



# Virginia Enterprise Zone

Renewal Manual & Application Information

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## Renewal Request Evaluation

-Requests for renewal are worth a total of 400 points.

-The four sections and methodology for scoring is as follows:

1. **Narrative**- worth 200 points total and scores are based on responses to questions regarding local need, zone impact, and the locality's capacity to implement.
2. **Impact**- worth 100 points total and scores are based on the zone's level of state incentive qualification.
3. **Distress**- worth 100 points total and scores have been calculated for each zone locality based on a combination of a locality's fiscal stress ranking, unemployment rate, and median household income.
4. **Additional Consideration**- worth up to 75 additional points and will be awarded to zones with recent or upcoming announcements within the zone boundaries from the Governor's Office.

Allows both quantitative and qualitative factors to be considered.

To be considered for renewal, a zone's final score must be above 250 points out of the possible 400 points.



# CAMS INSTRUCTIONS

1. Visit <https://dmz1.dhcd.virginia.gov/camsportal/Login.aspx> DHCD recommends accessing CAMS through the **Google Chrome** browser. If using Internet Explorer, please make sure you are using the most up-to-date version of the browser available.
2. Click **View & Manage Projects** to see a Project List as well as a Reporting Schedule.
3. Click **Detail** Next to the Enterprise Zone Project.
4. Update the **Project Information Tab** to reflect Local Zone Administrator's contact information. This should be the person responsible for day-to-day operations of the local Enterprise Zone program and the certification of state incentive applications.

The screenshot shows the DHCD CAMS interface. At the top, it says "Welcome Jordan Snelling, Project Administrator" and "Virginia Department of Housing and Community Dev.- Commun". Below this is a navigation bar with icons for Profile, Downloads, View Projects And Reports, Financial Transactions, Application And Programs, and User Guide. The main content area is titled "Project Detail" and shows the following information:

Project Name: Enterprise Zone 000 DHCD Zone [Edit?](#) Program Name: Virginia Enterprise Zone Designation - 1996  
 Contract Start/End Date: 01/01/1996 - 12/31/2016 Place of Performance: 600 E Main Street, Suite 300, Richmond

Below this are tabs for Project Information, Project Budget, Remittances, and Reports & Communication. The "Project Information" tab is active and shows the following details:

**Project Information**  
 Organization Name: Virginia Department of Housing and Community Dev.- Community Development Division Organization FEIN: \*\*\*\*\*  
 Project Primary Contact <sup>?</sup>  
 First Name\*: Jordan Last Name\*: Snelling  
 Title\*: Enterprise Zone Coordinator Email\*: jordan.snelling@dhcd.virginia.gov  
 Work Phone\*: 804 - 371 - 7121  
 Project Location <sup>?</sup>  
 Address\*: 600 E Main Street, Suite 300 Zip Code\*: 23219 - 0300 Whats my +4?  
 City\*: Richmond  
 Primary Service Area\* <sup>?</sup>

5. Click **Reports & Communications Tab** find the Designation Renewal Report. Click the listing to open the report form.

The screenshot shows the DHCD CAMS interface with the "Reports & Communication" tab active. It displays the following information:

Project Name: Enterprise Zone 000 DHCD Zone [Edit?](#) Program Name: Virginia Enterprise Zone Designation - 1996 Contract #: EZ000  
 Contract Start/End Date: 01/01/1996 - 12/31/2016 Place of Performance: 600 E Main Street, Suite 300, Richmond

Below this are tabs for Project Information, Project Budget, Remittances, and Reports & Communication. The "Reports & Communication" tab is active and shows the following details:

**Reports & Communication** Ad Hoc Reports:    
  

<input type="checkbox"/> Display Name	Date Due	Status	Last Updated On	Last Updated By	Comments
<input type="checkbox"/> Local Enterprise Zone Annual Report	7/15/2016	Not Started			

 Total Reports: 1

# NARRATIVE SECTION 1: ZONE INFORMATION

## 1) Highest Elected Official

List the name of the Highest Elected Official for the designated locality. This is typically the Mayor or Chairman of the Board of Supervisors. This may be different than the organization that administers the program locally.

