

ECONOMIC DEVELOPMENT

Introduction

James City County is a unique place and destination making it a desirable community in which to visit, live, and work. The uniqueness of the community is an important asset which can be used as an effective strategy to promote and nurture sustainable economic development in the County.

James City County's economy has been historically linked to a few strong industries such as manufacturing and tourism; however, advances in technologies have created the impetus for economic diversification and new opportunities. Globalization has expanded the County's economic opportunities from the local and regional to the international arena.

In order to provide for a diverse, competitive and prosperous economy for all its citizens, James City County continues to develop economic development strategies and policies which are sound, sustainable and comprehensive in scope.

Workforce

Civilian Labor Force, Employment and Unemployment

According to Virginia Employment Commission (VEC) statistics, the Civilian Labor Force (CLF), defined as all non-military persons 16-years-of-age or older who are employed or unemployed and actively seeking and available for work rose to 32,852 in 2007 in the County. This number represents an increase of 9,699 people or 42% from the 2000 level of 23,153. Over the same period James City County's total employment, a figure representing the number of jobs located in the County was at 30,078 jobs in 2007, an increase of 32% since 2000. This number suggests that the employment base in the County has expanded during this period of time. In fact, unemployment rates for the County have remained relatively low and stable since 2000. At 2.5%, the unemployment rate in James City County was one of the lowest among the localities in the Norfolk-Virginia Beach-Newport News MSA in 2007; however, one consequence of the recent global economic downturn is an increase in the unemployment rate. According to the VEC, the unemployment rate for James City County rose 0.7% since 2007 reaching an average of 3.2% in 2008. Nationwide, the unemployment rate rose from 4.6% to 5.7% in the last year while the Virginia's unemployment rate rose from 3.0% to 4.0%.

Workplace and Business

Largest Employers

Approximately 45% of all employment in the County is concentrated in ten establishments (as measured by the number of employees). The largest employment numbers are in the art, entertainment, and recreation sector (Busch Gardens Europe) followed by the educational (Williamsburg-James City County Public Schools), government (James City County Government), and the health care sectors (Eastern State Hospital). Employment concentration in the ten largest establishments in the County has been gradually declining. In 1996, approximately 47% of all employment in the County was based of ten industries/businesses; in 2000, this number declined slightly to 46.4%.

Despite the high concentration of employment numbers in few establishments, it is important to notice that the majority of employment available in the County occurs in small to medium-sized

establishments with fewer than 100 employees. According to the VEC, and as shown in the *Table E-1*, establishments with one to four employees represent the largest number of business establishments in the County followed by establishments with five to nine employees. This data, collected during the third quarter of 2008, reveals the collective importance of small-to-medium sized businesses to the County's economy in terms of their role as generators of employment, incomes, and revenues.

Table E-1: Establishment Size according to Employment Numbers

Establishment Size	Number of Establishments
No employment*	156 establishments
1 to 4 employees	776 establishments
5 to 9 employees	275 establishments
10 to 19 employees	191 establishments
20 to 49 employees	145 establishments
50 to 99 employees	60 establishments
100 to 249 employees	31 establishments
250 to 499 employees	6 establishments
500 to 999 employees	3 establishments

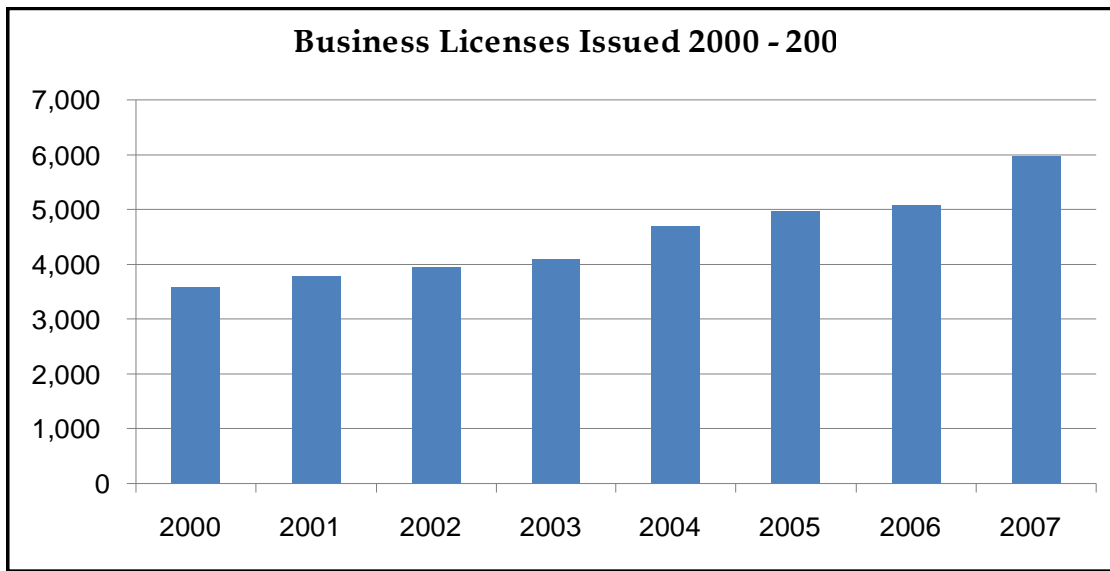
Source: Virginia Employment Commission, Quarterly Census of Employment and Wages (QCEW), 3rd Quarter (July, August, September) 2008.

