



2023-2024

# ANNUAL REPORT

**Hanover County**  
DEPARTMENT OF ECONOMIC DEVELOPMENT





The Historic Polegreen Church is a beautiful open-air structure listed as a Virginia Historic Landmark. Nestled in a wooded sanctuary, the site is host to numerous weddings and events each year. Located just 15 minutes from Richmond along the Civil War Trail, this location dates back to the revolutionary era and has deep roots in religious and political history. The original church was destroyed by fire in 1864 during the Civil War.

# TABLE OF CONTENTS

- From the Director 4-5
- About Hanover County & Hanover County EDA 6
- Year in Review 7
- Product Development 8-9
- Data Center Development 10-13
- Business Investment 14-17
- Business Expansions 18-20
- Business Announcements 21
- Business Engagement 22-23
- Marketing & Prospect Development 24-27
- Agriculture & Tourism 28-29
- County & Department Initiatives 30
- Facts & Figures 31-35

### 2024 BOARD OF SUPERVISORS

- Susan P. Dibble, Chair (South Anna District)
- F. Michael Herzberg IV, Vice-Chair (Cold Harbor District)
- Sean M. Davis (Henry District)
- Danielle G. Floyd (Chickahominy District)
- Ryan M. Hudson (Mechanicsville District)
- Faye O. Prichard (Ashland District)
- Jeff S. Stoneman (Beaverdam District)

### COUNTY ADMINISTRATION

- John A. Budesky, County Administrator
- Jay A. Brown, Ph.D., Deputy County Administrator
- Todd E. Kilduff, P.E., Deputy County Administrator
- James P. Taylor, Deputy County Administrator

### DEPARTMENT OF ECONOMIC DEVELOPMENT

- Brandon S. Turner, Director
- Armon D. Smith, Deputy Director
- Ann G. Glave, Existing Business & Project Manager
- Angela C. Wright, Marketing Manager
- Beth C. Harper, Office Manager

### ECONOMIC DEVELOPMENT AUTHORITY

- Trey M. Hayden, Chair
- James E. Kickler, Vice-Chair
- Carey Carlisle, Treasurer
- Christopher C. Johnson
- Elizabeth O. Rafferty
- Sam A. Zeidan
- James "Jack" Zemp

*On the cover: The windmill building has greeted visitors to the old village of Mechanicsville on Route 360 since it was built in 1974. Currently home to Primis Bank, the building has housed several financial institutions over the years.*

## CONTACT US

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# FROM THE DIRECTOR



**BRANDON S. TURNER**  
Director

*“Capitalizing on CNBC’s ranking of Virginia as the Top State For Business in 2024 and the Richmond Region being named CNN Travel’s Best Town to Visit, Hanover County continues to see strong interest from prospects looking to establish a presence here.”*

**+ 12.7%**  
Hanover GDP  
CY21-CY22 (pg. 35)

**+ 6.2%**  
Lodging Tax Revenue  
FY23-FY24 (pg. 28)

**+ 3.0%**  
Labor Force  
CY22-CY23 (pg. 32)

## Dear Community Stakeholders,

Economic success is not the result of working in silos or on islands. It occurs when partners collaborate for the benefit of all. Hanover County Economic Development works tirelessly with local, regional, State and Federal partners on a daily basis to grow and improve the business climate of our community. Partner organizations, such as the Greater Richmond Partnership, Hanover Chamber of Commerce, SCORE Richmond, Capital Region Small Business Development Center, Dominion Energy Innovation Center and numerous others, are led by individuals with strong passion for the success of this community. And together, these passions combine to help grow the economic base of Hanover County, resulting in new job opportunities for residents and increased tax revenue to support critical community needs including schools, public safety, and parks just to name a few.

While highlighting partnerships and collaborations in this year’s annual report, I would be remiss not to recognize several of our close partner organizations who have seen significant leadership changes this year.

- **Hanover Education Foundation** – Margaret Hill, with 22 years of service, is going to enjoy a much-deserved retirement after diligently working to connect local businesses with the school system to provide enhanced education opportunities for our students.
- **Hanover Chamber of Commerce** – After 14 years with the organization, Melissa Haley has stepped down from the Executive Director position to head the Hanover Education Foundation. Melissa grew Chamber membership and engagement significantly during her tenure and has made the Chamber a strong advocate for local businesses.
- **Hanover & King William Habitat for Humanity** – Renee Robinson, who worked for nearly four years to address workforce housing solutions, has taken an outstanding opportunity to return to the corporate world.
- **Richmond Region Tourism** – Jack Berry, who worked tirelessly to put the Richmond Region, including Hanover County, on national and international tourism maps, will enjoy a much-deserved retirement after 31 years with the organization. Katherine O’Donnell, with the organization since 2002, ascended to the role of president and CEO on July 1, 2024.

The Department of Economic Development wishes to thank these individuals for their collaboration and tireless work to help promote and strengthen the community. Hanover is a better place because of the devotion and dedication for which they have led these organizations. We look forward to working with their successors to fill the big shoes these individuals have left behind!

Fiscal year 2024 was another year of strong economic success in Hanover County. While some of the post-pandemic boom from logistics and onshoring has ebbed, activity is still well above pre-pandemic averages. And, other sectors such as data center, retail, and manufacturing are witnessing heightened activity this year.

Capitalizing on CNBC’s ranking of Virginia as the Top State For Business in 2024 and the Richmond Region being named CNN Travel’s Best Town to Visit 2024, Hanover County continues to see strong interest from prospects looking to establish a presence here. And it’s not just new businesses moving into the County, existing

companies such as Lutron, Blazer Heating, Air & Plumbing, and Virginia Artesian among others continue to support the County by making significant investments in new and expanded operations.

Hanover County’s economy remains strong and dynamic. The boom in warehousing and logistics has leveled resulting in slower demand for new speculative space thereby increasing vacancy from previous years. The demand for data center space has accelerated, and the reasons behind Hanover witnessing such strong interest from this sector can be found on page 10. This sector promises to provide significant job opportunities for local residents and strong tax revenue which will enhance services provided to County citizens. Hanover County’s GDP has grown to \$7.9 billion, which represents an increase of 12.7% since 2021 and ranks 19<sup>th</sup> in Virginia localities. The County’s labor force has hit an all time high of 62,768 and unemployment remains well below State and national averages. Regional collaboration has continued to highlight tourist assets, ranging from Kings Dominion to the rapidly expanding agritourism sector, with Hanover County witnessing record visitor expenditures of \$229 million in CY 2023 and record hotel tax revenue of more than \$1.5 million generated in FY 2024.

Moving into FY 2025, the Department of Economic Development will continue to work closely with partners to establish an updated strategic plan, and anticipates launching a refreshed and retooled website in the spring. The Economic Development Authority will continue to work closely with the Department to become more active this year with a strong goal of promoting strategic investments in key industrial and commercial areas. And of course, we will continue to work closely with new and existing businesses, as well as entrepreneurs and small business owners, to ease barriers of operation where possible, allowing for continued growth and expansion to provide more opportunities to our growing community.

In closing, I wish to give thanks to County leadership, regional and State partners, citizens and businesses of Hanover County, and all stakeholders who work with the Department of Economic Development to grow and enhance the Hanover economy. Successes highlighted in this year’s report are all a reflection of your hard work, dedication, creativity, and love for this community!

Sincerely,

*Brandon S. Turner*

Brandon S. Turner

*Congressman Rob Wittman visited the Dominion Energy Innovation Center (DEIC) in May 2024 to learn more about the Center’s work with energy and climate tech and to meet some of the cohort companies.*

*Pictured, left to right: Braden Croy, DEIC Program Director; Joshua Farrar, Town Manager, Town of Ashland; Brandon Turner, Director, Hanover County Economic Development; Congressman Rob Wittman (VA-01); Adam Sledd, DEIC Executive Director.*



# ABOUT HANOVER COUNTY

*With record employment and GDP numbers, along with dozens of new companies and expansion projects, Hanover County's pro-business environment continues to show results.*

Sectors such as warehousing and logistics have cooled somewhat from pandemic highs, but are still historically robust as Hanover, and the Richmond Region, continues to prove strong value as a logistics hub. Increasing interest in the region from manufacturing, construction, and data center sectors will bring economic diversity to the region in the coming years. Thanks to years of success and increased visibility on the national and international scenes, Hanover continues to be a wonderful place in which to live, play, and conduct business.

Many reasons businesses continue to express interest in Hanover County include:



## MARKET PROXIMITY

Access to I-95, I-295, I-64 and other major highways places Hanover County within a day's drive of nearly half of the population of the United States, and is especially close to major Northeast markets.

## COST TO DO BUSINESS

Hanover County has some of the lowest tax rates in the Greater Richmond Region as companies weigh their return on investment and cost to do business.

## QUALITY OF LIFE

Citizens in Hanover County have an unparalleled quality of life with outdoor amenities, a strong healthcare system, and one of the top public school districts in the State. And if big city amenities are in order, Richmond is just a short drive away.

## STRONG, WELL RUN GOVERNMENT

Hanover County is one of the smallest U.S. counties by population to have a AAA bond rating from all three bond ratings agencies. Fiscal stability is paramount to the County. Additionally, businesses reap the benefits of a low, stable tax structure and minimal business regulation.

## Hanover County Economic Development Authority

The Hanover County Economic Development Authority (EDA) is a seven-member appointed board established by the Hanover County Board of Supervisors in 1967 pursuant to the Industrial Development and Revenue Bond Act to promote industry and develop trade by inducing manufacturing, industrial, and commercial enterprises to locate in and/or remain in the Commonwealth and Hanover County.

In the past year, the EDA has become more active in economic development by engaging in increased dialogue and guidance with the Board of Supervisors. This was especially evident in the EDA's support of the Comprehensive Plan, Envision Hanover, approved by the Board in September 2023 (see page 30), and the EDA's support of the Tract Technology Park rezoning in March 2024 (see page 11). The EDA took a very active role in the Board of Supervisors workshop in May 2024 (see page 30). These initiatives are adding increased value to the EDA's role in promoting more strategic economic development projects in the community. And, the Board has begun equipping the EDA with tools, guidance and support to assist with site development and business attraction/retention initiatives.

Presently, the EDA is ramping up promotion of Industrial Revenue Bonds. Issued through the EDA with no liability on the Authority, these bonds pay fees to the EDA which can then be utilized to fund economic development initiatives within the County. Due to the EDA's increased activity, meetings are now held bi-monthly instead of quarterly.

### EDA Representatives

- Trey M. Hayden**, Chair  
Cold Harbor District
- James E. Kickler**, Vice-Chair  
Mechanicsville District
- Carey Carlisle**, Treasurer\*  
Beaverdam District
- Christopher C. Johnson**, Treasurer \*\*  
South Anna District
- Elizabeth O. Rafferty**  
Chickahominy District
- Sam A. Zeidan**  
Henry District
- James L. "Jack" Zemp**  
Ashland District

\*Since June 2024  
\*\*Until June 2024

# YEAR IN REVIEW

- July 2023**  
**Sancerre Atlee Station**  
ribbon cutting of new senior living community  
*(pg. 15)*
- August 2023**  
**WoodSpring Suites**  
ribbon cutting of 122 room extended stay hotel  
*(pg. 29)*
- September 2023**  
**Performance Food Group**  
ribbon cutting of new 332,000 s.f. sales & distribution facility  
*(pg. 17)*
- September 2023**  
**Truck Enterprises**  
breaks ground on new 80,000 s.f. sales and service facility  
*(pg. 15)*
- October 2023**  
**Virginia Artesian Bottling Co.**  
announces \$3 million expansion & 13 new jobs  
*(pg. 18)*
- October 2023**  
**Covenant Woods**, a life plan community with more than 350 residents, celebrates 140th anniversary  
*(pg. 21)*
- October 2023**  
**Blazer Heating, Air & Plumbing** ribbon cutting of new 6,000 s.f. facility  
*(pg. 20)*
- December 2023**  
**CEEUS, Inc.** announces \$37 million investment to establish a 187,000 s.f. distribution facility at Cardinal Commerce Center  
*(pg. 14)*
- March 2024**  
**Tract Technology Park** rezoning of 1,200 acres to M-1 is approved by Hanover County Board of Supervisors  
*(pgs. 10-11)*
- April 2024**  
**SanMar Corporation** receives Trade & Industry Development CiCi Award  
*(pg. 21)*
- June 2024**  
**U.S. Cabinet Depot** announces commitment to occupy 194,400 s.f. at North Richmond Industrial Park for East Coast distribution facility  
*(pg. 14)*
- June 2024**  
**National Tank & Equipment** opens a new facility in Ashland to enhance its mid-Atlantic presence  
*(pg. 15)*

# PRODUCT DEVELOPMENT



**I-64 INDUSTRIAL PARK**

1468 Pony Farm Road, Oilville, VA  
Situated in Goochland/Hanover, VA

*During Fiscal Year 2024, several speculative industrial developments were completed and became available for lease/sale while developers also started to address the need for smaller flex spaces and sites in the County.*

According to a February 2024 CoStar report, the Richmond region is cited as one of the tightest markets in the country for available industrial space. A reshoring of industrial-related jobs and the region’s business-friendly environment have pushed industrial users to quickly absorb existing stock. Much of the demand has come from logistics and distribution operators wanting to be along the state’s most traveled interstates, giving these operators access to some of the largest population areas in the east. These factors, along with the ever-growing Port of Virginia, will likely help keep availabilities low in the near term. With an availability rate of 2.6 percent for properties smaller than 50,000 square feet, developers are beginning to address this market with new product.

## I-64 Industrial Park

After securing zoning approvals from Hanover County and Goochland County, a local development team will construct a new industrial park straddling county lines that will add needed inventory to the region’s office/warehouse and flex space market. Located at 1468 Pony Farm Road beside the existing Oilville Business Park, the I-64 Industrial Park consists of approximately 44 acres in Hanover and 40 acres in Goochland. The park offers 14 lots (5 lots are in Hanover County) ranging in size from 2.5 to 6 acres and will be accessed from Goochland County via a road ending in a cul-de-sac. With outdoor storage allowable on the site, it is expected that the park will appeal to such users as service contractors, HVAC groups, pipe fitters, electricians and landscaping companies.



