, various aspects of which King George County Economic Development Authority would like to emulate, such as:

<https://www.thinkorangeva.com/support/eda>

<https://www.henrico.com/>

<https://chesterfieldbusiness.com/>

<https://www.grpva.com/>

CATHY BINDER
Shiloh Election District

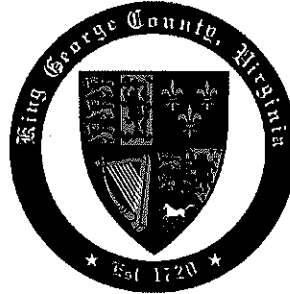
JEFFREY BUECHE
James Monroe Election District

ANN C. CUPKA
At-Large Election District

RICHARD A. GRANGER
James Madison Election District

JEFFREY L. STONEHILL.
Dahlgren Election District

King George, VA 22485



Department of Economic Development & Tourism
10459 Courthouse Drive
Suite 200
King George, VA 22485
Telephone: (540) 775-9181
Fax: (540) 775-5248
nminor@co.kinggeorge.state.va.us
www.visitkinggeorge.com

DATE: April 16, 2020
TO: Travis Quesenberry, Interim County Administrator
FROM: Nicholas Minor
Director, Economic Development & Tourism
SUBJECT: Economic Development & Tourism Activity Report

King George Projects

Project Name	Date received	Industry	Lead Source	Status	Updates
Forty	01/26/20	Manufacturer	FRA/VEDP	Active	None
Surface	02/20/20	Wholesaler/Distribution	FRA/VEDP	Active	None
Stitch	03/02/20	Distribution	FRA/VEDP	Active	None
Marble	03/04/20	Wholesaler	Direct	Inactive	On hold
Tray	08/04/20	Manufacturer/Wholesaler	FRA/VEDP	Active	Decision Summer 2021
Sage	09/03/20	Datacenter	FRA/VEDP	Deferred	None
Stellar	09/29/20	Manufacturer	FRA/VEDP	Active	None
Royal	10/02/20	Distribution	FRA/VEDP	Inactive	Region Eliminated
Cardigan	10/21/20	Research & Development	VEDP	Active	Decision in 30 days Mid to Late April
Solstice	11/10/20	Distribution	FRA/VEDP	Active	None
Rector	01/08/21	Manufacturing	Direct	Active	Awaiting GC/Engineering approval
Flame	01/29/2021	Manufacturing	FRA/VEDP	Active	None
Enterprise	02/17/2021	Datacenter	FRA	Active	None
Pallet	02/20/20	Manufacturing	Direct	Active	Decision within next 60 days

New Project

Project Marble : Cabinet Manufacturer
Lead Type: FRA/VEDP
Date: 03/30/2021
Requirements: 10 + acres - Rail access
Update: 14 million capital investment 88 jobs

Economic Development Initiatives & Updates

- **AFID – Hemp/Faddis Concrete**
 - Faddis Concrete is interested in developing a hempcrete product
 - Facilitating conversations with Faddis and JMU's Industrial Hemp Program managers

- **Small Business Micro-Loan**
 - Met with Stephanie Burch from C & F bank to layout details of the loan on the bank's side. Discuss the following:
 - Rates – Low as 4.2%
 - Terms and Conditions – Set by EDA

- **Birchwood**
 - We will be placing Birchwood's property on VEDP's site selection tool.
 - The site is 120 to 140 buildable acres

- **MeatEater Series**
 - The producer of the MeatEater series reached out and expressed interest in filming in the County. Filming should begin in June of this year.

- **Broadband Initiatives**
 - Atlantic Broadband
 - ABB came back with information regarding the Meadows the proposed the following
 - 102 passings for an estimated \$520,000
 - Proposed solution: 50/50 cost split
 - \$250,000 - Private
 - \$250,000- County
 - Approximate cost per household
 - \$2,500 to \$3,000 (depending on participation)

 - Project Capital
 - Tower company should be submitted a proposal to install cell towers to cover dead zones in the County.
 - Projected Cost - \$80,000 per tower
 - 5 towers

- **FRED Feasibility Study**

- Met with GWRC and FRED transit to plan potential stops based on need. We will be working with GWRC and DSS to build a survey that will go out to DSS families that are likely riders.
- **Dahlgren Tech Transfer Meeting**
 - NSWC invited every partner with a partnership intermediary agreement to meet in mid-april to discuss NSWC's collaboration and growth.
- **RIFA**
 - I will be providing what I hope to be the last presentation to the board of supervisors on the RIFA at the April 13th meeting.
- **April - Quarterly Newsletter**
 - Due the week of the 12th
- **ODU business development partnership**
 - ODU's business development center has agreed to become an "extension" of our department to provide business coaching to the County's small businesses and entrepreneurs.

