ORANGE COUNTY

ECONOMIC DEVELOPMENT AND TOURISM 2022

ANNUAL REPORT

VISIT ORANGE VIRGINIA | THINK ORANGE VA
ORANGE COUNTY VA ECONOMIC DEVELOPMENT

OUR MISSION

To develop a well-balanced economic development program through recruitment and existing business efforts which create increased tax revenue and high-quality job opportunities for Orange residents while preserving the natural and cultural make-up of Orange County.

VISION

To create a business environment that fosters entrepreneurial growth and attracts quality investment, with high-value jobs in a community with an affordable cost of living and a great quality of life.

ECONOMIC DEVELOPMENT AUTHORITY MEMBERS AND ECONOMIC DEVELOPMENT AND TOURISM STAFF

Bob McConnell, *District #1*
Jack Rickett, *District #2*
William Hager, Chair, *District #3*
JP Tucker, *District #4*
John Licata, *District #5*
Sonja Capelle, *Town of Gordonsville*
Arthur Bryant, *Town of Orange*
Lee Frame, *BOS Representative*
Keith Marshall, *BOS Representative*

Rose Deal, *Director Economic Development and Tourism*
Julie Perry, *Assistant Director Economic Development and Tourism*
Regan McKay, *Economic Development and Tourism Assistant*
Theodore L. Voorhees, *County Administrator*
Thomas Lacheney, *County Attorney*
Dawn M. Herndon, *Fiscal Agent*

[1]*Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data is updated through 2022Q1, with preliminary estimates updated to 2022Q2. Jobs EQ® Report is a product of Chmura Economics & Analytics Copyright © 2023, All Rights Reserved.*

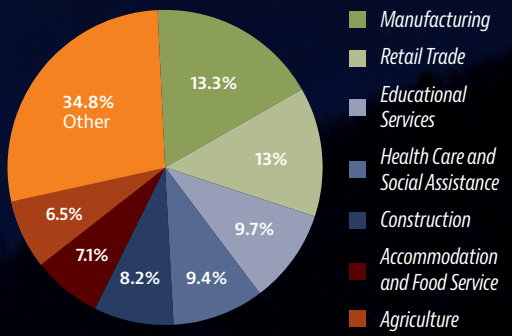
NEW AND EXPANDED BUSINESSES AND ATTRACTIONS

Orange County's robust network of resources supported the following business growth:

- Café Charm
- Cavallo Gallery and Custom Framing
- Coopers Cooking and Catering LLC
- Gillian Valentine
- Ivy Physical Therapy
- Maddybugs Gifts at Locust Grove
- Main Street Tavern
- MPS
- New murals and public art installations
- Only Prettier and Friends
- Orange County African American Historical Society Parklet in the Town of Orange
- Rocket Boxing and Martial Arts
- Route 231 Trail
- Sweet Vines Farm Winery
- Tess and Co Jewelers LLC
- The Barn at 678
- The Depot
- The Holladay House
- Unionville Florist
- Woodbrook Farm Vineyard

LARGEST EMPLOYMENT INDUSTRY SECTORS IN ORANGE[1]

Orange County's supportive ecosystem and competitive advantages position us as the place to launch, locate and prosper.



REFLECTIONS OF 2022

Our year was characterized by energetic collaborations within the Economic Development and Tourism team. By welcoming new perspectives into the conversation, we maximized creativity and approached 2022 with a deep sense of purpose.

Using our **2021-2025 Strategic Plan** as a compass, we continued our efforts to elevate business attraction and retention, drive visitation through creative marketing and storytelling, invest in workforce development, encourage small business development and entrepreneurship and improve the quality of life offered within Orange County. Strides in each of these areas linked entrepreneurial hopefuls, new and existing businesses and residents with the resources to savor, start, grow or scale. Noteworthy developments include:

- Manufacturing held strong as the leading industry sector, accounting for **13.3%** of employment.
- Spotlighting local gems within the small business community, the Enjoy Orange Buy Local campaign was well-received county-wide.
- Quarterly entrepreneurial workshops offered in collaboration with the Central Virginia Small Business Development Center were practical and value-added.
- Our American Recovery Plan Act (ARPA) Tourism Marketing Plan was approved at the state level in spring 2022, with **$60,000** in grant funding awarded to Orange County Tourism.
- Orange County Tourism secured a **$20,000** Destination Marketing Organization Grant from the Virginia Tourism Corporation for a multimedia campaign set to debut in 2023.