## TELCOURT FLEX PARK

Answering the need for flex space in the Town of Ashland, this property consists of two buildings. Building 1 has two suites with 11,662 square feet each and Building 2 has three suites each with 5,392 square feet. Zoned M-1 with 24’ ceiling height, drive-in and dock loading, these buildings boast a modern aesthetic and are conveniently located to Town amenities with easy access to I-95.

## FEATURED PROJECTS IN FY24



### Washington Hwy Industrial Buildings

- Two 200,250 square feet Class A industrial warehouse facilities
- Subdividable down to 20,000 square feet
- Zoned M-2 Industrial
- <1 mile from I-95 via U.S. Route 1 - Washington Hwy
- Completed



### Lewistown 95 Logistics Center

- 552,587+ square-foot Class A industrial distribution/warehouse facility
- North Suite: 403,127 square feet
- South Suite: 149,640 square feet
- Zoned M-2 Industrial
- <1 mile from I-95 via Sliding Hill Road
- Completed



### Lakeridge Logistics Center

- Two 124,750 square feet Class A industrial warehouse buildings for a total of 249,500 square feet
- Subdividable down to 25,000 square feet
- Zoned M-1 Industrial
- <1 mile from I-95 via Sliding Hill Road
- Building 1 delivery: Q4 2024

# DATA CENTER DEVELOPMENT

The pandemic accelerated the use of digital platforms and cloud services, generating a surge in data center development. Rapid growth continues to be driven by technological advancements and increasing power demands of hyperscalers.

The I-64 Innovation Corridor map on the following pages details the reasons the Greater Richmond Region is critical to data center expansion.

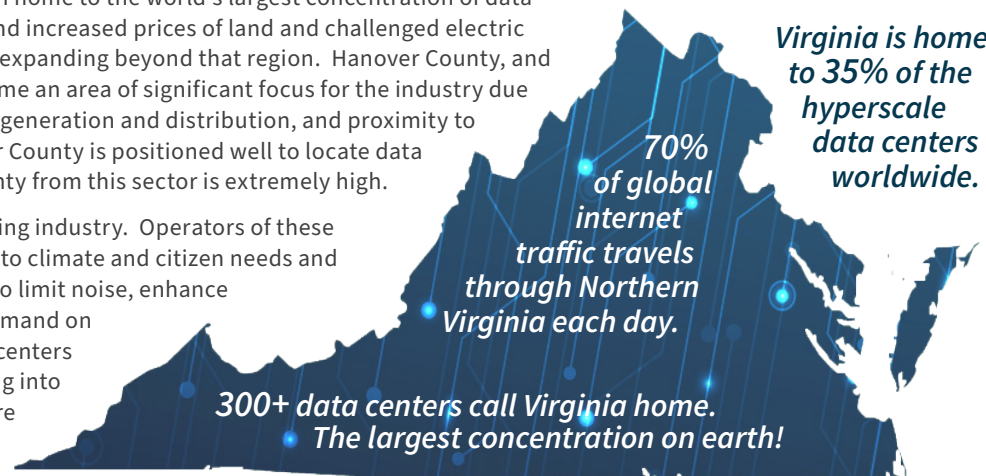
Most facets of every day life in today's world begin or end in a data center. From banking to GPS to social media and video streaming, data centers play a pivotal role in the way we see, store, and calculate information. Photos, bank and medical records, and so much more are housed in these facilities.

What exactly is a data center? In short, data centers are buildings which house the digital infrastructure necessary to facilitate cloud computing and make technologies like 5G and artificial intelligence (AI) possible. Due to the growth in cloud computing and anticipated significant demand for data centers to accommodate AI growth, the need for these facilities is exploding. McKinsey and Company, a global

management consulting firm, anticipates the sector growing by 10% annually through at least 2030, with the U.S. accounting for roughly 40% of the global data center market.

Traditionally, Northern Virginia has been home to the world's largest concentration of data centers. However, due to the scarcity and increased prices of land and challenged electric transmission capacities, the industry is expanding beyond that region. Hanover County, and the Greater Richmond Region, has become an area of significant focus for the industry due to the availability of land, strong power generation and distribution, and proximity to several global fiber optic lines. Hanover County is positioned well to locate data center projects, and interest in the County from this sector is extremely high.

The data center sector is a rapidly evolving industry. Operators of these facilities have become more responsive to climate and citizen needs and are constantly upgrading technologies to limit noise, enhance setbacks and screenings, and reduce demand on electric and water infrastructure. Data centers built today are increasingly consolidating into larger facilities, yet are significantly more efficient and quiet than facilities built years ago.



## Tract Technology Park in Hanover County



## Project Timeline and Details

In September 2023, an application was filed with Hanover County's Planning Department indicating Tract, a data center land development company based in Denver, Colorado, wished to rezone over 1,200 acres of land north of the Town of Ashland and partly adjacent to I-95 for data center use. This land has been identified in Comprehensive Plans dating to 2007 as an area of future economic development growth. Several public meetings were held where the project was put forth for the community to provide input and ask questions. Tract worked closely with various County departments, Planning Commission, Economic Development Authority, and Board of Supervisors to incorporate feedback into the final rezoning plan. Feedback incorporated included additional building setbacks, enhanced buffering and screenings, noise attenuation measures, and reduced building heights in portions of the park. Satisfied with how the final rezoning application was structured, the Board of Supervisors approved rezoning of the campus to M-1 (manufacturing) use on March 27, 2024. All uses except for data center use have been proffered out for the entire campus.

Hanover County is working closely with Tract on the next phase of development of this technology park. The company anticipates investing \$50-\$100 million in infrastructure and site readiness on the 1,200 acres. The County will work with Tract on installing water and sewer infrastructure to the property. Road upgrades were voiced as a major concern by citizens during the rezoning process; Tract has agreed to provide Hanover County with \$3.5 million to go towards needed road upgrades with the County providing additional funding. Additionally, Tract will contribute \$100,000 to the enhancement of Washington Lacy Park. Preservation of the park was another concern for residents in the area, and this contribution will go towards enhancing amenities currently in the park with possibility of adding other amenities. In the past, this acreage was identified as a major economic development area which could handle significant industrial development and included a concept road to bisect Washington Lacy Park from south to north. As data centers generate minimal traffic upon completion, the need for this roadway is no longer present and has been removed from the Comprehensive Plan, thus providing more protection for the park in the future.

To be developed over the next 20 years, this property sets the stage for up to eight data center campuses to be constructed. Data centers are taxed on real estate and business tangible personal property. Because of the significant investment anticipated in this park (\$10-\$15 billion at build-out), the County will realize significant growth in tax revenue, with projections indicating the first 20 years of the park would contribute up to \$1.78 billion in revenue. This is revenue which can be invested in community needs, such as enhanced Fire/EMS coverage, school construction/renovation, park enhancement and development, and/or tax relief among other possibilities.

**\$10 - \$15 billion**  
Estimated investment

**700+**  
New jobs

**\$1.78 billion**  
Estimated tax revenue  
(over 20 years)



# VIRGINIA'S I-64 INNOVATION CORRIDOR: RICHMOND REGION AND HAMPTON ROADS

## The World's Next Global Internet Hub

### I-64 INNOVATION CORRIDOR

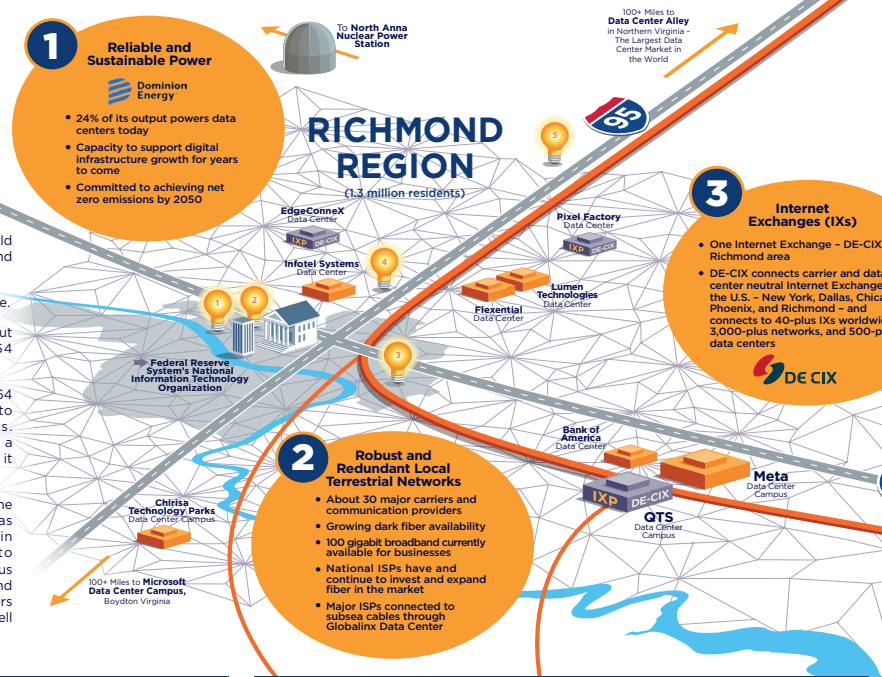
A handful of locations around the world make the world wide web work. They are called Global Internet Hubs and are defined by seven core interrelated characteristics.

They also are all thriving cities. But this is about to change.

The world's next Global Internet Hub isn't a single city but rather America's 12th megaregion known as the I-64 Innovation Corridor.

Located just two hours south of Washington, D.C., the I-64 Innovation Corridor runs from the Richmond region to Hampton Roads — two neighboring Virginia metro areas. This 8,000-square-mile megaregion has a combined population of 3 million-plus residents, placing it among the top 20 largest U.S. population centers.

The I-64 Innovation Corridor also has gained a place on the intercontinental internet map. Since 2019, this corridor has experienced a 73% compound annual growth rate in international internet bandwidth, according to TeleGeography. This statistic — paired with the enormous digital infrastructure investments already made here and the billions of dollars in existing and proposed data centers — leaves no doubt that the I-64 Innovation Corridor is well on its way to becoming a Global Internet Hub.



**1 Reliable and Sustainable Power**

- Dominion Energy
- 24% of its output powers data centers today
- Capacity to support digital infrastructure growth for years to come
- Committed to achieving net zero emissions by 2050

**2 Robust and Redundant Local Terrestrial Networks**

- About 30 major carriers and communication providers
- Growing dark fiber availability
- 100 gigabit broadband currently available for businesses
- National ISPs have and continue to invest and expand fiber in the market
- Major ISPs connected to subsea cables through Globalinx Data Center

**3 Internet Exchanges (IXs)**

- One Internet Exchange - DE-CIX - in Richmond area
- DE-CIX connects carrier and data center neutral Internet Exchanges in the U.S. - New York, Dallas, Chicago, Phoenix, and Richmond — and connects to 40-plus IXs worldwide, 3,000-plus networks, and 500-plus data centers

**4 Heavy Concentration of Data Centers**

- 12 data centers operate in the megaregion
- More data centers are planned
- Two world-class data centers

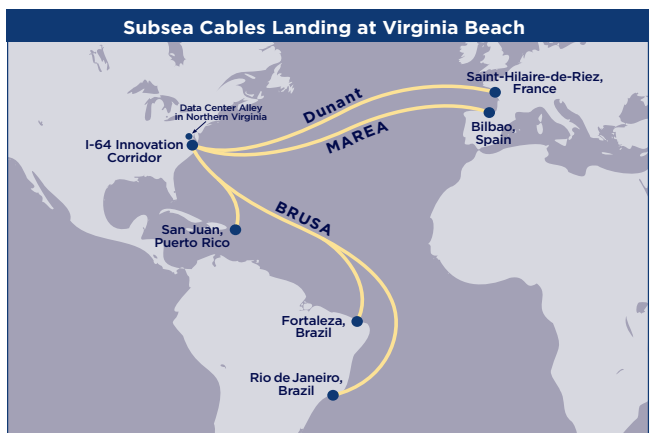
**5 Abundant Intercity Fiber Connections**

- Multiple diverse terrestrial fiber routes between Hampton Roads and Richmond
- Major universities linked through the Mid-Atlantic Research Infrastructure Alliance (MARIA)
- Growing and diverse connections to major centers including Ashburn (Northern Virginia), Chicago, and Atlanta

**10 Largest Global Internet Hubs**  
(Defined as Metropolitan Markets for International Internet Bandwidth)

1. Frankfurt, Germany
2. Singapore, Republic of Singapore
3. London, United Kingdom
4. Amsterdam, Netherlands
5. Paris, France
6. Hong Kong, China
7. Marseille, France
8. Miami, United States
9. Stockholm, Sweden
10. Vienna, Austria

Source: TeleGeography, 2023



**Cybersecurity Expertise**

The I-64 Innovation Corridor stands as a beacon of cybersecurity excellence, bolstered by its rich history of military and defense expertise. This megaregion seamlessly integrates advanced digital safeguards with its expansive digital infrastructure. Tens of thousands of experienced cybersecurity and national security employees work in the I-64 Innovation Corridor, one of the greatest concentrations of cyber experts in America. For instance, the Richmond area is home of the Federal Reserve's National IT organization — a nationwide team delivering technology solutions and support across the Federal Reserve System including cybersecurity/cyber intelligence positions.