**"No employment" typically represents a new startup firm or sole-proprietorships.*

Business Licensing

Since 2000, James City County has experienced continued strong business growth. *Chart E-2* illustrates the number of business licenses issued during the past eight years. Business license issuance in the County showed its strongest gain, 17.6%, between 2006 and 2007. A business license is required for all businesses-small businesses as well as large corporations. While manufacturers are required to register with the Commissioner of Revenue Office by state law, they are not required to have a business license; therefore, this data is not representative of manufacturing.

Chart E-2: Business Licenses Issued in James City County between 2000 and 2007



Source: Office of the Commissioner of the Revenue, James City County

Office of Economic Development (OED)

The mission of James City County's OED is "to foster the development and expansion of a diversified and healthy base of primary business and industry that will better balance the tax base, increase job opportunities, and enhance both the quality and standard of living in James City County." The OED works to create community wealth by generating tax revenue to support County agencies and programs, attracting improved job opportunities that broaden and increase the payroll of our citizens, and enhancing the quality of life. To accomplish these tasks, OED's core efforts are focused on business retention, expansion, creation, attraction, and creation. The James City County Office of Economic Development is located at 5308 Discovery Park Boulevard, Suite 203, in New Town and also has a web site <http://www.jccecondev.com/>.

Economic Development Authority of James City County (EDA)

The EDA is a seven-member voluntary board whose members are appointed by the County Board of Supervisors and serve staggered four-year terms. The Authority's purpose is to assist the County and the OED in expanding James City County's business tax base in order to maintain and enhance the quality of life for County's citizens. The EDA also acts as a conduit for issuing Industrial Revenue Bonds for manufacturing projects and qualifying medical, assisted living, non-profit, or public facilities. The EDA can be reached by contacting the James City County Office of Economic Development at the address above or via phone at (757) 253-6607.

Business Climate Task Force (BCTF) Report

In January 2008, the *Business Climate Task Force Report* was released along with recommendations to improve the business climate in the County. One of the tasks of the BCTF was to identify qualities, characteristics, and categories of businesses preferred in the James City County. Instead of targeting specific industries/businesses clusters, the Task Force identified

attributes and qualities to determine the types of business most desired in the County. These attributes, as seen on *Table E-3*, were arranged in the following five broad categories: quality jobs, community values, fiscal contribution, environmentally sensitivity, and stability. Many of the attributes and qualities described by the BCTF are sustainability indicators (e.g., economic diversification, fair pay, high wages, low impact on natural resources), which can be used as criteria for identifying and targeting the desired types of industries the County would like to attract.

Table E-3: BCTF Table of Attributes

Categories	Attributes and Qualities					
Quality Jobs	Fair pay	Benefits	Year-round, full-time employment	Diversification of the labor force	Interest in well being of employees	
Community Values	Respectable corporate citizen	Enhances citizen's quality of life	Uses local resources, buys locally	Distinctive, unique	Promotes community values	Likes, values and respects community
Fiscal Contribution	Generates local tax revenue	Favorable tax/resource usage ratio	Exports goods/services; imports new dollars	Recycles local spending	Economic diversification	Supports other local business
Environmentally Sensitivity	Clean	Low impact on natural resources				
Stability	Economic Diversification	Stability and locality	Less affected by macroeconomic changes	Headquarters location		

Source: Business Climate Task Force Report, 2008

Wages and Income

According to the VEC, the average weekly employee wage in James City County was \$609 in the second quarter of 2008. This figure is equivalent to \$15.22 per hour or \$31,668 per year, assuming a 40-hour week year-round. The County's average hourly wage is higher than the City of Williamsburg's, which was \$14.08 per hour, but slightly lower than York County's, which was \$15.60 per hour. However, when compared to state and MSA averages (\$22.12 per hour and \$18.27 per hour respectively), the Greater Williamsburg Area (GWA-includes the City of Williamsburg and the Counties of James City and York) as a whole displays much lower average wages.