Orange County Tourism hosted an Exclusive Media Dinner and Familiarization Tour to honor Edna Lewis.

Success is the most rewarding when it's a team effort, and every collaboration is a credit to our support system. By leveraging the uniqueness of our products and the ingenuity of our business owners, residents, resource partners and colleagues, we created new opportunities and increased our market share in Economic Development and Tourism. Here's to continued success in 2023.

Sincerely,

Rose Deal, *Director Economic Development and Tourism*

Julie Perry, *Assistant Director Economic Development and Tourism*

Regan McKay, *Economic Development and Tourism Assistant*

DATA HIGHLIGHTS

visitorangevirginia.com

WEBSITE TRAFFIC

GOOGLE ANALYTICS

38k
Unique Users
↑ 24% Increase

46k
Sessions
↑ 25.3% Increase

SESSIONS BY DEVICE

20.3%
Mobile Increase
61.2% of site traffic

7.4%
Tablet Increase
3.7% of site traffic

37.6%
Desktop Increase
35.1% of site traffic

SOCIAL MEDIA METRICS

Facebook:

172,089
Reach
↓ 12% Decrease

7,020
Visits
↑ 82.1% Increase

Instagram:

60,142
Reach
↑ 282% Increase

1,726
Visits
↑ 11.1% Increase

DIRECT VISITOR IMPACT FOR ORANGE COUNTY[2]

$50.5 MILLION
Direct Visitor Spending in 2021

↑ 34.1%
Spending increase from 2020

$12.4 MILLION
Spent on lodging

$13.8 MILLION
Spent on food and beverage

$8.5 MILLION
Spent on recreation

$3.4 MILLION
In state and local taxes generated by the Orange County tourism industry

442 JOBS
Supported by the Orange County tourism industry in 2021

REVENUE & DEVELOPMENT

BUSINESS EQUIPMENT AND FIXTURES REVENUE

$978,399.64
↓ Decrease of 2.9% from 2021

COMMERCIAL AND INDUSTRIAL REAL ESTATE REVENUE

$2,241,085.50
↑ Increase of 5.3% from 2021

MEALS TAX REVENUE

$1,089,862.97
↑ Increase of 13% from 2021

MACHINERY AND TOOLS TAX REVENUE

$968,203.31
↓ Decrease of 11.1% from 2021

TRANSIENT OCCUPANCY TAX REVENUE

$77,052.73
↑ Increase of 21.3% from 2021

CENTRAL VIRGINIA SMALL BUSINESS DEVELOPMENT CENTER

As a front line partner in opportunity creation, Central Virginia Small Business Development Center (CV SBDC) held:

80
Training programs in 2022

41
Residents attended programs

25%
Programs were attended

173.75
Direct advising and prep hours for clients

EMPLOYMENT

MAJOR EMPLOYERS

850+ EMPLOYEES
Orange County School Board

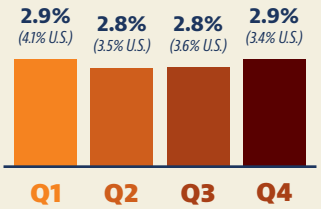
300+ EMPLOYEES
County of Orange
Aerojet Rocketdyne

250+ EMPLOYEES
MPS
Dogwood Village
Walmart

200+ EMPLOYEES
Green Applications
Germanna Community College
Food Lion LLC
Orange County Nursing Home

150+ EMPLOYEES
Zamma
Battlefield Farms
American Woodmark
RIGID

2022 UNEMPLOYMENT[1]



2022 Orange County Unemployment Comparisons

8,926 AVERAGE EMPLOYMENT
Total Average Employment for Orange County Employers

235 STAFF OUTREACH
Staff outreach to Businesses

[1] *Current Local Area Unemployment Statistics (LAUS) - LAUS, https://virginiaworks.com/Local-Area-Unemployment-Statistics-LAUS.*
[2] *Direct Visitor Impacts for Virginia Localities 2016-2021, Tourism Economics.*

BUSINESS ATTRACTION AND RETENTION

Efforts to grow and diversify the Orange County economy continued in earnest throughout the year. From site selection to infrastructure improvements, permitting to grant assistance, the Economic Development and Tourism team showcased existing assets and provided turnkey support to new, expanding and prospective businesses.

