

Virginia Enterprise Zone Program

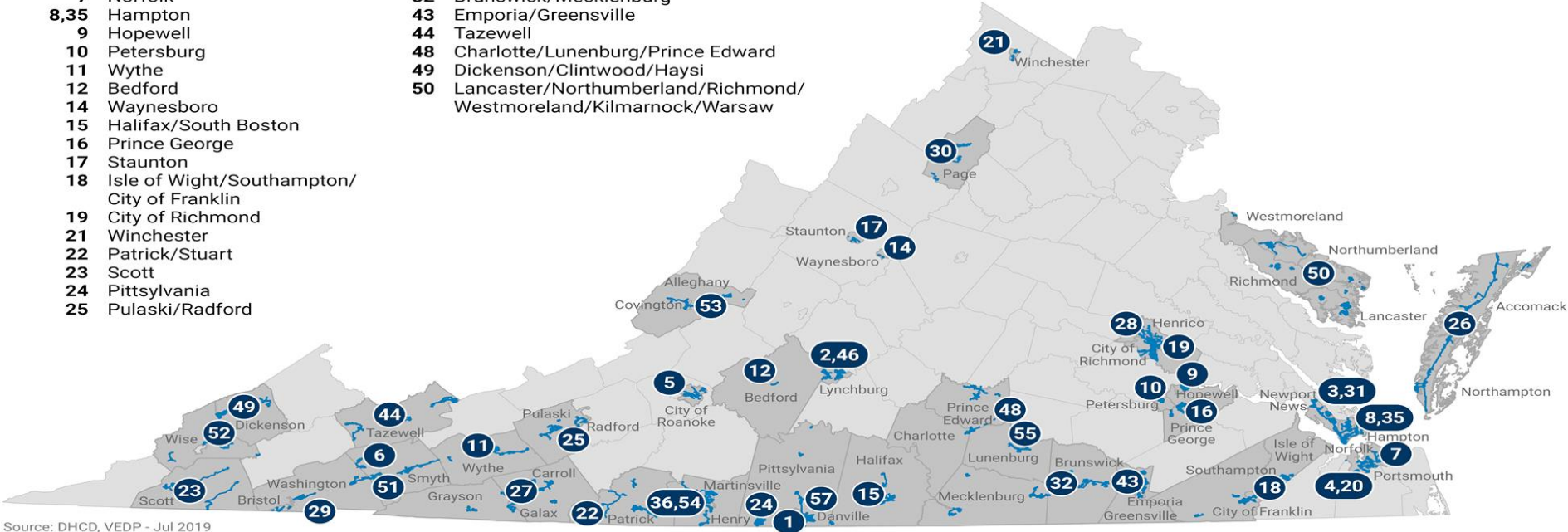
LOCAL ZONE ADMINISTRATOR
101 WORKSHOP



VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT
Partners for Better Communities

