



CITY *of* PORTSMOUTH

ECONOMIC DEVELOPMENT



ACCESS *the* NEW PORTSMOUTH

We welcome you to *Access the New Portsmouth*, where you can *Engage* with our City's leadership.

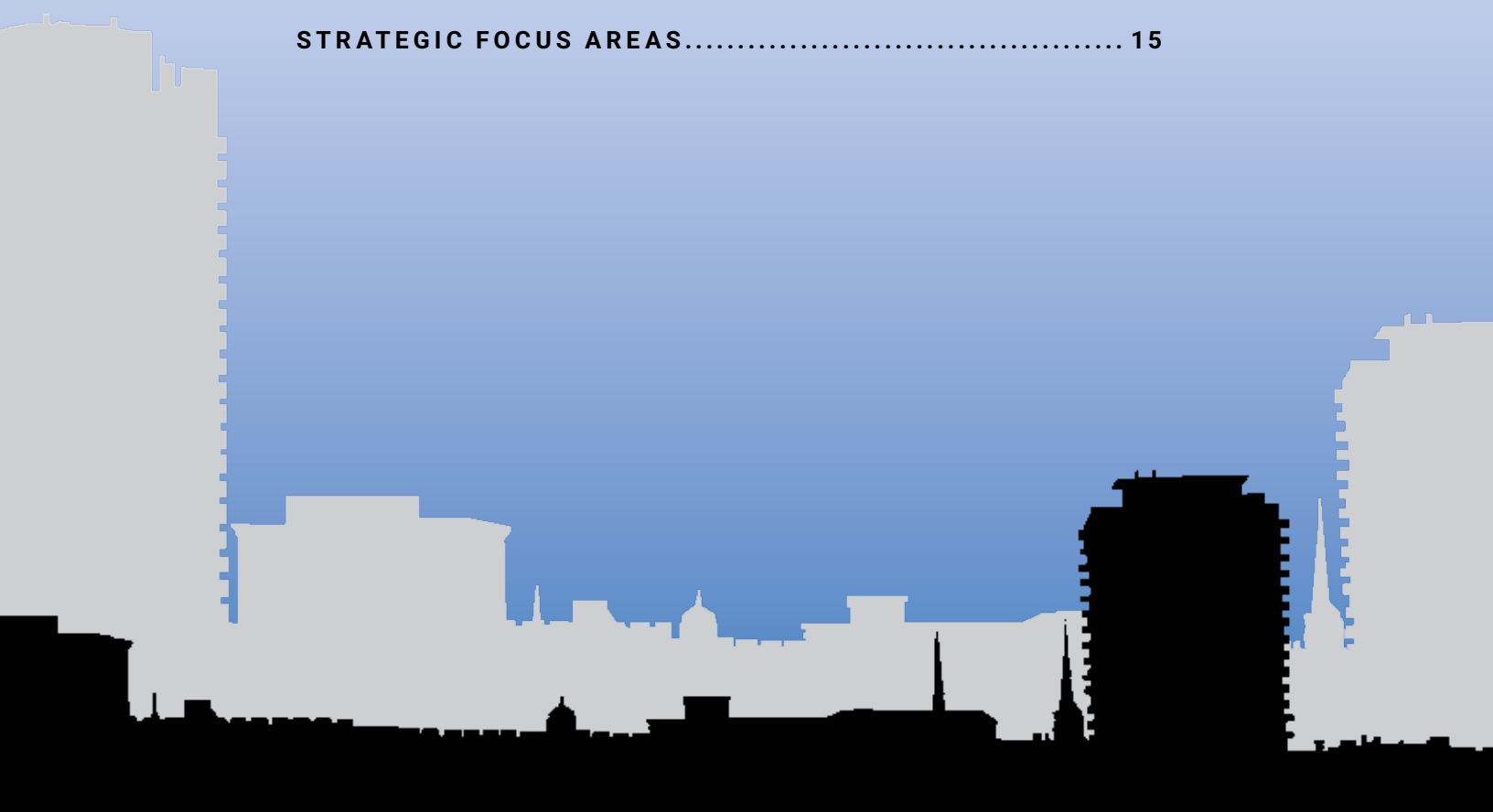
The New Portsmouth offers efficient *Mobility* via improved *Infrastructure* that ties our roads, rails, waterways, and people together. Thanks to our central location, you have access to the entire region's dependable and trainable *Workforce*, as well as effective access to your *Customers*. Tell your friends about easy access to Portsmouth's varied *Lifestyle* at Olde Towne on a historic seaport.