Per Capita Personal Income (PCPI)

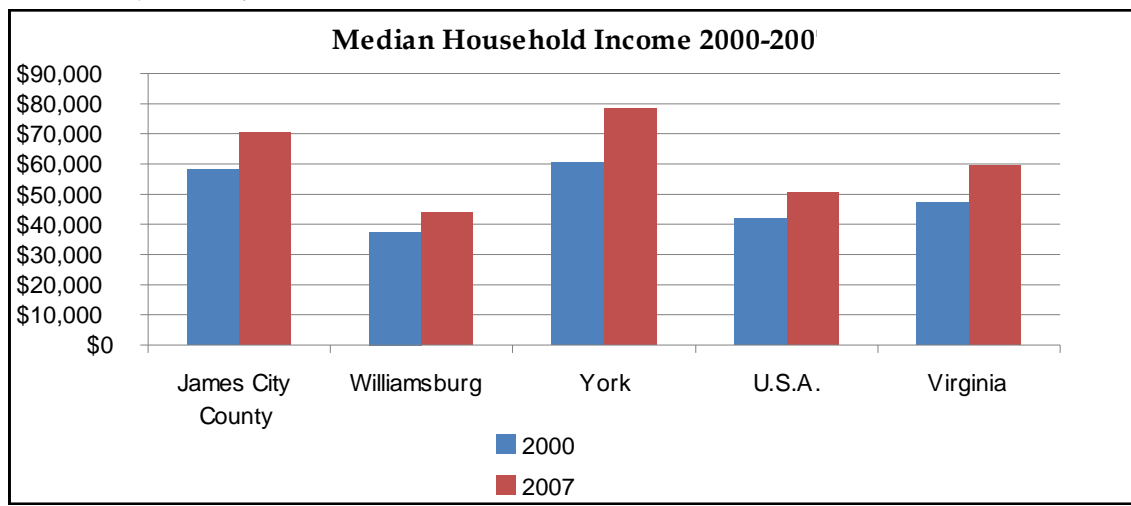
According to the U.S. Bureau of Economic Analysis (BEA), personal income is one of the most comprehensive ways to measure household income. Personal income is defined as "the sum of wage and salary disbursements and other labor income, rental income, personal dividend income, personal interest income, etc." Per Capita Personal Income (PCPI) is measured as the personal income of residents of a given area divided by the resident population of the area. According to the BEA, the average 2007 PCPI for James City County and the City of Williamsburg (the BEA aggregates and reports per capita income for both localities together) was \$45,843. This PCPI ranked seventh in the state and was 110% of the state average, \$41,727,

and 119% of the national average, \$38,615. The 2007 PCPI for James City County reflected an increase of 3.8% from 2006. The 2006-2007 state change was 3.7% and the national change was 4.9%.

Household Income

The U.S. Census Bureau defines household income “as the sum of money income received in a calendar year by all household members 15 years old and over, including household members not related to the householder, people living alone, and other non-family household members.” The median household income provides income information by dividing households into two equal parts with the first half of the households earning less than the median household income and the other half earning more. The most recent data on median household income is provided by the U.S. Census Small Area Income and Poverty Estimates. In 2007, James City County had the second highest median household income in the GWA, \$70,487, placing it between York County and the City of Williamsburg (\$78,234 and \$43,777 respectively). *Chart E-4* compares James City County’s median household income across areas between 2000 and 2007.

Chart E-4: Comparison of Median Household Income between 2000 and 2007



Source: U.S. Census Small Area Income and Poverty Estimates

Poverty

According to the 2000 Census, the poverty rate for James City County (for individuals 18 and over) was 6.4% which was below the poverty rates for both the MSA (10.6%) and the state (9.6%). The most recent available data on poverty provided by the U.S. Census Small Area Income and Poverty Estimates shows that the poverty rate for James City County (all ages) to be at 5.7% in 2007 while the state’s poverty was at 9.9%.