**Virginia's I-64 Innovation Corridor Digital Assets**

<b>Data Centers</b>	<b>Innovation Center</b>
<b>Data Center and DE-CIX Internet Exchange</b>	<ol style="list-style-type: none"> <li>1 CarMax Innovation Center, Richmond</li> <li>2 Activation Capital, VA Bio+Tech Park, Richmond</li> <li>3 Michael Wassmer Innovation Center, Richmond</li> <li>4 Lighthouse Labs, Richmond</li> <li>5 Dominion Energy Innovation Center, Ashland</li> <li>6 Lockheed Martin Center for Innovation (also known as The Lighthouse), Suffolk</li> <li>7 Innovate Hampton Roads, Hampton</li> <li>8 757 Collab (757 Startup Studios, 757 Accelerate, and 757 Angels), Norfolk</li> <li>9 Launchpad, Williamsburg</li> <li>10 REAKTOR Technology Innovation Center, Hampton</li> </ol>
<b>Digital Assets</b>	
<b>Power</b>	

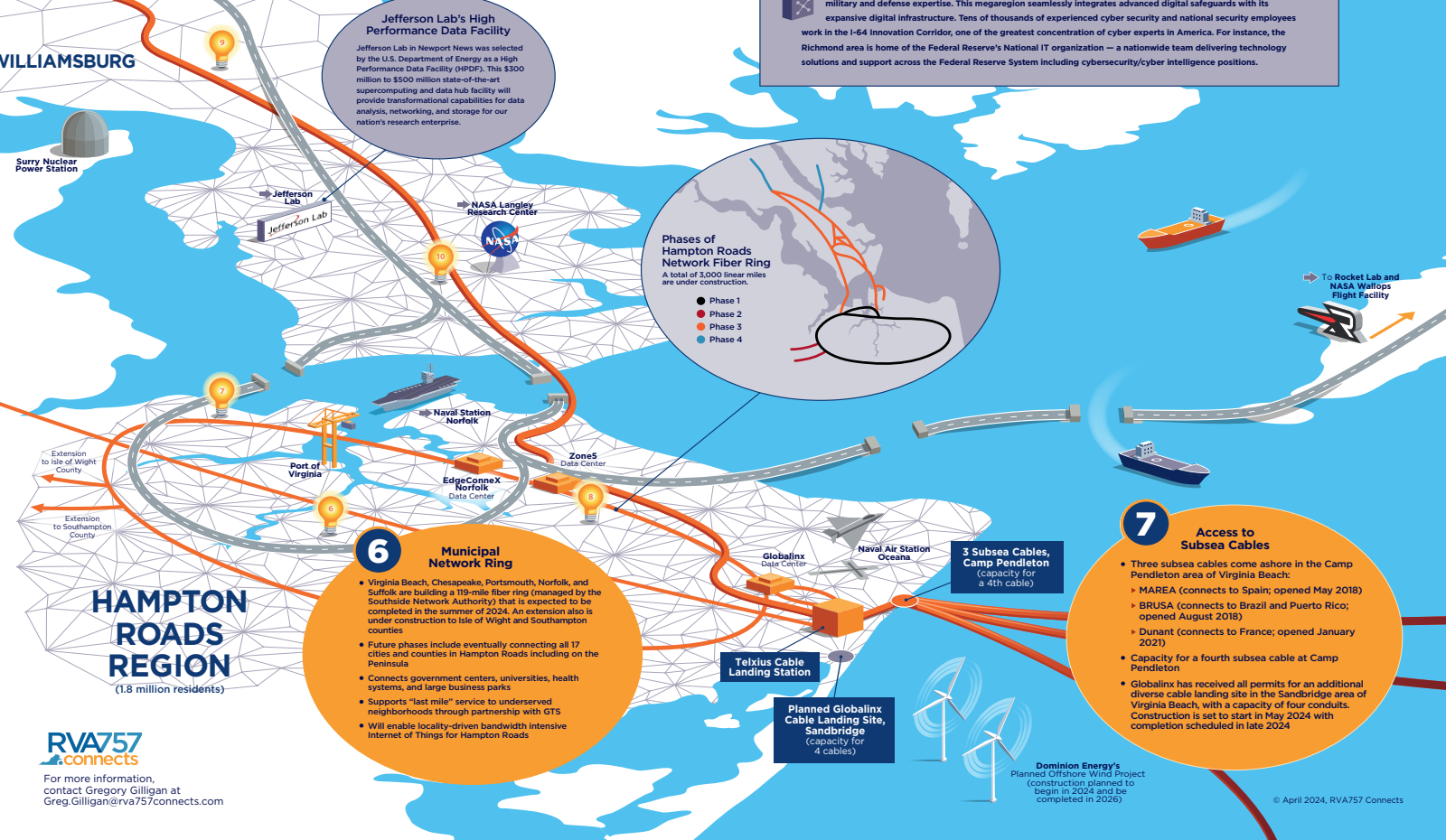
**The Megaregion's Talent and Development Partners**

The I-64 Innovation Corridor is home to many universities, community colleges, and trade schools:

<ul style="list-style-type: none"> <li>• Hampton Roads Workforce Council</li> <li>• Brightpoint Community College</li> <li>• Bryant &amp; Stratton College</li> <li>• Camp Community College</li> <li>• Centura College</li> <li>• Christopher Newport University</li> <li>• Eastern Shore Community College</li> <li>• ECPI</li> <li>• Fortis College</li> </ul>	<ul style="list-style-type: none"> <li>• Capital Region Workforce Partnership</li> <li>• Hampton University</li> <li>• Norfolk State University</li> <li>• Old Dominion University</li> <li>• Randolph-Macon College</li> <li>• Regent University</li> <li>• Reynolds Community College</li> <li>• Richard Bland College</li> <li>• South University</li> </ul>	<ul style="list-style-type: none"> <li>• Tidewater Community College</li> <li>• University of Richmond</li> <li>• Virginia Commonwealth University</li> <li>• Virginia Peninsula Community College</li> <li>• Virginia State University</li> <li>• Virginia Union University</li> <li>• Virginia Wesleyan University</li> <li>• William &amp; Mary</li> </ul>
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**Megaregion Digital Infrastructure Providers**

<b>1 Energy</b>	<b>2 5 Network Carriers and Communications Providers</b>
<b>3 Internet Exchange</b>	<b>4 Data Centers in the Richmond Region</b>
<b>4 Data Centers in Hampton Roads</b>	<b>7 Subsea Cables</b>

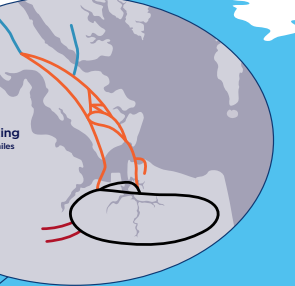


**6 Municipal Network Ring**

- Virginia Beach, Chesapeake, Portsmouth, Norfolk, and Suffolk are building a 110-mile fiber ring (managed by the Southside Network Authority) that is expected to be completed in the summer of 2024. An extension also is under construction to Isle of Wight and Southampton counties
- Future phases include eventually connecting all 17 cities and counties in Hampton Roads including on the Peninsula
- Connects government centers, universities, health systems, and large business parks
- Supports "last mile" service to underserved neighborhoods through partnership with QTS
- Will enable locally-driven bandwidth intensive Internet of Things for Hampton Roads

**7 Access to Subsea Cables**

- Three subsea cables come ashore in the Camp Pendleton area of Virginia Beach:
  - MAREA (connects to Spain; opened May 2018)
  - BRUSA (connects to Brazil and Puerto Rico; opened August 2018)
  - Dunant (connects to France; opened January 2021)
- Capacity for a fourth subsea cable at Camp Pendleton
- Globalinx has received all permits for an additional diverse cable landing site in the Sandbridge area of Virginia Beach, with a capacity of four conduits. Construction is set to start in May 2024 with completion scheduled in late 2024



# BUSINESS INVESTMENT

*Job creation continues to soar and capital investment remains robust thanks to strong diversity in projects coming to the community.*



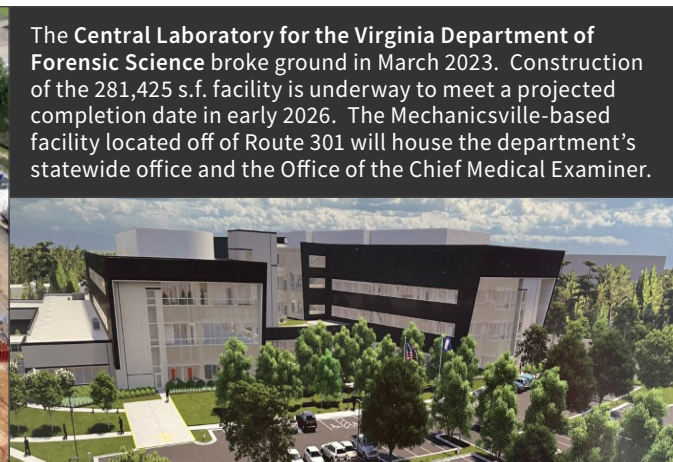
CEEUS, Inc., a member-owned electrical distributor that serves cooperatives, municipals, and investor-owned utilities, and offering services such as tool repair and a rubber goods testing facility, announced in December 2023 of its investment of \$37 million to establish a 187,000 square-foot warehouse and distribution facility in Cardinal Commerce Center in Hanover County to support customers in Virginia, Maryland, and Delaware. Virginia successfully competed with North Carolina and South Carolina for the project, creating 30 new jobs. The Virginia Economic Development Partnership worked with Hanover County and the Greater Richmond Partnership to secure the project for Virginia.

# 145

## NEW BUSINESSES, EXPANSIONS & ANNOUNCEMENTS



U.S. Cabinet Depot, a Georgia-based cabinet supplier, announced in June 2024 of its commitment to occupy 194,400 square feet of a nearly 316,000 square-foot building that will make up the second phase of North Richmond Industrial Park located off of Washington Highway in Hanover County. The company intends to use the space as an East Coast distribution and logistics center and employ 60 people. Set to open in the fall of 2024, the facility is U.S. Cabinet Depot's 8<sup>th</sup> warehouse. Constructed on spec, the building is a cross-docked warehouse with 36-foot-high ceilings, 78 dock doors and four drive-in docks. The parking lot includes spaces for 240 cars and over 100 trailers.



The Central Laboratory for the Virginia Department of Forensic Science broke ground in March 2023. Construction of the 281,425 s.f. facility is underway to meet a projected completion date in early 2026. The Mechanicsville-based facility located off of Route 301 will house the department's statewide office and the Office of the Chief Medical Examiner.



### National Tank & Equipment

National Tank & Equipment (NTE), a Texas-based provider of liquid handling solutions, announced in June 2024 of its presence in the mid-Atlantic with the opening of a new facility in Hanover County. The Ashland branch is only 20 minutes from Richmond and features a 1.5-acre fully fenced yard, warehouse and office space. This location is the 21<sup>st</sup> addition to NTE's network spanning Pennsylvania, Maryland and Texas.



### BradyPLUS

BradyPLUS, a leading specialized distributor and solutions provider focused on janitorial and sanitation, foodservice, and industrial packaging, leased 50,000+ square feet at Northlake II located in Ashland, VA. The company services large clients such as Wegmans and various Virginia universities. A ribbon cutting coordinated by the Hanover Chamber of Commerce was held on June 4, 2024.



### Truck Enterprises

Truck Enterprises, founded in 1961 in Harrisonburg, VA, broke ground in September 2023 on a new 80,000 square-foot facility located off of Sliding Hill Road in Ashland, VA. The new truck center will have 24 service bays, a body shop with 18 additional bays, an extended parts inventory, new and used truck sales, and truck rental and leasing. It will employ 80 people of which 20 will be new hires.



### SANCERRE Atlee Station

Sancerre Atlee Station, located adjacent to the Atlee Station Family YMCA in the heart of the Atlee area in Hanover County, is a new senior living community which opened in July 2023. The facility provides 103 exceptional accommodations, 79 for assisted living and 24 for memory care, with high-caliber healthcare and daily activities tailored to different levels of lifestyles and care based on residents' needs.





Increased population growth and tourist visitation have resulted in a surge of new dining and retail operations, as well as additional commercial development to address record low retail vacancy rates.



### The Shops at Rutland Grove

Located at the intersection of Chamberlayne Road and Judith Lane just north of Atlee Station, this property offers 13,800 s.f. of retail and office space and is expected to be completed by the end of 2024.



**Hobby Lobby**, a national arts and crafts retailer, opened on August 25, 2023 in a new 55,000 s.f. building located at 11684 Lakeridge Parkway near Ashland. As the 20<sup>th</sup> location in Virginia, it joins more than 900 stores across the nation.

**Intermission Beer Company**, a husband-and-wife-led craft brewery founded in Henrico County, has expanded to Hanover County. The new location at 10180 Lakeridge Parkway is off Interstate 95 near Green Top Sporting Goods.

Opened in 2023, this establishment is 7,100+ s.f. with a dining room, large bar, pizza oven, outdoor patio and an arcade.



**Blake & Coe**, a women's western clothing, footwear and accessories boutique, opened in July 2023 at 11670 Lakeridge Parkway in the Winding Brook retail development. The locally owned retail store also has a Short Pump location.

## Up and Running: Corporate Investment Updates



**Performance Food Group, Inc.**, the Goochland, VA-based Fortune 500 food distribution company, held a ribbon cutting ceremony on September 20, 2023 and started operations the following month at its newly built 332,000-square-foot sales and distribution center. Located at 10399 Washington Highway in Cardinal Commerce Center just south of the Town of Ashland at the intersection of Route 1 and Cedar Lane, the facility is anticipated to employ 650 people.

## Business Investment: Food Service

**Padow's Deli**, a longtime staple of the Richmond area, opened its newest location at 11000 S. Washington Highway in Glen Allen next to the Hanover Sports Park. The deli specializes in handmade sandwiches.



**Eggs Up Grill** opened its Brandy Creek Commons location at 6593 Mechanicsville Turnpike on May 13, 2024. The restaurant occupies a 3,500 s.f. building with indoor seating for up to 150 customers.



**Olde Towne Smokehouse**, opened on May 31, 2024 at 8011 Cold Harbor Road in Mechanicsville, serves BBQ and delicious sides with a craft approach and a decidedly Southern twist.

**Hooked Seafood & Raw Bar** opened on May 1, 2024 at 6078 Mechanicsville Turnpike. Locally owned and operated, the restaurant sources local fresh seafood to craft delicious dishes.