The stage is set for economic development to bring meaningful change to our community. Join us along the path as we *review, reflect, refocus* and *restore* our historic Portsmouth to *the New Portsmouth!*



TABLE *of* CONTENTS

WELCOME MESSAGES	4
ACCESS ENGAGEMENT.....	5-6
ACCESS WORKFORCE	7
ACCESS TO CUSTOMERS	8
ACCESS INFRASTRUCTURE & MOBILITY.....	9
ACCESS LIFESTYLE	10
ECONOMIC DEVELOPMENT	11
RETAIL HIGHLIGHTS.....	12
KEY DEVELOPMENT SITES.....	13
GOING FORWARD.....	14
STRATEGIC FOCUS AREAS.....	15





MESSAGE FROM THE MAYOR

Portsmouth has much to offer—so many amenities—that we have coined the phrase **Access Portsmouth**. As a community member, business owner, employer, developer, family, or a part of our great military—whatever journey you’re on, you can find what you’re looking for right here in Portsmouth.

Access Civic Engagement— Our citizens have access to Portsmouth’s government via public and community meetings, website, social media and forums. We encourage our citizens to ask the tough questions, provide ideas and feedback, and share their opinions, knowledge and experience with the City’s leadership.

The Honorable Mayor John L. Rowe, Jr.

Access Workforce—If you are a business owner or one who wants to start a business, then you’ll find one of the best trained, highly-skilled and well-educated workforces in the Hampton Roads region right here in Portsmouth.

Access Infrastructure – Need to move goods or services around the region, state or nation? In Portsmouth, you have access to a myriad of tunnels, bridges, turnpikes, railroads, as well as the river and its ports.

Portsmouth has a small, historic town appeal with big city access for businesses, families, eateries, retailers, developers, employers, and lovers of art, culture and entertainment.

Don’t miss out... why don’t you access Portsmouth now?

MESSAGE FROM THE CITY MANAGER

Portsmouth is a historic and robust city—always moving, changing and evolving. With miles of waterfront property on the Elizabeth River, Portsmouth possesses a beauty that is unmeasurable, making the city an ideal community for living, working, locating a business, or for discovering the city’s strategic history in the development of the region, state and nation.

My goals remain:

- To create a bright and prosperous future redefined by collaboration, unification and rededication through citizen and community engagement...creating **the New Portsmouth**.
- To achieve the city’s vision and move in a forward direction, and
- To ensure cost effectiveness, government efficiency, and protection over the city’s financial resources where employees are courageous decision-makers with financial acuity.

I invite you to enjoy all that Portsmouth has to offer.



Dr. L. Pettis Patton

MESSAGE FROM THE DIRECTOR OF ECONOMIC DEVELOPMENT

As your Director of Economic Development, I will ensure that my staff strongly maintains and pursues business retention and recruitment, develop a more friendly business environment, develop our infrastructure, and enhance our workforce talent.

It is important for us to aggressively seek better ways to market our available sites and buildings and leverage our relationships. Thank you for helping us develop **the New Portsmouth!**



Robert D. Moore

ACCESS ENGAGEMENT



FRONT ROW (L-R):

William E. Moody, Jr.

John L. Rowe, Jr., Mayor

Elizabeth M. Psimas, Vice Mayor

Ray A. Smith, Sr.

BACK ROW (L-R):

Dr. Mark M. Whitaker

Lisa Lucas-Burke

Nathan J. Clark

CITY COUNCIL

The City of Portsmouth provides its corporate citizens the opportunity to work together to make a change or difference in the community—from individual volunteerism to organizational involvement to electoral participation.

VISION

Vision Principles

The Portsmouth City Council adopted a vision statement in February 2017.

Portsmouth, Virginia... a City that celebrates its history while embracing its future.

- A prosperous port City that builds on its assets, its strategic geographic location, its waterways, its rich diversity, its sense of place to create economic opportunity for all of its citizens.
- A lifelong learning City that fosters education in its broadest sense.
- A safe, friendly City that values, respects and protects all of its citizens, visitors, neighborhoods and businesses.

The City of Portsmouth, Virginia, is:*

THRIVING. We draw from our rich history to promote healthy individuals, local economies, regional collaboration, and vibrant neighborhoods with strong identities.

RESILIENT. We prepare for long-term prosperity by thoughtfully creating adaptable structures, systems, and practices to prepare for opportunities and to meet challenges.

EVOLVING. We embrace the future and respond positively to emerging opportunities to care for the people and places we love by balancing historic preservation with thoughtful reinvestment and redevelopment.

EQUITABLE. We cultivate a vibrant city where equality is evident as we meet the needs of all our citizens in ways that are fair, meaningful, and empowering.