Taxes

Tax Rates

Compared to surrounding jurisdictions, James City County continues to levy a relatively low tax rate. In 2008, the real estate tax was \$0.77 per \$100 slightly higher than York County (\$0.65) and Williamsburg (\$0.54). James City County’s personal property tax rate has remained constant for the last 20 years at \$4.00 per \$100 of capitalized cost, assessed at 25% for an effective rate of \$1 per \$100. York County has the same tax rate, while Williamsburg has a

slightly lower property tax rate at \$3.50 per \$100. A growing source of revenue for the County is the Business, Professional, and Occupational Licensing (BPOL) Tax. This has been driven by a recent growth in the service sector of the County's economy. According to data provided by the *James City County Adopted Budget for the Fiscal Years 2009-2010*, revenue from real estate taxes is projected to grow 0.6% while revenues from personal property taxes are projected to increase by almost 13%. These two sources will remain the principal sources of revenue for the County.

Principal Taxpayers

According to information provided by the Department of Financial and Management Services Department, property taxes assessed in ten of the largest business in James City County represented approximately 11% of the total revenues for Fiscal Year 2007. Anheuser-Busch, InBev was the highest taxpayer in 2007 with \$4.6 million of property taxes assessed or 4.4% of all taxable revenue for the County. Busch Entertainment, Corp. was the second highest taxpayer with \$1.4 million representing 1.4% of total County revenues followed by Wal-Mart, Inc. (1.0%), Powhatan Plantation Owners Association (0.87%), Busch Properties, Inc. (0.64%), Ball Metal Container (0.59%), Williamsburg Plantation Owners Association (0.55%), Manor Houses Association (0.54%), Williamsburg Landing, Inc (0.53%), and Virginia Electric and Power Company (0.52%). It is important to note that the percentage of the County total revenues attributed to the ten largest business/industries has been gradually diminishing over the years. For the 2003 fiscal year, ten of the largest businesses/industries contributed a total of 14.8% of total County revenues followed by 14.1% in 2004, 13.8% in 2005, 12.2% in 2006, and 11% in 2007. This trend is an indication that fiscal contribution is gradually diversifying, as some of the County's sources of revenues are less dependent on large businesses/industries.

Retail Sales

James City County has seen an increase of 37% in retail sales since the year 2000. County retail sales, currently at \$882.6 million are on average above that of the City of Williamsburg and York County. According to the Virginia Department of Taxation, the industry sectors which provided the highest taxable sales revenue in James City County for 2007 were the following: clothing and clothing accessories, 30%; followed by food and beverage stores, 28%; recreation, 16%; accommodation, 13%; and food services and drinking places, 13%. The top sales tax generator, clothing and clothing accessory is a reflection of the emergence of the County as a hub for discount stores, particularly shopping centers such as Prime Outlets. Other industry sectors, specifically the recreation, accommodation, and food services and drinking places sectors, have strong economic ties with the tourism and service industries, confirming the economic relevance of tourism as a source of revenue for the County.

Tourism

Tourism plays an important role in Virginia's economy. A study prepared for the Virginia Tourism Authority (VTA), *Economic Impact of Domestic Travel Expenditures on Virginia Counties 2007*, found that domestic travelers spent close to \$18.7 billion on transportation, lodging, food, entertainment, recreation and incidentals in Virginia.

The Norfolk-Virginia Beach-Newport News MSA is well known for its tourist attractions and hospitality industry. Estimates from the VTA found that domestic tourism generated over \$3.7 billion in the MSA, or 19% of the total tourism expenditures in the state, in 2007. Further, the VTA estimates that 5.6% of all domestic tourism expenditure in the state happened in the

Greater Williamsburg Area. With an average domestic tourism expenditure of \$350.5 million in 2007, James City County ranked fourth among the MSA localities behind Williamsburg, Norfolk, and Virginia Beach.

Agriculture

The impact of traditional agricultural activities in the County's economy has been gradually declining over recent years. According to the VEC, in 2000 an average of 92 employees were associated with agricultural activities in James City County while the average weekly wage was approximately \$323. In 2007, the average employment number was down to 48 employees and the average weekly wage declined to approximately \$252. This trend is also reflected by the decline in the number and size of farms in the County. It is important to note, however, that the statistics provided by the VEC and by the Census of Agriculture do not provide a holistic picture of the state of agriculture in the County in terms of support for community values and quality of life. Rural preservation, investigation of higher yield agricultural and related activities, and growth management are important tools to use to protect the County's agricultural lands, promote related economic activities such as agribusiness, and maintain the overall quality of life in the County.