## 2) Chief Administrative Official (CAO)

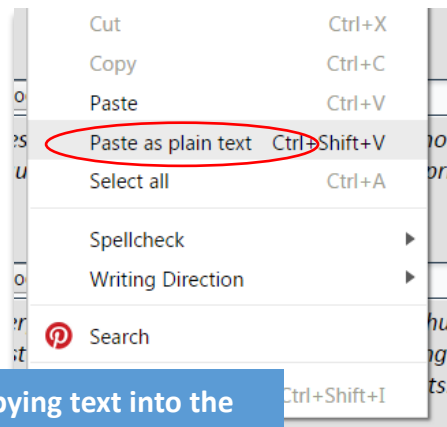
List the name of the CAO for the designated locality. This may be different than the CAO for the organization that administers the program locally. This is typically the City Manager or County Administrator.

## 3) Local Zone Administrator

List the name of the Local Zone Administrator (LZA) responsible for day-to-day operations of the local Enterprise Zone Program. This should be the same individual that certifies the state incentive applications.

## 4) Zone Description

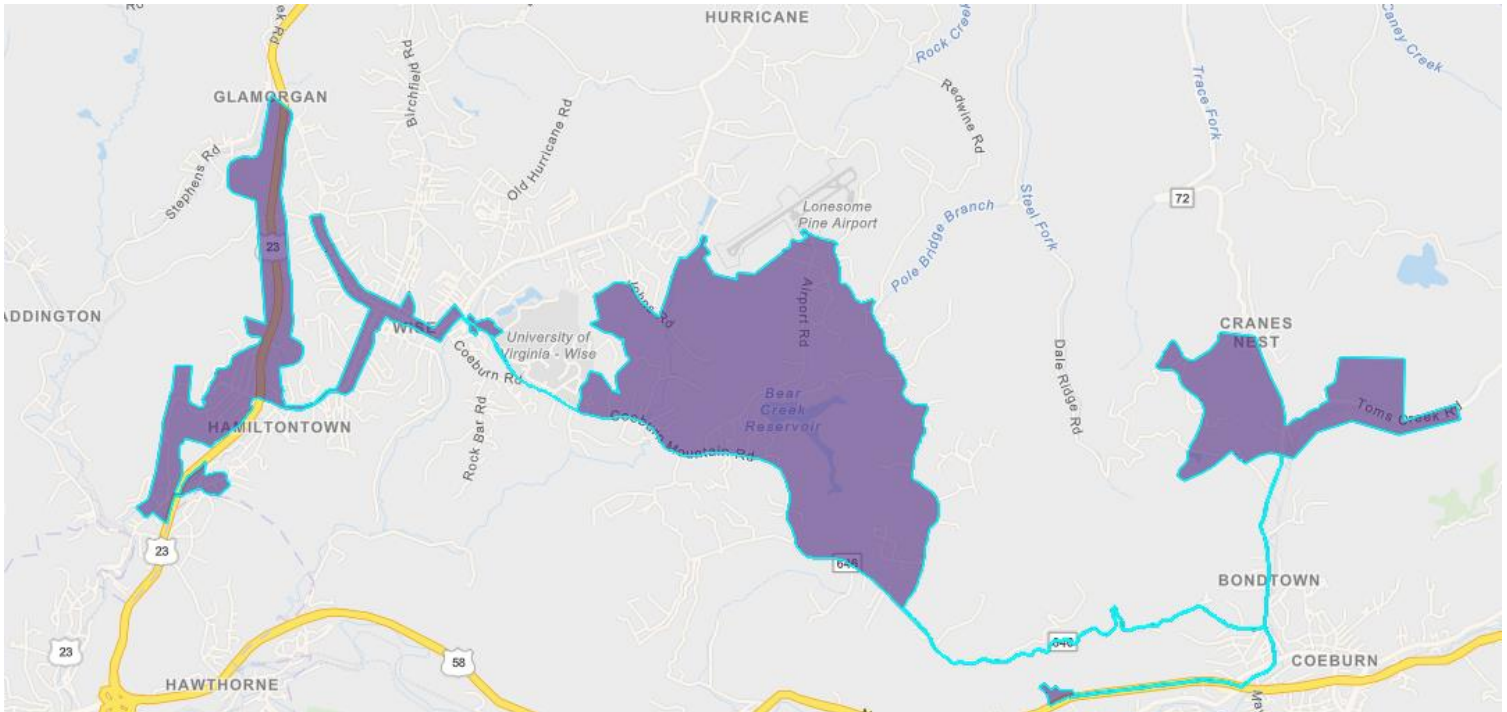
Provide the current Zone Description. This description should be updated to reflect any 2023 amendments. To find the zone's most recent Zone Description, please see the previous calendar year Annual Report in CAMS. The Zone Description is a summary of the locality's Enterprise Zone. This description should highlight the zone's target industries and job sectors, as well as the areas included in the zones (including any specific commercial corridors, downtown, business parks, etc.) This description does not need to city specific parcels, businesses, or roadways, unless relevant to the function of the overall zone.



