

# New Business/Expansions



- **LIDL USA**– Lidl, part of the Germany-based Schwarz Group, the largest retailer in Europe and one of the largest in the world, chose Spotsylvania as the location of its first expansion into the U.S. market. The company is constructing a **900,000 square feet, \$125 million**, distribution center and is anticipating the creation of approximately 200 jobs. Lidl chose Virginia because of the market opportunities, depth of the talented job force and strategic location. Spotsylvania will also be home to Lidl’s first two U.S. based retail stores; with one under construction at a cost of \$2 million.
- **Dominion Raceway** – Located just off Interstate 95 in Thornburg, the site puts Spotsylvania on the nation’s radar. **The NBC Sports Network is expected to air at least one race this summer**, bringing press and attention to the county. The facility sits on more than 100 acres and offers a 2-mile road course, a 4/10th mile oval track and a 1/8th mile drag strip. The track currently has nine full-time and sixty part-time employees, and is expected to hire on additional full-time staff in the near future. The new raceway is anticipated to be a catalyst for increased development in the Thornburg area. Since the announcement of Dominion Raceway’s construction, **Taco Bell and Best Western Plus have recently opened their doors nearby**. Future commercial development opportunities exist on the 160 acre site with 40 + acres available for sale or lease.



# New Business/Expansions (Continued)



- **Department of Veterans Services** – The state Department of Veterans Services' new benefits office located at 10300 Spotsylvania Avenue, opened in **December 2015**, within walking distance of the new Veterans Administration Clinic who opened in May this year. The Spotsylvania office will be an outstanding asset to the nearly **60,000 veterans** who live in the nearby communities. The Virginia Department of Veterans Services (VDVS) operates 26 benefit services offices that assist veterans and their family members in filing claims for federal veterans benefits; two long-term care facilities offering nursing, assisted living, and domiciliary care for veterans, and three veterans cemeteries that provide an honored final resting place for veterans and their families. VDVS provides veterans and family members with direct linkages to needed services including behavioral healthcare, housing, employment, education, and other programs.



- **Veterans Administration Clinic** –In conjunction with the attraction efforts for military and federal defense contractors, and the region, now home to one of the fastest-growing populations of veterans in the Country located the region's second Veterans Administration Clinic to the Lee's Hill Medical Plaza. (The first clinic location is located in the City of Fredericksburg.) The new **10,000 square foot** Community Based Outpatient Clinic (CBOC) will provide additional clinical access to care with 25 + healthcare professionals for Veterans in the Spotsylvania Region. The investment upfit of the facility was approximately **\$1 million**.





## New Business/Expansions (Continued)

- **Virginia Youth Soccer Association** – The Virginia Youth Soccer Association (VYSA), a nonprofit devoted to promoting youth soccer in Virginia and D.C., at the Spotsylvania Sportsplex, is situated on 80 acres in the County. The facility boasts eight FIFA (Federation International Football Association) regulation fields including a small stadium. In January 2015, VYSA was recently awarded the bid to **host the 2017/2018 U.S. Youth Soccer Region 1 Championships**. The Championship will need **4,000 hotel rooms**. The event will provide ample opportunities for tourism exposure and retail sales for the County. The opening ceremony will be held at the new Dominion Raceway in Thornburg. Public and private entities began meeting a year ago to accommodate the event’s success. Staff is assisting with portions of the event planning.
- **Virginia Railway Express (VRE)** – VRE opened its newest station in the County in **November 2015** marking the first major service expansion in the system’s 23-year history and a key piece of VRE’s long-term plans to meet the region’s growing transit needs. The station extends service south of Fredericksburg, potentially drawing several hundred new riders. VRE plans to expand platforms at five Fredericksburg Line stations to accommodate the additional trains. Work on a 2.5 mile third track from the new Spotsylvania Virginia Railway Express station is complete. CSX’s third track is a companion project to the new station. The new track runs from the station to the current tracks and taps into an already-existing third track near the intersection of Mine and Benchmark Roads. A larger third-track project will run north of Fredericksburg adding 11.4 miles of third track alongside existing tracks running through Stafford into Prince William County.
- **Print Mail Communications (PMC)** – PMC relocated its corporate offices and production services from Northern Virginia to Spotsylvania in 2014 occupying an available **100,000+ sf facility** in the 95 Commerce Business Park with **80 full-time jobs**. On average, PMC employees have 20 years’ of direct mail marketing experience. The company’s workforce has growth to over 100+ employees. The company specializes in data-driven solutions, cutting-edge print technologies, and comprehensive direct mail, distribution and fulfillment providing smart direct mail solutions. The second-generation family business was launched over 40 years ago.