Economic Opportunities

Location, Location, Location

James City County's unique community assets package is one of its greatest advantages over other communities in the region. The County's location midway between two major urban areas, Richmond and Virginia Beach, also offers distinct opportunities and benefits to the economy of the County. Proximity to the military, technical, research and development establishments in the Hampton Roads area has the potential to stimulate economic activities in James City County. Proximity to the ports of the Hampton Roads presents economic opportunities to the County for water-related exporting and importing activities and consulting opportunities that will require offices and spaces for warehousing, assembling and packaging. Proximity to academic research activities at the College of William and Mary and Old Dominion University present additional economic opportunities, particularly in the scientific fields related to sensors and advanced manufacturing as well as marine applications.

Technology Business Incubator

In the spring of 2006, the EDA in partnership with James City County implemented a Technology Business Incubator initiative. Part of the Hampton Roads Technology Incubator System (HRTIS), the program provides cost-effective, Class B office space, high-tech professional business counseling and strategic services to entrepreneurs and small businesses. Since its establishment, ten small companies have been involved in the program and five have successfully graduated. The retention of businesses that graduate from the Technology Business Incubator within James City County is an important strategy to further diversify the County's economic base.

The College of William and Mary Office of Economic Development

The College of William and Mary Office of Economic Development has been active in linking companies to ongoing research and the development of new technology in the areas of sensors, modeling and simulation, applied science, bioscience, bioinformatics, aging and geriatric health, marine science and others. The William and Mary Research Institute is pursuing research in

cutting edge technologies in the material sciences, alternative energy, bioscience and environmental science. Furthermore, research and development activities have the potential to cluster and create an environment that is attractive to knowledge-based businesses.

Community Sustainability Spotlight

A sustainable economy is one that is comprised of different but complementary features. A diverse employment base is, for instance, one of the features which can be used to gauge the sustainability of James City County's economy. Income that meets the needs of workers and reduction of poverty rates are also indicators which may be used to determine the sustainability of James City County's economy. There are opportunities for the County to diversify its economic base from its more traditional industries (i.e. tourism, beer, and retail); capitalize on its proximity to research and development centers located in the Hampton Roads area, and foster partnerships with the College of William and Mary to create opportunities in developing technology industry clusters such as information and communications, biotechnology and environmental science, materials science and advanced manufacturing. These clusters are prime examples of "knowledge-based businesses" which are associated with high-paying jobs, highly-skilled labor force, and high-education attainment levels. Wages in the County are currently lower than the state's average partially as a result of the current tourism and retail industry sectors and their employment base composition. Despite low average wages, growth in employment numbers in small and less traditional industry sectors in the County indicate that overtime wages and income may rise for many workers. Sustainable economic development strategies such as redevelopment of existing commercial structures and alternative economic activities such as agribusiness and ecotourism are also encouraged.

As the County continues to experience population growth and development, adherence to sustainable economic practices has the potential to promote a balance between the need for development and the desire to maintain and enhance the quality of life of the County's citizens. The following goals, strategies and actions provide the tools to promote this balance.

Citizen Commentary

According to the 2007 Virginia Tech Citizen's Survey, approximately 49% of respondents rated economic development in the County as either "excellent" or "good." Many respondents of the survey identified control of residential and non-residential development in the County as one of the principal concerns. Similar concerns were also expressed by citizens during the two rounds of Community Conversations, as was the desire to see existing empty buildings and shopping centers rehabbed and reused before building new centers. When asked what important features citizens would like to see in the business and industries the County attracts, many respondents answered (in no particular order of importance): clean industries, businesses that create and promote green building techniques, high-tech jobs, high paying jobs, research and development jobs, and water-efficient businesses. The general theme indicated participants are interested in attracting businesses with minimal impacts on the environment and surrounding areas.

Participants were also asked to identify what type of economic development activities citizens would like to see more or less of in the County. A majority of participants included the following activities in the "more" category: research and development, eco-business and ecotourism, agri-business, farming, and home-based occupation. In the "less" category, the following activities were noted: retail, office, industry, and tourism. Another important aspect

of economic development in the County identified during the Community Conversation rounds was the retention and attraction of a skilful young workforce. When asked if the County should invest more in the development, retention, and attraction of skilful young professionals, 88.7% of the participants responded yes.