If you are copying text into the reporting box, please use **UNFORMATTED TEXT**, avoiding bullets and variable spacing and fonts. This can be done by right-clicking in the narrative block and selecting "Paste as plain text".



## NARRATIVE SECTION 2: ZONE CHARACTERISTICS



### 1) Zone Size Guidelines Utilized

Select the zone size guidelines utilized to establish zone size from the dropdown. If zone size guidelines are based on 7% of the locality's land area or 7% of the locality's population- additional questions are required (#6-8). A screenshot of this dropdown is shown below.

### 2) Zone Acreage

Indicate the total zone size in acres.

Standard: City & Town Zones (160-640 acres)
Standard: County & Consolidated City Zones (320-3840 acres)
7% of Land Area (City & Town Zones Only)
7% of Population (City & Town Zones Only)

### 3) – 5) Acreage of Area 1, 2, and 3

Each zone may have up to 3 noncontiguous areas of acreage. The total acreage in Area 1, 2, and 3 should be equal to the total acreage listed in #2. If the locality has fewer than 3 areas, please enter 0 in the applicable box (as shown in the screenshot above).

### 6) Total Locality Land Area

Required only if zone size is based on 7% of Total Land Area.

### 7) Zone Population

Required only if zone size is based on 7% of Total Population.

### 8) Total Locality Population

Required only if zone size is based on 7% of Total Population.

## NARRATIVE SECTION 3: LOCALITY NEED

### 1) Key Economic Conditions/Challenges & Ongoing Need

What are the key economic conditions/challenges in the locality as a whole? How do these conditions/challenges demonstrate the locality's continued need for the Enterprise Zone designation?

### 2) Community & Economic Development Goals

What are the locality's current economic/community development goals and targets?

### 3) Changes to Community Goals since Designation Application

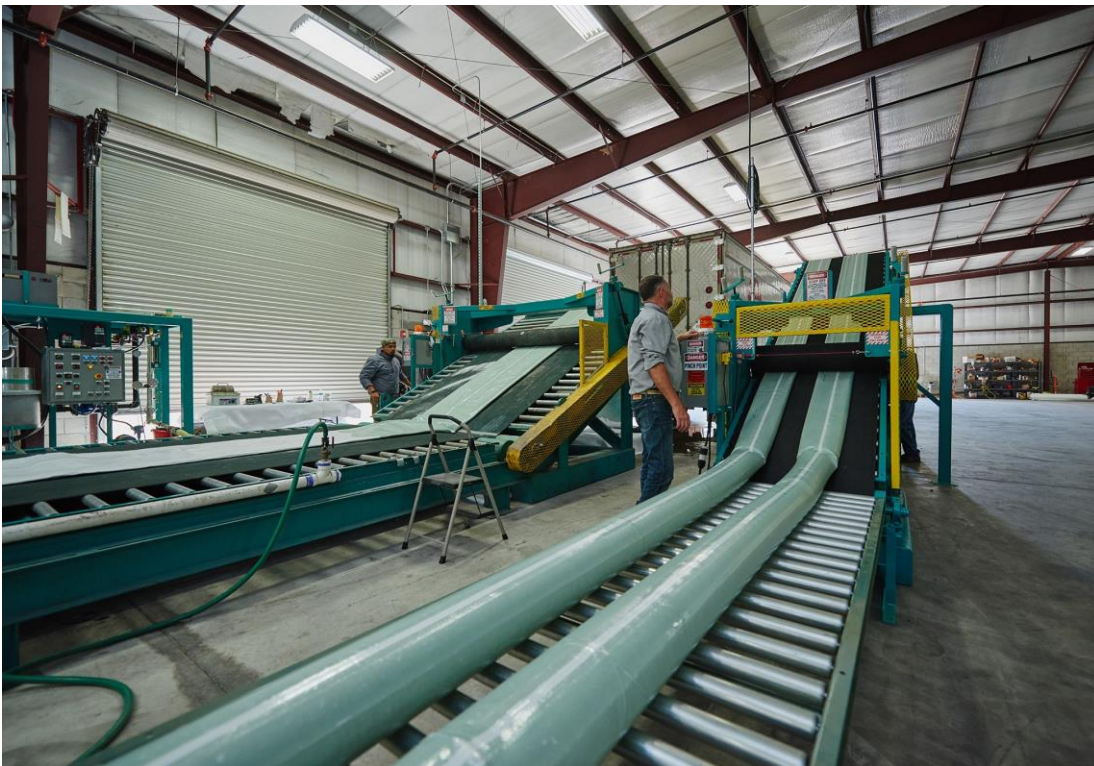
Over the last 5 years, have the goals and targeted businesses changes? If not, describe how the local program has evolved to meet the changing needs.