**Hanover Smokehouse** opened on March 15, 2024 at 8100 Creighton Parkway in Mechanicsville. Owned and operated by the United Restaurant Group, the restaurant specializes in traditional southern barbecue.



**Wegmans Food Markets, Inc.**, a grocery retailer with stores throughout the Northeast and mid-Atlantic, announced in December 2019 of its planned 1.1 million-square-foot regional logistics and office operation in Hanover County, representing \$175 million in capital investment and creation of 700 new jobs. Construction was completed and the facility operational by the end of 2023.

# BUSINESS EXPANSIONS



## Virginia Artesian Bottling Company Invests \$3 Million to Increase Capacity

*“Enhancing our operations in Virginia was an easy decision. The strong work ethic of our team members and support of fellow business community makes growing the business enjoyable.”*

**Steve Brown**  
Co-Owner, Virginia Artesian Bottling Company  
October 6, 2023



The company bottles water, including custom branded labels and bottles, for various entities from universities to hotels across the nation.

The Virginia Economic Development Partnership worked with Hanover County to secure the project for Virginia and will support Virginia Artesian Bottling Company’s job creation through the Virginia Jobs Investment Program (VJIP), which provides consultative services and funding to companies creating new jobs in order to support employee recruitment and training activities. As a business incentive supporting economic development, VJIP reduces the human resource costs of new and expanding companies. VJIP is state-funded, demonstrating Virginia’s commitment to enhancing job opportunities for citizens.

Virginia Artesian Bottling Company announced its \$3 million investment to expand in Hanover County in October 2023. Located in Mechanicsville, the company will expand its warehouse space to increase capacity and add an additional blow mold line to its existing operations. The project will create 13 new jobs.

Founded in 2002, Virginia Artesian Bottling Company is a family-owned and -operated company that sits on two deep, stone-protected aquifers, enabling bottling of water right at the source to retain the purity and clean, crisp taste.

**Virginia Artesian Bottling Company** earned recognition in the Richmond BizSense 2023 RVA 25 list of fastest growing companies in the region. Ranking at #13, the company realized a 100% annual growth rate over the past three years.

## Lutron Expansion Underway

Lutron Electronics, the Pennsylvania-based trusted global leader in lighting control, automated shading solutions, and intelligent fixtures, announced in the fall of 2022 of its investment of \$28.3 million to build a manufacturing facility adjacent to its existing building in Northlake Business Park. The 145,000-square-foot building broke ground on November 1, 2022 and is nearing completion. This facility will increase the company’s shading solutions manufacturing capacity and create approximately 200 new jobs in Hanover County.



## Blazer Celebrates Expansion into New Facility



The company's mascot, Blaze, is a beloved local celebrity frequenting numerous sporting and community events.

Blazer Heating, Air & Plumbing broke ground in April 2021 on a new 6,000-square-foot building at the corner of Lee-Davis and Pole Green Roads in Mechanicsville. In business since 1989, Blazer's growing customer base and workforce made it necessary to relocate from its former facility off Atlee Commons Drive. Completed two years after the ground breaking, a ribbon cutting ceremony coordinated by the Hanover Chamber of Commerce was held on October 28, 2023.

Blazer, an avid supporter of the community, was the recipient of the 2023 Hanover County Spirit of Volunteerism Service Award for its Commitment to Community and the 2023 Governor's Volunteerism and Community Service Award for Outstanding Small Business.



### Sheehy Ford of Ashland

Sheehy Ford of Ashland, rated the #1 Ford Dealer in the Mid-Atlantic region in 2023 and the recipient of the Consumer Satisfaction Award by DealerRater, commenced construction of its new 25,920 square-foot customer service center. Located on Washington Highway in Ashland, this expansion is in addition to its existing service center and will add more bays for its commercial shop and Quick Lanes.



### RNDC

Republic National Distributing Company (RNDC), the nation's second largest wine and spirits distributor, announced an expansion of their sales team to 90 employees with a \$3.1 million investment and an increase of 16,500 square feet of space to accommodate the new team. The company moved in 2015 to its 300,000 square-foot distribution facility in Ashland, VA to accommodate the company's growth in sales.



### Herman W. Allen

Herman W. Allen Plumbing, Heating & Cooling, in business since 1954, celebrated its expansion into a new facility on Mongo Way in Mechanicsville with a ribbon cutting ceremony coordinated by the Hanover Chamber of Commerce on April 25, 2024. The company, recognized by Hanover County in 2018 as a Legacy Business at its annual Business Appreciation event, moved from its former location on Licking Hole Road.

# BUSINESS ANNOUNCEMENTS

## SANMAR NAMED AS COMMUNITY IMPACT AWARD WINNER

SanMar Corporation's investment in Hanover County and Greater Richmond was recognized by Trade & Industry Development magazine as a project that will have a large community impact. Trade & Industry Development publishes the CiCi awards each year to highlight economic development projects with either large amounts of corporate investment or projects that will positively impact the community. As a recipient in the 18th annual CiCi awards, SanMar Corporation, a supplier of wholesale accessories and apparel, ranks 12<sup>th</sup> in capital investment among 15 awarded projects from across the United States. Announced in March of 2023, SanMar's investment of at least \$50 million to establish a 1.1 million-square-foot distribution operation will create up to 1,000 new jobs. The project was submitted for award consideration by the Greater Richmond Partnership.



## CLOSET FACTORY CELEBRATES 25 YEARS IN BUSINESS

Closet Factory, located on Lakeridge Parkway in Ashland, VA, celebrated 25 years in business in March 2024 with a ribbon tying ceremony coordinated by the Hanover Chamber of Commerce. The company designs and builds custom closets and offers personalized storage solutions.

## HANOVER COMPANIES RANK ON 2024 INC. 5000 LIST

3 Reasons Consulting and Allied Instructional Services were both named to the 2024 Inc. 5000 list of the nation's fastest growing companies. Virginia had 265 companies on this year's list with Richmond-area businesses accounting for 36 of those rankings.

## VSC FIRE & SECURITY ACQUIRES UNITED PIPING INC.

VSC Fire & Security, Inc. (VSC), based in Ashland, VA, announced the acquisition of United Piping, Inc. of Mississippi, a leader in the fire sprinkler industry. This partnership expands VSC's presence and gives customers additional service offerings, increased standardization of services and an enhanced network of support staff.

## FIRST ARRIVING AND LEVRUM ANNOUNCE PARTNERSHIP

First Arriving, an Ashland, VA-based leading technology and marketing company specializing in services to public safety agencies, announced its partnership with Levrum to provide advanced analytic solutions to empower Fire/EMS departments.

## WORKPLACE INSTALL NETWORK ACQUIRES OFFICE INTERIORS OF VA

Workplace Install Network, Inc., an Ashland, VA-based leading provider of turn-key workplace installation services and solutions, announced the acquisition of Office Interiors of Virginia, an experienced firm that has serviced enterprise and government clients for more than 35 years.

## In the Pipeline: Health Care Facilities

The Virginia Home, a residential facility for adults with disabilities, announced in June 2024 of its pending move to Hanover County after nearly a century overlooking Byrd Park in Richmond. With an anticipated relocation date in late 2027, the new 160-bed facility will be developed on a 71-acre site near Pole Green and Bell Creek Roads in Mechanicsville that the nonprofit has under contract to purchase. At the new site, Virginia Home will transfer 30 beds from another existing nursing home in Southwest Virginia and expand to 160 beds. The existing 130 bed facility at 1101 Hampton Street in Richmond is slated to be sold.

Bell Creek Medical Pavilion is envisioned as the first of a two-phase development intended for occupancy by outpatient medical providers. In March 2024, Flagship Healthcare Properties, based in Charlotte, NC, acquired a 7.5-acre site in Mechanicsville with plans to build a 38,000 square-foot, two-story office at the corner of Bell Creek Road and Autumn Park Way with a second 35,000 square-foot office building planned for the same acreage. The project is anticipated to invest more than \$19 million, and construction of the building is expected to break ground at the end of 2024 or early 2025.

Bon Secours' plan to build a freestanding emergency room in Hanover County was approved by the Virginia Department of Health in November 2023. The \$17 million facility will be located at 11400 North Lakeridge Parkway in Ashland and will increase health care accessibility in a growing, aging area and give relief to the Memorial Regional Medical Center.

HCA has submitted a plan, and pending approval, a subsidiary called Middle Virginia Surgicenter LLC will build a three-room outpatient surgery center at 10054 Sliding Hill Road, near the onramp to Interstate 95.



## Covenant Woods Celebrates 140<sup>th</sup> Anniversary

Covenant Woods has supported wellness and purposeful living for 140 years through its mission and values. On October 20, 2023, a ribbon tying ceremony was held to celebrate this milestone.

Originally founded in 1883 as The Richmond Home for Ladies and expanded as a Life Plan Community in 2001 open to both men and women, Covenant Woods has evolved to become a well-respected, multifaceted organization. The 90-acre campus in Mechanicsville is home to more than 350 residents in independent living apartments and cottages as well as assisted living, memory support, and skilled nursing neighborhoods.

Virginia Living's annual "Best of Virginia" issue named Covenant Woods as one of the Best Retirement Communities 2023 within the Central Virginia region.

# BUSINESS ENGAGEMENT

During FY24, our department conducted 157 business visits and assisted 124 Hanover businesses.

## Hanover County Hosts 2023 Business Appreciation Event

The 2023 Hanover County Business Appreciation event, hosted by the Hanover County Department of Economic Development with the assistance of the Hanover Chamber of Commerce, was held on September 20, 2023 at James River Cellars Winery. The event, sponsored by Wegmans and Luck Companies, continued to include recognition of Hanover County Legacy Businesses and conferment of the Marc S. Weiss Award.

The ceremony was opened by comments and greetings made by W. Canova Peterson, Chair of the 2023 Hanover County Board of Supervisors. Brandon Turner, Hanover's economic development director, led the ceremony and announced the Legacy Business Award recipients.

Legacy Businesses are entities that have been located in the County for 50 or more consecutive years. Since the inception of the awards at the 2018 event, 61 business entities across many industries have been recognized.

Scan this QR Code to view all Legacy Businesses and to register your business as a Hanover Legacy Business.



### 2023 Legacy Business Honorees



Wood Equipment Company | 50 years | Ashland District  
 Fine Metals Corporation | 54 years | Beaverdam District


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Cliff Weil, Inc. | 50 years | Chickahominy District  
 Clyde's Transfer, Inc. | 50 years | Chickahominy District



## Business Event Collaborations Offer Cost Free Programs

Hanover County encourages small businesses to innovate, prosper, and grow here. Through an extensive network of resources and partnerships with other public and private organizations providing small business and entrepreneurial assistance, HCED frequently co-sponsors workshops, seminars and events on a wide variety of business topics. HCED teamed up with SCORE Richmond mentors to provide business mentoring sessions throughout the year at various locations throughout the County. In May 2024, an in-person workshop led by Megan Nolde, Client Services Coordinator and Business Advisor for the Capital Region Small Business Development Center (SBDC), presented basic brand identity principles and how to incorporate visuals and written words in that brand identity. Hanover County and the Town of Ashland provided endorsement to the Downtown Ashland Association to support its 2024 Entrepreneurship Initiatives funded through grants totaling \$175,000 from the Virginia Department of Housing and Community Development. As part of these initiatives, a series of business innovation workshops were offered free of charge.



**SCORE**  
 BUSINESS MENTORING  
**POP-UP**  
 Hanover County

January 23, 2024  
 4:00 to 6:00 PM  
 Hanover County Economic Development  
 8200 Center Fifth Lane  
 Mechanicsville, VA 23116

February 20, 2024  
 4:00 to 6:00 PM  
 The Montpelier Center for Arts and Education  
 17205 Mountain Road  
 Montpelier, VA 23102

March 19, 2024  
 4:00 to 6:00 PM  
 Dominion Energy Innovation Center  
 201 Duncan Street  
 Ashland, VA 23005

RICHMOND SCORE'S team of experienced mentors will be available to provide advice to new or existing business owners in their growth and development journey to take their enterprise to the next level.

Questions? Contact:  
 Hanover County Economic Development  
 Phone: 804-365-6464



**BUILD YOUR BRAND**

AMERICA'S SBDC VIRGINIA CAPITAL REGION

May 9, 2024  
 Atlee Public Library

In cooperation with Hanover County Economic Development



**BUSINESS INNOVATION WORKSHOP**

ASHLAND

Marketing, Search Engine Optimization & Analytics

Learn strategies and tactics for Search Engine Optimization (SEO) and the power of analytics to enhance your small business's online visibility and make informed decisions to drive growth. Presented by Michael Lewis of iQuestAgency!

MAY 23 | 2 PM

The Gathering Place  
 155 Junction Drive, Ashland VA  
 AshlandVirginia.com/2024



## Business First Hanover's Valuable Outreach

Hanover County Economic Development continued its business outreach utilizing staff and volunteers through its Business First Hanover program. Three business walks were conducted through this program in FY 2024 concentrating in the Hanover Industrial Air Park and Olde Towne Mechanicsville. A total of 69 businesses were visited just on these walks alone! Volunteers are paired with a experienced "business walker" to distribute relevant information to businesses and to gather data, identify needs of the company, and inquire about industry trends.

## Fire Solutions Inc. Named 2023 Marc S. Weiss Award Recipient




Fire Solutions Inc. was named the recipient of the 2023 Marc S. Weiss Award at the Hanover County Business Appreciation event. The award, presented by County Administrator, John A. Budesky, was accepted by Jose Caldas, Fatima Caldas and Edwin Caldas.

Fire Solutions, founded in 1986, is a full-service design, installation, repair, service, inspection, test and consulting company for fire and life safety systems. Fire Solutions has worked closely with Hanover Economic Development, Hanover Public Schools and the Hanover Chamber of Commerce throughout the years donating not only financial support, but also volunteering many hours to various programs.