**Excerpt from the Build One Portsmouth Comprehensive Plan*

ACCESS ENGAGEMENT

Economic Development Authority

Anthony W. Hinds - *Chair*
Junius L. Thompson, III - *Vice Chair*
Miriam J. Jiggetts
Aaron J. Kelley - *Treasurer*
Tracy Link
Cathy Revell
Don L. Scott

Portsmouth Port & Industrial Commission

Edward A. Barham - *Chair*
James E. Bento - *Vice Chair*
Guy "Rob" Maguire
Ronald R. Peterman
Grant D. Reineberg - *Treasurer*
James E. Toups
Guy T. Wallace

Portsmouth Department of Economic Development

Robert D. Moore - *Director of Economic Development*
Mario L. Camardella - *Business Development Manager*
Lee R. Ogelby - *Executive Assistant*



ACCESS WORKFORCE

The City of Portsmouth creates resource development opportunities by capitalizing on the local education system's strengths and by focusing on collaboration and partnerships.

By providing customized training, Tidewater Community College and Old Dominion University complement the City of Portsmouth in attracting new jobs.



ACCESS *to* CUSTOMERS



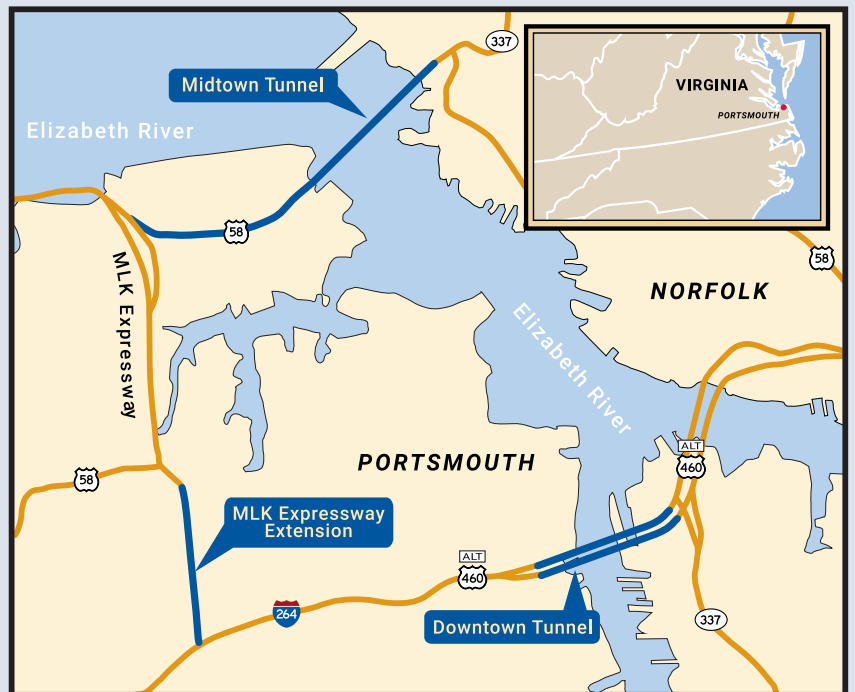
**WITH PORTSMOUTH CENTRALLY LOCATED
IN THE HAMPTON ROADS REGION, OUR
TRANSPORTATION INFRASTRUCTURE
ALLOWS BUSINESSES TO REACH NEARLY
128 MILLION INDIVIDUALS WITHIN ONE
DAY'S DRIVE.**



ACCESS INFRASTRUCTURE *and* MOBILITY



The City of Portsmouth features an extensive, reliable and convenient infrastructure network that includes the nation's largest privately owned container terminal (VIG), railroad access, centralized interstate connectivity, and a newly constructed Martin Luther King Jr. Expressway connecting commuters with Portsmouth's central business districts.



ACCESS LIFESTYLE



Whatever your pleasure, come find your perfect place in Portsmouth. Our community offers quiet residential areas, as well as urban downtown apartments and condos with spectacular water views.



ECONOMIC DEVELOPMENT



Port & Maritime-Related

- Virginia International Gateway (VIG) expansion
- The number of maritime-related service companies increased as a direct result of the expansion of Virginia's ports and the economic growth in Portsmouth and the Commonwealth.
- \$11+ million Portsmouth Logistics Center opened January 2018

Residential

- Nearly \$100 million in new, redevelopment, and reinvestment in multi-family residential has been/will be completed in the Downtown area.

Retail

- The City continues to attract new retail stores and restaurants, and numerous longtime businesses have expanded.