Goals, Strategies, and Actions

Goal: Build a diverse, balanced local economy that supports basic needs of all segments of the community and contributes positively to the quality of life.

Strategies & Actions:

1.1 Encourage a balanced mixture of commercial, industrial, and residential land uses in a pattern and at a pace of growth supportive of the County's overall quality-of-life, fiscal health, and environmental quality. This includes ensuring the adequate availability of a variety of marketable "ready-to-go" industrial and office properties and encouraging the growth and development of new and existing small businesses and actively promoting redevelopment where needed.

1.1.1 Maintain an active and effective Economic Development strategy, which includes existing business retention and expansion, the formation of and assistance to new business, and new core business recruitment.

1.1.2 Encourage the creation of new and retention of existing small businesses, including women-owned and minority-owned businesses by:

a. Creating new and supporting programs to assist small businesses with initial business plans and construction issues.

b. Reviewing the Zoning Ordinance to ensure it allows appropriate home occupations and other small businesses.

c. Developing strategies that strive to retain those companies who successfully graduate from the technology business incubator.

1.1.3 Continue to emphasize the benefits of locating new business and industry within the County's Enterprise Zone.

a. Continue to provide incentives to business that hire target populations living in neighborhoods within the Enterprise Zone.

b. Maximize the land area available to James City County for inclusion in the Enterprise Zone as allowed by the *Code of*

Virginia.

- 1.1.4 Encourage private/public partnerships or similar initiatives to ensure the development of quality industrial and office parks for potential economic development prospects.
- 1.1.5 Continue to analyze County regulations, policies, and procedures to ensure that they do not unnecessarily inhibit commercial and industrial development.
- 1.1.6 Support the recommendations of the Business Climate Task Force Report as determined by the Board of Supervisors.

1.2 Continue to diversify James City County's economy and workforce.

- 1.2.1 Support the development of diverse types of retail and non-retail core business.
- 1.2.2 Establish technology zone(s) with incentives as allowed by the *Code of Virginia*.
- 1.2.3 Support the provision of mixed cost and affordable/workforce housing near employment centers and transportation hubs. (See also Housing.)
- 1.2.4 Promote tourism and associated industries as a year-round industry.
- 1.2.5 Attract "clean and green" development and redevelopment projects that also offer enhanced job opportunities.

1.3 Foster the development, training/retraining, and retention of the James City County workforce.

- 1.3.1 Support public and private entities, like the Peninsula Council for Workforce Development.
- 1.3.2 Facilitate technical and professional opportunities for high school and college students through internship, training, and mentorship programs. (See also Population Needs.)
- 1.3.3 Promote the retention and creation of full time job opportunities with wages and benefits sufficient to make housing and health insurance attainable.
- 1.3.4 Leverage the resources of local colleges and universities to companies seeking technical and research assistance and job training.

- 1.3.5 Promote job opportunities for retirees still wanting or needing to work. (See also Population Needs.)
- 1.3.6 Attract young professionals and retain the community's graduates.
- 1.4 Maintain a partnership with the College of William and Mary by supporting the College's Office of Economic Development and Technology and Research Institute activities.**
 - 1.4.1 Work with the College of William and Mary Office of Economic Development in support of business attraction and expansion.
 - 1.4.2 Collaborate with the College of William and Mary Technology and Research Institute in support of the James City County technology business incubator to attract and mentor companies.
 - 1.4.3 Partner with the College of William and Mary Technology and Research Institute to attract and expand technology companies in designated research and technology zones, particularly in the areas of sensor, robotics, modeling and simulation, and bioscience.
 - 1.4.4 Support collaborations between the College of William and Mary Office of Economic Development and Thomas Nelson Community College to enhance training for knowledge-based companies.
- 1.5 Encourage infill development, the redevelopment of existing parcels, and the adaptive reuse of existing buildings to efficiently use infrastructure and natural resources.**
 - 1.5.1 Encourage the rehabilitation of abandoned and/or underutilized facilities by promoting them to new business. (See also Environment and Land Use.)
 - 1.5.2 Encourage new development and redevelopment of non-residential uses to occur mainly in areas where public utilities are either available or accessible within the Primary Service Area (PSA) and infrastructure is supportive.
 - 1.5.3 Facilitate the development of sub-area master plans for strategic areas such as the Croaker Interchange, and the Lightfoot Corridor. (See also Land Use.)
 - 1.5.4 Provide incentives for LEED (Leadership in Energy and Environmental Design) or other similar certification for the construction and/or retrofitting of non-residential buildings. (See also Environment.)