The vision and purpose of the Marc S. Weiss Award is to recognize a Hanover-based business or entity which has demonstrated a lasting commitment to innovation, meaningful growth, global involvement, and leadership and service within the Hanover community.


Pictured L-R: John A. Budesky, Hanover County Administrator; Edwin Caldas, Fire Solutions; Faye O. Prichard, Hanover County Supervisor; Fatima Caldas, Fire Solutions; Brandon Turner, Hanover Economic Development




The Dominion Energy Innovation Center (DEIC), established in 2009 in Ashland, VA, is a clean energy incubator and independent nonprofit public-private partnership founded by Dominion Energy, Hanover County, the Town of Ashland, and Activation Capital. The DEIC prioritizes community building and startup support at all stages of the journey. By fostering collaboration, providing resources, and offering guidance, the Center supports clean energy companies helping drive sustainable solutions while building a strong entrepreneurial community across Virginia and beyond.

The Ag-X workshop series is a collaborative effort by SCORE Richmond and the DEIC. Designed to foster growth and strengthen the regional economy, this six-week program equips agribusiness participants with essential tools, principles, and industry connections necessary for success.

Located in a renovated firehouse, DEIC also offers a unique coworking space for startups, early stage businesses, and creatives to call home.



### Ag-X Workshop Scholarships



HCED offered scholarships to Hanover-based businesses interested in attending the agricultural workshop series. Two Hanover-based agricultural businesses applied and received tuition reimbursement upon successful completion of the in-depth five-part series.

# MARKETING & PROSPECT DEVELOPMENT



Promotion of a community's business sites and resources is a critical function of an economic development department, and Hanover County Economic Development (HCED) works closely with the Greater Richmond Partnership (GRP) and Virginia Economic Development Partnership (VEDP) to spread the word that Hanover is a wonderful place to conduct business.

**79 Prospect Leads** Through in-market visits, external outreach, and virtual meetings, HCED witnessed another robust year of lead and prospect generation. In FY 2024, HCED responded to 79 prospect inquiries, which are considered projects that are actively scouting for sites and/or buildings in which to establish a new or expanded operation. These prospect leads represent a diversity of industrial sectors such as pharmaceutical, data center, electric vehicle supply, logistics, and other advanced industrial uses.

**83 Prospect Visits** HCED also hosted 83 prospect visits to the community during FY 2024. Since COVID, there is an emphasis on virtual visitation and meetings, especially in the early stages of site section. But there continues to be strong, and growing, interest for in-person meetings, which are more conducive to business and relationship development. HCED has also been active visiting external markets and meeting with site selection consultants who are working a number of expansion projects, further educating on reasons to consider Hanover for a prime business location.

<b>FY24 Lead Generation</b>	<b>VEDP</b> Virginia Economic Development Partnership 39 leads 49%	<b>GREATER RICHMOND PARTNERSHIP</b> 30 leads 38%	<b>HANOVER COUNTY VIRGINIA</b> 10 leads 13%
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## Regional Marketing Mission to Japan

Hanover County Economic Development's deputy director, Armon Smith, and local partners from the Greater Richmond Partnership, Henrico and Richmond visited Japan in March 2024 to meet with companies considering an expansion in the Greater Richmond Region. Currently, there are ten Japanese-owned companies in the Richmond metro area including one in Hanover County. Over five days, the group met with U.S. Embassy representatives and nine companies across various industry sectors ranging from food manufacturing, pharmaceuticals to semiconductors. The marketing and business attraction team also visited Richmond's sister city of Saitama.

While in Japan, Armon had the opportunity to visit Morooka Co. Ltd., the parent company to Morooka America LLC, and its collaborative partner, Morooka USA, both located in Hanover County. As one of the trailblazers in bringing high-demand compact construction equipment to market in North America, Morooka USA is a master distributor to Japan's Morooka Co Ltd. The U.S. distributor, based in Ashland, VA, supplies its versatile machines to approximately 150 dealers across the United States and Canada. A related company also located in Ashland, Morooka America LLC, is owned by the Japanese conglomerate and serves as the exclusive American manufacturing plant for its rubber-track carriers.



## Marketing Collateral

HCED customized its informational marketing flyer by utilizing Syncroz, a Hanover-based company specializing in language translation, to convert English text to Japanese. The flyer included basic information about Hanover County and the Richmond region including location, proximity to other major cities and markets, industry sectors, international companies, statistical data, accolades, demographics, cost to do business, and quality of life. A QR code was affixed to the department's business cards that provided direct access to the department's website conveniently displayed in Japanese using Google Translate. As a small token of appreciation for the opportunity to meet with Japanese business leaders, custom branded tomatoes, an iconic crop in Hanover County, with the department's logo and website address were distributed to the companies visited.



## Familiarization Tours Provide Firsthand Knowledge of Hanover County

When promoting a county and the region's sites and buildings to external businesses, it is imperative economic development professionals and site selection consultants truly understand the community's assets. This is best handled through familiarization tours, where attendees are provided tours not only of the community's real estate assets but also neighborhoods, schools, parks, restaurants, and other resources and amenities. It is important to showcase the entire ecosystem to economic development professionals and consultants so they can relay a community to business prospects. Understanding of a community's true character and assets is important because businesses do not choose locations based on real estate alone; they are looking for a community in which their values and needs are fully met. HCED took part in several familiarization tours in FY 2024, providing comprehensive tours for over 40 site selection consultants, state and regional economic development professionals, and local leaders.



*Pictured: Hanover County's Armon Smith, along with site consultants, regional partners and GRP staff, visited the Dominion Energy Innovation Center in Ashland during a familiarization tour of the region's assets in May 2024.*

## Other Events, Meetings & Committees Attended in FY 24

- Virginia Economic Development Partnership (VEDP)
- Virginia Economic Developers Association (VEDA)
- Greater Richmond Partnership (GRP)
- ChamberRVA
- Greater Richmond Association for Commercial Real Estate (GRACRE)
- Richmond Region Tourism
- International Economic Development Council (IEDC)
- LiveXchange-Business Facilities
- VCU Real Estate Trends Conference
- Hanover Chamber of Commerce
- Dominion Energy Innovation Center (DEIC)
- Activation Capital
- Hanover County Public Schools
- Hanover Parks & Recreation
- Hanover Community Services
- Hanover Education Foundation
- Hanover & King William Habitat for Humanity
- Downtown Ashland Association
- Market Ashland Partnership (MAP)

## Hanover's Hiring App Receives Recognition



In September 2023, the Hiring in Hanover, VA App received the International Economic Development Council (IEDC) Gold Award for Excellence in Economic Development in the digital media category. The App was recognized again by the Virginia Economic Developers Association with a VEDA G.O.A.T. award on November 30, 2023.

## Hiring In Hanover, VA App Connects Businesses and Jobseekers



As businesses pivoted to adjust to new working conditions created by the pandemic, HCED's outreach efforts quickly uncovered the need for a local job board to assist businesses and job seekers. Hanover County Economic Development created the Hiring in Hanover, VA App in July 2020 using the Glide web-based platform to satisfy numerous requests from Hanover-based businesses. Anyone can access the app from any device whether it be mobile, tablet, or desktop, and the app can easily be shared with a web link or QR Code. The app has been well-received, and the businesses are appreciative of the department's efforts and marketing exposure of their employment needs. The department continues to explore more options for app enhancements and broader marketing opportunities. Since its inception in July 2020, the app has received more than 8,700 views. In addition to social media posts and newsletter features, the app is routinely promoted through business visits and Business First walks.



## HCED Debuts Department's E-Newsletter

To enhance communication efforts, the Department of Economic Development debuted its first e-newsletter in February 2024. Published and distributed monthly, this valuable marketing tool brings attention to new businesses to the County, existing business expansions, announcements, data releases and trends, department and County initiatives and events, as well as business relevant seminars, workshops and partner events. To assist with site location and workforce needs, the newsletter also spotlights featured properties and Hanover-based employer job openings. Debuting at 200 subscribers, the newsletter distribution list has grown to more than 400 recipients.



**SUBSCRIBE**



## Hanover Shopping Season Campaign

Throughout November and December of 2023, our department encouraged consumers through its Hanover Shopping Season campaign to "Shop Local" and to consider dedicating part of their holiday spending in support of local and small businesses. The campaign touted the County's retail establishments, restaurants, personal service providers, and other businesses that count on customer patronage. The campaign was promoted through social media posts and print ads in The Mechanicsville-Ashland Local, and encompassed Black Friday Shopping Deals, Shop Small Saturday, and Cyber Monday. A special blog post with social media shares encouraged consideration of support to local nonprofits on Giving Tuesday. The hashtag #HereInHanoverVA was used on all posts. Citizens and businesses are also encouraged to use this hashtag to share everything wonderful about Hanover. Hanover Shop Local Season leverages the Shop Local-#HereInHanoverVA campaign, and utilizes the Here In Hanover, VA App which features restaurants, specialty shops, breweries, wineries and fun things to do in Hanover County. During the campaign, the app's homepage was modified to market Hanover Shopping Season. The app also provides a link to ZoomBusiness-Hanover which is a free directory available to all types of businesses to be included.



## May 2024 Promotional Campaigns

During the month of May 2024, Hanover County Economic Development continued promotion of its educational social media campaign to recognize the Small Business Administration's Small Business Week (April 28-May 4), International Economic Development Council's Economic Development Week (May 6-10) and Virginia Business Appreciation Month. During the first week, posts provided tips on ways to support and promote small businesses. The second week included daily posts educating about the important functions of economic development organizations. In recognition of Virginia Business Appreciation month, our department shared business workshops and provided workforce assistance through promotion of the department's Hiring In Hanover, VA App.



HCED promoted the free two-day Virtual Summit that occurred on April 30 and May 1, 2024 as part of Small Business Administration's Small Business Week. The online event included expert educational presentations, an exhibit hall, networking, and a mentoring lounge for attendees to ask questions. Workshop topics included artificial intelligence, ecommerce, cybersecurity, business plans, long-range planning and more.



# AGRICULTURE & TOURISM



## USDA Releases 2022 Census of Agriculture Data

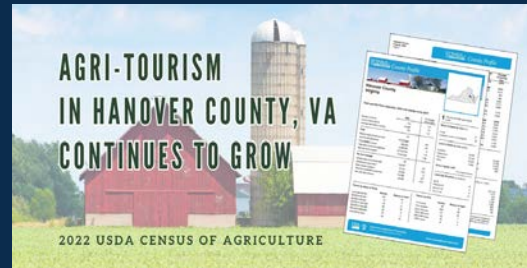


The U.S. Department of Agriculture's National Agricultural Statistics Service announced the results of the 2022 Census of Agriculture on February 13, 2024,

spanning more than 6 million data points, down to the County level, concerning America's farms and ranches and the people who operate them. Conducted every five years, ag census data provide valuable insights into demographics, economics, land use and activities on U.S. farms and ranches. The nationwide response rate for the 2022 Census was 61% with more than 40% of responses submitted online.

Some of the key findings for Hanover County reported from the 2022 Census of Agriculture include:

- Following nationwide and State trends, the Census reports a 10% decrease in the number of farms since 2017 with 512 active farms counted in 2022. Hanover farms comprise an average size of 179 acres (up 14%) on 94,864 acres of farmland (increase 3%). That is 21.5% of Hanover County's total 301,000 acres.
- Hanover represents 1% of Virginia's agriculture output, totaling nearly \$64 million for products sold (a 30% increase from 2017) and placing the County 20<sup>th</sup> from 98 producing counties in Virginia.
- Net cash farm income has increased 100% from \$6.75 million in 2017 to \$13.5 million in 2022.
- The total number of producers in Hanover has decreased slightly between 2017 and 2022, from 898 to 876.



In Hanover County, an increasing number of working farms are inviting visitors to enjoy hayrides, pick and buy their produce, attend festivals and events, and hold weddings and parties. These agricultural tourism offerings allow visitors to enjoy, be educated, or be actively involved in the activities of the farm or operation – getting a true farm experience. Agri-tourism also allows farmers to supplement income earned from traditional farming, allowing them to continue keeping long-term farms profitable and in family ownership. The 2022 Ag Census reported that the number of farms deriving income from agri-tourism and recreational services in Hanover County has increased 189% from 9 farms in 2017 to 26 farms in 2022 with income skyrocketing 970% from \$64,000 in 2017 to \$685,000 in 2022.

*Pictured at top of page from left to right: Meadowgate Alpacas, Freckled Flower Farm, Rythym Ranch Homestead*

**\$229,236,832**  
VISITOR EXPENDITURES (CY23)

Source: Virginia Tourism Corporation

**\$1,555,015**  
HOTEL TAX REVENUE (FY24)

Source: Richmond Region Tourism

According to the 2023 Economic Impact of Visitors in Virginia prepared for the Virginia Tourism Corporation, more than \$229 million was spent by visitors in Hanover County in calendar year 2023, a 2.8% increase over the previous calendar year and a new high record. Virginia's tourism industry generated a record high \$33.3 billion in visitor spending in 2023, an increase of nearly 10% from the previous year with the Central Virginia Region accounting for nearly \$5.8 billion of the state's total, which is a 6.5% increase from 2022. The tourism industry in Virginia directly supported over 224,000 jobs in 2023, an increase of over 13,000 jobs relative to 2022.

In Hanover County, local tax receipts for the 2024 fiscal year generated \$1,555,015 in lodging taxes, which represents an increase from last fiscal year. The County, along with the Richmond Region as a whole, set another year-over-year record for annual occupancy tax revenue in FY 2024. Beginning July 2023, the Richmond area's Tourism Improvement District (TID) initiative began collecting an additional 2% fee on nightly hotel rates to help Richmond Region Tourism attract and entice events, sports, meetings, and conferences to the region. The first year results of the 14 TID Campaigns launched and completed can be found on page 31.

## Hanover Parks & Recreation Rolls Out New Events

Winter on the Green, a new event hosted by Hanover County, kicked off the holidays on December 9, 2023 at the Historic Hanover Courthouse Green. The event started off with a grand illumination followed by horse carriage rides, visits with Santa Claus and other winter characters, cookie decorating with Mrs. Claus, hot chocolate and ornament crafts. Enthusiastically received by attendees, Winter on the Green is scheduled to be held again in December 2024.