Tourism Initiatives

- **Tourism Strategic Plan Survey**
 - TAC made one last correction to a question on the survey; once that's corrected, it will go out to the public for about four to five days.
- **County Tourism/Quality of Life Video**
 - Oddbox media or Atlantic Weddings
 - Milepost Docs
- **Civil war trails**
 - Trails initiative has movement again, awaiting confirmation from the site location owners about where to place the interpretive signs.
 - Expect an invoice from the nonprofit in the coming weeks/months
- **MeatEater Series**
 - Sent list of requirements to the producer of the show awaiting responses from him, will probably be creating a formal process for filming inquiries in the County. We will require at the least the following.
 - Certificate of Insurance
 - Location, Date, time of the filming
 - A brief summary of the filming

Establishing a RIoT Accelerator Program in the Virginia Smart Community Testbed to serve the Rappahannock Regional Entrepreneur Ecosystem

Executive Summary 04/02/21

Our goal in this Project is to expand entrepreneurial support programs in the Rappahannock Region (Rapp-Region) and serve as a hub to all of Virginia. These programs include the proven RIoT Accelerator Program (RAP) and additional community-focused programming for Fredericksburg (FXBG) and King George (KG). These programs will be housed in the technology-based Virginia Smart Community Testbed (Testbed) in Stafford. This effort is based on recommendations discovered in a prior 1-year GoVA funded Capacity Building Project.

The Testbed is a state-wide initiative spear-headed by CIT and Stafford to foster and create new Smart Technologies and attract the entrepreneurs that develop them in Virginia. In partnership with CIT, GoVA will seed-fund a Technology Specialist for the Testbed. The Specialist will coordinate entrepreneurial opportunities in the Testbed and seek funds to foster pilot projects for entrepreneurs. Together with a local RIoT VA-RAP Lead, they will play an integral part in the Project. The VA-RAP Lead works with entrepreneurs around their entire business, including revenue, hiring and capital growth, while the Tech Specialist advises on the technology-side and integrating entrepreneurs into Pilot Projects or with other tech companies connected to the Testbed.

The VA-RAP Lead will design and run Workshops in KG and FXGB, building on the Rapp-Region's technology-based entrepreneurial ecosystem. This project complements existing organizations and entrepreneur programs in the Rapp-Region, who are universally supportive of this project. It puts in place locally-specific workshops in demand and identified during our Capacity Building Project. Smart Agriculture and Data Intelligence for Main Street are specific areas of focus identified so far. RIoT will also facilitate critical tech-transfer project from NSWC Dahlgren.

We recognize and this Project will complement the Fredericksburg Regional Alliance (FRA) efforts to organize the entire Region 6 entrepreneurial ecosystem. RIoT will be a valuable part of that ecosystem. The other programs we identified (technically defined as "Collaborators" in this Project) will all be invited and integrated into our ecosystem.

We will use GoVA funds to fund the VA-RAP Lead and Testbed Technology Specialist. GoVA funds for these positions will be matched 1:1 by other sources and phased out over the two-year project as they become self-sustainable. Studies have shown startups and entrepreneur expansion need to validate the viability and product-market fit of their innovation. The Testbed and its pilot projects provide access for that those tests and the support services of RIoT will strengthen that capacity.

This Project will allow for the development of three VA-RAP sessions with at least 18 startups, representing 35+ entrepreneurs. It will provide for additional programming in FXGB and KG for at least 40 participants.

In the end, this Project will result in the expansion of the RIoT Accelerator and other programs to Virginia and specifically our Region. RIoT is recognized as an experienced and collaborative entrepreneurial ecosystem builder. Introduced during our Capacity Building Project and welcomed by our Collaborators, RIoT's addition to the Testbed will further advance opportunity for tech-based entrepreneurs in our Region.

We are requesting \$215,000 in Go Virginia Funds to be leveraged by \$281,000 of cash and in-kind contributions. Of that \$281,000, \$65,000 is not eligible as "match." Still, the remaining \$216,000 of eligible matching funds represents a 1:1 match ratio. We anticipate this entrepreneurial development project will service at least and likely more than 75 entrepreneurs (participants), likely to result in at least three products or services and a total of three new products or services that will be either market ready or in production by the end of the Project.

Our Project:

1. Builds upon lessons learned from our Capacity Building Project.
2. Leverages a statewide program, the Virginia Smart Community Testbed that in turn will leverage additional federal and private funds offering entrepreneurs to one-of-kind pilot project opportunities.
3. Expands an internationally recognized tech-focused entrepreneurial development program and organization into the Region and Commonwealth.
4. Has 1:1 match support from the participating local jurisdictions and participants.
5. Estimates a 62% ROI on the Commonwealth's investment—that likely will be higher as we did not include impact of proposed Workshops or direct hires for the Project.
6. Project Partners and Collaborators will play a role in the exploration and development of the entire Region 6 entrepreneurial ecosystem.

We have prepared a Preliminary Final Report as part of this application, recognizing our application for Per Capita funds is in advance the contractual conclusion of our Capacity Building Project. We believe our findings thus far, further documented in that Report clearly document the demand and desire the need and expansion of the programming offered by RIoT in our Region. Further, and respectfully, by approving this proposed Project by July 1, we will not lose time nor momentum in expanding and building our ecosystem.