- Completed subsurface utility engineering, and boundary/topographic survey work on Lot 10 in the Thomas E. Lee Industrial Park. Engaged the services of Draper Aden to develop mass grading, permitting and construction documents.
- Hosted Abigail Patterson, VEDP Sites and Buildings Analyst, for a familiarity tour of Thomas E. Lee Industrial Park.
- Awarded $20,050 in Virginia Brownfields Assistance Funds (VBAF) to support needed site assessments including Phase I, Phase II environmental assessment work and surveying on the 21-acre vacant parcel formerly associated with the Virginia Metal Industries property. These additional environmental assessments allowed staff to assist the property owner with applying to amend the Voluntary Remediation Certificate to remove groundwater restrictions.
- Applied for and received a $25,000 grant from the **Governor's Agriculture and Forestry Industry Development (AFID) Fund Infrastructure Grant Program** to assist Piedmont Processing, LLC with a freezer expansion.
- Hosted Caren Merrick, Secretary of Commerce and Trade, along with representatives from Virginia Economic Development Partnership (VEDP) and Central Virginia Partnership for Economic Development (CVPED) for dinner and a tour of MPS.
- Awarded $47,150 in Virginia Brownfields Assistance Funds (VBAF) to support needed site assessments, including: Phase I environmental site assessment (Lots 6,6A,7&8); Phase II environmental site assessment; lead based paint survey; asbestos containing materials survey; and soil sampling and monitoring at the property located at 141 Caroline Street (formerly Earl's Glass).
- Awarded $50,000 in Virginia Brownfields Assistance Funds (VBAF) to support needed site assessments including: Phase I environmental site assessment; Phase II environmental site assessment; lead based paint inspection and asbestos containing materials inspection at the property located at 12314 Old Gordonsville Road.
- The Economic Development Authority incentivized MPS to expand its operations in the county by offering a $250,000 real estate and machinery and tools performance tax grant, in exchange for their $26+ million investment.

DRIVE VISITATION

Tourism Marketing efforts in 2022 centered around storytelling and raising awareness of Orange County's brand and assets as a travel destination. Staff coordinated a back-office overhaul on the VisitOrangeVirginia.com website showcasing improvements through digital advertising efforts with Advance Travel and Tourism and Leisure Media. Campaigns were designed to increase engagement, reach new markets, drive website traffic and encourage visitation to the County. Additional Tourism marketing highlights include:

- Placed advertisements and/or advertorial coverage in the *Charlottesville Guide*, *Virginia Living Magazine*, *Virginia Craft Beer Magazine*, *Lake Anna Magazine* and *Richmond Magazine*.
- Made investments in new photography, reel production and video assets.
- Represented Orange County at the VA-1 Governor's Conference, the VRLTA Ordinary Awards, The Virginia Tourism Corporation Visitor Center Seminar and with the Rappahannock/Rapidan Regional Commission on multi-jurisdictional efforts like VA250, Tween Rivers Trail and Purely Piedmont.
- Hosted an Exclusive Media Dinner and Familiarization Tour to honor Edna Lewis, the grande dame of Southern cuisine, with the **Virginia Tourism Corporation**. Held on October 20-21, 2022, the event was planned in conjunction with the 50th Anniversary of the release of Lewis's first cookbook, The Edna Lewis Cookbook. Approximately 14 media outlets attended the event, with 19 media placements to date. Coverage highlights include: ***Conde Nast Traveler***, ***Southern Living***, ***Garden & Gun***, ***Thrillist*** and ***The Orange County Review***.

Click to watch video

- Created in conjunction with the 50th Anniversary of The Edna Lewis Cookbook, the **Edna Lewis Menu Trail** runs from Thanksgiving 2022 to Labor Day 2023. Seven participating Orange County restaurants along the trail reimagined Lewis' recipes, adding their signature touches to each dish. A logo for the Edna Lewis Menu Trail is planned for the near future.
- Received a ***Virginia Tourism Corporation DMO Marketing Grant*** in the amount of $20,000 in spring 2022 for the Orange Uncovered campaign. Currently in the planning phases, Orange Uncovered is a storytelling campaign featuring six videos that highlight lesser-known Orange County heritage sites. The videos will be released in a native content and social media advertising campaign with in market activations at area visitor centers and state welcome centers.

WORKFORCE DEVELOPMENT

Filling our talent pipeline with capable, available hires is a key priority within Orange County. Our collaborations with local education institutions, businesses and resource partners help us fill skills gaps and prepare our workforce for current and future opportunities.