History and Hops is another new event hosted by Hanover County that featured costumed interpreters, demonstrations, unique entertainment, an assortment of craft beer options, and a variety of other activities. Attendees experienced the sights and sounds of the American Revolution at this event on June 2, 2023 as the state of Virginia kicked off the VA250 campaign. History and Hops was held again at the Historic Hanover Courthouse on May 3, 2024.



The 2024 USATF Cross Country Championships was contested on January 20, 2024 at Pole Green Park in Mechanicsville, VA. The course has served as the host site for the 2008 USATF National Junior Olympic Cross Country Championships, the 2023 USATF Cross Country Championships, and has hosted four Atlantic 10 Conference Championships. The 2024 championships consisted of six separate races: Masters Women 6 km, Masters Men 8 km, U20 Women 6 km, U20 Men 8 km, Open Women 10 km, and Open Men 10 km.

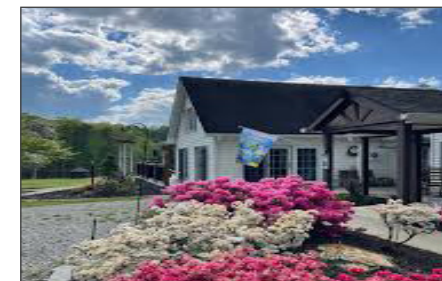


The Virginia American Revolution 250 Commission (VA250) was created by the Virginia General Assembly for the purpose of planning for and commemorating the 250<sup>th</sup> anniversary of Virginia's participation in American independence.

The Declaration of Independence, written primarily by Virginia's Thomas Jefferson, was signed by fellow members of the Continental Congress on July 4, 1776. Hanover County has joined with participating localities across Virginia to commemorate the 250<sup>th</sup> anniversary of the American Revolution. In September 2022, the Hanover County Board of Supervisors adopted a resolution in support of the commemoration and authorized the appointment of a local VA250 committee to plan and coordinate County programs and events leading up to and during 2026.

## New Extended-stay Hotel Opens in Winding Brook

WoodSpring Suites by Choice Hotels, managed by Holladay Hospitality Group, is a four-story, 122 room extended-stay hotel which broke ground in 2022 and opened in August of 2023. Located at 11530 Lakeridge Parkway in Ashland, VA, near Bass Pro Shops, this hotel features four stories with a variety of rooms with queen or king-sized beds, a spacious lobby, guest laundry room, and fitness center. Each of the furnished suites offer a comprehensive kitchenette, a flat-screen TV, a well-appointed workspace featuring a comfortable chair, a cozy bed, and ample storage space.



## Shalom House Retreat

Shalom House Retreat, located on 90 acres of beautiful wooded land and open fields in the quaint little village of Montpelier, offers a peaceful serene environment to guests for private retreats, family reunions, youth gatherings, church picnics, small group meetings, corporate retreats, and more. The property features a historic farm house, the Shalom House, that overlooks the four-acre Lake Shiloh. Also being marketed as a wedding venue, the Shalom House offers a beautiful meeting room, full commercial kitchen and two adjacent guest lodges with eight bedrooms each. The property was previously owned by the Catholic Diocese of Richmond. A ribbon cutting ceremony coordinated by the Hanover Chamber of Commerce was held on April 4, 2024.



## The Event Barn at HVF

The Event Barn at the Hanover Vegetable Farm (HVF) provides an added experience during concerts and festivals. With multiple seating areas, 30 plus televisions, food and beverages, fans have the opportunity to experience events unlike any other local venues. Adjacent to The Event Barn, The Pavilion at the Hanover Vegetable Farm is a hidden gem in Hanover County that offers a down-on-the-farm experience for concerts, festivals, and private events. Offering some of the best sunsets in Hanover County, a family friendly atmosphere, and multiple seating options, the venue is quickly becoming one of Central Virginia's top destinations. The Five O's Tiki Foundation coordinates many concerts held at HVF and Richmond Harley Davidson in Ashland, VA.



## Green Top Outdoor Expo 2023

Green Top, located near Ashland, held its annual Outdoor Expo over two days on the first weekend of October in 2023. Attended by tens of thousands of hunters, anglers, and outdoor enthusiasts of all ages, the family-friendly event offered free admission and parking, 200+ top vendors from the outdoor industry, fun kids' activities, product demos, show specials, great food, live music, special guests and prize drawings. In addition to applying and receiving a Hanover County Sponsorship for the 2023 event, Green Top has been awarded \$27,000 in combined grant and sponsorship funds through Virginia Tourism Corporation to help promote and offset production costs of the 2024 Expo occurring on October 5<sup>th</sup> and 6<sup>th</sup>.

# COUNTY & DEPARTMENT INITIATIVES

## Economic Development Strategic Plan

Upon adoption of Hanover County's Comprehensive Plan Update, Envision Hanover, on September 27, 2023, several strategic planning initiatives in a number of County departments have commenced. Included in this round of strategic planning is the Economic Development (ED) Strategic Plan, last updated in 2015. It will come as no surprise the County's economy has changed dramatically since that plan was established. Originally scheduled to be updated in 2020, COVID-19 put a temporary delay on the initiative. Since the Comprehensive Plan was scheduled for updating in 2023, it was determined best to put the ED plan on hold. As the Comprehensive Plan helps guide where development will take place, and the recent Industry Cluster Analysis informs what sectors to target, the Economic Development Strategic Plan will piggyback on these plans to determine the best strategies to guide strategic, targeted, high-quality investment into areas best suited for the use. As part of this future strategic planning, Economic Development will be provided with an updated set of performance measures to maintain and analyze to determine if the plan is meeting its goals and objectives. These measures will continue to be reported to the Board of Supervisors and to the community through the Department's Annual Report and State of the County address. Given the dynamic and competitive nature of the larger economy, and desire to encourage and retain intentional, targeted projects into key areas identified in the Comprehensive Plan, Hanover County must proactively nurture and develop its business sector to address global economic conditions as well as needs of the local community.



The Comprehensive Plan is a long-range guide for growth and development, establishing a vision of what Hanover County could look like in twenty years. The plan addresses a variety of topics, including land use, housing, economic development, and natural resources. It identifies objectives and strategies that can be implemented to realize the community's vision. Throughout 2022 and 2023, Hanover County worked with residents, businesses, landowners, and other community members to update this guiding document. This latest version of the plan, which is called Envision Hanover, was adopted on September 27, 2023.



# FACTS & FIGURES

## Total Business Establishments

4,362

Source: U.S. Bureau of Labor Statistics QCEW, Q4-CY2023

## Top 500 Healthiest Communities

#114

2024 RANKING

U.S. NEWS & WORLD REPORT



## Major Private Sector Employers (100+ Employees)

- Amazon Fulfillment Services Inc.
- Bon Secours Health Systems Inc.
- Kings Dominion
- RMC Events
- Wal Mart
- Supervalu Wholesale Operations
- Owens & Minor Distribution Inc.
- FedEx Ground
- Food Lion
- Woodfin Oil Company
- Carter Machinery Company
- Wegmans
- The Home Depot
- Kroger
- AMF Bowling Companies
- U.P.S.
- Covenant Woods
- LogistiCare Solutions
- Vitamin Shoppe Distribution Center
- Walgreen Company
- VSC Fire and Security Inc.
- Bell Nursery USA, LLC
- Cascades
- Lutron

Source: VEC - Q4-CY23



## EDA Participates in Workshop with Board and County Staff

The Hanover County Board of Supervisors held a two-day workshop on May 14 and 15, 2024 at the Federal Club near Montpelier. The goal of the workshop was to discuss a number of topics guiding the County, including goal setting, process review, strategic plan and Comprehensive Plan review. The Board looked closely at the County's Economic Development Zones, and provided rankings of the zones to prioritize small area planning. The Board also engaged with the Economic Development Authority (EDA) and provided guidance for the EDA to move forward with assisting the Department of Economic Development in site development, incentive policy, and other economic development initiatives.

## Regional Initiatives



### GRTC LINK Microtransit

The Greater Richmond Transit Company (GRTC) celebrated its newest LINK service for the Ashland Zone with a ribbon cutting ceremony at Ashland Town Hall on March 18, 2024. GRTC's LINK, which launched fare-free, is an on-demand microtransit service that provides point-to-point connections across delineated community zones. To schedule a ride, a user can simply enter the desired pick-up and drop-off locations within the zone using the GRTC On the Go app or by phone call, and a vehicle will arrive within 20 minutes to take the rider to that location. In November 2023, GRTC started the LINK pilot route in the Azalea/Mechanicsville Zone, which includes Bon Secours Memorial Regional Medical Center and Old Town Mechanicsville. Microtransit service is also available in several additional LINK zones throughout the Greater Richmond Region.



### Talent Pathways Initiative

The Talent Pathways Initiative (TPI) is a program of the statewide Go Virginia Board funded with amendments adopted to the FY '22 budget. The initiative outlines that the Planning Grant shall support analysis of the workforce needs of regional businesses and identification of the skills and training that can help prepare Virginians to fill available jobs in regional markets. In 2023, the Go Virginia Region 4 Council began accepting Letters of Interest from organizations with a presence in the Region 4 footprint interested in serving as a Coordinating Entity for all or part of the TPI to work along side the Grow Capital Jobs Foundation. The Go Virginia Regional Council 4 has selected two priority industry clusters to be the focus of its TPI application to address regional workforce shortages and skills gaps: Advanced Pharmaceutical Manufacturing and Information Technology.



### Fall Line Trail

The Fall Line Trail (FLT) is a regional multi-use trail that was conceptualized in 2019. The Virginia Department of Transportation (VDOT) conducted a study to determine an alignment for a 43-mile regional trail. The final report, published by VDOT in February 2020, outlines the preferred corridor from Ashland to Petersburg. The trail system was then renamed to reflect the natural and geographic character of the region - The Fall Line Trail. The first segment of the FLT, the Trolley Line Trail in Ashland, led to the idea of expansion into a multi-jurisdictional trail system. On April 24, 2024, a groundbreaking event was held to ceremoniously mark the start of construction on the 4.8-mile stretch of the trail that will traverse Hanover County. The FLT will run through Richmond, Henrico, Chesterfield, Hanover, Ashland, Petersburg and Colonial Heights.

## Hanover County Public Schools

100% Fully Accredited

Virginia Department of Education based upon Virginia Standards of Learning assessments

National Blue Ribbon School of Excellence Awards

10

15<sup>th</sup> Largest School Division in Virginia

Number of Students Served 17,000+

2023 On-Time Graduation Rate\* 95.6%

\*11 consecutive years exceeding 95%

65.5%

2023 Graduates Earning an Advanced Diploma

98

Career & Technology Course Offerings

National Board Certified Teachers 94

**TOTAL CAMPAIGN RESULTS:**  
FY24: 14 TID Campaigns

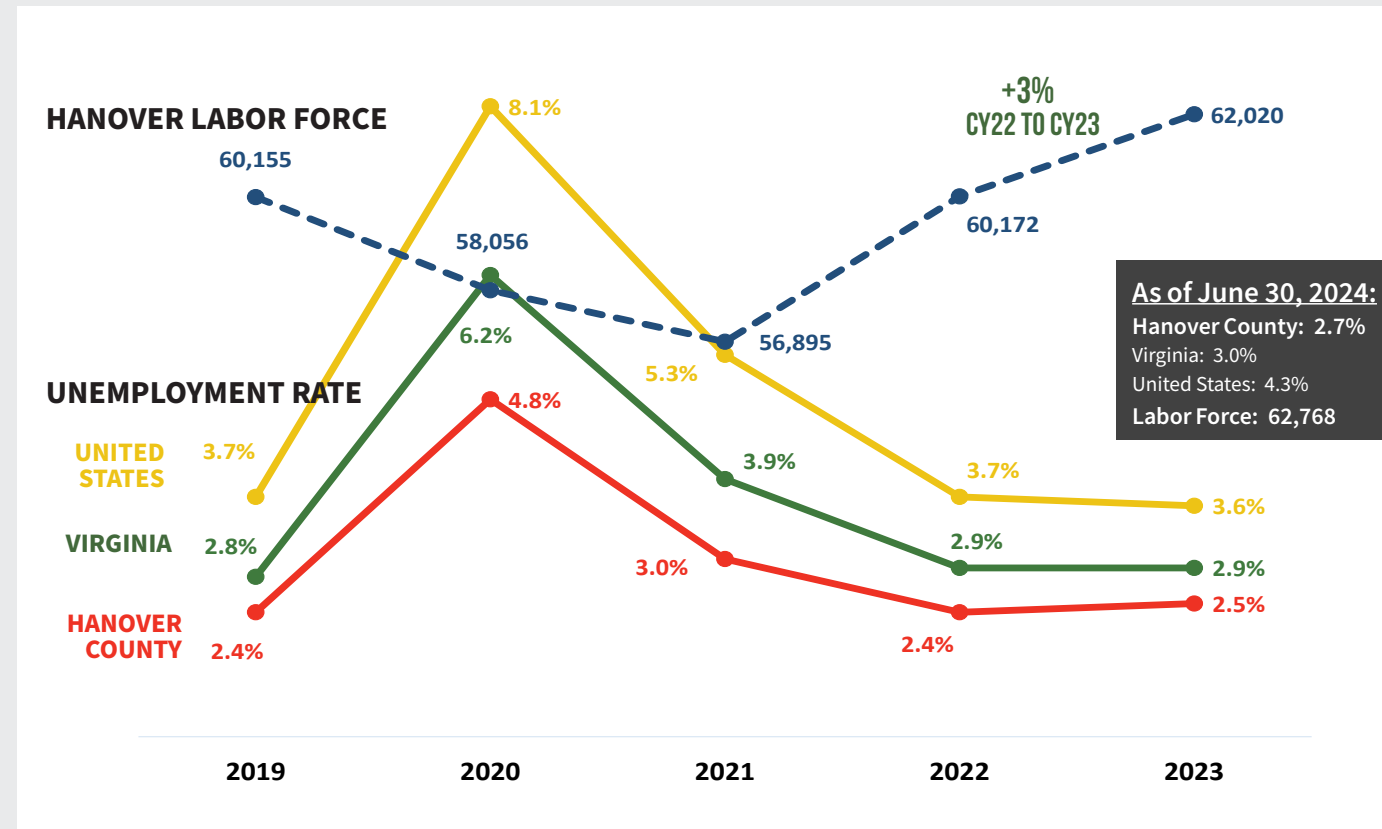
15,658 bookings	30,342 room nights	\$3,581,536 room revenue
6,916 flights	29,315 travelers	\$6,390,670 total revenue
6,681,079 impressions	1,072 media hits	

Note: RRT is only able to track 25-30% of ad viewers to actual bookings.