Five Strategic Growth Areas

- Commercial Waterfront
- Industrial Waterfront
- Interior Commercial Development
- Greenwood/Elmhurst Industrial Corridor
- Port Assets

Six Targeted/Priority Markets and Industries

- Maritime & Logistics
- Small Business (SWaM)
- Advanced Manufacturing
- Modeling and Simulation
- Retail (Specialty/Destination)
- Information Services

Going Forward

These target industry sectors create the framework for the Department's marketing, business attraction, and business retention efforts based on the City's competitive advantages.



■ TOOLS FOR DEVELOPMENT

Virginia Enterprise Zone Program (VEZ)

Two (2) state designated zones serve as tools for business attraction and expansion.

- Zone #1, established in 2010, covers commercial waterfront and interior commercial and industrial strategic growth areas (Downtown, Midtown, Victory, Greenwood/Elmhurst Industrial Corridor)
- Zone #2, established in 2014, focuses on industrial waterfront strategic growth areas (West Norfolk, Pinners Point, and the Paradise Creek Industrial Area)

Local Incentives Program

- This small business incentive program, funded by the Economic Development Authority, leverages private investment for facade, interior, and safety improvements.

Technology Zone (Proposed)

- The recent success has prompted the Department to place additional focus on this sector.
- The Department is proposing the creation of the City's first Technology Zone to create a tax incentive for qualified technology businesses operating within the boundaries of the zone.

RETAIL HIGHLIGHTS



Breweries and Distilleries

MoMac Brewing Company
Portsmouth's first microbrewery
Pays homage to the Monitor-Merrimac Memorial Bridge-Tunnel

Legend Brewing Depot
First expansion, Virginia's oldest microbrewery

Copper and Oak Craft Spirits
Portsmouth's first micro-distillery

Stellar Wine
1200-square-foot wine shop and restaurant

New Retail

- Planet Fitness
- Aldi
- Cox Solutions Store
- Wendy's
- Panda Express





KEY DEVELOPMENT SITES

Office/Government

The Former Sports Hall of Fame – A recently vacated 36,000-square-foot building is expandable to 41,000 square feet and is a candidate for a multi-use development to include collaborative office/workspace.

Retail

Seaboard Square – This 9-acre site, adjacent to the Midtown Marketplace, offers interstate visibility and is under contract for retail and restaurant development.

Mixed-Use

Crawford Bay Site (formerly Holiday Inn) – is a 6-acre site situated on Portsmouth's highly coveted Downtown waterfront.

The Commons at Portsmouth Center

(Formerly Victory Village) – This 95-acre property, anchored by Tidewater Community College, is zoned for mixed-use/employment center development.

Industrial

- West Norfolk Strategic Growth Area:
 - The former BASF site offers 43 acres for industrial redevelopment.
- Paradise Creek Strategic Growth Area:
 - EPA's clean up of the AWI site continues on track
 - PER Properties continues site work for a \$3.5-million granary
- Elmhurst Lane Industrial Corridor, freeway visibility, is situated 6–7 miles from two ocean ports.



GOING FORWARD...



Economic Development Strategic Plan

A defined marketing and promotional strategy for new and existing businesses, will keep Portsmouth competitive with neighboring cities such as Norfolk and Chesapeake and other “markets” that compete with Portsmouth to attract and retain businesses and talent. However, we not only need to get the message out that Portsmouth is the best place to do business, live, work, learn and play, but we also need to ensure that the products, services and overall climate behind that message lead to a high level of satisfaction within the business community.

Core Principles

Civic Alignment: Coordination of City goals, strategies and processes to support a business climate that encourages development.

Public-Private Partnerships: Collaboration between for-profit businesses, non-profit organizations, higher education institutions, and state and federal agencies in development planning, while leveraging public funds with private-investor funding to encourage development projects that support City goals.

Market and Industry Drivers: Recognition of the labor, residential and commercial markets that will be key determinants of location, expansion, preservation and business retention. Consumer demand, technological innovations, marketing and other factors drive the market for goods and services and are keys to business success. Additionally, the City of Portsmouth must pay attention to key industries and how they drive our local and regional economies.