### 4) Boundary Amendment History

How has the zone evolved to meet the locality's changing needs and development? Please include an overview of what was achieved with each amendment, and why.

### 5) Incentive Amendment History

How has the zone evolved to meet the locality's changing needs and development? Please include an overview of what was achieved with each amendment, and why. Provide boundary & incentive amendment history.



## NARRATIVE SECTION 4: ZONE IMPACT



### 1) Conditions within Enterprise Zone Boundaries

How have conditions within the zone boundaries evolved over the past 5 years?

### 2) Local Incentive Utilization & Impact

Please describe the local incentive utilization during the past five years. What has been the impact?

### 3) Economic Development Announcements

Upload copies of economic development announcements for the area within the zone boundaries. Included announcements from the Governor's office, press releases, etc. Announcements should be within the last 5 years. (Upload files)

**\*\*When uploading attachments, files must be formatted as a single Word or PDF document, or a zipped file. The system will not allow multiple files to be uploaded to a single question, unless formatted as a zipped file. \*\***



#### 4) State Incentive Effectiveness & Impact

What has been the state incentives' past effectiveness in encouraging job creation and private investment. What impact have the state incentives had on local economic conditions? Please review the zone's 5-year state incentive utilization data provided by DHCD.

#### 5) Zone Impact on Business Recruitment, Retention, Expansion Efforts

How has the availability of Enterprise Zone local incentives played a role in the locality's business recruitment, retention and expansion efforts? Please identify specific businesses that have located or expanded or key projects that have been completed due to the availability of the incentives (state and local).

#### 6) Additional Local Community & Economic Development Resources

What other business or development incentives are available within the Enterprise Zone? Describe any funding sources or programs (public/private) that the community has been able to leverage because of the Enterprise Zone program.

#### 7) Areas of Growth & Investment

Where will the community make additional public improvements or experience ongoing growth (by location and industry)? Are these areas currently contained within the zone boundaries? If so, how will the Enterprise Zone affect those efforts? If not, why?

#### 8) Opportunities for Improvement

What are the opportunities to increase effectiveness, and how will they be addressed should the zone receive a 5-year extension?



## NARRATIVE SECTION 5: CAPACITY TO IMPLEMENT

### 1) Zone Marketing Description & Attachment

How is the zone marketed? Are marketing efforts directly reaching identified business targets? What improvements could be made? Please attach a zipped folder containing screenshots of or links to your local Enterprise Zone website, as well as any brochures or marketing materials that you currently use to advertise your Enterprise Zone.

### 2) Media Articles Attachment

Attach a document with links to recent or upcoming announcements (within the past 3-5 years) within the zone boundaries from the Governor's Office.