For more Virginia and Richmond Region accolades, visit our partners at the Virginia Economic Development Partnership and Greater Richmond Partnership.

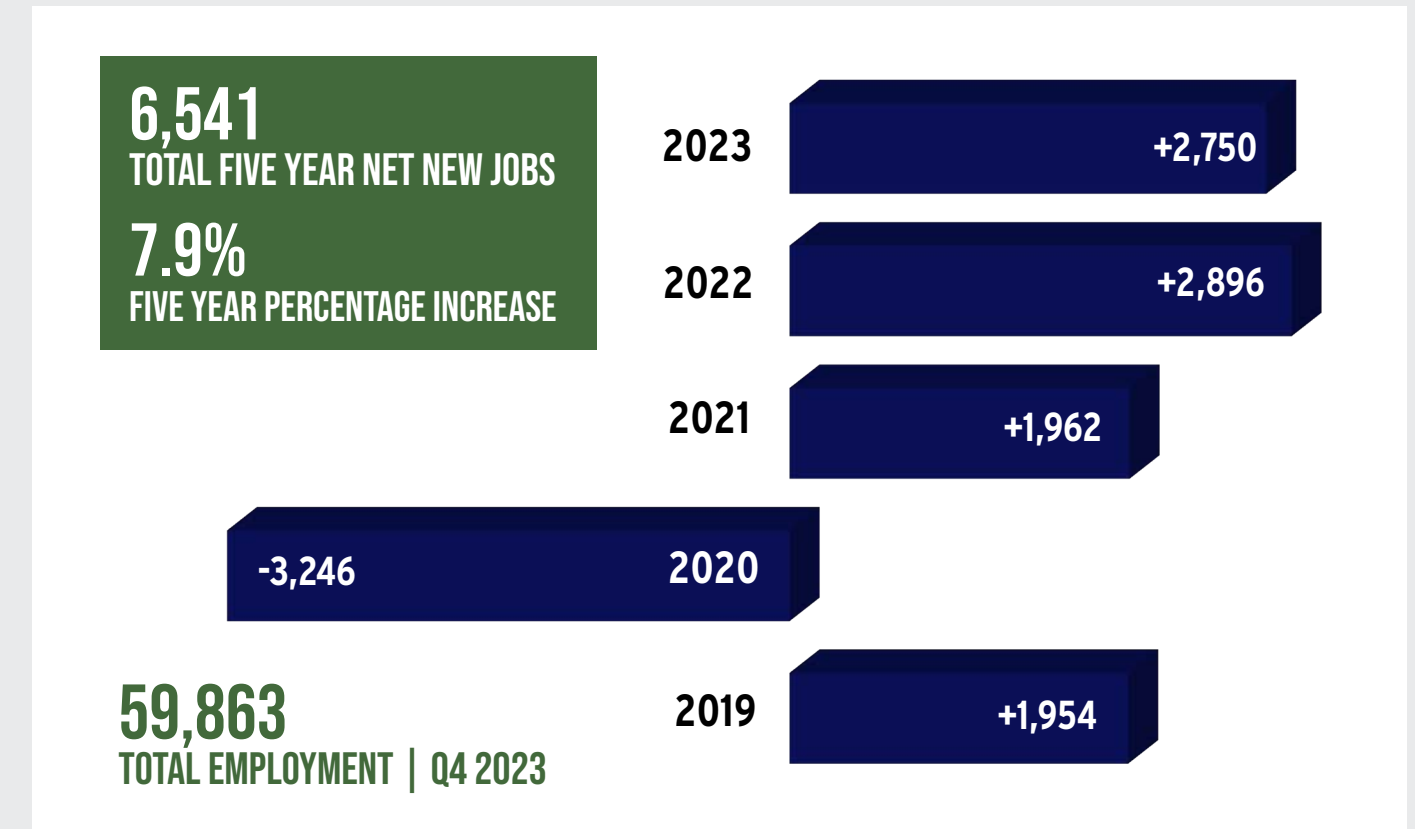


## UNEMPLOYMENT & LABOR FORCE



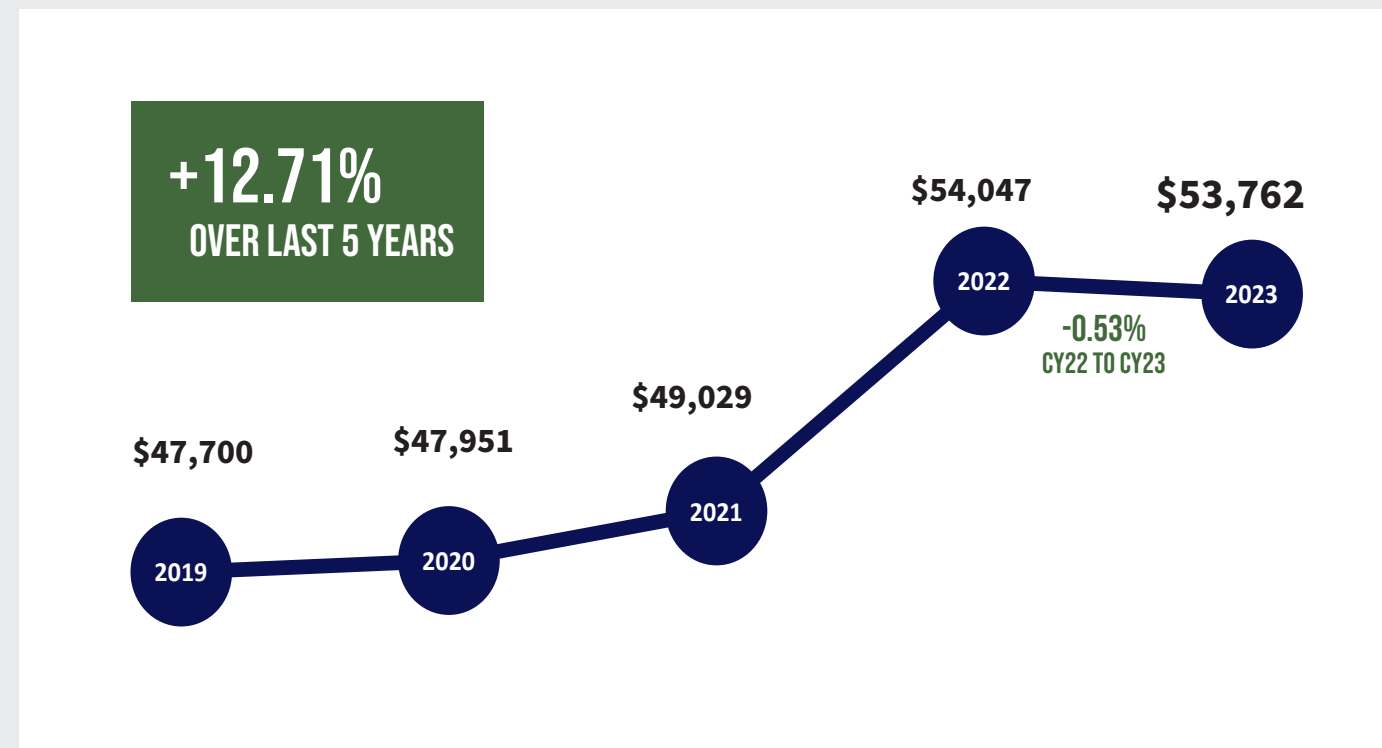
Source: VEC/QCEW, Q4-CY. VEC data subject to adjustment.

## NET NEW JOBS IN ALL INDUSTRIES



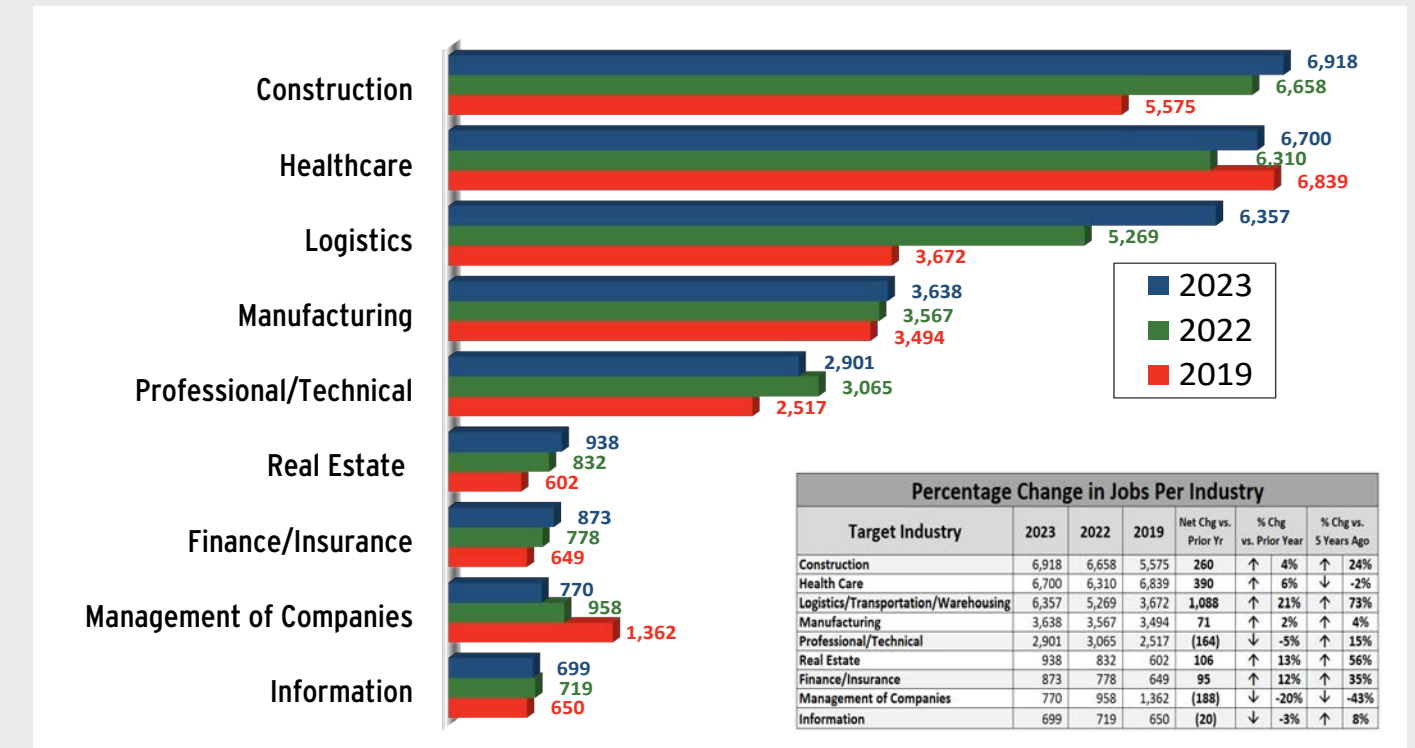
Source: BLS/QCEW, Q4-CY. Data subject to adjustment by U.S. Bureau of Labor Statistics (BLS).

## AVERAGE ANNUAL WAGES



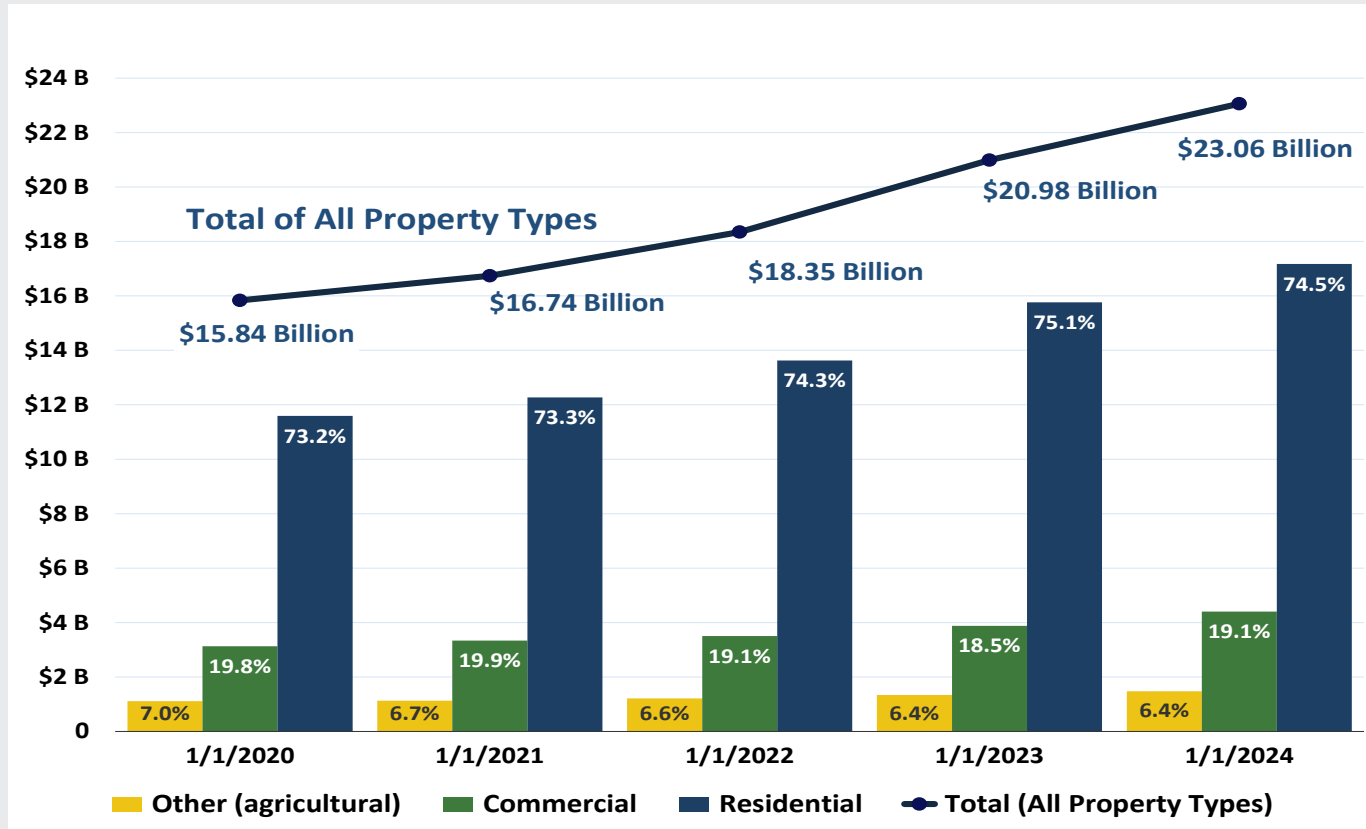
Source: Jobs EQ, CY.

