

GOOCHLAND COUNTY
ECONOMIC DEVELOPMENT
& TOURISM

20 ANNUAL
23 REPORT



Goochland For Business

OUR MISSION

To attract, cultivate, and retain diverse business in Goochland County by promoting economic growth through commercial and industrial development while preserving Goochland's agricultural heritage.

VISION

To create vitality and quality of life through four critical areas:

- Recruitment of New Business
- Retention & Expansion of Existing Business
- Tourism
- Workforce Development

ECONOMIC DEVELOPMENT AUTHORITY MEMBERS

- Ben Slone, Chair
- Kenny Collier, Vice Chair
- Demerst (D.B.) Smit, Treasurer
- Lisa Dearden

ECONOMIC DEVELOPMENT & TOURISM STAFF

- Sara Worley, Director
- Chance Robinson, Coordinator



Goochland For Business

For the last several years our tag line has read “Goochland For Business.” What does that really mean to the business community? Over the past year, the Goochland Economic Development Department has truly taken that question to heart and aimed to make sure we are not only attracting new business but also making sure our existing businesses are supported. We believe that “Goochland For Business” also means supporting our non-traditional businesses including our farms, tourism and agri-tourism businesses. To that end, we launched the County’s first tourism website - ExploreGoochland.com and have seen huge success in the tourism sector. “Goochland For Business” also means improvement of our infrastructure. Our office assisted in successfully obtaining funding for the Ashland Road/164 interchange improvement project which will help many of our businesses and workers along the Ashland Road corridor. Finally, we have continued to prioritize workforce development and our collaboration with Goochland County Public Schools to make sure we are equipping the next generation of Goochland workers. Overall, I am proud to report that Goochland is on a path towards continued success and prosperity. With over \$197M of capital investment in the last two years and \$931M under construction, I look forward to seeing what the future holds for our county and ensuring we keep

GoochlandForBusiness!

Sara Worley, Director

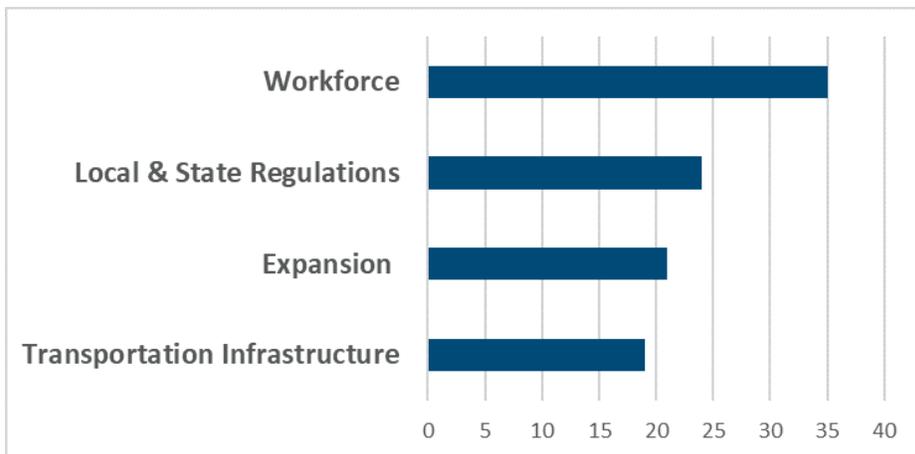
BUSINESS ATTRACTION

- \$197 Million in Capital Investment (CY22-23)
- \$931 Million under construction
- \$1.9 Billion in project pipeline
- 70 acres approved for industrial development
- 335K square feet of industrial speculative space approved

BUSINESS RETENTION

- Over 100 business visitations
- Over 150 business assistance
- Over 250 business touches
- Completion of six industrial park walks
- Major Business & VIP Networking Event

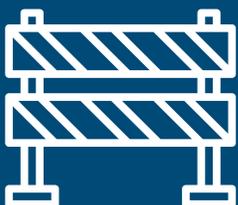
Top Business Challenges & Assistance Requests



New Business & Expansions

- Chick-fil-A
- Southern Companies
- Richmond Machinery & Equipment Company, Inc
- Creekmore Medical Offices
- Partner Vet
- Broad Mills Professional Office Buildings
- Byrd Winery Tasting Room
- Truck World RVA
- Snap Office Supplies
- U-Fab Interiors
- Genesis Utilities
- Stepping Stone Landscaping

Top Barriers to Growth



- Lack of qualified workforce
- Lack of available buildings/land
- Lack of available infrastructure

SMALL BUSINESS & ENTREPRENEURSHIP



Small businesses are the backbone of Goochland's thriving economy. While small businesses do not always get the flashy announcements, they create jobs, generate steady revenue, and account for most of the growth in our local community. Small business development and entrepreneurship are important to us, and the Board of Supervisors, so this year we focused on making sure Goochland's small businesses receive the services and the recognition they deserve.

In May we held a month-long celebration of Goochland's small businesses! We kicked off the month with a formal resolution by the Goochland Board of Supervisors declaring May as Business Appreciation Month. We held a small business appreciation event where small businesses from every sector joined in networking and celebration and we wrapped the month with a Goochland business center open house. We are planning to expand programming for 2024.

As part of our new effort to offer regular learning opportunities to our small businesses, we hosted two training sessions on social media and small business financial literacy. We plan to host quarterly workshops in 2024.

To support entrepreneurship we created a Goochland specific guide to creating a business with entrepreneurial resources and held four onsite business counseling services with our partners at the Capital Region Small Business Development Center and Virginia Small Business and Supplier Diversity. We will continue this effort in 2024.





Explore Goochland

- Explore Goochland tourism website and social media officially launched in January 2023
- Creation of a one-stop calendar of events & happenings in Goochland County
- Comprehensive listing of all tourism businesses
- Successful use of American Rescue Plan Act money to create five day trips that drive visitors to *Get Away To Goochland* and increase social media presence through paid advertisement
- 2023 Farm Tours were a huge success. Over fifty visitors spent the day in Goochland touring local farms.



Website & Social

10,653 New users to website
13,047 Page hits



143,648 Reach
3,168 Visits



10,393 Reach
484 Visits

Since January 2023 Launch



Direct Local Spending

\$5.1 Million
Lodging 2021

\$6.3 Million
Food & Beverage 2021

\$9.1 Million
Retail 2021

\$12.7 Million
Recreation 2021

\$44.8 Million
Direct Visitor Spending 2021

389 Jobs
Supported by Goochland
Tourism Industry in 2021

HOW CAN WE HELP?

Goochland Economic Development is your central point of contact for business and commercial development in Goochland.

SERVICES

Site Selection
Permit Guidance
Resource Connections
Workforce Assistance
Business Education & Networking

QUESTIONS?

Goochland Economic Development
P.O.Box 103
2931 River Road West
Goochland VA 23063

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