# Major Employers - Healthcare

- **Spotsylvania Regional Medical Center (SRMC)/ HCA Virginia Health Systems** – The County’s first hospital opened in June 2010 and is part of HCA, the nation’s largest hospital system. The 133-bed hospital employs approximately 450 staff members, is the County’s largest private employer, and is responsible for roughly **\$1.1 million in taxes annually** to the County. SRMC is accredited as a chest pain center, and last year, added a cancer center through a partnership with Virginia Commonwealth University. For the seventh consecutive year, HCA was named by The Ethisphere Institute as one of the world’s 100 most ethical companies. SRMC also ranks in the top five within HCA’s 163-hospital chain. SRMC also invested **\$1.2 million in the renovation** of several medical areas of the hospital in 2015.
- **Medicorp, Inc./Mary Washington Healthcare** – Mary Washington Healthcare (MWH) began as an eight-room hospital in Fredericksburg, Virginia nearly 115 years ago. It has evolved into a not-for-profit, regional system consisting of two hospitals located in the City of Fredericksburg and Stafford County with 28 healthcare facilities and wellness services throughout the region. Medicorp/MWH’s presence in the County includes a free-standing Emergency and Outpatient Center at Lee’s Hill, Medical Imaging of Fredericksburg, several NextCare Urgent Care centers, Home Health and Hospice Center, and numerous laboratories. The Heart & Lung Center, located in Massaponax near the Spotsylvania Regional Medical Center, provides care for patients suffering from COPD and heart failure. In 2013, Mary Washington Hospital performed in the top 10% of all hospitals nationwide in actual patient outcomes and patient satisfaction during hospital or outpatient visits. Medicorp/MWH is the largest private employer in the region with over 5,000 employees and 500 physicians.



# Economic Development Programs

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- The Center for Economic Research completed a commuter workforce skills study to identify what jobs need to exist in the Fredericksburg area to keep employees here instead of commuting to Northern Virginia and D.C. each day. The researchers found that more than **50% of commuters work in industries FRA has targeted for growth in the region** – jobs that allow those commuters to use their advanced educations. The data showed that commuters tend to have higher levels of education than non-commuters. They are also more likely to have military service backgrounds, which also yield higher salaries. Among commuters, 37% hold a bachelor’s degree or higher and more than 50% of the area’s commuters estimate that it takes at least one hour to get to work each day.
- The County continues to target business sectors in healthcare, manufacturing, professional services (high tech/IT/defense) and tourism. Employment rose in the **target industry sectors by 6% from 2014 to 2015**. Overall, total industry sectors rose by **195 new establishments and 1,540 new jobs**. The average annual wage rose from \$36,764 to \$36,955 over the same period. Vacancy rates continue to trend downward year over year.
- Additionally, efforts continue to target military and defense contractors as a professional sector based on Spotsylvania’s highly-accessible location within proximity of three regional military bases. Federal spending is no longer expected to drive the Washington metropolitan region’s economic growth, but **professional and business services will be the major source of growth**. Available office space in the county continues to be sought out by technology, professional and medical service companies.

# Economic Development Programs (Continued)

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- The County continues to execute a **Targeted Industries Program** designed to expedite the review and approval of site and building plans involving targeted businesses. Under this program, the County works closely with a business or developer to reduce the potential for delays in the permitting process and to complete the process to allow the business to begin operations as quickly as possible.
- The **Economic Development Incentives Program** is used to attract new business and support the expansion of existing businesses and retain industry. The program has contributed to increased capital investment and job creation since its initial creation in 1995. Continued collaboration with State officials ensures the County is using all available resources to maintain and grow the business community.
- **Technology and Tourism Zone Programs** serve both new and existing qualified businesses. The Technology Zone covers the County's primary settlement district encompassing the County's fully-serviced business corridors to encourage growth in Spotsylvania's high-technology sector. Qualifying businesses located within the Technology and Tourism zones are afforded local tax rebates on Business, Professional and Occupational License and Machinery and Tools taxes, and are placed in the County's Targeted Industries Program.
- There are two **HUBZone designations** that offer businesses an advantage when applying for federal contracts. There is one HUBZone located in the northern portion of the County on the Route 3 corridor, and another is located near Lake Anna.