STRATEGIC FOCUS AREAS

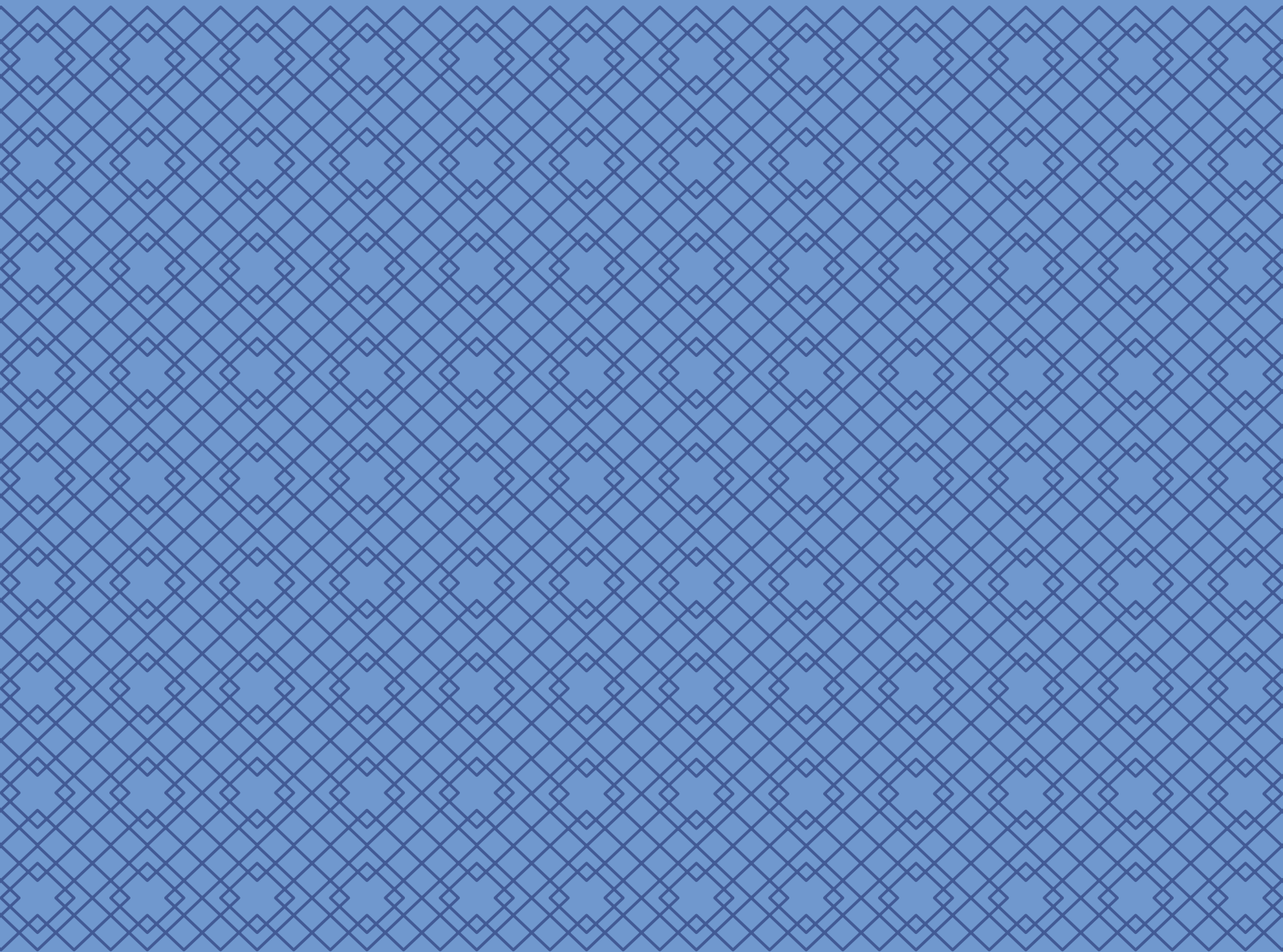
Focus Area 1—Business Retention and Recruitment: Attracting and keeping businesses in key economic sectors, encouraging new business investment, and supporting the success and growth of existing businesses.

Focus Area 2—Business-Friendly Environment: Increasing the transparency of local government processes; maintaining local tax, zoning and regulation policies that encourage responsible business growth; and providing incentives and advisory systems to support new business investment and the growth and sustainability of existing businesses.

Focus Area 3—Infrastructure: Maintaining and improving the public infrastructure that supports business growth and quality of life, including roads, bicycle access, walkability, parking, public transportation, schools, and other physical structures and systems. This work should occur while partnering with private businesses to guarantee access to systems necessary for a healthy business climate, such as high-speed internet access.

Focus Area 4—Workforce Development and Talent Recruitment: Offering job skills training opportunities for both new employment and career advancement— through on-the-job training, the programs of our workforce development partners, and other programs and resources while attracting and keeping skilled workers in key economic sectors.





757.393.8804
EconDev@PortsmouthVa.Gov
AccessPortsmouthVa.com