

Crozet Economic Development Action Items for Discussion

- 1) Demographic & Business Surveys
 - a) Define the market areas to study (Downtown Crozet District “DCD”, Crozet Growth Area “CGA”, Charlottesville/Albemarle, Region)
 - b) Present demographics of areas, historical and projected
 - c) Compile survey/data of existing businesses

- 2) Market Analysis
 - a) Identify economic development climate, trends, & drivers that may influence development
 - b) Identify strengths and weaknesses that the DCD and CGA have relative to economic development
 - c) Forecast demand for new commercial and retail business, and apartment/condo rental in the DCD and CGA over a 5-10-20 year period
 - d) Recommend types and amounts of commercial/retail and apartment/condo development in the DCD, and the former Barnes Lumber site in particular, considering these areas’ likely capture relative to competition from other areas (Rte 250, Old Trail, Charlottesville/Albemarle)
 - e) Provide specifics for those forecasts and recommendations, including:
 - i) Types and mix of development (square feet & land area consumed)
 - ii) Market positioning – types, lease rates and sizes
 - iii) Specific targeted types of businesses, markets, or renter profiles
 - iv) Timing or phasing estimates
 - v) On-site amenities needed to attract businesses (e.g, plaza, greenspace, services, etc)
 - vi) Identify key competitive issues for success
 - vii) Branding strategies

- 3) Community Input (charrette?)
 - a) Identify Crozet’s uniqueness (railroad, mountain/NP, eclectic, small town, history, etc)
 - b) Identify Crozet’s Vision of what a revitalized downtown looks like
 - c) Assess kinds of businesses we want/don’t want
 - d) Evaluate tolerance for impacts (traffic, noise, visual, etc)

- 4) Grow Existing Businesses
 - a) Survey of existing businesses in DCD and CGA
 - i) Identify growth plans, needs, desires
 - ii) What businesses are successful?
 - b) Seek & target Charlottesville/Albemarle businesses seeking expansion (how to identify?)
 - c) Potential targets:
 - i) Breweries & Wineries
 - ii) Tourism

- 5) Attract New Business
 - a) Albemarle County Target Industries Study cites 4 target industries, noted below. What specifically, if anything, can/should Crozet do to target these?
 - i) BioScience & Medical Devices
 - ii) Business & Financial Services
 - iii) IT and Defense Security

- iv) Agribusiness, Food Processing, & Related Technology
 - b) Identify & pursue other new business that may be suitable specifically for Crozet
 - i) Tourism (Nat'l Park, Wineries, Breweries, Events)
 - ii) hotel
 - c) Identify what kinds of businesses are successful in other towns similar to Crozet and why? (e.g. Damascus, VA; UNC's "Small Towns/BIG IDEAS" case studies)
- 6) Develop "product" (e.g. suitable sites or buildings) for business
- a) Create database of potential sites for various types of development, including strengths/issues of each site/location
 - b) Identify "product" needs based on Market Analysis, and New/Expanded Existing Business above
 - c) Create plan for "perfecting the product" – making sites or buildings suitable for need when it arises
- 7) Marketing Efforts
- a) Compile information created above in marketing materials useful to prospective or targeted businesses
 - b) Visitors & Tourism information materials, visitors center, etc
 - c) Websites for a) and b) above – create Crozet's own or tag onto existing websites (CACVB, County, etc)
 - d) Branding & logo development - e.g., "Brand" Crozet as "Historic Railroad Town", "Basecamp to Shenandoah Nat'l Park", "Brew Ridge Trail Head", "Appellation Trail Head", etc
- 8) Resources
- a) Staffing - County, CCAC, partners, Milestone
 - b) Funding
 - i) County
 - ii) Milestone
 - iii) Partners
 - iv) Grants
 - (1) CDBG
 - (2) VA Main Street Program
 - c) Explore opportunities with partners:
 - i) Downtown Crozet Association/Crozet Business Networking Group
 - ii) Chamber of Commerce
 - iii) Central Virginia Partnership for Economic Development
 - iv) The Economic Development Authority (EDA)
 - v) Charlottesville Albemarle Convention & Visitors Bureau (CACVB)
 - vi) Charlottesville Business Innovation Council
 - vii) Central VA Small Business Development Center
 - d) Identify existing or evaluate new incentives available for business development:
 - i) Historic designation – tax credits
 - ii) Tourism zone – VA Tourism Development Financing
<http://www.crozetgazette.com/2013/10/county-wants-state-tourism-designation-for-crozet/>
 - iii) County waiver of property or other taxes
 - iv) State tax incentives