# Business Retention Programs

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- The Department has established a Business Retention Program that connects new and existing businesses with the right resources and assistance with workforce, state and federal financing programs and processes and protocols that will improve the overall business climate to increase growth and investment opportunities in the County.
  - Business Walk Program that will allow visitations to numerous businesses in a short amount of time in order to gather industry information in order to foster business growth and help identify issues that businesses may be facing.
  - Continued to support and participate in the annual Modern Day Marine Expo. The Modern Day Marine Expo is the singular Marine Corps industry event where defense companies from all over the world gather annually at the "Crossroads of the Corps", Quantico, Virginia, to display their latest technologies, equipment and services to help the nation's warfighters, the US Marines.
  - Continued to sponsor and participate in the annual Quantico Area Industrial Security Council and their annual meeting to provide a forum for educating Industrial Security professionals safeguarding National Security in the Quantico Virginia Area. The group currently has over 400 members and facilitates education, training and resources for current members.
  - Assisted and participated in numerous business openings and expansions within the County to help welcome businesses. A few establishments include AAMCO , Lidl Distribution Center, VRE Station, Veteran Affairs Clinic at Southpoint, MD Wellness and Health , Practical Accounting Solutions, AAA Tax Plus, Dodson Property Management, Tra' Chic Boutique, Physical Therapy of Central Virginia, CLRA Group, Fredericksburg Fences, and PPG Paints.

# Business Retention Programs (Continued)

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- Demand for industrial space is steady as vacancy rates continue to trend downward year-over-year. **Continued positive absorption is expected for the remainder of 2016.** This trend is a positive indicator for the County since the industrial market is often a leading indicator. Absorption of space for new industrial construction is led by Lidl USA Regional Distribution Center in the distribution/warehouse submarket and available existing space continues to be taken up by healthcare companies and the government contracting industry.
- Retail is the largest sector in the County. The County currently has 6.7 million square feet of shopping center space and 6.3 million square feet is currently occupied and the five-year net absorption rate is 94%.
- On a continuing basis, EDT serves as a **liaison between federal and state government and local businesses**, providing information and technical assistance in a variety of areas including funding, government contracting and specialized workforce training. The Department maintains an active membership and/or dialogue with numerous regional organizations including the Virginia Economic Development Partnership, the Virginia Employment Commission, and the Virginia Tourism Corporation, the Fredericksburg Regional Alliance, the Chamber of Commerce, the Greater Fredericksburg Regional Tourism Partnership, the International Economic Development Council and others. The EDT Department also maintains relationships with local military bases and numerous institutions of higher learning that are in regional proximity to the County.
- Many local businesses in the County continue to support the Commonwealth's significant commitment to hiring veterans and creating employment opportunities through such programs as the Virginia Values Veterans (V3) Program which has contributed to making Virginia the most veteran-friendly state in the nation in which to work.

# Planned and Approved New Development



Date Approved	Development	Type	# of Units			Proposed Commercial SF & Components
			SFD	SFA	MF	
7/9/2013	Spotsylvania Courthouse Village <sup>1</sup>	MU	445	205	900	536,000 sf – office, retail
8/13/2013	Crossroads Station <sup>2</sup>	MU	0	0	610	950,000 sf – office, retail, hotel
9/10/2013	New Post <sup>3</sup>	MU	219	104	102	160,000 sf – office, retail, hotel
9/24/2013	Fortune’s Landing	R	49	0	0	None
12/10/2013	Cosner Corner East Apartments	R	0	0	274	None
1/14/2014	Barley Woods	R	87	36	0	None
1/28/2014	Heritage Woods	R	697	180	183	None
6/24/2014	Courtland Park <sup>4</sup>	MU	89	0	0	75,000 sf – office, church, daycare
6/24/2014	Southpoint Landing <sup>5</sup>	MU	0	0	830	1,150,000 sf – retail, restaurant, office
9/9/2014	Benchmark	R	0	98	0	23,400 sf - office
9/9/2014	Legends of Chancellorsville	R	217	0	0	None
12/9/2014	Wheatland	R	0	98	0	None
12/9/2014	Thorburn Estates	R	59	0	0	None
6/23/2015	Jackson Village	MU	0	695	1,575	298,000 sf commercial/office
10/21/2015	Breckenridge Farms	R	52	0	0	None
11/12/2015	Retreat at Chancellorsville	R	192	0	0	None
12/8/2015	Alexander’s Crossing <sup>6</sup>	MU	518	971	1,118	1,558,000 sf - office, hotel, grocery
1/12/2016	Avalon Woods	R	98	0	0	None
1/26/2016	Plantation Woods	R	132	0	0	None

The County has approved 992 SFD Units, 971 SFA Units and 1,118 MF Units since July 2015.