- 1.5.5 Promote resource conservation techniques among new and existing business.
 - a. Emphasize the attraction, retention, and expansion of businesses that are less water dependent.
 - b. For those businesses with higher water use, encourage and facilitate the use of grey or reclaimed water usage to meet water needs.
 - c. Explore the feasibility of preserving corridors for the transmission of reclaimed water from the Hampton Roads Sanitation District (HRSD) Grove Treatment Plant, and planning locations of future wastewater treatments plants to allow for the distribution of reclaimed water.
- 1.5.6 Provide adequate water and sewer services to designated industrial and commercial office areas in a timely manner.
- 1.5.7 Promote desirable economic growth through the provision of water and sewer infrastructure consistent with the Comprehensive Plan policies and the regulations governing utility service in partnership with the James City Service Authority (JCSA), Newport News Water Works, and HRSD.
- 1.6 Support the tourism industry and promote James City County as an historic and unique destination in the region.**
 - 1.6.1 Foster tourism development in James City County by continuing to partner with the Greater Williamsburg Chamber and Tourism Alliance as the primary tourism agency of the County.
 - 1.6.2 Identify and protect historic sites, including those associated with the Civil War, that are important to the heritage of James City County, allowing them to be preserved for future generations.
 - 1.6.3 Support ecotourism initiatives, identifying and designating lands in support of this purpose.
 - 1.6.4 Support development of sporting events and other special events in James City County.
- 1.7 Protect the County's existing physical transportation infrastructure. Plan and promote the development and coordination of transportation systems with the location of non-residential uses in a manner that maximizes the County's economic potential consistent with the policies of the Comprehensive Plan. (See also Transportation & Land Use.)**

- 1.7.1 Participate in the development of master plans for the County's I-64 interchanges, specifically the Croaker Road and Barhamsville Road interchange areas, to preserve capacity for economic development for these areas. (See also Transportation and Land Use.)
 - 1.7.2 Collaborate with Virginia Department of Transportation (VDOT) and adjacent localities to improve access to interstate and major arterials such as relocating Route 60 East. (See also Transportation.)
 - 1.7.3 Assess opportunities and advocate for commuter rail, light rail, and bus rapid transit service and stations. (See also Transportation and Land Use.)
 - 1.7.4 Collaborate with other jurisdictions, groups and businesses to promote alternate transportation to economic and business centers. (See also Transportation.)
 - 1.7.5 Improve the utilization of rail/interstate highway nodes and deep water ports to facilitate commercial freight access to and from local industries. (See also Transportation.)
 - 1.7.6 Recognize the importance of access to general aviation facilities.
 - 1.7.7 Work with regional airport facilities to promote additional direct commercial flights to serve the destinations preferred by James City County businesses.
- 1.8 Acknowledge the changing nature of the County's rural economy and promote viable traditional and emerging rural economic development initiatives as appropriate. (See also Land Use.)**
- 1.8.1 Support traditional agricultural and forestal uses where they exist through continued and improved ordinances and policies favorable to such uses.
 - 1.8.2 Coordinate with the state and private entities to market agri-business as a viable economic activity in James City County.
 - 1.8.3 Identify opportunities for non-traditional agricultural and forestal uses, agri-tourism and eco-tourism, and evaluate obstacles to their private sector formation and/or expansion within the County.
 - 1.8.4 Support marketing and procurement programs for local agricultural products, including farmer's markets and agri-tourism and the pursuit of industries that utilize local agricultural products.
 - 1.8.5 Identify and pursue grants and programs that support the expansion of

rural economic development initiatives, including eco-tourism, agri-tourism, historical site preservation and interpretation, aquaculture and specialty products and services, as appropriate.

- 1.8.6 Offer informational programs to landowners about various rural economic development opportunities that may be of interest to them as business or hobby pursuits or as alternative to sale of lands for subdivision development.
- 1.8.7 Encourage local institutional and educational entities, including public schools, Colonial Williamsburg, and Eastern State Hospital, to expand programs for the purchase and use of locally-grown food products.