### 3) Optional Attachments

Please use the optional attachments to provide any additional information that you feel demonstrates the locality's ongoing need, community and economic efforts, or the impact of the Enterprise Zone program on the locality.

**\*When uploading attachments, files must be formatted as a single Word or PDF document, or a zipped file. The system will not allow multiple files to be uploaded to a single question, unless formatted as a zipped file.**



## IMPACT SCORE

### POSSIBLE 100 of 400 TOTAL POINTS

-100 points are available based on the zone's level of state incentive qualification

-Evaluated based on the population of the zone locality:



Metropolitan  
50,000 or more



Micropolitan  
10,000-49,999



Rural  
Less than 10,000

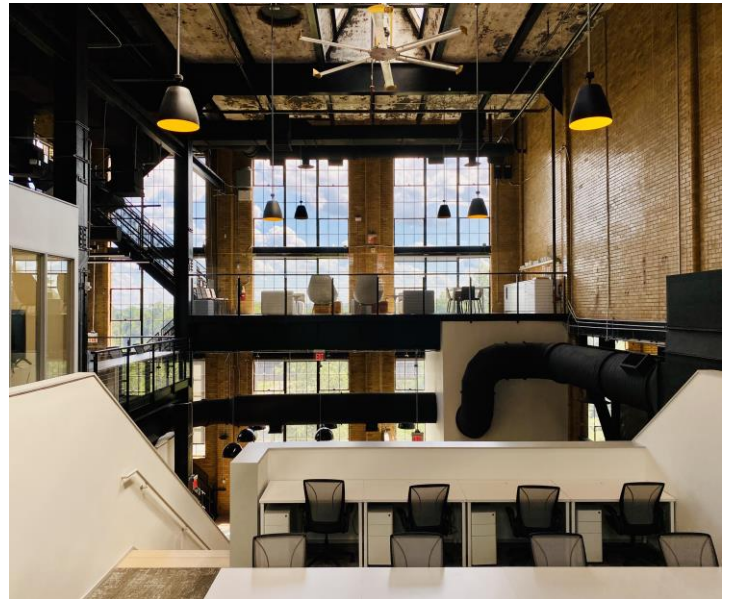
-The median state incentive qualification for each classification during the past 5 years will be calculated by DHCD.

-Zones that have achieved state incentive qualification above the median in their classification will be awarded 100 points.

-Zones that achieved median qualification will be awarded 50 points

-Zones that experienced qualification below the median will be awarded 25 points.

-Zones with no utilization will be awarded 0 points.



## DISTRESS SCORE

### POSSIBLE 100 of 400 TOTAL POINTS

-Distress scores have been calculated for each zone locality based on a combination of the following:

1. Fiscal stress ranking of the locality (<https://www.dhcd.virginia.gov/fiscal-stress>)
2. Unemployment rate
3. Median household income

-These are the same criteria used to evaluate zone designation requests.

-The distress scores are based on a 100-point scale.

-Distress Scores will be sent to each locality.

## ADDITIONAL CONSIDERATIONS

### POSSIBLE BONUS POINTS WORTH UP TO 75 POINTS of 400 TOTAL POINTS

-Awarded to zones with recent or upcoming announcements within the zone boundaries from the Governor's Office.

*Commonwealth of Virginia*  
*Office of Governor Glenn Youngkin*

**FOR IMMEDIATE RELEASE:** May 3, 2023

**Delta Star to Expand Operation in Virginia**

*Leading power transformer manufacturer to invest \$30.2 million to increase capacity in the City of Lynchburg, creating 149 new jobs*

**RICHMOND, VA** – Governor Glenn Youngkin today announced that Delta Star, Inc., the largest, American-owned medium transformer manufacturer in the United States and the premier manufacturer of mobile transformers in North America, will invest \$30.2 million to expand its manufacturing and headquarters operation in the City of Lynchburg located at 3550 Mayflower Drive. The expansion involves a new 80,000 square feet of additional manufacturing space to support its mobile and power transformer operations to meet the increased demand of this growing and vital sector of the economy. The project also includes a 14,000-square-foot corporate building to consolidate headquarters and office function requirements. Virginia successfully competed with California and Pennsylvania for the project, which will create 149 new jobs.