Additionally, over 1.5 million square feet of commercial space (office, hotel and grocery) has been approved since July 2015.

<b>Total</b>	<b>2,854</b>	<b>2,387</b>	<b>5,592</b>	<b>4,750,400 sf</b>
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- (1) This development did not commit to number of units, unit type, or sf of non-residential development. The figures here are a potential build-out scenario.
- (2) This development committed to a maximum of 950,000 sf of non-residential development. To build out the residential units, 75,000 sf of non-residential development must be constructed.
- (3) This development committed to 20,000 sf of non-residential development to build out their residential units.
- (4) This development committed to 2,000 sf of non-residential development to build out their residential units.
- (5) This development has no maximum number of mf units nor any commitment or cap on the non-residential development.
- (6) This development committed to 750,000 sf of non-residential development to build out their residential units.

Legend: MU = Mixed Use; R = Residential; SFD = Single Family Detached; SFA = Single Family Attached; MF = Multi-Family; AR = Age Restricted; and, Sf = square feet.  
 Source: Spotsylvania County Planning Department.

# Existing Retail & Mixed-Use Developments



- **Spotsylvania Courthouse Village** – An elegant hometown is underway, combining a commercial and residential streetscape. A bypass was completed in 2010, improving traffic flow to the Courthouse area, new retail development, and tourism attractions. The project developer envisions that the Village could eventually include 500,000 square feet of office, retail and civic uses, as well as 1,500 residential units including townhomes, apartments, condos and single family homes. A four-building, 66-unit apartment complex was completed in 2015. **Construction has recently been completed on five retail buildings, which range in size from 1,000 to 7,000 square feet and house a gym, a hair salon, an investment company, and a Subway restaurant.** The third phase of the project will include a five-story mixed-use building, with four floors of apartments over retail space. The County owns a 55,000 square foot office building within the Village which houses the Planning, Zoning, Building, Economic Development, Tourism, and Social Services offices, as well as the County museum.





# Existing Retail & Mixed-Use Developments (Continued)

- **Harrison Crossing** – Harrison Crossing is a unique, **70-acre, 600,000 square foot development** located on Rt. 3 at its intersection with Harrison Road in Spotsylvania. Harrison Crossing is anchored by Home Depot, Petco, and a Super Giant Food. It is home to a variety of services, shops and restaurants, including Walgreen's, Wells Fargo, Bank of America, Neibauer Dental, Hope Animal Hospital, Firestone Tires, Rob's Car Wash, Sonic, Salsarita's, Starbucks, Subway, Wendy's, McDonalds, Popeyes, and Taco Bell. A Burger King is also planned and construction is underway on a Lidl grocery store, which will be the company's first U.S. retail stores. Pad sites are still available for growth throughout Harrison Crossing area.
- **Thornburg** - Exit 118 at Thornburg is Spotsylvania's southernmost I-95 exit. The Virginia Department of Transportation has begun work on a **\$22.4 million road improvement project at Exit 118** that includes widening the Mudd Tavern Bridge over I-95, adding new turn lanes, and installing new traffic lights at the I-95 off ramps onto Mudd Tavern Rd. The opening of the racetrack is anticipated to be a catalyst for development in Thornburg. **A 2,550 square foot Taco Bell has recently opened, as well as an 8-story, 59,000 square foot, Best Western Plus hotel with 82 rooms and 16 longer-term suites. A 9,000 square foot shopping center is also planned and will be located on Mudd Tavern Road.**
- **Spotsylvania Towne Centre** – The Spotsylvania Towne Centre is located on Rt. 3, just off I-95 Exit 130. This approximately 1.6 million sq. ft. development offers the premier shopping, dining and entertainment experience in the region. An \$80 million renovation and expansion to the Towne Centre and an open-air lifestyle center were completed in 2012. The 180,000 square foot lifestyle center has attracted a Residence Inn, and other high-end retailers such as That's My Dress, Saxon Shoes, White House/Black Market, Sephora, Pandora, and many other retailers. The lifestyle center has also attracted Paragon Village 12 and Splitsville Lanes, a luxury movie theatre and bowling alley combination.