Enterprise Zones

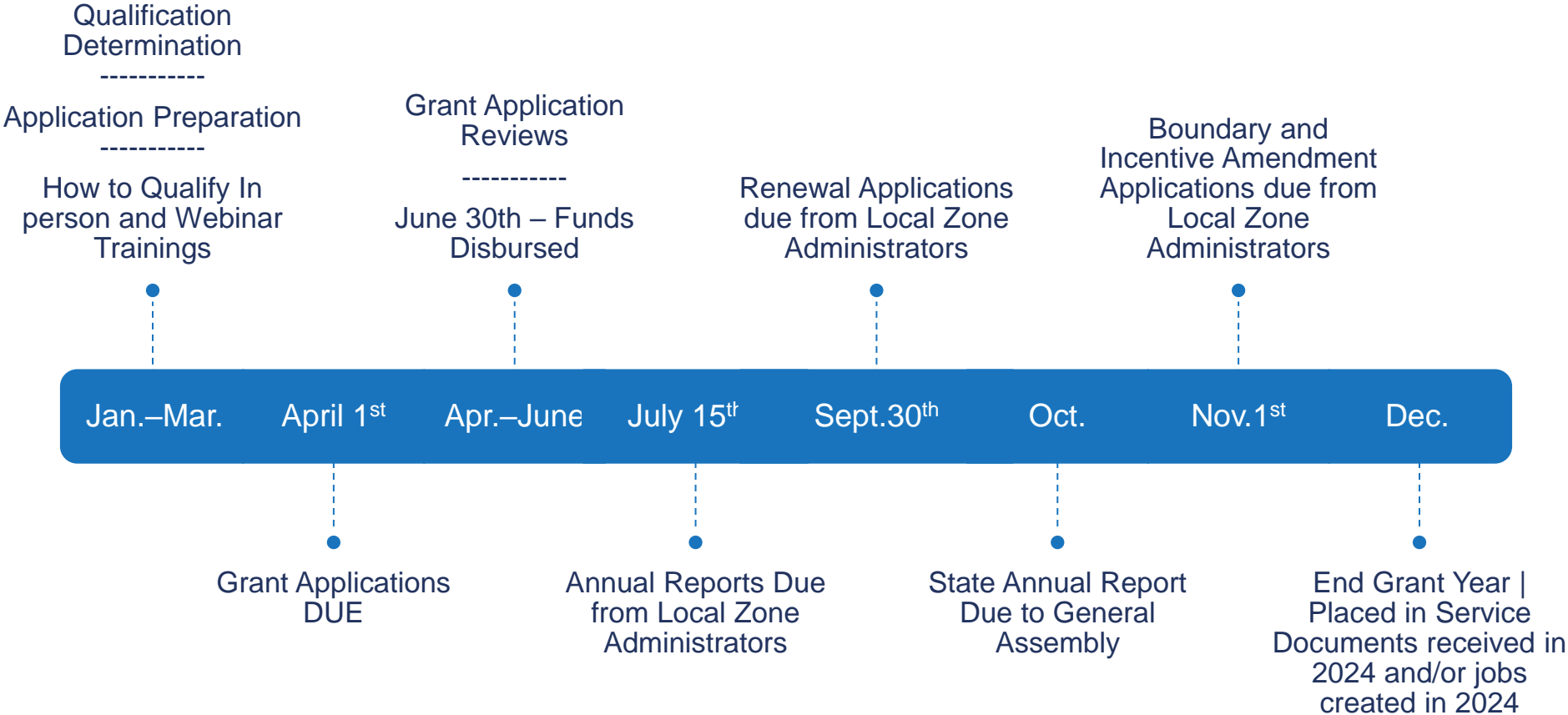
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|------|--|-------|--|----|---|
| 1 | Danville | 26 | Accomack/Northampton | 51 | Smyth/Washington/Chilhowie/Glade Spring |
| 2,46 | Lynchburg | 27 | Carroll/Galax/Grayson | 52 | Wise |
| 3,31 | Newport News | 28 | City of Richmond/Henrico | 53 | Alleghany/Covington/Clifton Forge |
| 4,20 | Portsmouth | 29 | Bristol | 55 | Lunenburg/Kenbridge/Victoria |
| 5 | City of Roanoke | 30 | Page | 57 | Pittsylvania/Danville |
| 6 | Saltville/Smyth | 36,54 | Martinsville/Henry | | |
| 7 | Norfolk | 32 | Brunswick/Mecklenburg | | |
| 8,35 | Hampton | 43 | Emporia/Greenville | | |
| 9 | Hopewell | 44 | Tazewell | | |
| 10 | Petersburg | 48 | Charlotte/Lunenburg/Prince Edward | | |
| 11 | Wythe | 49 | Dickenson/Clintwood/Haysi | | |
| 12 | Bedford | 50 | Lancaster/Northumberland/Richmond/
Westmoreland/Kilmarnock/Warsaw | | |
| 14 | Waynesboro | | | | |
| 15 | Halifax/South Boston | | | | |
| 16 | Prince George | | | | |
| 17 | Staunton | | | | |
| 18 | Isle of Wight/Southampton/
City of Franklin | | | | |
| 19 | City of Richmond | | | | |
| 21 | Winchester | | | | |
| 22 | Patrick/Stuart | | | | |
| 23 | Scott | | | | |
| 24 | Pittsylvania | | | | |
| 25 | Pulaski/Radford | | | | |