- Planned and coordinated logistics and marketing for the March 30, 2022 job fair at the Train Depot, in partnership with the **Orange Workforce Center**. In all, 19 job seekers and 16 employers attended the event.
- Coordinated logistics and marketing for April 21, 2022 high school student job fair at Orange County High School. This event was held in partnership with the Orange Workforce Center and **Orange County Public Schools**. In all, 21 businesses and over 100 students participated in the event.
- Co-hosted the quarterly HR Manufacturing Roundtable Breakfast with the Orange Workforce Center, which engaged local employers in conversation. **New Pathways Inc.** provided an overview of the Machinist, CNC and SolidWorks training available at the Carver Center. HR professionals from Orange manufacturing firms discussed trends and real time needs within the field.
- Assisted with content creation for the **Living Central Virginia** website and **Livability** Magazine.
- Planned, coordinated and advertised for the September Job Fair, which was co-hosted with the Orange Workforce Center. The event welcomed 50 attendees.

SMALL BUSINESS DEVELOPMENT AND ENTREPRENEURSHIP

By leveraging the resources available locally, regionally and statewide, the Economic Development team helps small businesses and entrepreneurs connect the dots between ideation and job creation.

Our breadth of support, networking and financing resources improve Orange County's competitiveness, desirability and perception.

- Co-hosted the Build Your Social Media Plan for 2022 workshop with the **Central Virginia Small Business Development Center**, which welcomed 24 attendees.
- Hosted **Orange County Small Business Week** from May 1-7, 2022.
- Planned the **2022 Quad County Business Summit & QuadTank Pitch Competition,** held on October 12, 2022. This event was hosted in partnership with the economic development offices of Fluvanna County, Greene County, Louisa County, Madison County and the Central Virginia Small Business Development Center.
- Hosted a Hybrid Business Plan 101 workshop, which welcomed 51 attendees.
- Hosted the 2022 Locally Made Market Program at the 2022 Montpelier Hunt Races.
- The Tourism Advisory Committee (TAC) awarded funds in the amount of $18,237.50 from its new Marketing Leverage Grant Program to Liberty Mills Farm, Lacy's Florist, Horton Vineyard, The Market at Grelen, Four County Players and the Montpelier Steeplechase Foundation to reach new markets and expand existing efforts.
- Liberty Mills Farm received a Virginia Tourism Corporation Micro-Business grant in the amount of $5,000 to expand their shoulder season advertising efforts in 2022.

QUALITY OF LIFE

Orange County's quality of life is inextricably linked to its economic identity. By making Orange County a desirable place to visit, work and live, industry and talent follow, expanding economic opportunities on a broad scale. The Orange County Office of Economic Development and Tourism elevates our history and our stories, grows recognition of our varied assets and actively seeks opportunities for revenue creation and increased visitation.

- Launched the **Corks and Caps** marketing campaign to highlight Orange County's craft beverage industry. The program ran from Memorial Day to Labor Day 2022, Corks and Caps featured 11 Orange County craft beverage businesses. The program had the intended effect, as 65% of the completed passports were returned by non-county residents. Visitors hailed from places like Florida, West Virginia, Alabama and all over Virginia.

Click to learn more

- Planned and co-hosted the inaugural **ConnectOrange Community Showcase** with the Orange County Chamber of Commerce. Held at Booster Park on August 12, 2022, this family-friendly event was designed to connect businesses with the greater community.

- Coordinated and executed the **Enjoy Orange** Buy Local campaign. The campaign highlighted Orange County's unique small business community and encouraged residents to shop, dine and enjoy Orange. The video series featured 10 local businesses connecting the value of local support to their long-term success. View the videos **here**. As a component of our Enjoy Orange campaign, the Orange County Office of Economic Development and Tourism created the Holiday Enjoy Orange Passport Event. The event ran from Small Business Saturday, November 26 – December 16, 2022, and encouraged customers to shop and dine at small businesses throughout Orange County for a chance to win prizes.

Click to learn more

EVENT SUPPORT

- 2022 Gordonsville Main Street Events
- Gordonsville Fried Chicken Festival
- The Orange Uncorked Wine Festival
- Orangetoberfest
- The Orange Street Festival
- Historic Garden Week in Orange
- The Montpelier Hunt Races
- The Four County Players Shakespeare at the Ruins
- Juneteenth 2022

CONTACT US

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