# Existing Retail & Mixed-Use Developments (Continued)



- **Southpoint I & II** – Located in one of the fastest growing corridors in Virginia at Exit 126, the 256-acre development consists of 1.2 million+ square feet of mixed use retail/commercial space offering a variety of retail, restaurants, office and professional office space. The retail offerings are anchored by Wal-Mart and Lowe’s. Restaurants include Longhorn Steakhouse, Applebee’s, Chick-Fil-A, Coldstone Creamery, Chipotle, and Firehouse Subs. A large American Family Fitness is also present in the development. The development is also home to a new Indian Motorcycles dealership and will be the location of one of the first U.S. stores for the German grocery chain Lidl. ***Preliminary plans are underway for a new 45-acre development at Southpoint II called Southpoint Landing that is expected to have more than 1 million square feet of usable space*** and would consist of upscale apartments / mixed-use retail space south of the existing CarMax. Construction is underway across the street from the development on Abberly at Southpoint, a 280-unit apartment complex.
- **Cosner’s Corner** – Located a few miles south of Southpoint is Cosner’s Corner, a 980,000 square foot retail and office development located one mile from I-95, at the corners of U.S. Rt. 1, U.S. Rt. 17, and Spotsylvania Parkway. The development features a Super Target, Ross, Marshalls, Dick’s Sporting Goods, Kohl’s, & PetSmart. It is also home to numerous other national retailers, banks and a full palette of restaurants. Located across I-95 from Cosner’s Corner, “Cosner East” is home to Spotsylvania Regional Medical Center as well as 2 luxury apartment home complexes. The newest complex is the ***Silver Collection*** at Cosner’s Corner which is located directly across from the hospital. ***The \$75 million dollar complex contains 274 apartments, a clubhouse, and 10,000 square feet of indoor amenity space.*** Nearby, Station Square at Cosner’s Corner has recently completed phase 2 of their development plans, adding 120 new units housed in 4 buildings to their existing 260-unit complex. Additionally, the area is populated with abundant medical offices to serve the community and has space for growth of such services.



# Tourism



- One of the primary markets due to its relative size and importance within the local economy is tourism. According to the Virginia Tourism Corporation 2014 report, Spotsylvania County currently ranks 18th out of 134 counties and incorporated cities within the Commonwealth for tourism, continuing to remain within the top 20 in the state. The tourism “industry” is actually a cluster of industries. Tourism provides export revenue for the County through sales to visitors who come for various attractions, accommodations, to shop, dine, and to experience recreation and entertainment.
  - Based on the Dashboard, approximately **500,000 people stayed overnight in the County in 2015** and more than **850,000 visits** were recorded at local attractions, including the Civil War Battlefields, Lake Anna and other visitor sites and special events. As of 2014, visitors to the County generated approximately **\$258 million in overall economic value**, up from \$247 million in 2013 according to the Virginia Tourism Corporation.
  - **Trolley Tours** - There are two Spotsylvania centric tours. The popular Trolley Wine Tour on Sundays during the summer is usually full and includes increased retail sales for the wineries. The tour begins and ends at Spotsylvania Towne Center and is 5 hours, visiting only the 4 Spotsylvania wineries. The Courthouse Trolley Tour runs each Saturday through the Historic District and the Spotsylvania Battlefield, the National Park Service contributes to this tour. The trolley company also offers the tours to groups requesting a special tour during the week.



# Tourism (Continued)



- **Courthouse Area** - The Food Truck Rodeo drew record crowds to the Spotsylvania Courthouse Villages. Plans to grow tourism in the Courthouse area include a Courthouse Tourism Plan to make the Courthouse a better tourist destination.
- The County continues to grow in the agritourism industry with the addition of Breweries and wineries to our inventory. Lake Anna Winery, Wilderness Run Vineyard, Mattaponi Winery are large farm wineries that grow a lot of their own grapes or fruit. Eden Try Winery is a boutique winery that grows a small amount of grapes and all the production and bottling is done elsewhere, and the product is sold onsite at special occasions. Bacchus Winery is a micro-winery that purchases grape juice and creates the wine in their facility.
- County breweries include: Adventure Brewing, which purchased Blue & Grey Brewing, will soon change its name to Adventure South. Maltese Brewing is currently expanding, doubling its size to allow for a brewpub and event area. **1781 Brewing is planning a Fall 2016 opening** and is located adjacent to Wilderness Run Vineyard. Battlefield Brewery is located inside the Fredericksburg Pub and sells its product only at the Pub.