Source: DHCD, VEDP - Jul 2019

- Enterprise Zone Designation
- Enterprise Zone Boundary
- Locality with Enterprise Zone

PROGRAMMATIC TIMELINE



ROLE OF THE LZA



EDUCATE



**BUILD
RELATIONSHIPS**



MARKETING

WHO

- local government/IDA/PDC
- current & prospective business owners
- real estate agents
- general public
- business organizations



U.S. Chamber of Commerce

MARKETING STRATEGIES-TESTIMONIALS

Testimonial-a statement from a customer about how a product/service has benefitted them.

Utilize for multiple marketing strategies:

- Website
- Advertising
- Brochures
- Presentations



Utilize from multiple:

- Types of grants | recipients of both JCGs and RPIGs
- Types of projects | new construction, rehabilitation, and expansion
- Types of end-use | commercial, industrial, and mixed-use

Testimonials with pictures are even more effective!

MARKETING STRATEGIES-PRINT

Print Collateral | Brochures, one pagers, maps, etc.



Include:

- testimonials
- pictures
- data
- eligibility info
- maps of boundaries
- local incentives
- state incentives



How much money has been granted to businesses in your locality?
How many businesses have received local and state EZ incentives?
How many jobs have been created and supplemented by JCG funds?

MARKETING STRATEGIES-MEDIA

Website | local government site/economic development department/IDA/EDA/PDC



What to include:

- local & state incentives
- map/GIS link to boundaries
- link to VEZ page for state incentives/info
- Zone Name | Zone # | LZA Contact Info



Social Media | Facebook/LinkedIn/Instagram

Utilize your own locality/organization's social media & that of other stakeholders:

- Local Chamber of Commerce
- Local Main Street organization
- Local civic engagement groups
- Local real estate agents

JANUARY

January 1st | VEZ Application Submission Portal Open

Throughout January | How to Qualify Workshops

- share HTQ Workshop info with businesses (share with local Chamber of Commerce/Main Street organization, etc. to spread the word)
- attend at least one How to Qualify (HTQ) Workshop (in-person or the webinar)
- reach out to previous JCG grantees to remind them to apply and to assist
- provide technical assistance to grantees



FEBRUARY & MARCH

February | LZA 101 Training

March | Renewal Training

- send out reminder emails to grantees with due date and application submission link
- sign all Local Zone Administrator Reviews
(must check to be sure address is within the EZ)
- provide technical assistance to grantees
- attend LZA Training



APRIL & MAY

April 1st | Grant Application Submissions Due

May 15th | Grant deficiency response deadline

May Date TBD | Local Annual Report Training

-assist grantees with any deficiencies identified or questions that we may have

-attend LZA training for Local Annual Report



JUNE & JULY

July 15th | Deadline for local annual report submission

Late July | LZA Training

- complete local annual report
- meet with DHCD staff if considering a boundary or incentive amendment in current year
- attend LZA Training



AUGUST & SEPTEMBER

August | Amendment Training

September | Renewal Training

- work on Renewal Application (if applicable)
- work on Amendment Application (if applicable)
- review local incentives & zone boundaries for effectiveness. Is the program having its intended impact?



OCTOBER, NOVEMBER, & DECEMBER

- complete Renewal Application (if applicable)
- complete Amendment Application (if applicable)
- update marketing materials
- plan marketing opportunities (speak at Chamber of Commerce, meetings with realtors, etc.)

October 1st | Renewal Applications Due

November 1st | Amendment Applications Due

November | Statewide Annual Report Webinar

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&

A



THANK YOU



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**
Partners for Better Communities

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