## NET CHANGE IN NUMBER OF JOBS PER TARGET INDUSTRY



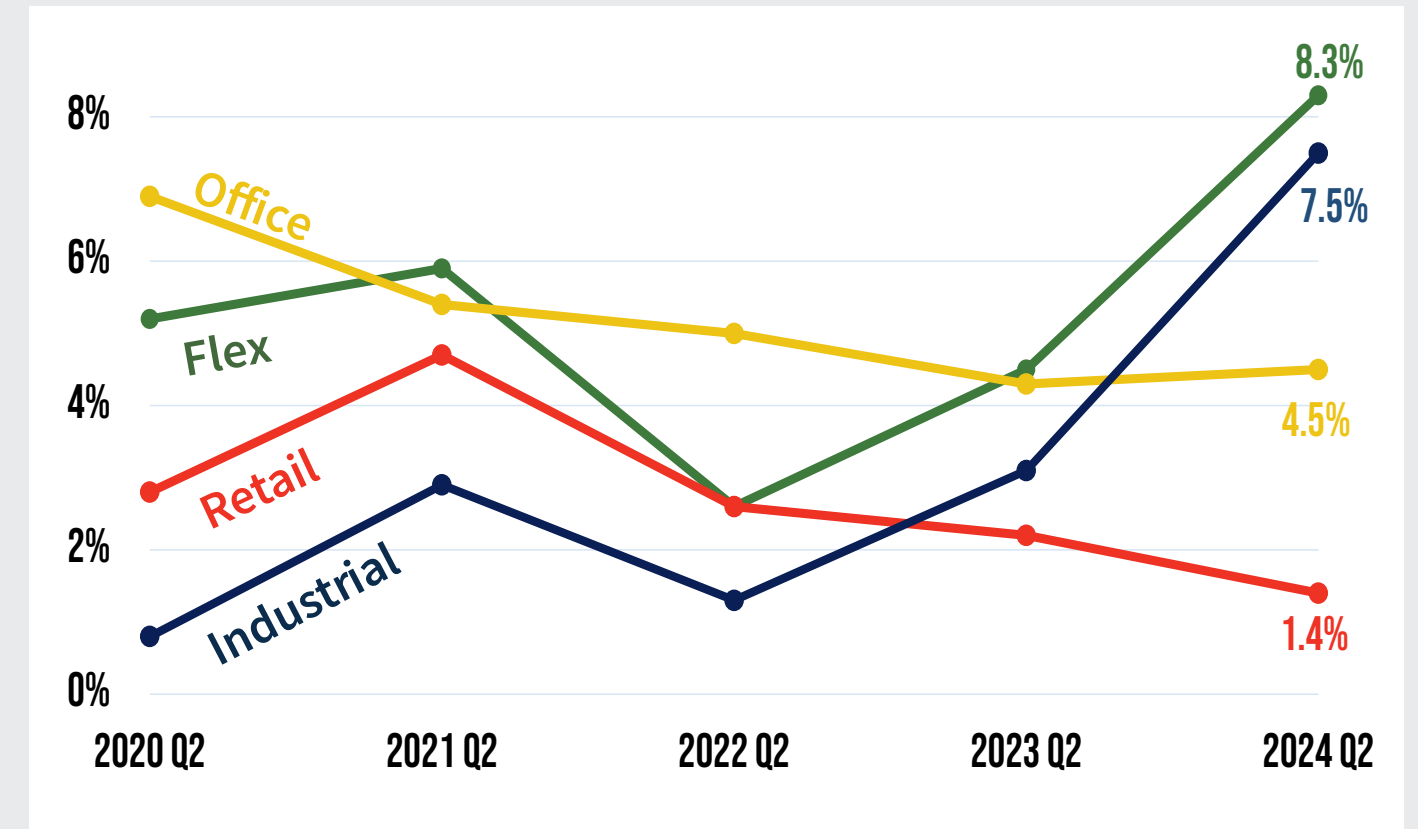
Source: BLS/QCEW, Q4-CY. BLS data subject to adjustment.

## PERCENTAGE OF TOTAL TAXABLE ASSESSED VALUE BY PROPERTY TYPE



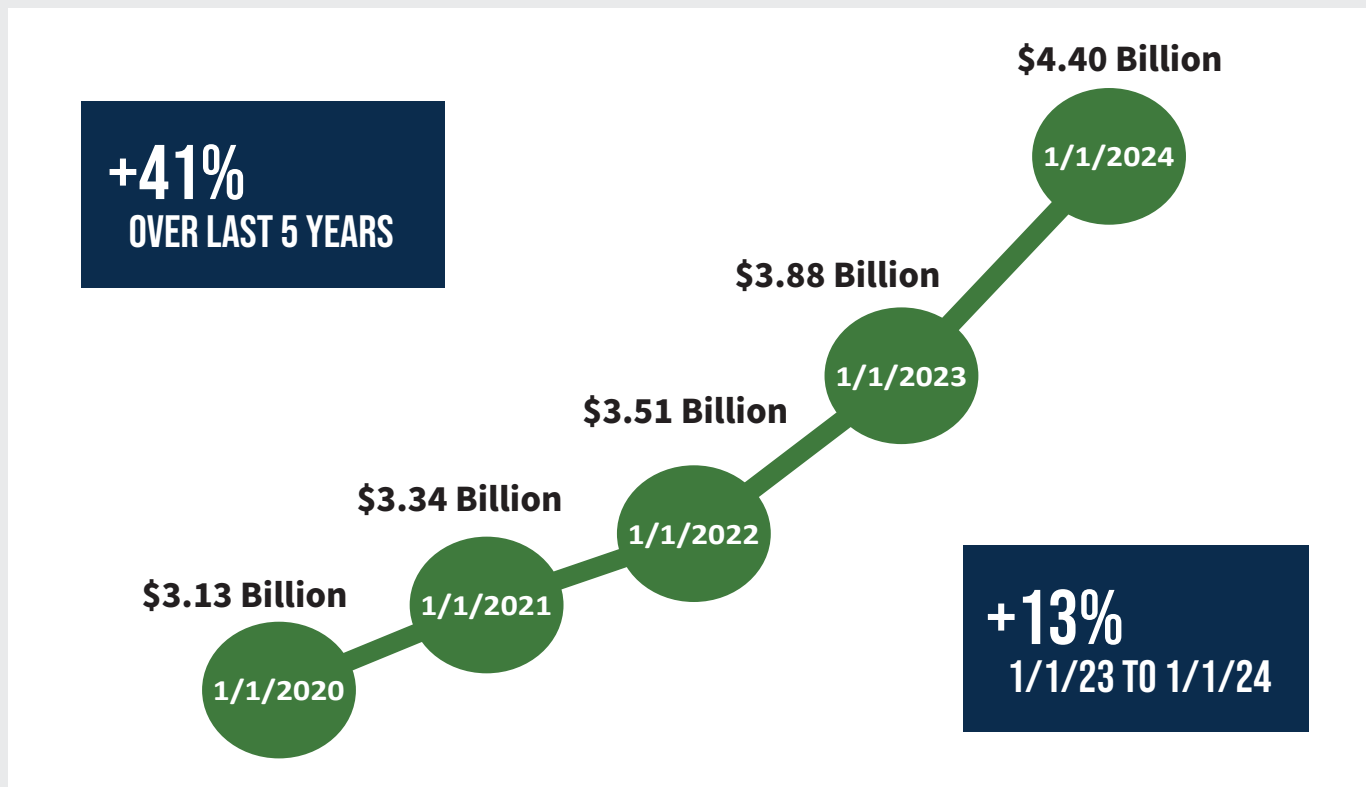
Source: Hanover County Assessor's Office. Data based on previous CY as of January 1.

## VACANCY RATES BY PROPERTY CLASS



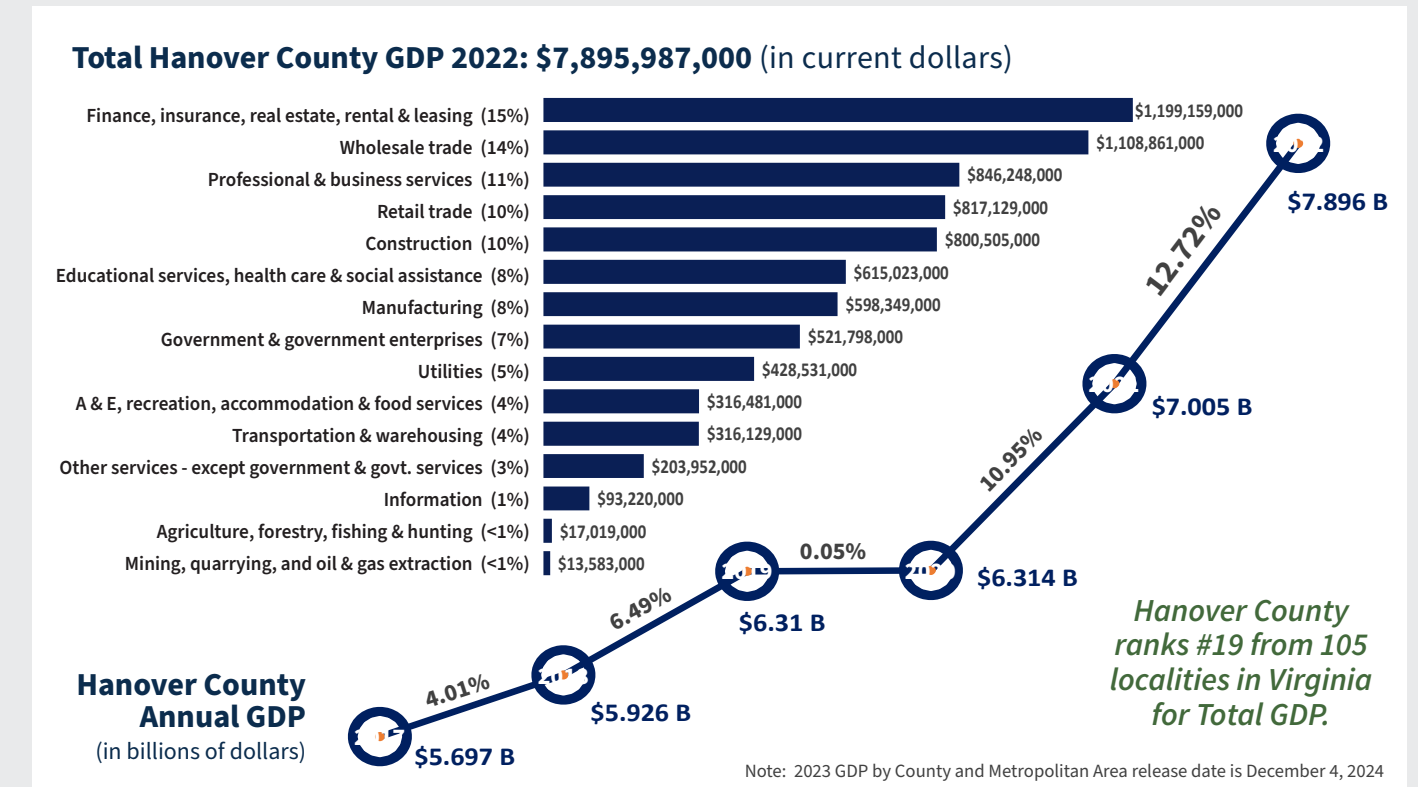
Source: CoStar, Q2-CY.

## TOTAL TAXABLE ASSESSED VALUE OF COMMERCIAL PROPERTY



Source: Hanover County Assessor's Office. Data based on previous CY as of January 1.

## HANOVER COUNTY GROSS DOMESTIC PRODUCT (GDP)



Source: U.S. Bureau of Economic Analysis (BEA)/Regional Data/GDP & Personal Income

# HANOVER COUNTY

## Department of Economic Development

Providing local assistance for businesses looking to relocate or expand within Hanover County including financing, workforce development solutions, incentives and technical support that will encourage investment and growth in our community to enhance the lives of our citizens.

# INNOVATE. PROSPER. GROW.



**Hanover Tavern.** The first license to operate a tavern at Hanover Courthouse was issued in 1733. During the Revolution, the original Tavern was host to Patrick Henry, Lafayette, Cornwallis, and George Washington. The existing Tavern building was built in three segments over these time periods: 1791, 1820's and 1830's. Restored and protected by nonprofit Hanover Tavern Foundation, the venue hosts educational field trips and programs, a full-service restaurant, event space, and professional theater. Photo: Brooke Adams



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